



the Market

97%

of American users own a smartphone

91%

of social media is accessed via mobile devices

72%

of all digital ad spending is expected to be mobile

We Add Value to Businesses in Retail, Finance & Banking, Travel & Leisure, Events & Entertainment, E-Commerce, Gaming, Nonprofit and Government.



Who we are

Our patented technologies, Micro-fencingTM and DWELLTM are at the heart of everything we do.

Micro-fencing sends a real-time relevant message to a mobile device to be an essential tool for marketing, activating digital coupons at microfenced store locations, or curbside pick-ups.

DWELL helps you better understand your customers' lives, their media habits, behavior, contact tracing, and preventative health through behavioral tracking. Together they provide insight and direction to ensure brands connect and convert with their most valued customers.



How it Works: A virtuous circle of brand

Our technologies work together to the user

micro† fencing™

Mobile operating systems provide a way to access location services on a device, allowing an app developer to access the device's cellular and GPS location information.

Leverage Digital Factory's indoor triangular technology:



2 DWELL™

DWELL™ saves data-points, by storing a Point of Interest. Furthermore, aggregating points of interest at a hyper-local device level. As a result, customers are able to understand user's journeys and brand impact on user behaviors.

Our Present portal provides robust visualization, a data hub for raw extraction, and the management tools to implement change based on this information.



micro † fencing



micro † fencing

Deliver real-time, one-on-one mobile app notifications to your customers at the right time and place.

Seamless Integration:

Select micro-fencing technology from our mobile library and easily integrate into your app to collect location data from users.



Data Reporting:

Information is captured and reported in real-time. Once indoors, Digital Factory continues the user journey by offering triangular technology that complements users experience with relevant notifications.

