

SO-LO-MO Central

A roundup of **social**, **local** and **mobile** marketing activity at retail



Dan Ochwat, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@2pi.org.

... a content community.

SOCIAL

In the e-commerce space, **1WorldSync**, Lawrenceville, New Jersey, is a network that directly connects brands and retailers. For example, it helps brands publish product information and images onto retail sites. The company's most recent launch, however, is a mobile-optimized application called 1WorldSync Showcase that opens up a larger content community. The company teases it as the "Tinder for Retailers." Retailers, distributors and wholesalers looking for new products can browse for products and content by industry and download product spec sheets or whatever information a brand publishes to Showcase. It's a B2B social tool that can help e-tailers broaden their product selection and partners.

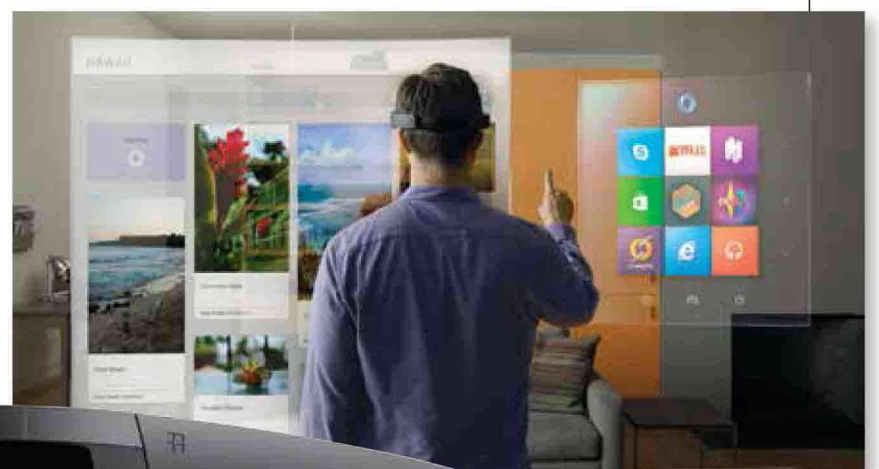
... running and footwork.

Under Armour rolled out a **Snapchat** game tied to its TV campaign titled "It Comes From Below" and featuring ads with Major League Baseball player Bryce Harper and National Football League quarterback Cam Newton. In the game, the user controls Newton running in the dark wild woods much like the TV spot. The game popped up as a Snapchat ad that users clicked on to fire up the game. According to an article in *Adweek*, 20% of Snapchat users swiped to open the game, 19% shared the game and, on average, players spent 78 seconds engaging with the game. Red Interactive Agency, Santa Monica, California, created the game. The TV ads were from Droga5, New York.

... measuring influencers.

A London-based company called **Snaplytics** announced its new "Influencer Tracking Platform," which works to measure and follow Snapchat channels to provide brands, agencies and influencers data on how posts are doing in terms of opens, open rates, the number of seconds watched and other statistics. The firm aims to help brands and retailers measure how powerful some Snapchat influencers are as well as how well their own Snapchat stories are doing.

During the Microsoft Ignite conference in September, **Microsoft** announced that **Lowe's** would be using Microsoft's augmented reality smart glasses called HoloLens in its stores. The initial tests are in Seattle and Raleigh, North Carolina. This is different than Lowe's much larger Holoroom launch last year where it uses the Oculus Rift virtual reality headsets in stores to help customers visualize appliances in the home or remodel or repaint a room. The coolest feature within the HoloLens pilot is how the smart glasses can access a user's Pinterest account to bring pinned items into view or bring in products at Lowe's that best match an inspiration a user saved on her Pinterest account. The initial HoloLens test is said to give shoppers a chance to redesign a kitchen.



... smart glasses.



