NEARBY NOTIFICATIONS CAMPAIGN

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NEARBY NOTIFICATIONS OVERVIEW

Nearby Notifications helps users to discover what's around them (within about 30 m or 100 feet), by surfacing location-specific notifications for apps and websites, with no prior app install required. It allows brands to push relevant apps or websites to customers. Using Nearby Notifications, you can:

- Drive your own app installs.
- Open personal or business profiles in social apps.
- Launch conversations or chatbots inside messaging apps.
- Drive consumers to content about nearby products.
- Help users explore store inventory.
- Drive check-ins, reviews within local/travel apps.

As a developer, you can associate your app or website with a BLE beacon or BLE- capable smart device. Android users near that device or beacon will see the message in the Nearby section of Google Settings, the Nearby Quick Settings tile will light up on supported devices, and messages that perform well will be raised as notifications. Your message can either lead to the Play Store, a mobile website, or directly to your app if it's already installed. This functionality is built in to Google Play Services, so you don't need to change your app to start using it.

Nearby Notifications works with Eddystone UID, EID and iBeacon.

There are two basic types of experiences that you can provide using Nearby Notifications:

- *Link to an HTTPS URL* to provide a notification to the user, and open the URL in the browser when the user taps the notification.
- *Trigger an app intent* to launch an app that is already installed and perform a specific action. If the app isn't installed, the user is taken to the Play Store where the app can be installed; the user can then continue to the feature specified by the developer.

Neither experience requires that an app is installed on the user's device.

START WITH YOUR NEARBY NOTIFICATIONS CAMPAIGN

1. Deploy beacons supporting Eddystone UID or iBeacon format
2. Setup Nearby Notifications
3. Customers will receive notifications on their mobile via Chrome App

KEY FACTS

- Nearby Notifications is supported on Android 4.4 (KitKat) and newer.

- Nearby Notifications works with Eddystone UID and EID beacons, and also iBeacon.

- Nearby Notifications and Physical Web on Chrome require HTTPS URLs.

5 STEP PROCESS TO SETUP NEARBY NOTIFICATIONS

Refer the following **5 steps** to set up nearby notifications

1. Procure UFO Beacons configured as Eddystone UID or iBeacon

2. You will need an Android or iOS phone supporting BLE

3. Register on Google Beacon Dashboard and a create a project

4. Install Beacon tools app on your phone

5. Logon to Google Beacon Dashboard to finish the process

The above steps are explained in detail in the following sections

STEP 1. CONFIGURE UFO BEACONS AS EDDYSTONE UID

You can use iBeacon or Eddystone UID beacon for setting up Nearby Notifications. In case your beacons are not already in Eddystone UID mode, refer the manual here

http://developer.ufobeacon.com/downloads/Configuration-App-Android.pdf

STEP 2. MOBILE DEVICES SUPPORTING BLE

Kindly ensure that the mobile device you are using supports BLE. You can refer the below list for verification

Android

Android 4.3 (API level 18) introduces built-in platform support for Bluetooth 4.0+ LE (BLE)

iOS

All iOS devices newer than the iPhone 4S or the iPad 3rd Gen support Bluetooth 4.0+ LE, even if they are not listed below.

iPhones - iPhone 4s, iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6s, iPhone 6s Plus, iPhone 6 Plus, iPhone SE, iPhone 7, iPhone 7 Plus, iPhone 8, iPhone 8 Plus, iPhone X

