HOW FIRA BARCELONA TOOK ADVANTAGE OF MOCA AI TECHNOLOGY AT MWC 2018

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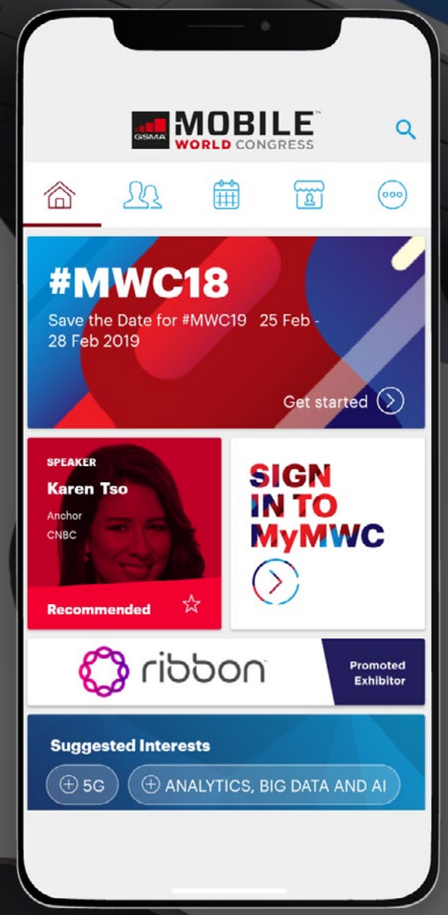
DISCOVER · INFLUENCE · MONETIZE



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Introducción

Events have become crucial in the B2B marketing and **90% of event professionals see engagement as a priority**. In this context, location-based services are being adopting as a natural strategy to organizers who already have an app.

With the right technology, event organizers not only can improve the overall visitor experience but also can find ways of increasing the revenue for both the organizers and the exhibitors at the events.

This whitepaper outlines **how MOCA incorporated engagement throughout the Mobile World Congress event life cycle** using marketing automation, mobile recommendations and location technologies.

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Customer Spotlights

Mobile World Congress

Mobile World Congress (MWC) is the world’s largest annual gathering of mobile and related industry C-Level executives, hosted by the GSM Association (GSMA) in Barcelona. It focuses on trends, challenges, and opportunities for the mobile industry.

Customer Spotlights

About Fira Barcelona

Fira Barcelona

Fira Barcelona is one of the most important trade fair institutions in Europe. The 8 exhibition halls cover a total of 240,000 m2 of floor space and include 45 restaurants and 2 heliports. Each year, more than 1000 events are held at the Fira Barcelona Gran Via, MWC being the largest. As a global events organizer, Fira Barcelona is constantly on the lookout for new cutting-edge technologies, which add value for both visitors and exhibitors.

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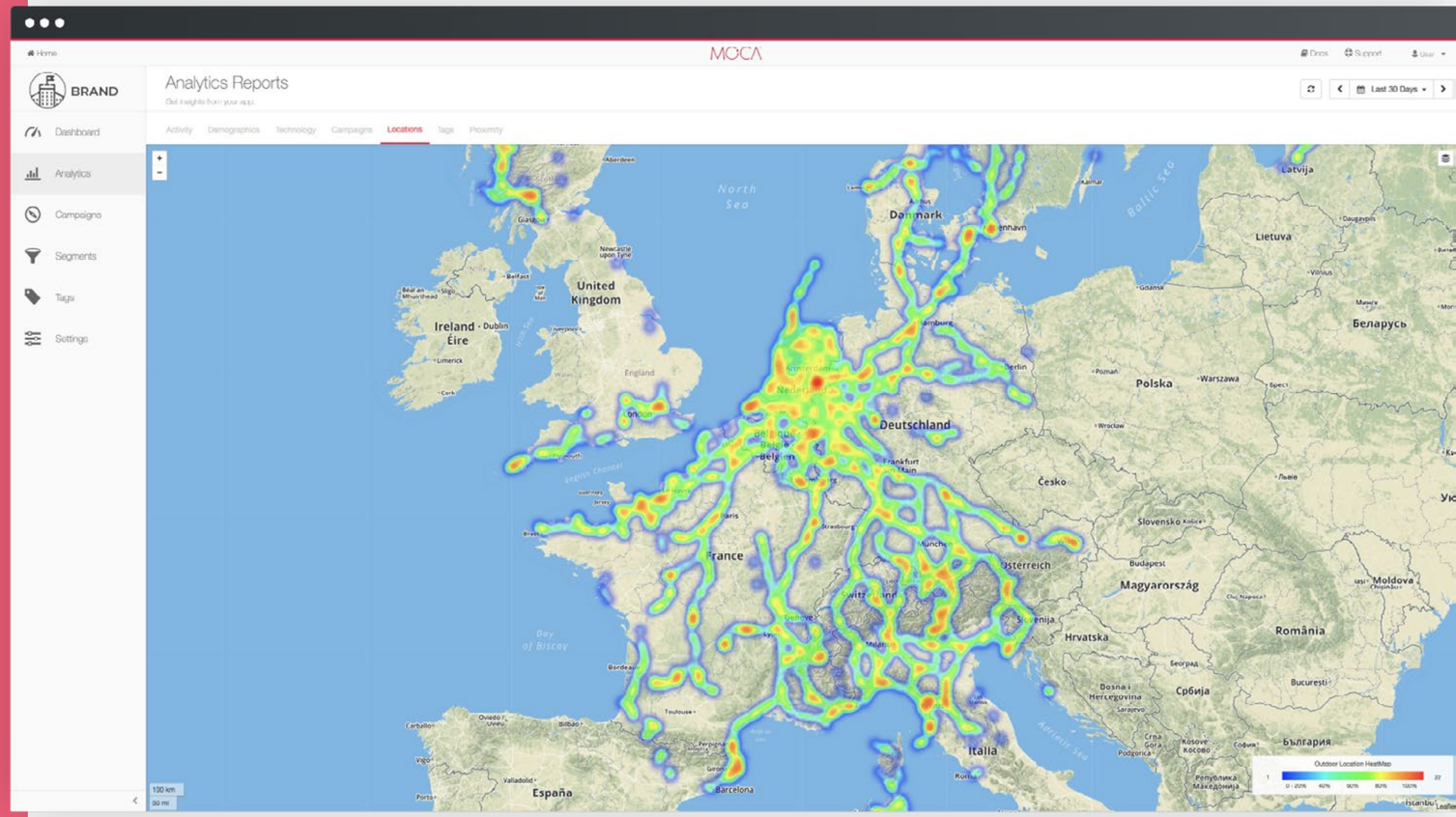
Understanding Technology