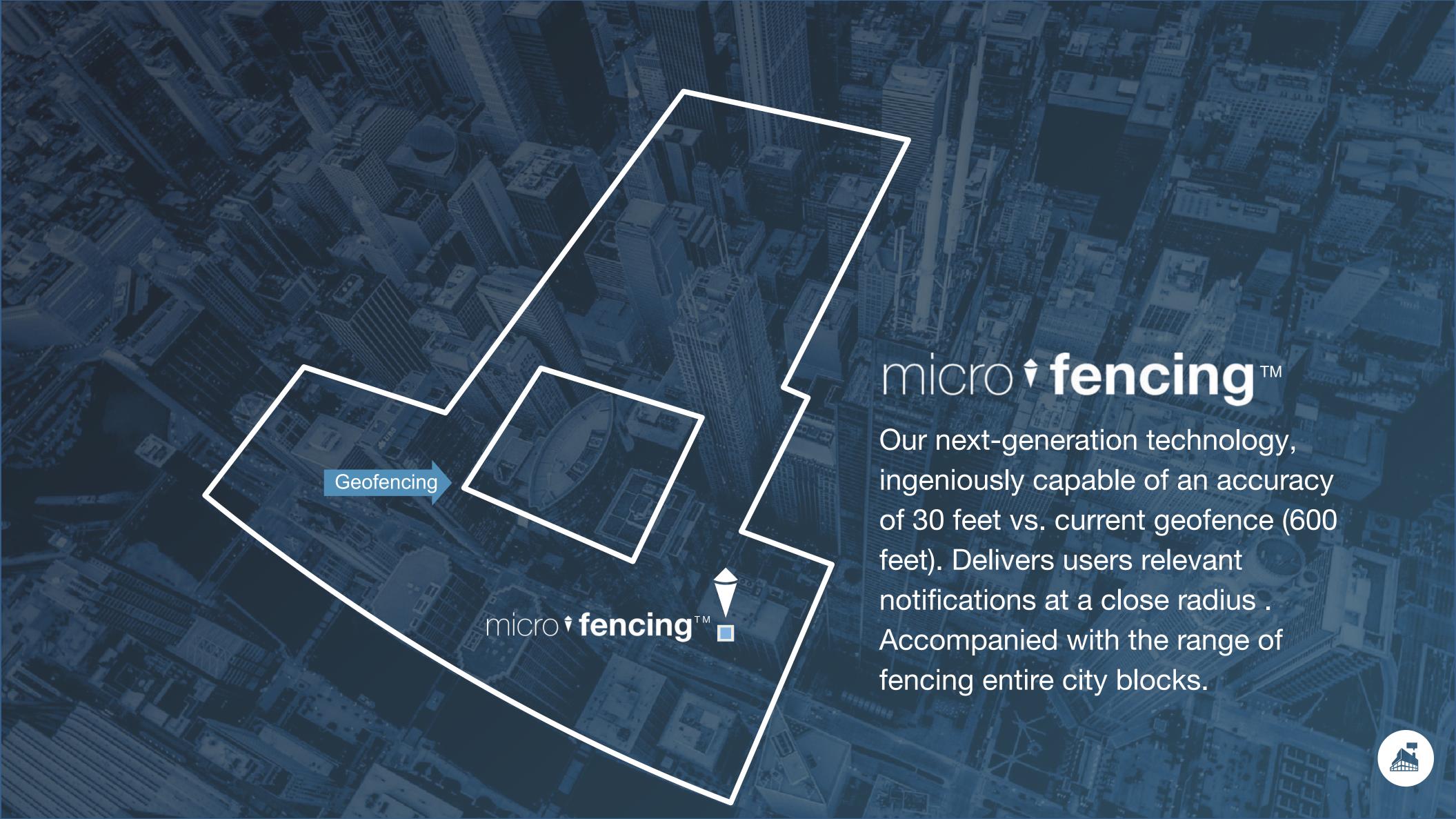


Campaign Creation:

Create the audience, locations, messages, and variables that define your campaign.

Notification Delivery:
Users enter fenced locations and receive notifications at the right place and time on their lockscreen.





DWFE L



DWELL™

Learn and build from the stops within a user's travel pattern.

Understand

Your users visit many places—be mindful of where they go.

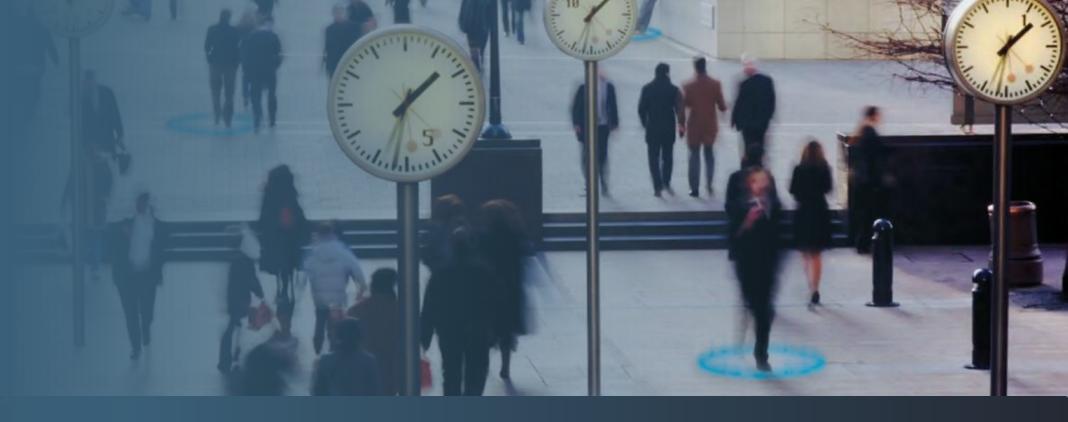


See

View the time your users spend in each place (in real-time).

Collect

Discover your users in the places that matter most to your brand and your story.