iPads - iPad 3rd Generation, iPad 4th Generation, iPad (2017), iPad Mini, iPad Mini 2, iPad Mini 3, iPad Mini 4, iPad Air, iPad Air 2, iPad Pro 9.7", iPad Pro 12.9", iPad Pro 10.5"(2017)
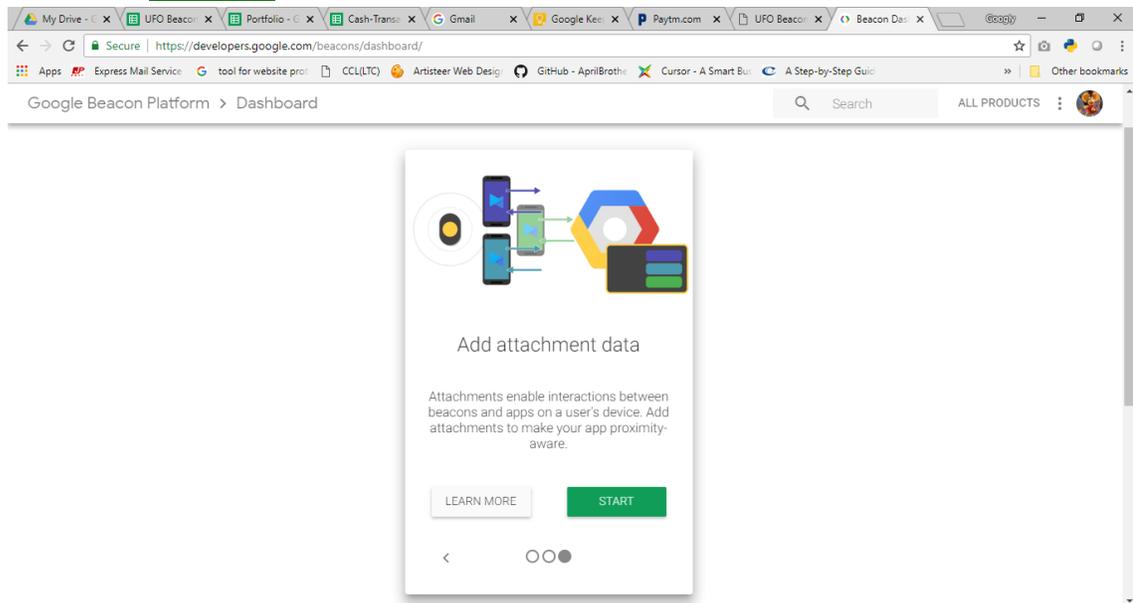
STEP 3. CREATE YOUR ACCOUNT ON GOOGLE BEACON DASHBOARD

1. Start the setup for your Google Beacon dashboard from
   https://developers.google.com/beacons/dashboard/
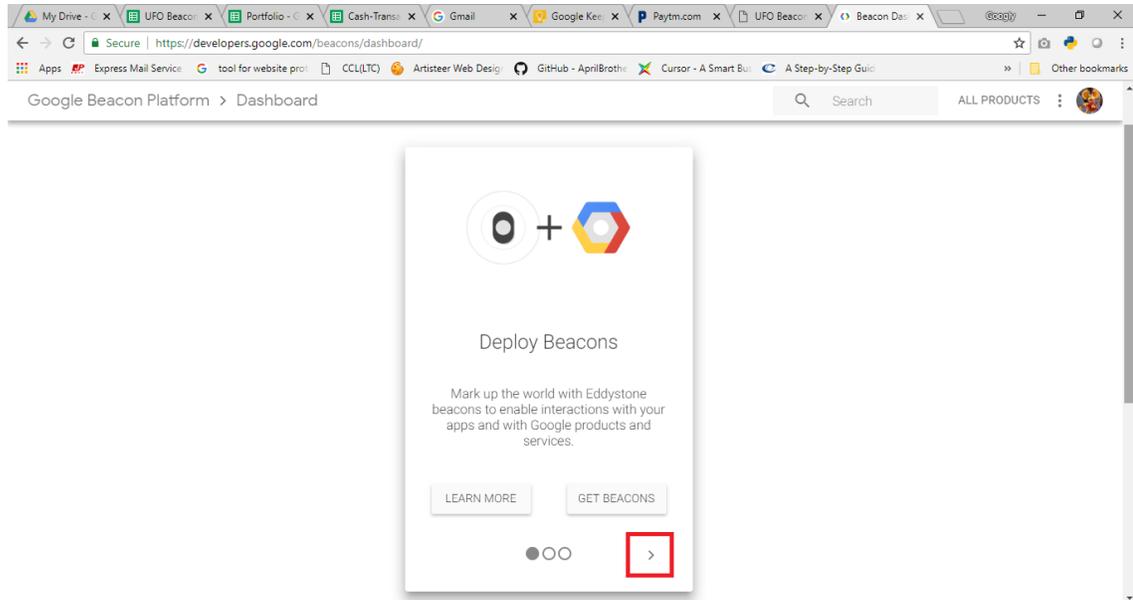
2. Click on the right arrow (as seen in above image), till you reach the below screen. On this screen,
   click on the **Start** button

