ZEBRA

Cashing in on the mobile barcode revolution

RETAIL MOBILE BARCODES — A MORE PERSONAL CUSTOMER CONNECTION WITH A BIG PAYOFF

Over seven and a half billion mobile phones are in service around the world.[1] With more mobile subscriptions than people on the planet today, the mobile phone is the one device that virtually all your customers of all ages carry, all of the time. Your customers are always looking for new ways that this little device can make their lives easier. And one of the many technologies they are embracing is the mobile barcode.

What is a mobile barcode?

A mobile barcode is an electronic barcode that can be stored on a mobile phone. Retailers of all sizes can use mobile barcodes to create innovative marketing programs that benefit customers and the business. Mobile barcodes can be used to create virtual loyalty cards, gift cards and coupons that shoppers can carry right in their mobile phones — no more plastic credit-card style cards and paper coupons to manage. And since today's shopper is already looking for ways to use their mobile phone to simplify their life, many will opt-in to marketing programs that allow you to send offers right to their mobile phones, establishing a powerful direct-to-customer channel for highly targeted promotional campaigns that are extraordinarily cost-effective — with extraordinary redemption rates.

Customer-driven adoption of the mobile barcode — a new challenge for today's retailers

Mobile barcodes provide a challenge that is unlike any other marketing initiative. Your customers can actually embrace mobile barcode technology before you do. As a result, while you may not have launched mobile barcode-based marketing programs, your customers may still present mobile barcodes on their mobile phones at your POS.

For example, you might only offer physical loyalty cards today, but available mobile phone applications allow your customers to create a mobile barcoded version of your physical loyalty card. When your customer presents the mobile barcode on the display of their mobile phone at your register, if your POS technology cannot scan the mobile barcode, your customers experience a loss of convenience — and you may lose that customer to a competitor who can.

Customer and retailer-driven mobile barcode applications

How can you fully leverage mobile barcodes in your retail operation? And what applications can your customers adopt before you do? Following is a description of the key applications that have been launched with great success by retailers around the world — including applications that can be driven by your customers.

Mobile coupon programs

Mobile coupons provide your customers with real value — a discount without the hassle of locating, clipping and managing paper-based coupons. Gone are the days of arriving at a store only to remember that the coupons you so carefully saved are sitting on the kitchen counter at home. Now, coupons can be stored in the form of a barcode on a device that is always in reach — a mobile phone. No more paper coupons to lose, misplace or damage. Instead, every coupon a consumer saves is available at the press of a few buttons.

Research shows that coupon programs work. One survey of mobile users revealed that 96 percent will use their mobile devices to find a retail bargain.[2] Another study found that 85 percent of shoppers reported they'd be more likely to shop in places that offer personalized coupons.[3] It's clear that the direct delivery of coupons to your customers on a regular basis or even when they are near your store is invaluable.

The electronic coupon — an idea whose time has arrived

The mobile coupon has not only arrived, your customers are embracing it. According to a recent survey, 82 percent of smartphone users find mobile coupons more convenient than bringing a physical offer to the store.[4] As a result, the market for mobile coupons is flourishing. According to Nielsen's fourth-quarter 2015 Mobile Wallet Report, 55 percent of smartphone shoppers used a mobile coupon[5] and Juniper Research is projecting mobile coupon users to pass one billion by 2019.[6]

Highly cost-effective — and highly successful

With mobile coupon campaigns, there are no ads to place, no coupons to print, no mailing costs and very low administrative costs, so these programs are not only extremely cost effective, but they are also very low waste 'green' programs that are good for the planet. In addition to being cost-effective, the ability to connect to your customer in real-time in the manner in which many now prefer to communicate — via text or email — is providing extraordinary redemption rates. Average redemption rates for mobile coupons are 10x greater than traditional paper coupons.[7]

Get in on the action with push and pull mobile coupon campaigns

To take advantage of your mobile coupon campaigns, customers need to give you access to one of their most personal devices — their mobile phones. These programs give your customers the flexibility to obtain your mobile coupons in whatever way makes them comfortable. You can either allow customers to pull their own coupons from your website or from a kiosk in your store, so they are in complete control of when and where they receive the coupons. You can also offer your customers special incentives to join opt-in programs that allow you to push coupons directly to their mobile phones — yet still give them some control over how you can interact with their mobile phone.