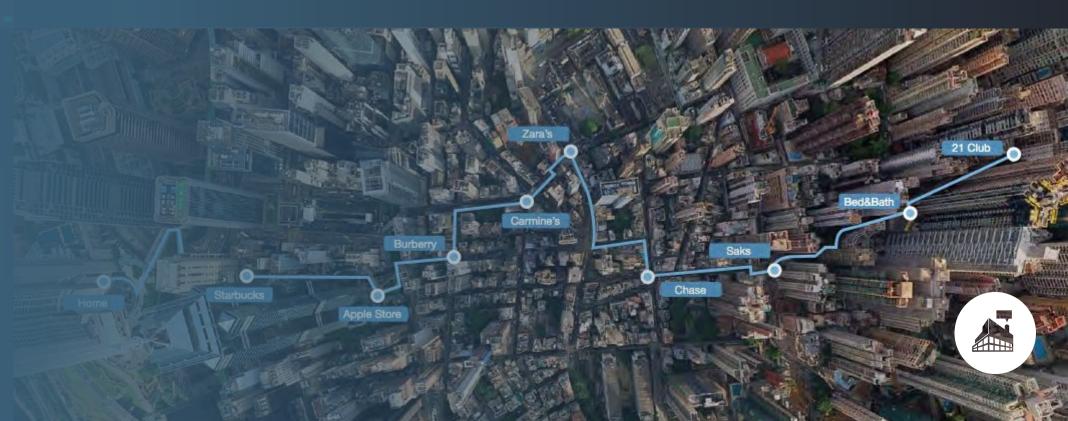


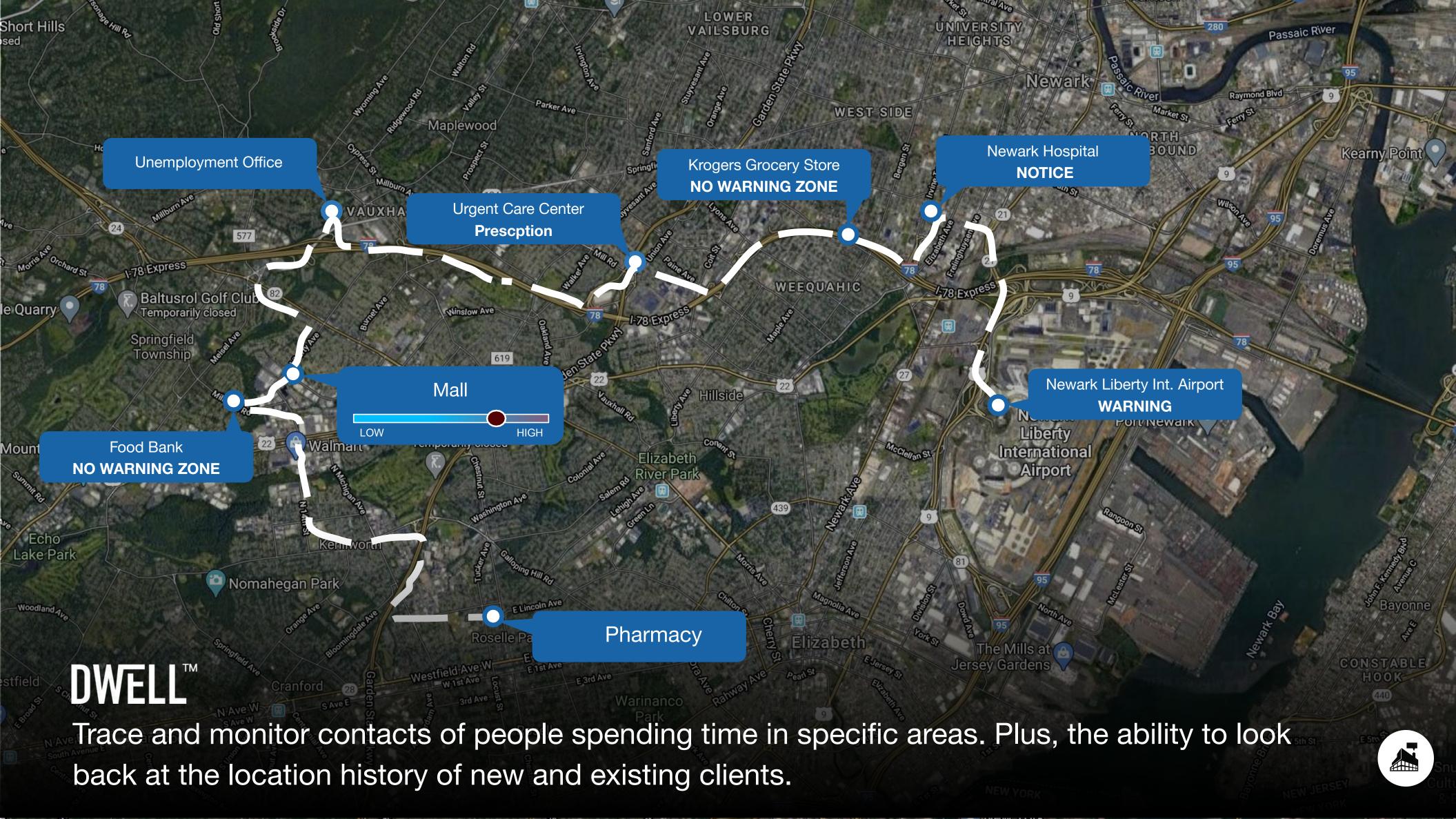
Seamless Integration

Select DWELL™ from our mobile library and plug into your app.

Follows Your Customer's Journey

Track app users and lay a micro-fence down in their key locations to better understand offline habits.



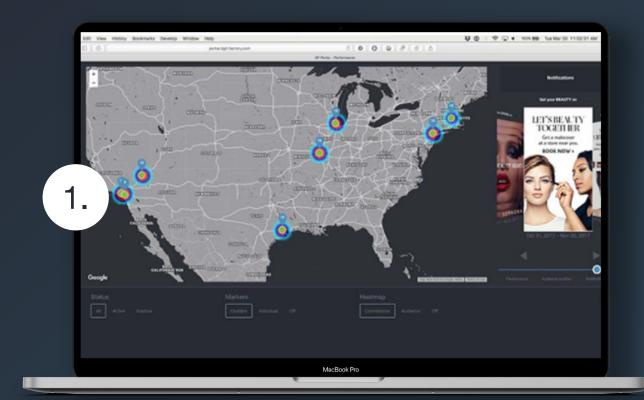








Introducing present See, understand, and have the ability to make changes with Digital Factory's real-time analytics dashboard.