3. You will be prompted to choose a google account, if you are not already signed in, Sign In with
   the desired Google Account (***Note: Use the same account while registering to the Beacon Tools
   mobile app***)

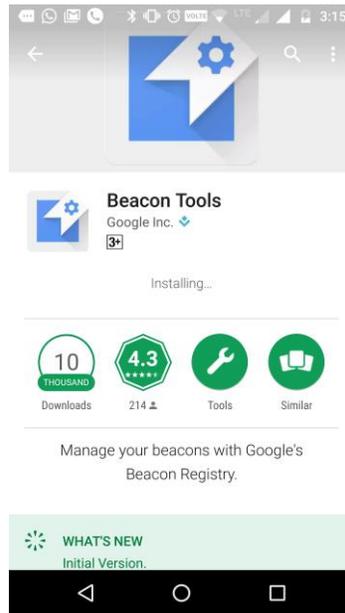4. After you sign in you will be taken to the below screen.
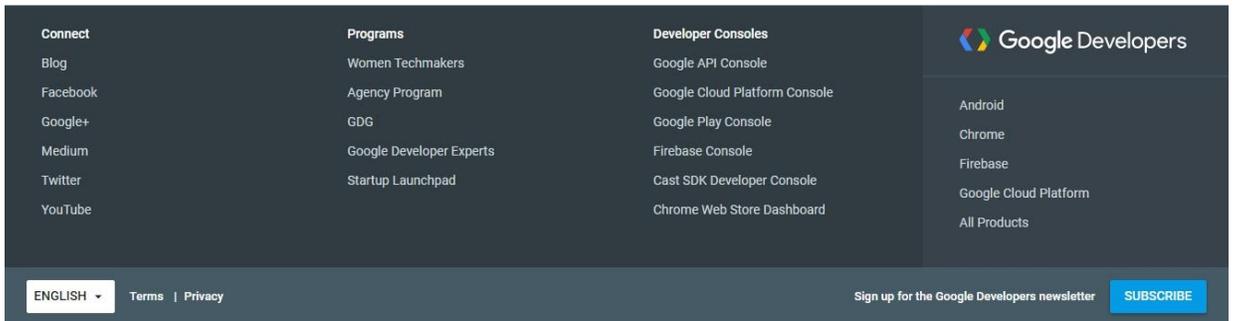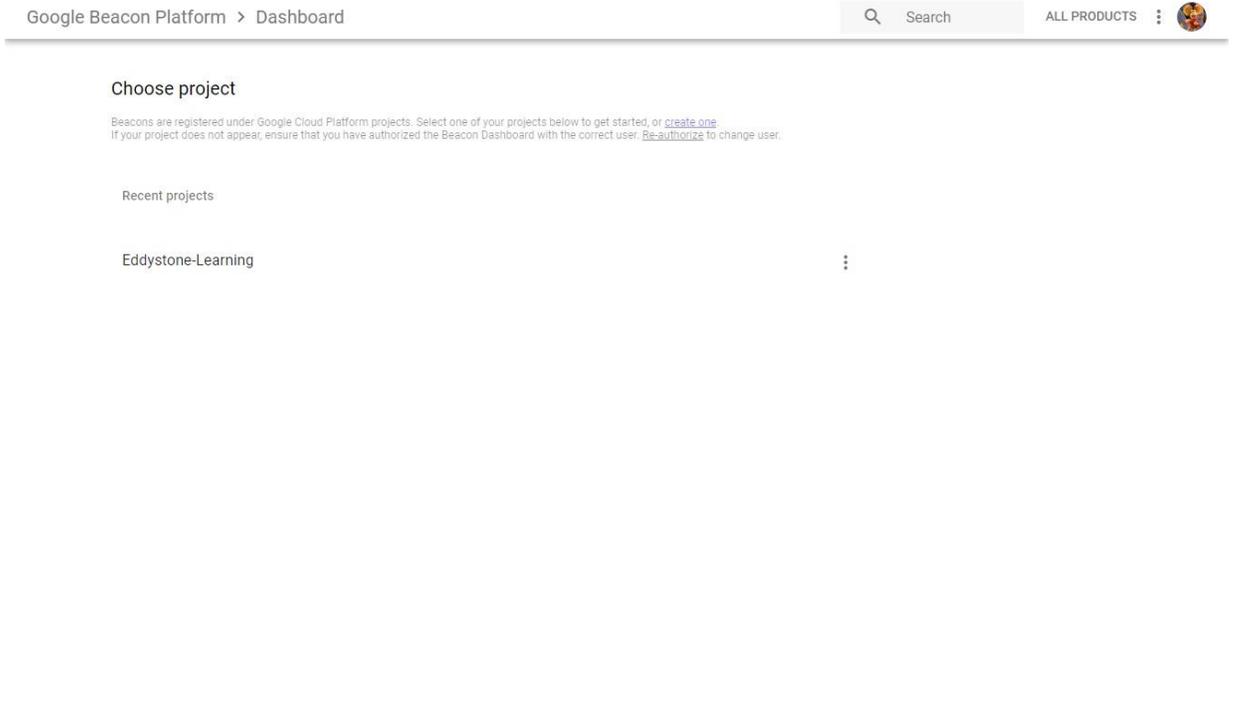
5. Create a New project by referring the below screen grab

