

# NearBuy

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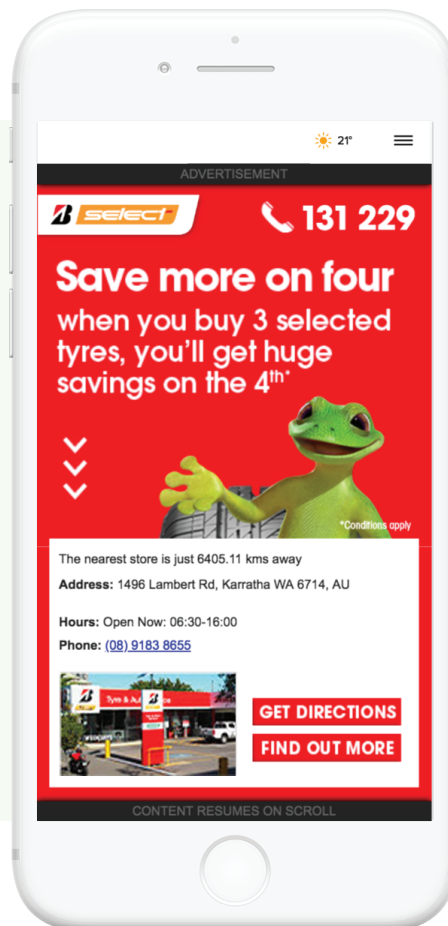
## A powerful branding + performance solution to drive traffic to your store

NearBuy is an award winning, data-driven creative solution that enables your display campaign to attract more customers to your nearest physical store.



## What is NearBuy?

NearBuy is a first-in-market, data-driven creative solution that integrates a brand's Google My Business (GMB) data into any ad format available with Bonzai to serve contextual information to their audience. Depending on the data listed on GMB, the creative can be leveraged to selectively meet audience preferences and drive traffic to store. NearBuy combines the 'power of storytelling' and the 'convenience to act' into one ad unit, making it a powerful branding + performance unit both rolled into one.



----- Brand Message

----- GMB Integration

## How does NearBuy work?

Once the user's current location is identified, all relevant information from the brand's nearest store is included into the ad unit. The data is then seamlessly bound into the creative to make it contextual for the user with the product or offer messaging on display.

## Who is NearBuy for?

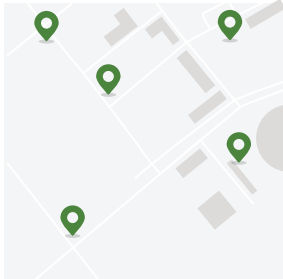
**NearBuy is ideal for brands looking to provide an omnichannel experience and serious about driving more traffic to their physical stores.** From retailers, to department stores, restaurant chains and banks, NearBuy offers a customised and efficient way to deliver personalised messaging to customers in real-time.



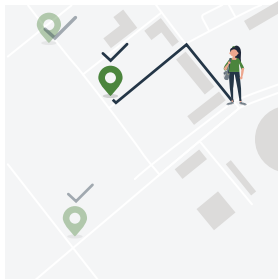
## How can you leverage NearBuy?

You can experience the power of NearBuy in two ways:

**A. Location Based:** Here Bonzai will match the nearest store to the user's current location, retrieve the information for the store and show it within the creative. (See use case 1)



Bonzai gets access to the list of stores on GMB.



Based on user's current location, Bonzai shows the nearest store and relevant data to the customer to help make a decision.

**The most common data points based on location include:**



Address



Working hours



Contact number

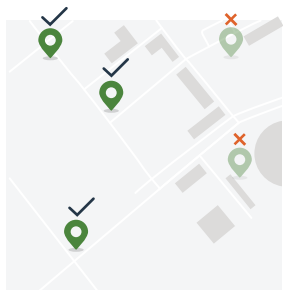


'Open Now' Flag

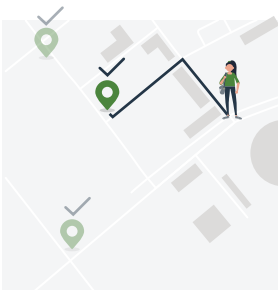


Directions

**B. Feature Based:** Here the brand can show more specific and detailed information from their GMB, which could vary across store locations. NearBuy curates the stores based on a certain feature and displays only that information to the customer. (See use cases 2-4)



Using the specific information Bonzai curates stores based on features.



Based on user's current location, Bonzai shows the nearest store and relevant data to the customer to help make a decision.