Location Data:

Harness all available sensors of a mobile device to provide a robust set of data points for every interaction a user has with our micro-fences.



User Data:

Any user information available to your app is available for analytics.



External Data:

Our Analytics take full advantage of public data—from integrating weather patterns, travel updates, rich location mapping, to retail's partner locations—helping you optimize your communication channels.

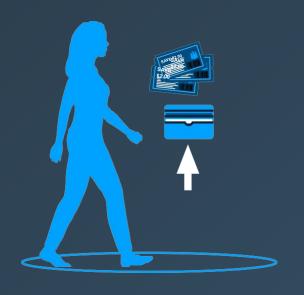


DFSI: from web to wallet to checkout

We make it simple for customers to collect, organize, and automatically retrieve coupons.









Collect all your coupons

Where ever you get your digital coupons from whoever is sending them as long as you have their app, we will do the rest of the work. We make it simple for customers to collect, organize, and automatically retrieve coupons.

Auto coupon dump

No more sorting or organizing coupons. When customers install brand apps that use coupons the app will automatically place coupons into your virtual wallet.

Coupons meet micro-fence

Once an app user crosses our micro fence technology, the coupons they gathered and placed in their digital wallet will automatically be retrieved in a scrolling display. Micro-fence identifies coupons needed from store/brand barcode and separate them right in front of your store.

Check out

Now at the end of check out all you need to do is hand over your phone and cashier scans it once to remove and add coupon offers to your final bill.





Events

Sports, Entertainment, Conventions, Concerts, Amusement Parks

Increase concession and merchandise sales and send agenda reminders and improve attendee engagement.



Public Sector

Healthcare, Government, Transit, Education, Infrastructure

Generate awareness of statewide healthcare programs, sell transit cards or deliver service alerts, deliver timely message to parents and guardians, and promote government programs

Commerce

On-premise, In-store Sales Promotions & Events, Outdoor Malls, Indoor Malls

Increase the value of your interior square footage by harnessing the power to deliver relevant messages outside it. Our Triangular technology will assist the journey once inside.



Destinations

Business Travel, Vacation Travel, Resort Destinations, Spas, Conferences

Schedule a spa treatment, order lunch to your lounge chair or get tickets to the show. These capabilities increase brand loyalty and your bottom line.



the Benefits

Seamlessly integrates with a brand's existing mobile app

Delivers a brand conversation when and where it is most relevant

Amplify your brand through social media channels

Collects real-time data that is accessible during a marketing campaign

Drives lower CPA and ROI

No additional app download

Does not drain the battery

Runs in the background

Opens your app only when relevant

Delivers the content you want

Sends valuable notifications that are relevant to you

BRAND BENEFITS

CONSUMER BENEFITS



Publications



the Publications

BLACK ENTERPRISE

READ MORE



READ MORE

THE WALL STREET JOURNAL.

READ MORE

CISION
PR Newswire

READ MORE



READ MORE

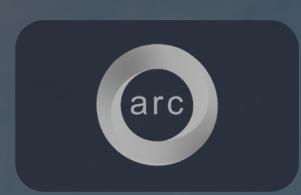


Clients



the Clients: Digital Factory has Added Value to the World's Industry Leads

















Visit dgtl-factory.com to Learn About Our Clients























the Team



Lawrence Griffith CEO

Lawrence is a serial technologist with 15 years in digital innovation. Lawrence has led initiatives for companies like Procter & Gamble, Hasbro, inc. and Nokia. His work in mobile technology has been recognized by The Wall Street Journal, The New York Times and Bloomberg Businessweek.



Vikas Wadhwa CIO

Vikas has over a decade of experience in information technology consulting and management. He also possesses deep creativity and a love of innovation—Vikas is the founder of several film and video production companies where he's worked on projects for such companies as Allstate, Accenture and Slalom Consulting.



Zahra Spencer COO

Zahra has a decade of experience in Labor Relations, Marketing and Change Management, in both the public and private sectors. She has served as the Natural Hair and Beauty Editor for Caribbean Posh Magazine. Additionally, Zahra contributed in Public Relations roles for several companies including her own.