What are Geofences?

Geofencing is an example of a real-time location-based marketing strategy that **uses geolocation data to target users within an established geographic area**.

At international conferences, organizers can set up welcome messages and encourage attendees to collect their badge when they arrive at an airport, send them updates when they reach certain location checkpoints, and even create personalized reminders based on their interests.

In this context, MOCA's technology provides **circular geofences for outdoor environments** allowing you to **identify customers based on the routes they take and places they frequently visit.** Using MOCA's Geofencing you can retarget customers who have already visited your geo-locations or track visits to your competitors' stores and other points of interest using one single dashboard. MOCA campaign manager allows you to fine-tune the moments where the content will be shown to the users, **working even if the mobile device does not have internet connectivity.**

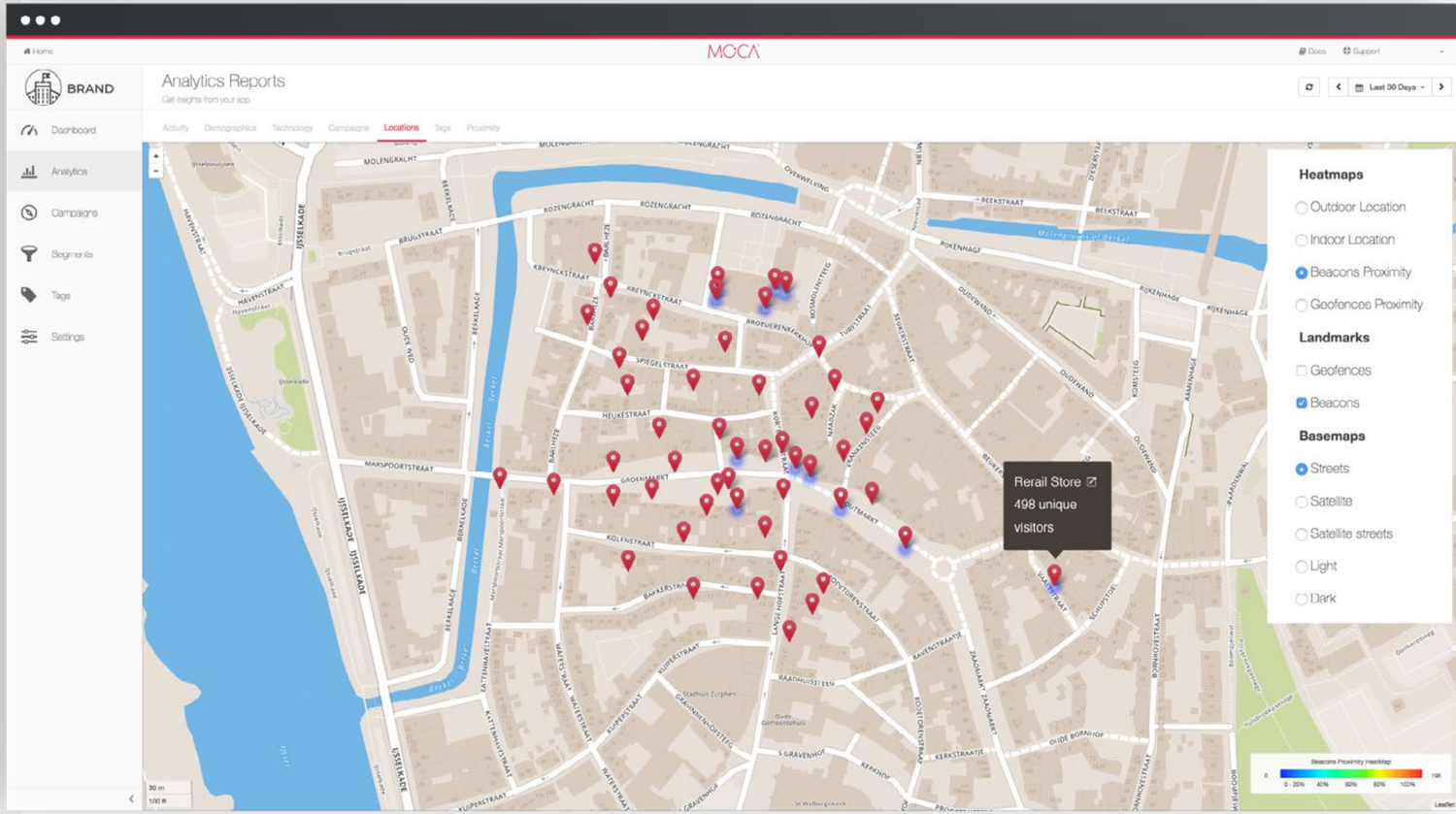


What are Beacons?

On the other hand, the beacon technology adds an extra dimension to location-based marketing. **A beacon is a small Bluetooth low-energy sensor** that can be placed anywhere, and is detectable by nearby mobile devices allowing mobile users to receive **context-aware campaigns**.

When multiple beacons are deployed throughout the venue, one can distinguish between floors, sections (such as halls, booths, conference rooms or points of interest) or even individual product lines. Exhibitors and sponsors can **set up beacons at the event to draw in attendees to their booths and increase their brand exposure**.

MOCA Location based marketing technology is **device agnostic** supporting both Eddystone (UID and TLM) and iBeacon protocols. Bluetooth Beacons can be deployed ad-hoc providing a cost-effective solution. It enables the delivery of **automated location-aware content** to the final user **and gather location data in order to enrich customer profile** integrating your CRM.



