

MOBILE

Neiman Marcus leverages Passbook to make shopping entertaining

November 20, 2014



Neiman Marcus in Walnut Creek, CA

By SARAH JONES

Department store chain Neiman Marcus is helping consumers stay in-the-know at select stores during the holiday season through a mobile messaging campaign.

Sign up now

Luxury Daily

Neiman Marcus has deployed iBeacons, which will send messages to consumers who download the store's passes in Apple's Passbook application, letting them know about events and offers in-store when they are nearby. Since consumers are apt to use their smartphones in-store, having a messaging campaign that messages them directly based on location will further increase mobile engagement.

"We know that our customer wants to be able to make the most of her visit to our stores," said Ginger Reeder, vice president of corporate communications at [Neiman Marcus Group Services](#), Dallas.

"This technology insures that she does not miss a personal appearance by a designer, a trunk show or a special promotion," she said. "She does not have to check the Web site before she goes to the store. It makes it very easy and simple for her."

In the loop

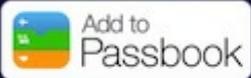
This effort came out of Neiman Marcus' iLab team. Neiman Marcus worked with mobile strategy firm BestFit Mobile to build its iBeacon location-based messaging campaign using the company's ProxDK proximity platform.

For this holiday season, the initiative is only at Neiman Marcus' stores in Austin, TX, Walnut Creek, CA and San Antonio, TX.

Consumers who navigate to the store pages for one of the three locations are invited to learn more about Passbook, and add the store to their app.



NM Walnut Creek:
Be in the know during the holidays!



What is Passbook?
Passbook is already on your iPhone® or iPod® touch. It's like an organizer that conveniently stores event tickets, boarding passes, gift cards, and more on your mobile device.

How does the NM Holiday Pass work on Passbook?
Add the Neiman Marcus Holiday Pass to your Passbook simply by clicking the button below from your mobile device. Once you've added it, your Passbook will be automatically updated throughout the season with the latest exclusive offers and events, such as trunk shows, special fashion presentations, and more!

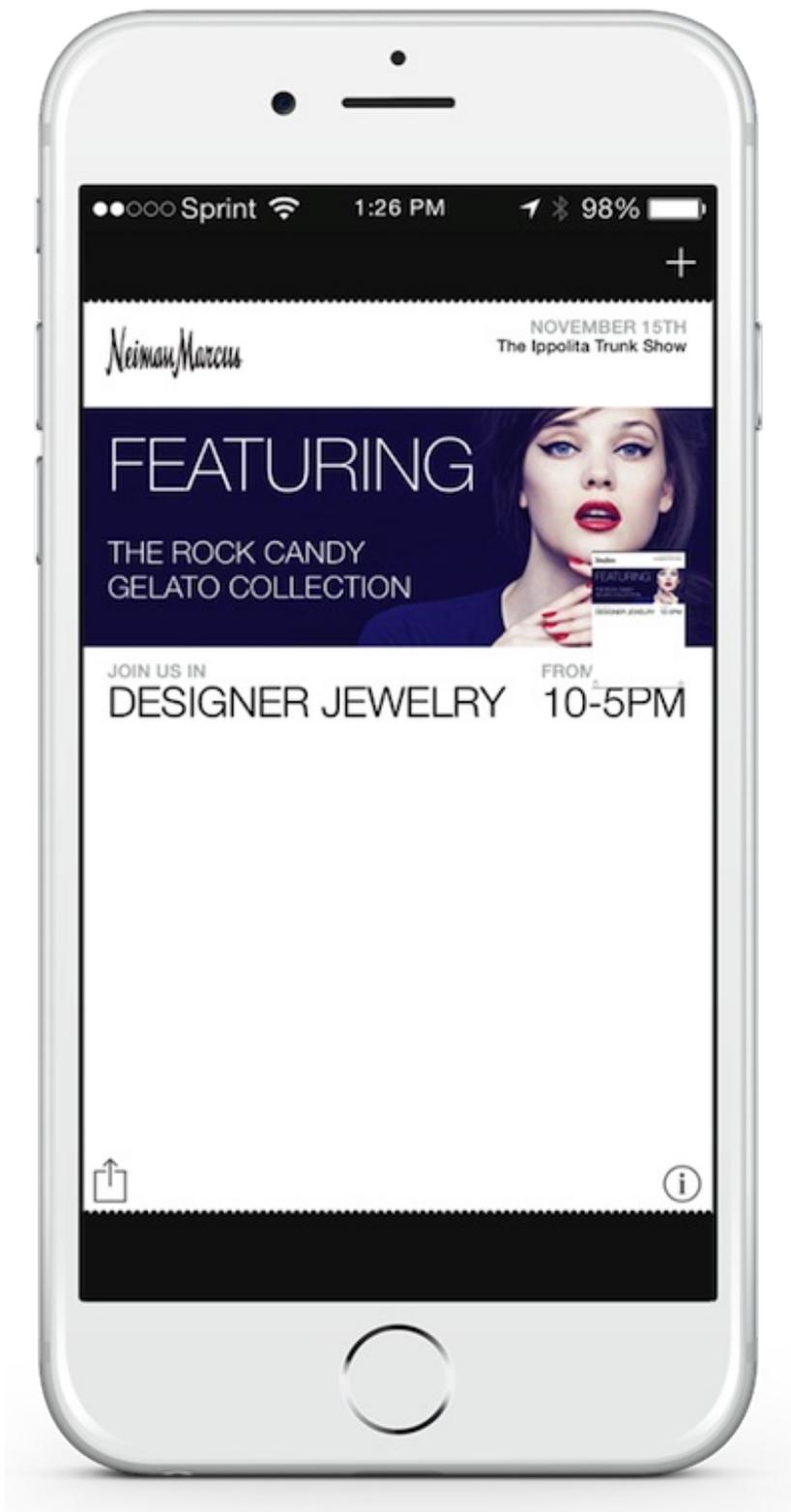
Plus, when you add the Neiman Marcus Holiday Pass to your Passbook, we'll throw in a little stocking stuffer* for you! Just visit customer care on level two when you're in the store and show them your Passbook to redeem.

