



# PROXIMITY NETWORK

## Reaching Customers In-Venue To Drive Engagement And Plays

What's the best time to remind someone to play the jukebox? When they are at a TouchTunes venue of course! With the TouchTunes Proximity Network, mobile app users receive targeted, personalized and relevant messages when they are at a TouchTunes venue, helping drive engagement and increase plays and revenue.

### ACCURACY IS KEY

Mobile users value their experience and are sensitive about receiving alerts that are inaccurate or irrelevant for them. That's why the TouchTunes Proximity Network uses cutting-edge technologies to accurately know when a TouchTunes mobile app user is at a TouchTunes venue. The technology drastically reduces "false positives" so that users receive messages when they are actually at a TouchTunes venue and not just somewhere nearby.

### RELEVANCY DRIVES RESPONSE

To be successful, it's also critical to engage users with the right message at the right time. Our algorithms use key attributes such as the user's dwell time, favorite genres, artists and songs, and information about the jukebox and the venue to determine what message each individual mobile user should receive. For example, after being at a venue for 15 minutes without checking in, a mobile user might receive an alert saying, "You and Billy's Bar and Grill both like 'Shape of You' by Ed Sheeran. Get the vibe going and play it now!"

### DELIVERING RESULTS

Connecting the knowledge that a user is at a TouchTunes venue with personalized, relevant messaging greatly increases engagement rates, and is proven to help drive increased plays and revenue. Mobile users who receive proximity messages **are 60% more likely to play** than users who haven't received a message. That translates into a better user experience and more revenue for you and your venue!

To learn more about how TouchTunes is leveraging its Proximity Network to help grow your business, please contact your TouchTunes sales rep.

**TouchTunes**

TOUCHTUNES.COM 847.419.3300



/TOUCHTUNES



@TOUCHTUNES



@TOUCHTUNES