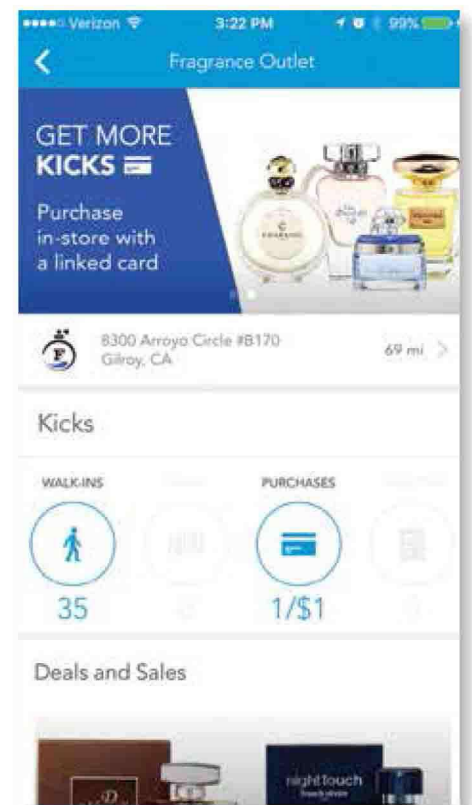
LOCAL

TapFwd, San Francisco, launched its Mobile Data Marketplace, which houses data points pulled from more than 500 million mobile devices, according to the company. It is anonymized, person-level data that is powered by its self-built engine called Cerebro. The goal of the marketplace is to arm brands with personalized data to deliver targeted mobile ads. Companies that TapFwd works with include Walgreens, Toyota and eBay.



... providing data.

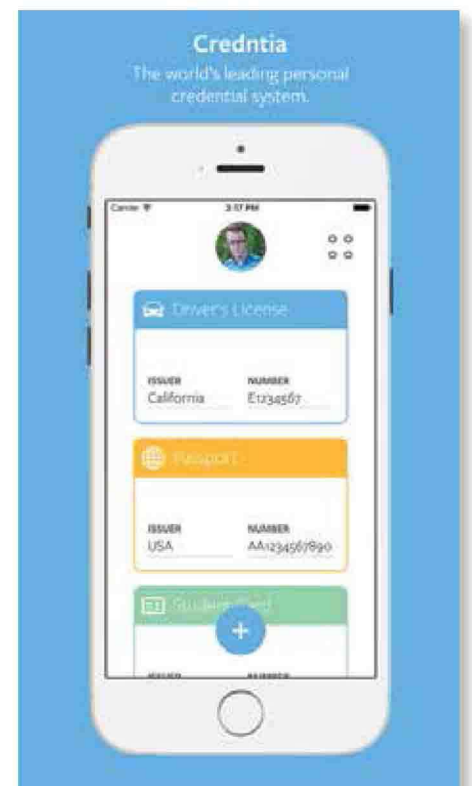
Adding yet another retailer to its roster, **Shopkick**, Redwood City, California, announced that **Fragrance Outlet** and its more than 100 stores will leverage the company's ShopBeacon technology to deliver targeted engagements and reward users with "Kicks" when interacting with brands and products in the stores. It's perfect for a retailer that has shoppers testing scents anyway.



... targeting via beacons.

MOBILE

If the mobile phone is going to be a full-on, literal mobile wallet, **Credntia LLC**, Birmingham, Alabama, and its clever new app aims to supply a missing piece: identification. Sometimes to confirm a mobile purchase, the checkout process may require a driver's license or some other ID, which requires a shopper to bring an actual wallet. Credntia wants to digitize your plastic ID cards such as driver's license, insurance card, passport, school ID and others. The app can assist in mobile purchases or be used to confirm identity when needed.



... mobile IDs.

Crisp Media, New York, has installed a new tool in its platform that assists a Crisp account user in setting up the right type of creative and direction for a campaign. Crisp provides what it calls its Mobile Customer Activation platform, which includes audience targeting, measurement tools and ways to build out mobile creative. The platform now has a feature on the front end called the Product Configurator. As a user begins to set up a campaign, the platform can answer a series of questions about it such as dollars, who the audience is and where it is in terms of geo-targeting and what are the KPIs. The answers will generate a recommendation for creative format and function, impressions, targeting and a type of measurement, says Jim Selden, senior vice president of marketing, Crisp.

. further assisting clients.

Google's new smartphone has arrived.

Google Pixel is ramping up virtual reality and coming with Google Assistant built-in (the company's answer to Amazon's Alexa, Apple's Siri and Microsoft's Cortana). Google also unveiled Google Home, a device like Amazon's Echo but one that will use the Google Assistant AI to answer questions, order items immediately or communicate with smart appliances. The camera on the phone is reportedly much improved too, which makes sense since Pixel is launching side-by-side with Google's new VR headset, Daydream VR. Pre-orders of the phone in early October came with a free headset. Daydream is a sleek-looking headset that comes with a controller. It will play VR content and games from Google or other developers.

Shopgate Inc., Austin, Texas, works with online retailers and brands to develop mobile apps and mobile websites. The company says it will integrate its SaaS shopping platform with **AppsFlyer**, San Francisco, to bring mobile attribution to its marketing analytics. With AppsFlyer plugged in, a Shopgate merchant can get real-time click rates and install numbers and conversion rates on a mobile app, but it can also use AppsFlyer to target users of a Shopgate merchant. The list of retailers Shopgate works with includes Kangol, Hats.com, Black Rifle Coffee Co. and Crucial Vacuum.