Pull campaigns. Allow your customers to pull your coupons in a variety of ways. Customers can send a text message from their mobile phones to instantly receive your coupons; download mobile coupons directly from the Internet to their mobile phones; or send mobile coupons that were downloaded on their desktop computers to their mobile phones via a text or email message.

Do you have in-store kiosks? You can allow shoppers to download mobile coupons from your kiosks directly to their mobile phones via a wireless Bluetooth connection. This marketing initiative provides yet another channel to present special offers to your customers, right in the aisles of your store, creating 'just-in-time' marketing programs that promote incremental sales and increase basket size.

Push campaigns. Opt-in programs provide very targeted one-to-one real-time marketing campaigns that are extremely cost effective. And if customers are willing to give you their buying preferences, they are rewarded with extra value. Instead of being bombarded with coupons they will never use, they receive coupons for items they purchase regularly or are interested in purchasing — a win-win situation for retailer and consumer alike.

Location-based push campaigns. Your customers can also opt to give you access to the GPS location data in their mobile phone to automatically send the latest offer when they are either in the vicinity of your store or actually in the aisles of your store. This mobile 'just in time' advertising is an effective

and economical way to deliver personalized timely offers that encourage customers to visit your store — and make a purchase.

Mobile loyalty card programs

Today's customer is a member of many loyalty programs, forced to carry a multitude of plastic credit card sized loyalty cards or a keychain full of key fobs. Mobile loyalty programs can eliminate that hassle for customers and provide multiple benefits for the retailer. The cost of producing physical loyalty cards is eliminated and program administration is less labor intensive — you no longer need to distribute physical cards to cashiers. The result is a mobile loyalty card program that can be executed with minimal effort and cost.

Customers prefer the convenience of mobile loyalty cards. Instead of hunting for the physical card to present at the register, customers simply browse through the menu of available loyalty cards on their mobile phone and select the right card to display the appropriate 2D barcode on the screen. One survey found that 73 percent of smartphone shoppers are interested in saving loyalty cards to their devices, and 66 percent said they would have a more positive opinion of a loyalty program if it were available on a mobile device.[8]

And your customers can adopt mobile loyalty card technology, even if you don't. New mobile phone applications allow customers to type in or scan the data on any loyalty card to convert physical loyalty cards into mobile loyalty cards that are stored on their mobile phones. So while you may not be issuing mobile loyalty cards today, your customers can still present a mobile loyalty card at your register.

Mobile gift card programs

Mobile gift card programs provide convenience for both the purchaser of the gift card and the recipient. Gift cards can be purchased on your website at any time and delivered directly to the mobile phone of the recipient, in just minutes. Recipients always have their gift cards on hand, and can even check balances and expiration dates. And redeeming gift cards is simple — customers just present the mobile gift card barcode to the cashier to automatically apply the credit to the purchase.

Available applications also allow your customers to adopt this technology before you do. Customers

who receive plastic credit-card style gift cards can use a Web-based registry to store all their gift cards electronically on a single website. Your customers can then access the registry via their mobile phones, able to easily browse through a list of their gift cards, complete with available balance. At the press of a button, customers can select a mobile gift card to present at the register. So even if your store only issues credit-card style gift cards, you may still need to scan mobile barcodes at the register.

Regardless of whether the recipient received a mobile gift card or transformed their plastic gift card into a mobile gift card via an aggregator website, you have established a new means of communication with your customers — an invaluable direct connection to the recipient's mobile phone. Now you can cross-sell other mobile barcode initiatives. For example, you can invite gift card recipients to join your mobile coupon opt-in program.

The many benefits of mobile barcode programs

Regardless of the size of your retail operation or the type of goods you sell, mobile barcode programs return big benefits:

- **Very low cost:** Mobile barcode initiatives cost just a fraction of traditional coupon, loyalty card and gift card programs — there is no need to print, mail or issue physical plastic or paper-based cards and coupons.

- **Rapid deployment:** These purely electronic programs can be executed in record time, allowing you to respond rapidly to competitor campaigns and incent sales of seasonal items with a shorter shelf life.