6. Follow the instructions carefully while creating the project

STEP 4. REGISTER BEACONS USING BEACON TOOLS APP

1. Install the Beacon Tools app on your Android device from
   https://play.google.com/store/apps/details?id=com.google.android.apps.location.beacon.beacontools&hl=en

2. **Launch the app once it is installed and allow all permissions it will ask for. Choose the same Google account as you have selected while registering for the Google Beacon Dashboard**
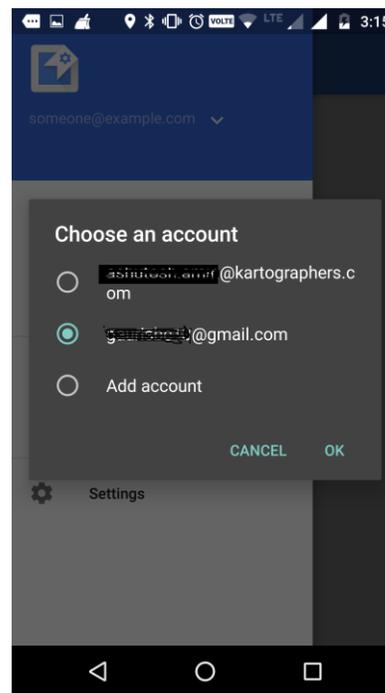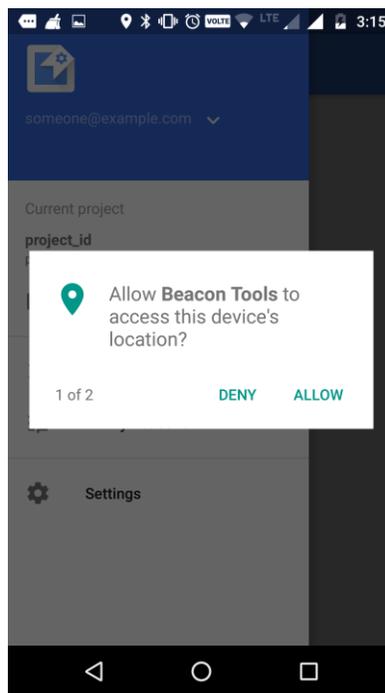