What is indoor positioning?

The main purpose of Indoor Location is to **help users to navigate within buildings** such as convention centers, it also opens the gate for innovation frenzy, creating new location-based applications, while improving existing ones, such as: Positioning & Turn-By-Turn Navigation, Location Sharing , “Help Me”, Crowdsourced Maintenance, Smart Parking, Find a space around me. Pole Star is delivering highly accurate indoor location on smartphones enabling demanding use cases like wayfinding in complex, multi-storey environments.

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What is a Recommendation System?

Recommendation systems (also known as recommendation engines or recommenders) are a type of information filtering system that can be applied on virtually any kind of web portal or mobile device and **help users find new content that is relevant to their interests** - from places to visit to products and services to discover.

Improving the attendee experience through MOCA recommendations

In our approach, we apply **proprietary machine learning algorithms** enable us to address multiple real-time situations such as **user device** (mobile, web), **connectivity** (internet available, internet not available), **real-time user location** (to provide location-specific adjustments) and **global audience trends** and **anomalies** (such as avoiding to recommend items that experience anomalous acceptance rates). Our set of requirements require us to develop a hybrid approach that addresses the limitations of many existing methods.

Since 3 years ago, Mobile World Congress is using MOCA's AI Recommendation System providing an outstanding example of scalability, robustness at large events and conferences.

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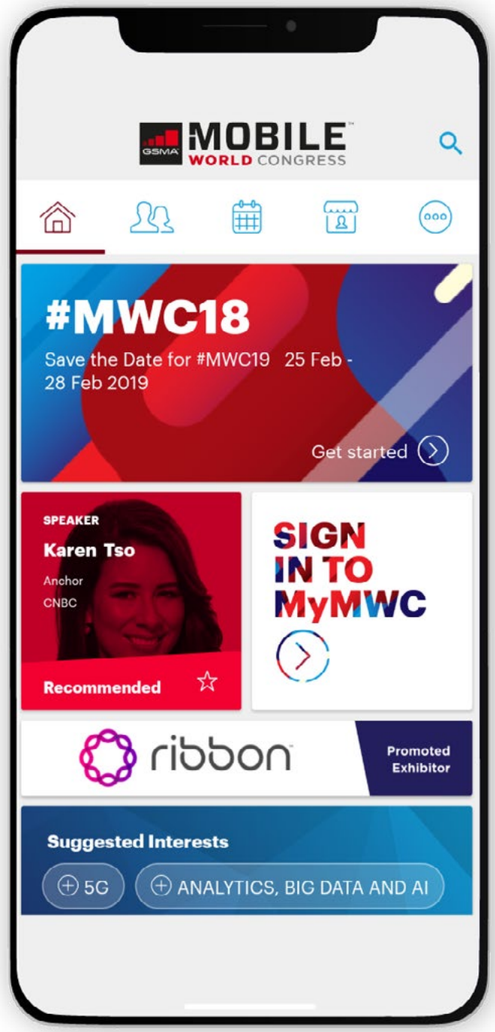