**Feature based data points could include:**



Wheelchair Accessible



Vegetarian Options



Outdoor Seating Available



Parking Facility



Assistance Available

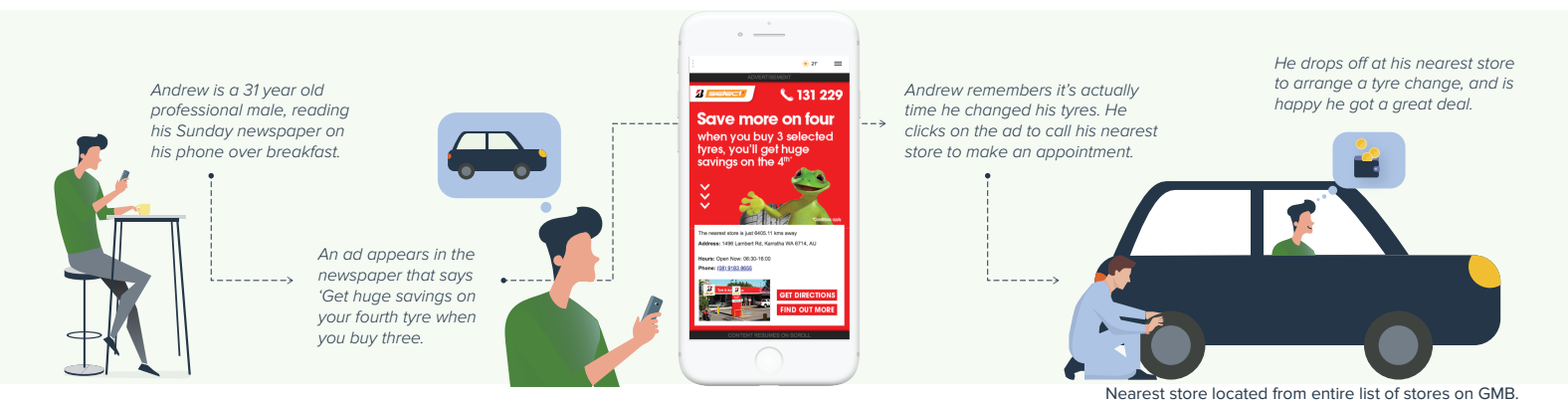
## Does NearBuy work across ad formats?

Yes. NearBuy solution can be built with any and all ad formats available with Bonzai. It can work with standard banner, rich media and even Bonzai's high impact formats like TruSkin and ScrollX.