- **Very 'green':** Mobile barcode programs do not generate any paper or plastic refuse, promoting your company's environmentally friendly image.

- **Successfully increase sales:** With redemption rates ten times higher than the traditional paper coupon campaigns, you can easily generate more sales with very little investment.

- **Increased brand awareness and customer loyalty:** You get the most direct channel possible to promote your brand to your customer — your customer's personal mobile

phone. In addition, friends and family members that are with a customer who is redeeming a mobile barcode also become aware of your brand — and that your company is committed to using the latest in technology to provide its customers with value and convenience.

Enabling mobile barcodes at the POS

In order to launch successful mobile barcode marketing programs, you have to be able to read the barcodes that are displayed on the mobile phones of your customers. And with Zebra's imager family for retail, you can.

While traditional laser barcode scanners are designed to read barcodes on paper labels, our family of 2D imagers allows you to successfully scan barcodes on paper labels as well as those displayed on the highly reflective surface of a mobile phone or computer screen. No matter what type of store you have — from the largest retailers to small boutique shops with space constrained cash wraps — or how many customers you serve a day, there is a scanner that will fit right in with your store environment and your budget. And when you choose Zebra Technologies, you get the peace of mind that comes with choosing an industry leader with vast experience supporting retailers of all sizes, all around the world. Our scanners offer:

- The superior scanning technology that makes Zebra Technologies the global market share leader in the barcode industry: high performance 'scan and go' simplicity on any barcode — even damaged and poorly printed barcodes — without aligning the barcode and scanner window.

- Ease of use right out of the box with smart auto-host detect cables, Zebra's exclusive Scan-to-Connect technology and a complimentary staging tool. You can count on using Zebra scanners from day one.

- The built-in durability to handle the bumps and spills associated with all day, every day use.

- Remote management tools combine with industry leading all-inclusive affordable service plans to ensure maximum uptime and a very low total cost of ownership (TCO).

Recommended Zebra Imagers for Retail

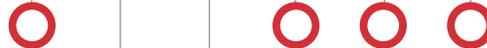|	Corded	Cordless	MFi (made for iOS)	Driver's License	Image Capture	EAS De-activation	Digimarc Barcode Support	RFID
Handheld 1D/2D Imagers								
DS2200 Series — Value pricing to meet the most budget-conscious requirements — without compromising on the performance and features required in retail.	●	●						
DS4308 — Mid-range scanner when you need feature rich versatility and a 28 in. range for scanning items in a cart.	●			●	●	●		
DS4800 Series — Provides the most fashion-conscious retail stores with chic consumer styling, along with enterprise class scanning, reliability, functionality and manageability.	●			●	●			
DS8100 Series — Delivers the very best in scanning performance to increase transactions and reduce customer wait time in the busiest, scan-intensive environments.	●	●	●	●	●	●	●	
Handheld/Hands-free 1D/2D Imagers								
DS4308P — Delivers all the features of the DS4308, plus an integrated pedestal that gives you the flexibility to switch on-the-fly between handheld and hands-free scanning.	●			●	●	●		
DS9208 — Get presentation scanning in a contemporary design that is at home in design conscious environments.	●			●	●	●		
DS9808 — Premium scanning performance in a combination handheld/hands-free design with advanced ergonomics that deliver all day comfort.	●			●	●	●		●
Fixed Mount 1D/2D Imagers								
DS457 — Tiny fixed mount scanner designed for the most space-constrained areas — or can be mounted under the counter if you need a zero footprint device.	●			●	●			
On-Counter 1D/2D Imagers								
DS7708 — Get can't-miss on-counter scanning with the largest field of view in its class and next generation swipe speed.	●				●	●		
Companion 1D/2D Imagers								
CS4070 — Easily add advanced enterprise-class scanning to iOS, Android and Windows mobile phones and tablets in seconds with this Bluetooth pocket-sized device.		●	●					

START ACCEPTING MOBILE BARCODES TODAY TO PROTECT AND INCREASE YOUR CUSTOMER BASE — AND YOUR SALES.

FOR MORE INFORMATION PLEASE VISIT WWW.ZEBRA.COM/MOBILEBARCODES OR ACCESS OUR GLOBAL CONTACT DIRECTORY AT WWW.ZEBRA.COM/CONTACT

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