

**Real-Time Data:
Game-Changer in
Marketing & Advertising**





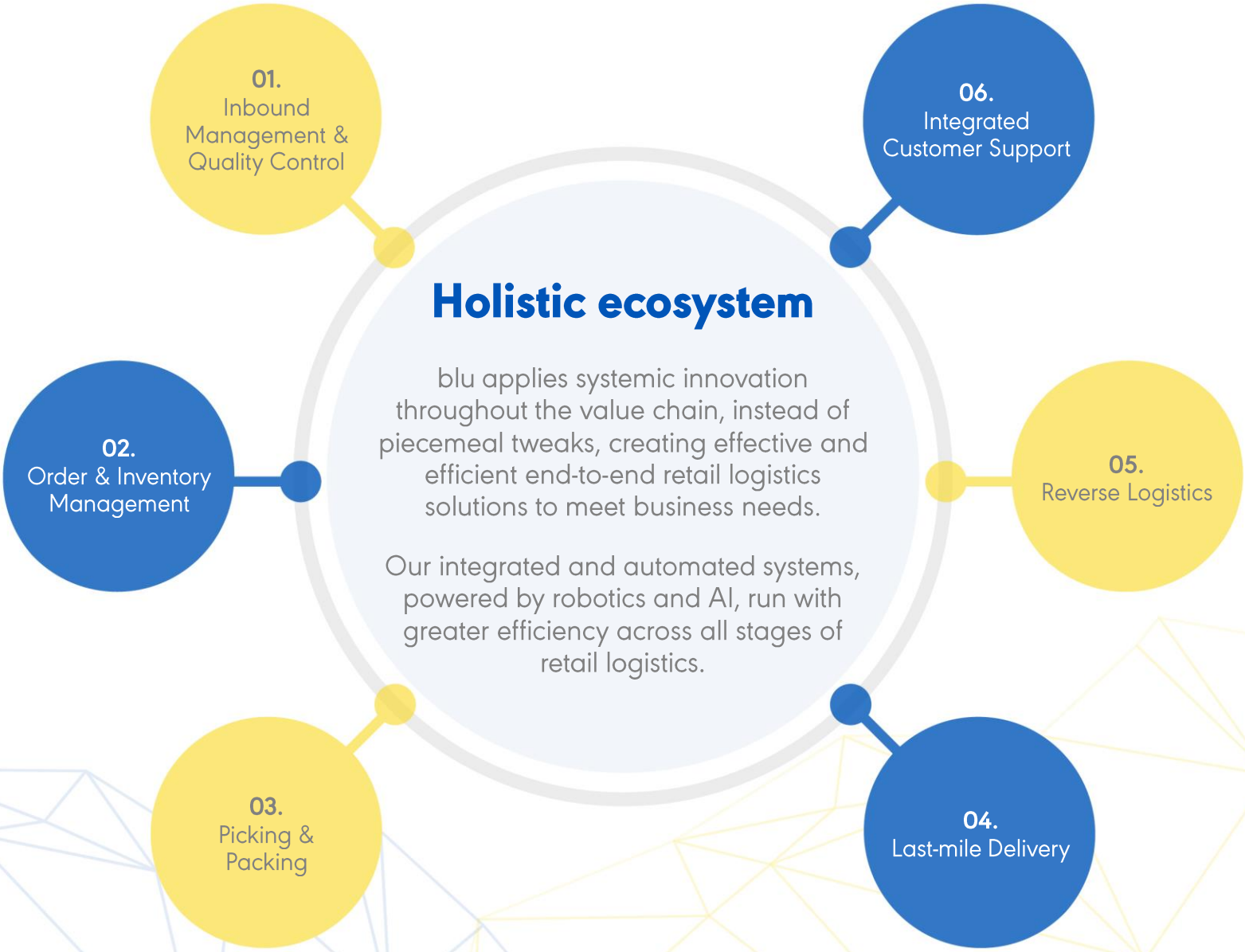
About blu

blu is an integrated retail logistics solution provider. We operate across the entire retail logistics value chain, from warehousing and inventory management to order fulfilment to last-mile delivery.

