

## Museum Marketing and Engagement Mobile Platform



iOS



Android

### Overview

Snapinfo provides marketing and engagement mobile platform for museums. Leveraging Snapinfo platform, museums can provide engaging experience to visitors, empower visitors to promote your museum on social channels and gather rich analytics on visitor behavior.

This document provides an overview of all standard, out-of-the-box features for Snapinfo museum mobile platform.

## Engage Visitors and Encourage Interaction

- With 97% of people carrying smartphones all the time provides a unique opportunity for you to connect with visitors, especially the younger generation, and enrich their experience in ways not possible with signage, pamphlets and audio tours.
- Cut costs on printed maps and pamphlets. Let visitors navigate the museum and find what they came to see more easily, through interactive maps on their smartphones.
- Presence sensing beacons let you measure foot fall at key locations and send visitors contextually relevant notifications and invites – the possibilities are endless.
- On detecting visitors leaving the museum you can thank them for their patronage, encourage them to tell their friends, announce upcoming events or present season pass offers.

## Mobile Platform Support

- Apple iPhone: iOS 8.X and above
- Google Android: Android 4.4 and above

## Promote Museum

- Snapinfo helps you amplify your reach and reduce your marketing costs. You can promote upcoming events and memberships to current visitors and empower them to promote the museum to their friends on social media.
- No marketing can match the power of word of mouth. We've made it dead-simple for visitors to share their experience on social media with friends, and on your timeline.
- You can classify daily and upcoming programs by various criteria so it's easy for visitors to find events and activities of interest, and special events can be given more prominence.
- Provide membership information on home page of the mobile application, when visitors might consider joining as they explore the museum.
- The mobile application gives you the means to present visitors with contextually relevant invitations to join your mailing list, when they are most receptive.
- Send push notifications to patrons notifying them about upcoming special exhibit or event driving traffic to the museum.

## Capture Analytics and Understand Visitors

- Provide better experience by learning how visitors interact with the museum.
- Capture museum-wide analytics on how people navigate exhibits and other places of interest as they come in range of presence sensing beacons.
- We remove all the guesswork by helping you accurately measure how your campaigns are running or which exhibits, or events visitors are marking as favorites with rich reporting.
- Run surveys to validate your assumptions in planning that next exhibit or event.
- Learn from visitors' feedback to provide better experience.

## Increase Revenue

- Leverage mobile as an advertising channel to promote gift shop, cafeteria, memberships and upcoming events driving revenue.
- Highlight featured items at gift shop or cafeteria menu making it easy for visitors to plan their purchase or take a break in their museum experience.
- Enable patrons to support the museum with small donations capturing dollars which otherwise would get forgotten after visitors leave the museum.

## Standard Features

### General

- White label branding
- Content hosted in cloud-based CMS providing enterprise-class scalability and reliability
- Minimum application size. No large data downloads are required as data is hosted in the cloud
- Multiscreen capabilities allow consistent content updates across iOS and Android from cloud-hosted CMS
- Support for different user types in cloud hosted CMS such as Admin, Content Editor and Reports only

### Home Screen Shortcuts

- Exhibits
- Collections
- Map
- Events
- Museum Information
- Memberships
- Gift Shop
- Cafeteria
- Donate
- Join Mailing List
- Survey
- Feedback

### Configurable Solution

- Content and configuration changes are made in the cloud and get updated in real-time on mobile devices
- Configurable home screen
- Configurable navigation on content screens
- Configurable presence sending beacons assignment
- Configurable welcome and push notification messages

### Secure Solution

- Industry standard 256-bit SSL secure communication
- User lockout after unsuccessful attempts
- Security sign-out after inactivity

## Customization and Add-On Features

Snapinfo museum solution is highly customizable. Our professional services team can extend functionality and create integrations with third-party systems. Existing features can also be modified to match your needs and business processes.