The Event

Mobile World Congress (MWC) is the world's largest annual gathering of mobile and related industry C-Level executives, hosted by the GSM Association (GSMA) in Barcelona. It focuses on trends, challenges, and opportunities for the mobile industry. The MWC 2018 lasted for four days and gathered **more than 107,000 attendees from more 205 countries and regions.**

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The Goals

Increase engagement attendees through personalized experiences

Understand attendees behavior to discover commercial opportunities

The Solution

With the attendee experience in mind, MOCA AI technology was integrated into **My MWC mobile app and web** to add value for visitors, exhibitors and organizers alike by **providing hands-on context-aware communications, location-based services and a recommendation system** based on *machine learning.*

A network of 800 BLE beacons, provided by Pole Star, were deployed both in the venue as well as in the city and **more than 38 million data points were analyzed by MOCA** platform during the event.

Thanks to MOCA, attendees received **personalized recommendations** such as people who to meet, exhibitors to visit and sessions to attend depending on their interests, behavior and micro-location. Moreover, the Mobile World Congress organizers were able to c**reate a new business line** enhancing their marketing portfolio of services. The proximity marketing services allow exhibitors to connect one-to-one with visitors and influence them to visit their stands.

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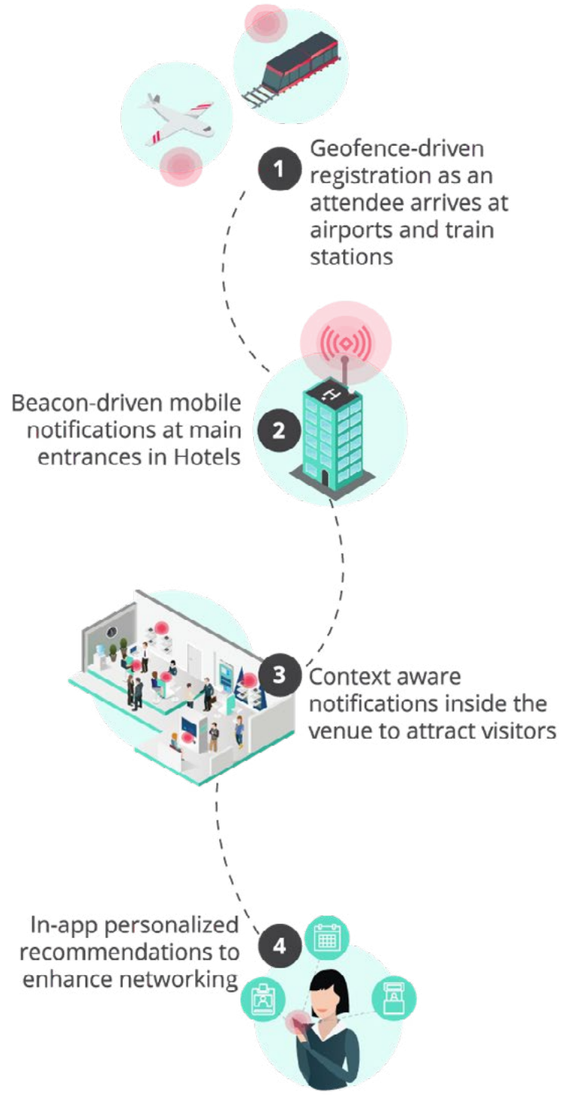

How did MOCA transform the MWC 2018?

The Results

Mobile Technology Information

Using mobile technology information, MOCA enables you to **support your mobile marketing analysis**. It allows you to fine tune current versions, and **plan your upcoming implementations**.

At MWC event, the 75% of attendees downloaded the app. This is an outstanding metric for any app marketing manager that want to leverage their mobile audience to enhance business opportunities. A chart below illustrates what **device types and models, operating systems and location services** your users employ to consume your content in the MyMWC event app, the official GSMA mobile app.

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75%

of attendees downloaded MyMWC event app

97%

of active users turned on location services

74%

of active users logged in

Mobile Technology Information

Mobile Audience by Operating System

44%
Android

56%
iOS

Most popular devices at MWC18:

53%
Iphone

11%
Samsung

37%
Others

Mobile Engagement Analysis

Discover how your attendees interact with you content. **Measure the effectiveness of your mobile marketing strategy in real-time** using MOCA's mobile engagement metrics.