For last-mile delivery, consumers can enjoy fuss-free parcel collection via our islandwide network of automated parcel terminals, known as bluPort.

Appointed by the government as one of the two Locker Operators of the Federated Lockers and Collection Points Programme, blu is further expanding our bluPort network, increasing convenience for consumers.







Now your parcels wait for you,
not the other way around

- ✓ Automated
- ✓ Fuss-free
- ✓ Convenient
- ✓ Flexible
- ✓ Secure

SELF-COLLECTION POINTS, ISLANDWIDE

Collect on-the-go, from any bluPort, at your convenience.

You can find bluPort parcel terminals in shopping malls, office buildings, educational institutions, convenience stores, and petrol stations.



See all locations:
[blu.com.sg](https://www.blu.com.sg)

An aerial, high-angle view of a busy shopping mall. The mall is filled with people walking, and various storefronts are visible, including 'SAINTS', 'Mackage', and 'BOSS'. A yellow geometric overlay, consisting of interconnected lines and a triangle, is positioned on the right side of the image. The overall scene is dimly lit, with a dark grey overlay.

Location-based marketing

Helps businesses plan and implement marketing activities based on consumers' geographic location.



Why location-based marketing?

1

Bridging the Gap

Location-based marketing can bridge the gap between online and physical customer experiences, for a truly omni-channel retail experience.

2

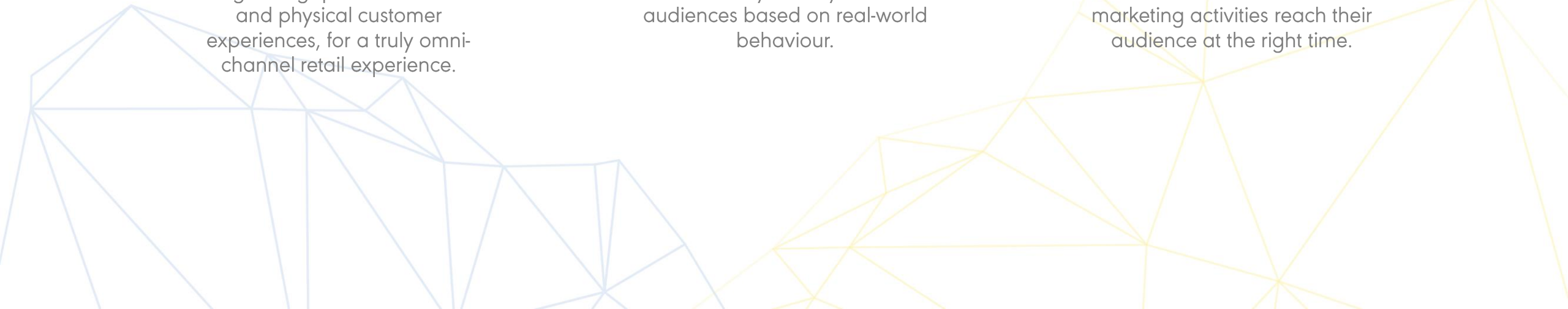
Real-world Audiences

Location data can be used to accurately identify brand audiences based on real-world behaviour.

3

Contextual Relevancy

Businesses can use location data to ensure that their marketing activities reach their audience at the right time.



An aerial, black and white photograph of a busy city street. The street is filled with many pedestrians walking across a crosswalk. The crosswalk is marked with white stripes. The overall scene is a dense crowd of people in motion. In the top right corner, there is a small yellow triangle pointing downwards.

The relevancy of an ad
dramatically **increases** its
effectiveness.



Proximity marketing

Uses beacons and near-field communication to trigger ad delivery when users are nearby.



2

Geofencing

Where virtual perimeters are set at physical stores. Customers can receive location-based advertising once they enter the geofenced area, when they opt in to sharing their location with a brand's app.



3

Geotargeting

Rides on historical data to reach relevant audiences. Advertisers can target audiences who have visited specific locations in the past.





