Ibaround

IBaround was born to answer the increasing demand of travellers to individualise their experience all along their journey. Our solution also addresses the need of airport ecosystems to increase the non-aeronautical revenues, which are a more and more important part of their business model.
IBaround is here thanks to the evolution of Big Data to Smart Data. We have now at our disposal an increasing set of sensors, bringing us valuable information and giving us the ability to deliver segmented messages at a precise moment and location.

The role of IBaround is to create a platform that will deliver contextual marketing activities by triggering two steps.

1. Gather the information harvested from the sensors (time, location, behaviour), and crosses it with various databases such as customer profile, CRM system, social media information and with the sensors from the Orion sensor networks
2. Deliver marketing actions based on pre-filled filters set on the platform.

Team

Antoine Heftler

Olivier Rieu

Hugo Guerineau

Hub
Hub Hamburg

Domain
www.Ibaround.com

Contact
+46 722815457
info@ibaround.com

Address
c/o Things, Drottning Kristinas Väg 53
11428, Stockholm

Company
IBaround