During MWC, we observed that more than **52% of mobile users interacted with the app at the venue.** Location-aware notifications dramatically increases mobile engagement, because an app keeps reminding a user about itself providing useful information.

In this context, we noticed that **58% of mobile users who received a location-based notification interacted with it.** That's **14x more effective than standard push notifications**.

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75%

Mobile active users

14x

More effective than standard push notifications

58%

Open Rate for location-based campaigns

Mobile Engagement Analysis

Today, mobile users are demanding more from their app experiences, and the priority is clear: engagement is the key to user retention. MOCA's technology **has proven to be an effective solution because it is personalized, it reaches the audience timely, and it is very targeted**.

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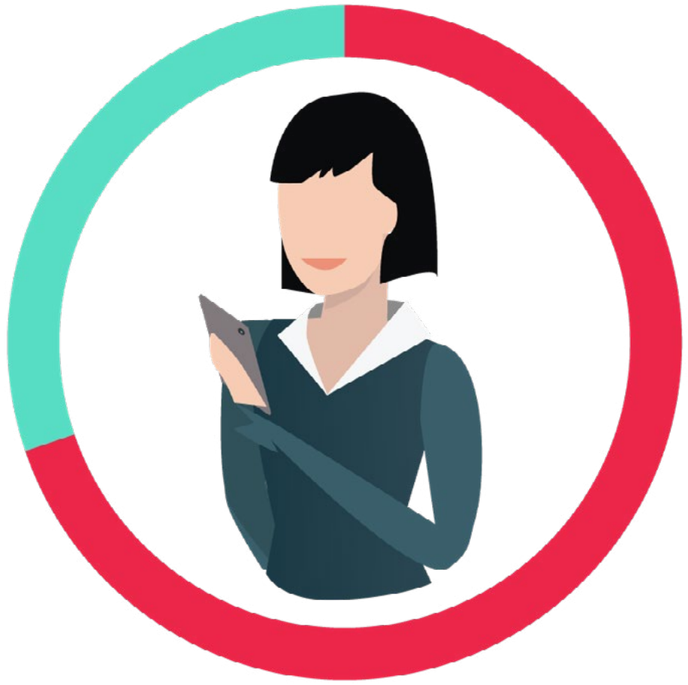
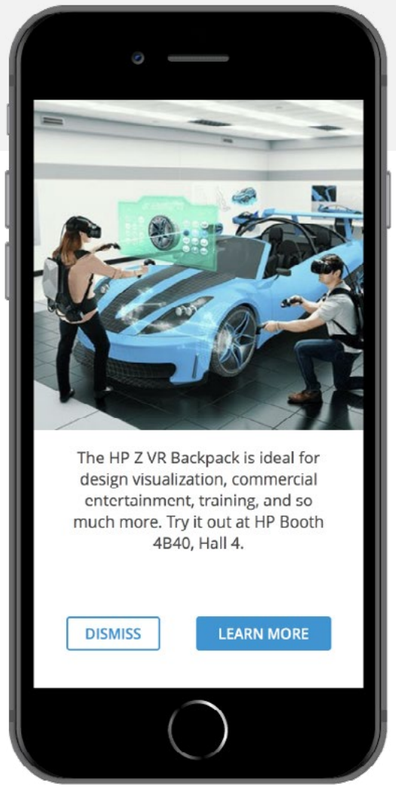
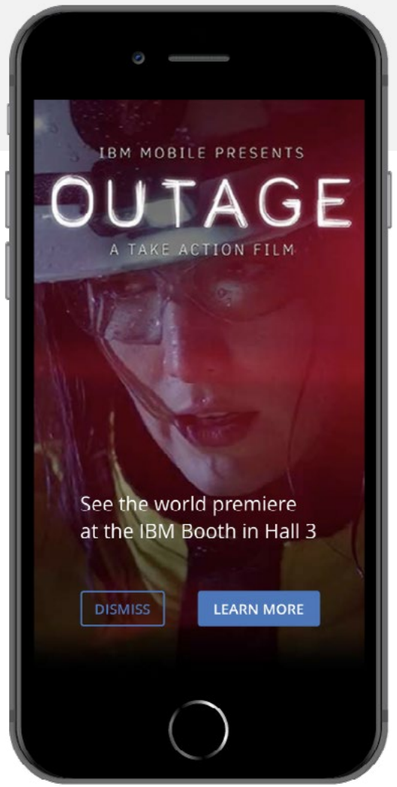
30%
New users