Alan TsaoVP - Revenue Forecasting

Alan is a seasoned financial executive who has led small to large finance and accounting teams for billion dollar divisions at such companies as Nielsen, Kraft, Tenneco Automotive, and Pentair. Alan specializes in business analytics, revenue optimization, corporate due diligence and process excellence.



Kalen AxamEVP – Strategy & Innovation

Kalen is a versatile leader with repeated success in executing unique experiences across both the hospitality and political industries. Whether building a mobile food business from the ground up, developing and implementing employee-centered programs across 5,000+ individuals, or directing campaign outreach for Georgia's largest region, Kalen identifies the needs and delivers results.



Case Studies



Customer:

BlueCross BlueShield



Brief

Blue Cross Blue Shield wanted to lead the health care industry by providing state-of-the-art health care coverage with the most innovative product.

Why Digital Factory

We created a system where BCBS members could see all of their health records on their mobile device anytime, anywhere, with military-grade security. All records are instantly available to the patient and their authorized providers. Doctors within the network can be searched; appointments can be made, healthy behaviors can be rewarded. Through our DWELL data-gathering, patients can opt-in to have their actions monitored. This feature increases well-being and decreases patient costs and BCBS's.



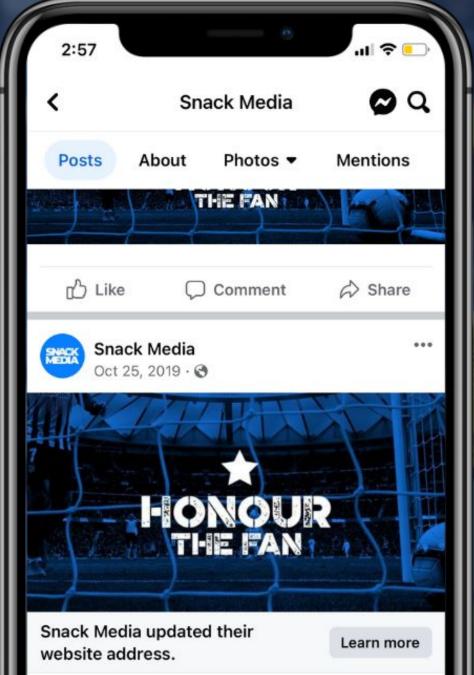
Strategic Partnership: STAN



Brief

Snack Media is a leading independent sports digital media company with over 70m sports fans. They specialize in multi-channel content creation, distributed at scale. They wanted a way to create data-driven engagement strategies that made authentic connections between

brands & amp; fans.



Why Digital Factory

Through our patented technology, we gathered real-world behavioral data for Snack media. We layered our data over theirs, making their data more robust

the result: more personalized connections, and increased growth for their clients.

Client: FOX

Brief

Fox Studios wanted a mobile technology partner to create relevant consumer marketing that drove traffic to the studio, created incremental revenue and increased customer enjoyment during and after their studio tour.

Why Digital Factory

We created a plan to place micro-fences around relevant locations on the studio tour, delivering value- added content to a participant's mobile phone through the Fox Studios App. This included awareness of activities, sweepstakes and other events, as well as VR and video content. Outside the studio, we proposed micro-fencing Fox Movie shooting locations in the Los Angeles area. When a past studio tour participant walked through the fence, they would get a notification alerting them to rich content about that site.



Partner: Timed

Brief

The annual three-day "Ford Neighborhood Awards" hosted by Steve Harvey in Atlanta allowed Ford Motor Company the opportunity to deliver more test- drives during program breaks than ever before.

Digital Factory partnered with WWG Uniworld Group, Steve Harvey, and Ford Motor Company to create a mobile engagement program using our patented micro-fencing technology.

Neighborhood Awards

drive a Ford today!

Neighborhood

The Ford

Awards

Ford

Receive a gift and \$750 off when you test

Why Digital Factory

We placed a large micro-fence around the entire Georgia World Congress Center and set small ones at each facility's entrances. We then delivered mobile messages based on our engagement program to create urgency for event attendees to take a test-drive. Over three days, we sent 18,000 notifications, increased test-drive engagement by 60% over year-ago, and had a 27% conversion rate compared to a 2% average mobile rate.





Brief

The European Festival Awards is the annual celebration of the continent's most esteemed festivals and the organizers behind them. In 2016 they switched to a much larger venue. They needed Digital Factory to plug-into their app to drive awareness, send micro-fence messages throughout London, and sell tickets through the app. The goal was to create 150,000 impressions over nine months.

Why Digital Factory

After integrating our patented technology into the European Festival Awards app, we placed microfences throughout London. The result: the festival sold out, and we delivered **6.8 million impressions**.

