



Bluegiga Case Study

GENIEM



Content Management Solution (CMS) for *Bluetooth* Marketing

Geniem is a Finnish company that provides branded Mobile and Web applications to build effective media, marketing and social networking applications for consumers.

Geniem's product, Promoter, provides a Web-based system for creating *Bluetooth* marketing campaigns. Users are able to create push campaigns to send images, text, videos etc. to cell phones that support *Bluetooth*. Promoter has three key features that makes it an ideal choice for *Bluetooth* marketing needs.

First of all, it has a fit-to-phone content delivery. Promoter converts images to the appropriate size that fit different cell phone models. Content packages are then synchronized with Bluegiga Solution Manager, which uploads the content to the Bluegiga Access Servers.

The second feature is a simple and non-technical interface for creating, deploying and managing campaigns.

The third feature is out-of-the-box statistics. They include summary charts and are designed for marketing people for monitoring results accurately.

More information: www.geniem.net/promoter