70%
Returning users

Campaign examples delivered during the event

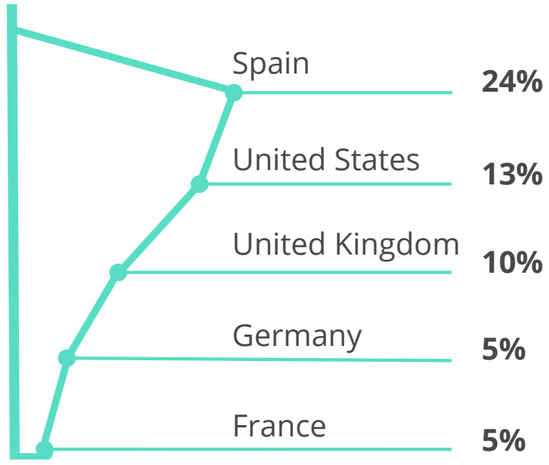


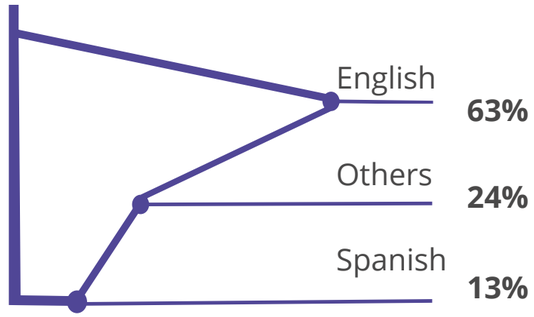


Mobile Audience Analytics

Gain insights on the composition of your mobile audience using MOCA's demographics analytics. We enable you to **learn more about your attendees such as countries of origin, languages and most visited locations** such as cities and neighborhoods.

At MWC18 event, we discovered that more than **10% of mobile users visited the Barcelona Camp Nou at least once** during the days of the event. Interesting insight that confirms that many attendees leverage the MWC event to visit touristic places in Barcelona, generating business opportunities for local business.





Mobile Recommendations

As more data is collected, more personalized experiences are created. MOCA allows you to **connect your CRMs and third-party applications** to our machine-learning recommendation system to improve engagement at your events.

At the MWC18 event, we provided to users **one-to-one personalized recommendations** learnt both from user profiles from the CRM and in-app activity such as visited user profiles, exhibitor searches, likes and others.

+75,000

Mobile recommendations delivered

89%

Mobile active users reached by at least one recommendation

53%

Mobile users liked recommended in-app items

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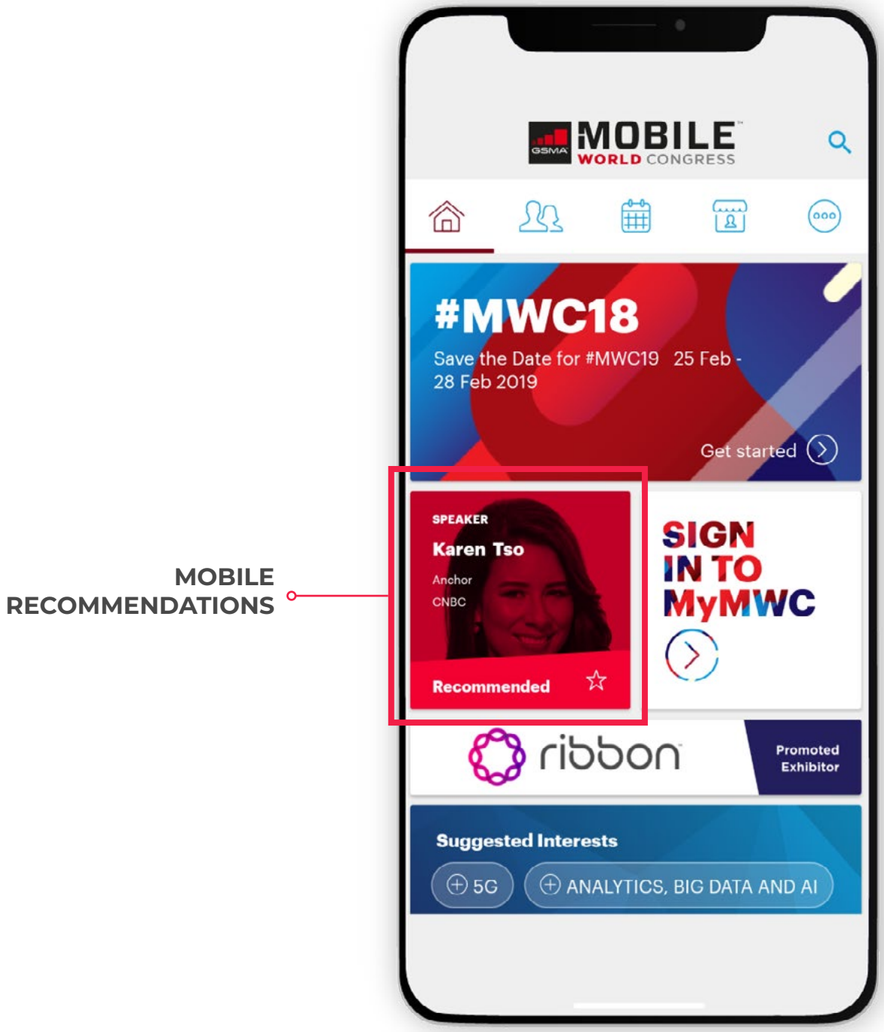

Partner Spotlight

About Polestar

Pole Star is offering the most advanced and powerful Indoor Location solution, making Location inside buildings as simple as GPS based services to implement. Pole Star provides to site owners and to mobile solution providers highly accurate, easy to setup and scalable indoor location services comprising indoor positioning, fine geofencing and location analytics.