Location-based marketing

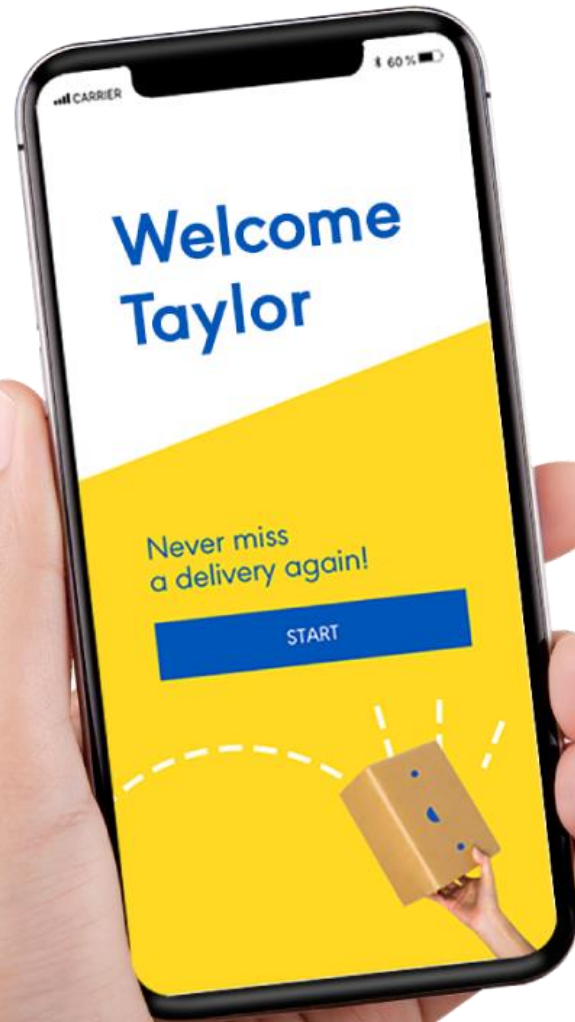
PROS

- Effective ad targeting
- Provides consumer insights
- Offers more defined and accurate audience segmentation
- Streamlines brand communications



CONS

- Needs physical installation
- Users are increasingly protective of their privacy and personal data
- Users have to opt-in to sharing location data
- Cannot capture in-store interactions



Location-based marketing with the blu mobile app

As people deposit and collect parcels via bluPort parcel terminals, the new blu mobile app will be able to track and record these real-world interactions, and eventually, our intelligent systems will be able to provide an understanding of behavioural traffic around bluPort parcel terminals islandwide.

blu
PORT

START COLLECTING HERE!



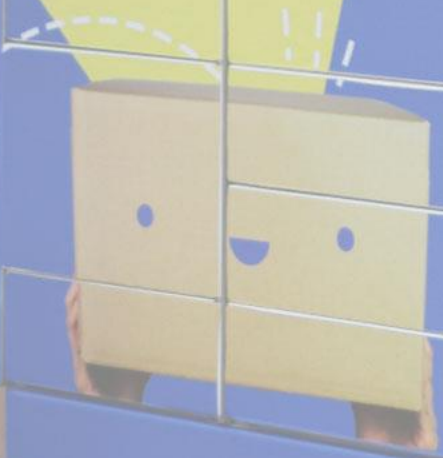
Now
your
parcels
wait
for you

Learn more

blu.com.sg

f blu.singapore

@ blu.singapore



blu

Now your parcels
wait for you
NOT THE OTHER WAY AROUND

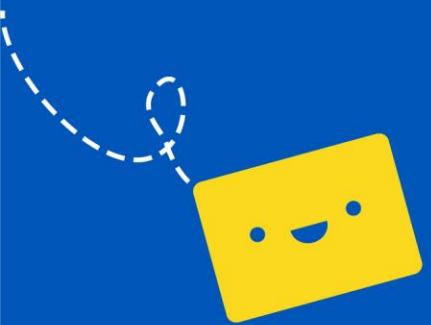


Building **predictability**
with parcel events



Providing unique customer experiences for brands





Partner with blu

Email

hello@blu.com.sg

Visit

blu.com.sg