Landing page

Passbook comes pre-loaded on all iOS mobile devices, whether an iPhone or iPad.

To begin receiving messages, consumers just have to click on a link provided on Neiman

Marcus' Web site.



Neiman Marcus on Passbook

The retailer will then send push notifications for the specific store selected.

Throughout the holidays Neiman Marcus hosts trunk shows, meet-and-greets with designers. Messages from Passbook will pop up on their lock screens to make sure they don't miss the entertainment, elevating the shopping experience.



Neiman Marcus Passbook push message

Omnichannel experience

This effort expands on Neiman Marcus' omnichannel strategy.

Department store chain Neiman Marcus has released an iOS mobile application that blends content and commerce to promote interaction with consumers on-the-go.

In addition to shopping features, Neiman Marcus' NM app houses the retailer's blog and Instagram feed. This separates the retailer from many of its competitors whose mobile apps serve only as commerce platforms ([see story](#)).

To streamline time to market, Neiman Marcus and BestFit Mobile chose to use Passbook first, rather than starting with the native iOS app. Eventually, the plan is to integrate into Neiman Marcus' own app.

"Really the use of passes in Passbook is a first step in a larger engagement plan," said Bret Cunningham, president of [BestFit Mobile](#).

Neiman Marcus may also look into expanding this geographically.

"If this proves to be an effective tool for our customer, then we will look to expand into other markets and seasons," Neiman Marcus' Ms. Reeder said.

Beacons and similar location-based technology first gained traction with eager brands, but now retailers are beginning to take control of their digital networks, according to a panel at ad:tech New York 2014 on Nov. 6.

As these technologies progress, consumers will passively interact with stores as they walk through, rather than be assailed with coupons. Ultimately, when the utility of location-based marketing is better understood by consumers, the question of opting in will no longer be as hairy, according to the "Blurring the Lines between the Physical & Digital" session ([see story](#)).

For Neiman Marcus, this mobile engagement mixes the physical and the digital, using technology to drive customers to physical events.

"The goal and desire is to take advantage of the traffic," Mr. Cunningham said. "By getting this technology on their iPhones, we're able to drive visibility to the events happening.

"It makes Neiman Marcus more than a place to buy your Christmas presents, but makes it fun," he said. "It's really a shopper-first, shopper experience-first campaign."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/9tgR_ED1y2M](http://www.youtube.com/embed/9tgR_ED1y2M)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.