Covering more than 15 million square meters in more than 25 countries generating more than 80 000 connections per day, Pole Star provides its partners and customers with a full and comprehensive product suite comprising a highly advanced core location engine (NAO SDK) compatible with Android, iOS and Windows 10 Mobile, a robust proprietary Bluetooth Low Energy beacon (NAO BlueSpot V3) and a service platform (NAO Cloud). NAO Cloud enables self-setup and maintenance of the indoor location service, beacon management including life status monitoring and bears a series of services like indoor location analytics and people tracking.

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POLESTAR
TRACING THE WAY

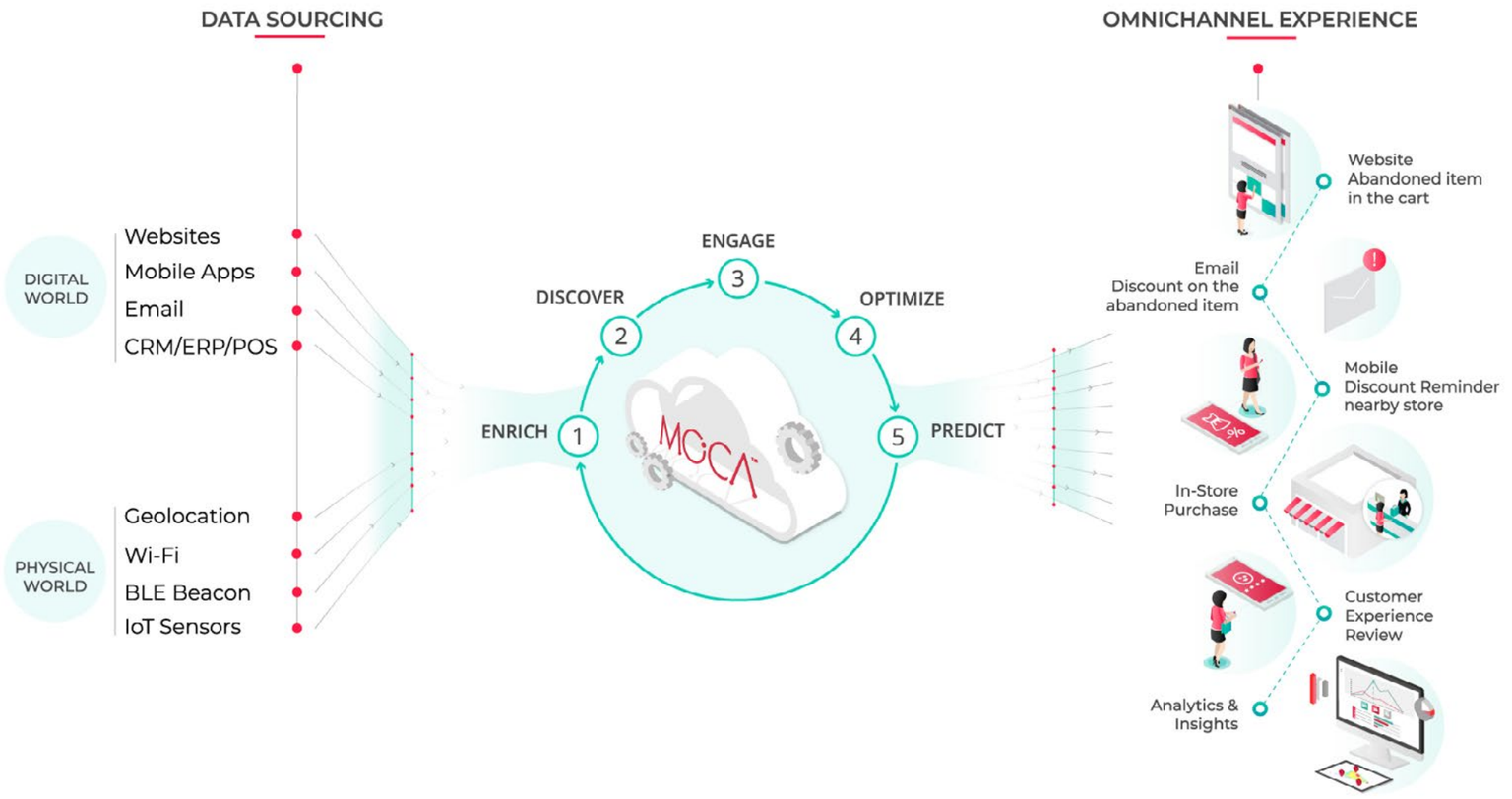
ABOUT MOCA

What is MOCA

Our **award-winning technology is a large-scale, big data platform** that leverages artificial intelligence, mobile apps, web, geo-location, Wi-Fi networks, IoT sensors and other contextual information to deliver **personalized communications** and experiences to people **based on** their **profiles, time and context in the physical world**.