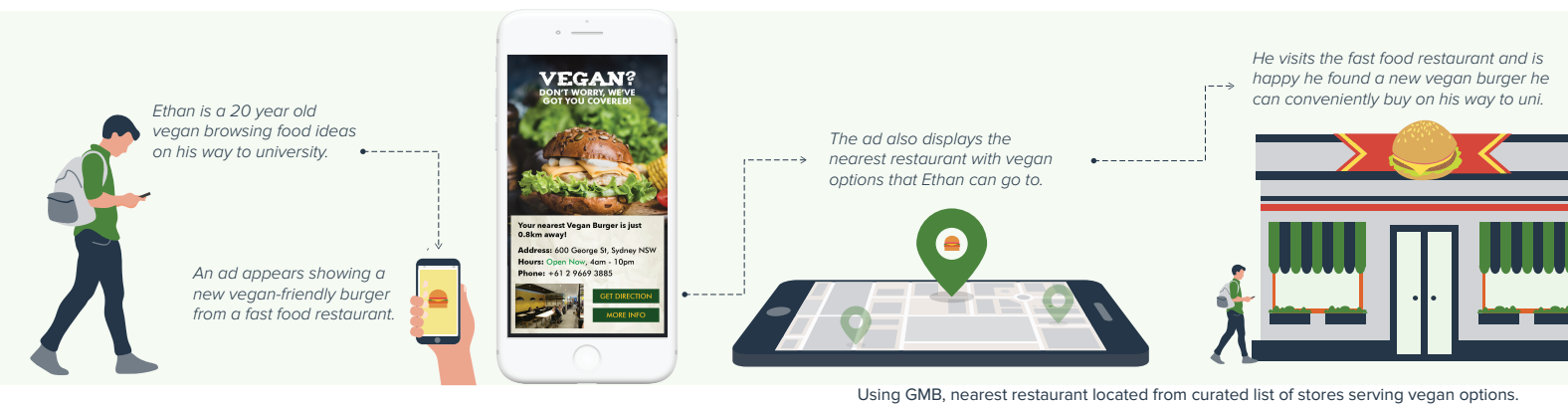


# Possibilities with NearBuy

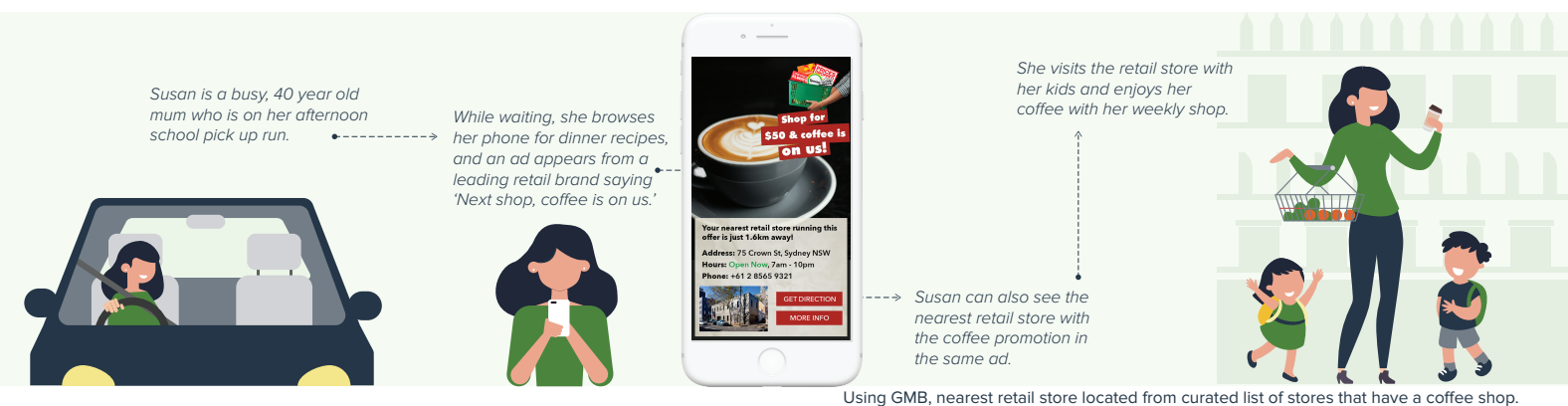
## Use Case 1 - AUTO



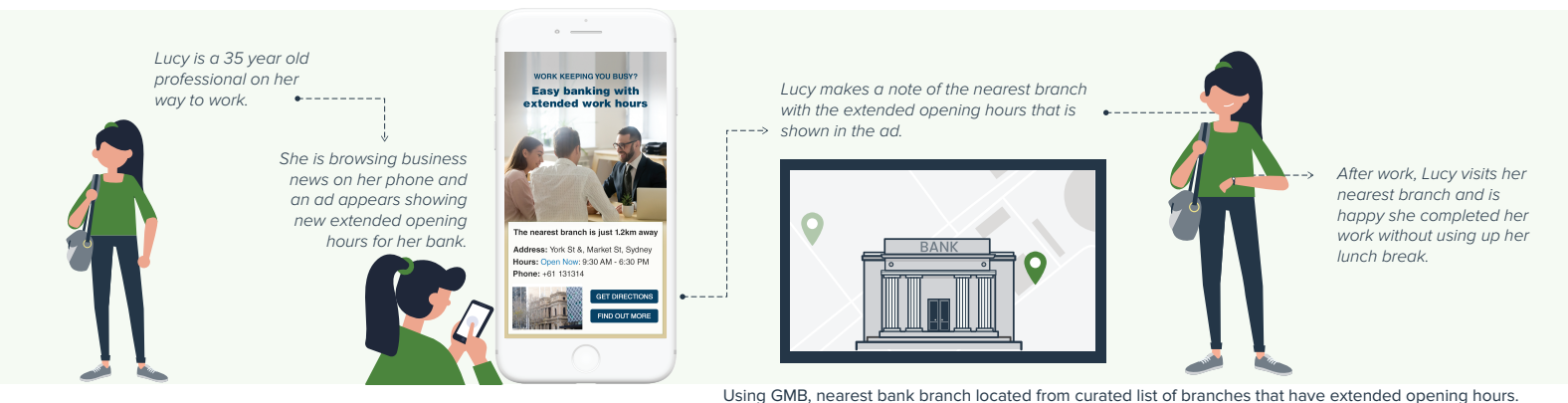
## Use Case 2 - QSR



## Use Case 3 - RETAIL



## Use Case 4 - FINANCE





## How can I get started?

Steps for brands to implement Bonzai's NearBuy solution

1. Check if you have an updated Google My Business profile
2. Request for the GMB API\* to be enabled
3. Give Bonzai 'Manager' access to your GMB profile. Use the id - developers@bonzai.co

(\*Should brands require a prior non-disclosure agreement to setup Bonzai with the 'Manager' access, please let us know.)

## How soon can I go to market with NearBuy?

Once you give Bonzai the 'Manager' access and request GMB API access, Bonzai will enable the ad unit to retrieve relevant data from GMB to be shown in the creative. Bonzai can enable the first campaign within 7-10 working days.

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## NearBuy Success

The NearBuy campaign won a Silver Trifecta at the MMA APAC Smarties 2018 for a leading auto retailer in Australia. The campaign delivered exceptional results:

- 330% increase in post click conversion rate
- 82% decrease in CPA
- >60% ROI on campaign

Check out the award winning case study here: [www.bonzai.co/casestudy/](http://www.bonzai.co/casestudy/)

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**Ready to make NearBuy a part of your next campaign?**

**Get in touch with us here: [www.bonzai.co/contact/](http://www.bonzai.co/contact/)**