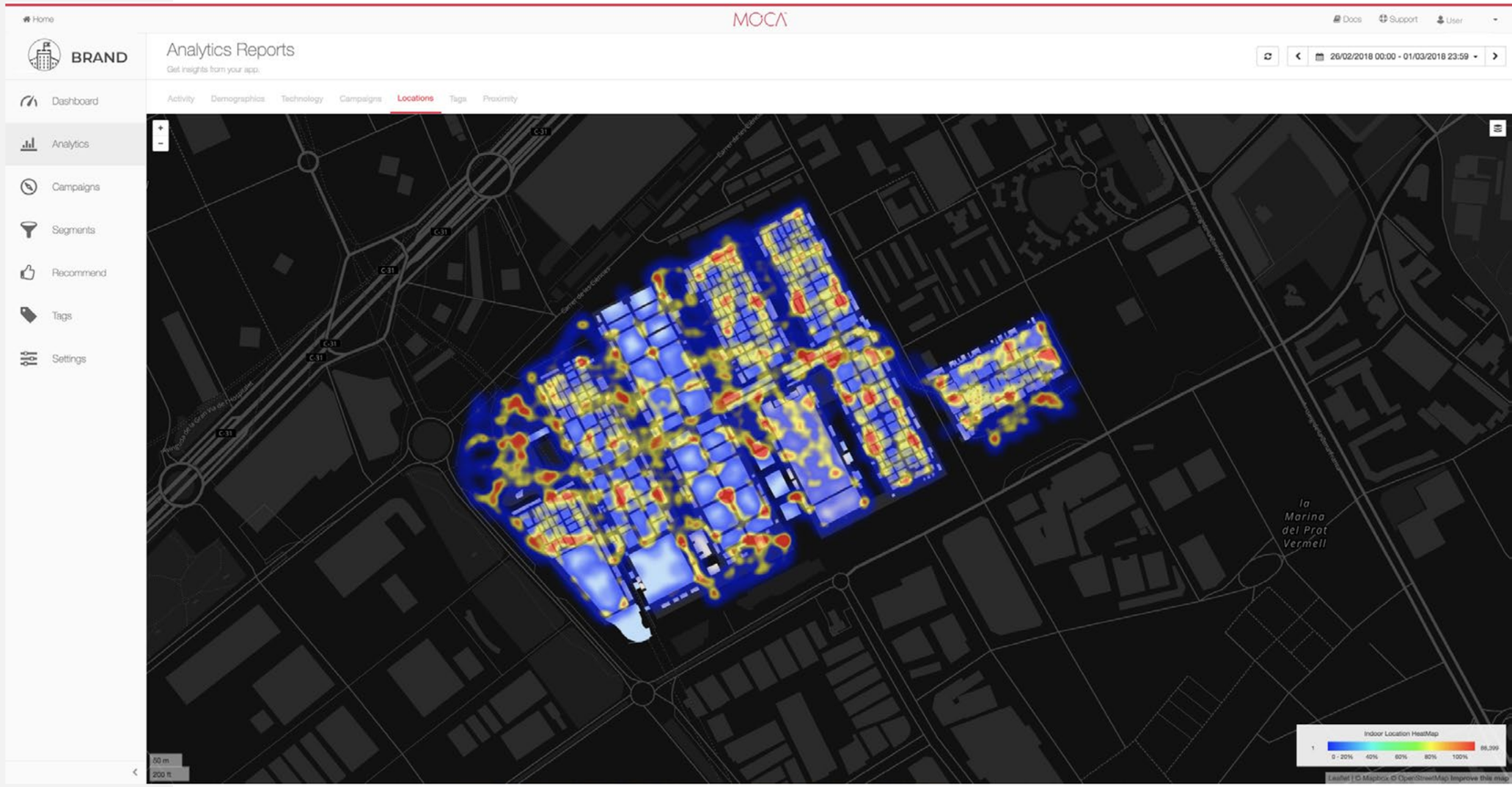
GSMA GLOMO AWARDS THE GLOBAL MOBILE AWARDS
WINNER

The "Best Mobile Cloud Service"
awarded by GSMA at GLOMO Awards



MOCA brings the next-level of Customer Engagement

Using AI and automation we allow you to increase mobile campaign performance, improve the customer experience and generate more sales.



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Have any questions about our engagement solutions?

Shoot us a question and we'll get back to you within 48 hours!

contact@mocaplatform.com

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