3. Once you sign into the app with the registered account, you will see the below screens
    a. The Choose Project screen – Will show the project you have already created on the Google Beacon Dashboard. **Tap on this project to proceed further**
    b. Beacons Near Me – Shows all beacons around you, both Registered and Unregistered.
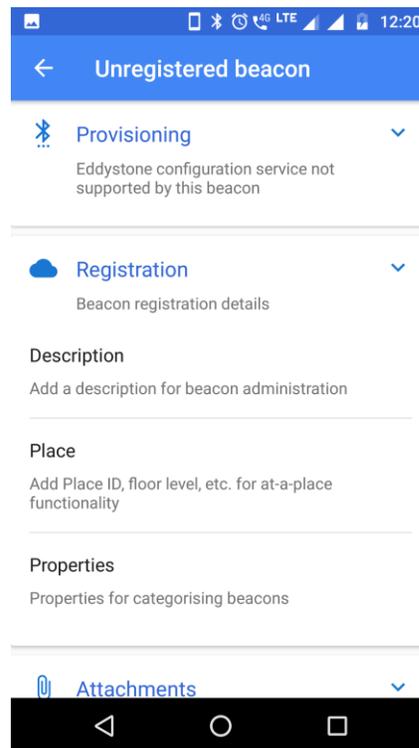   c. All My Beacons – Beacons already registered in that project
        NOTE: ONLY IBEACON AND EDDYSTONE UID BEACONS CAN BE REGISTERED
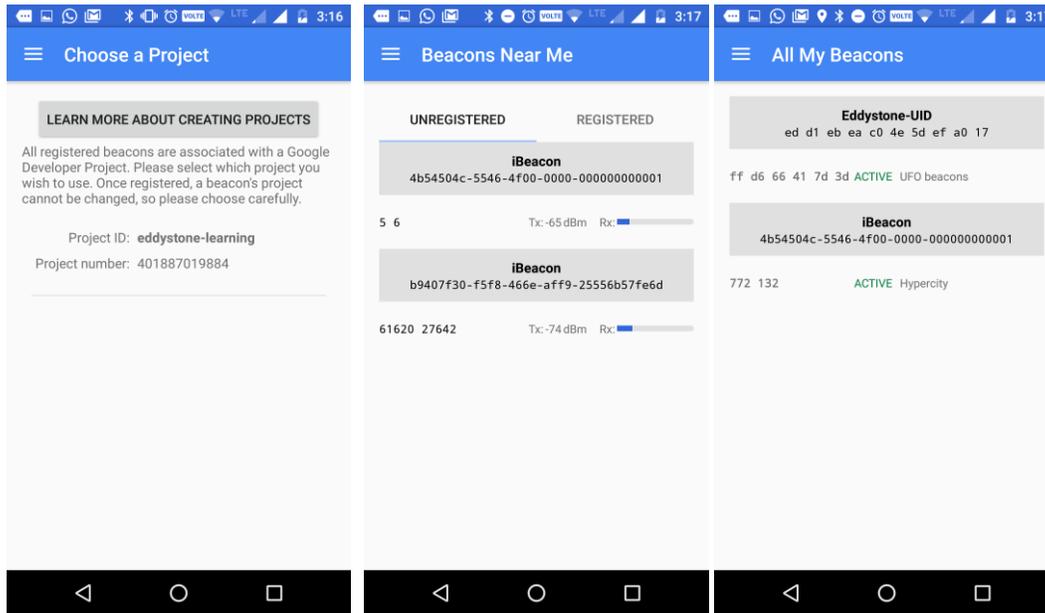
4. If you get the adjoining screen, simply tap on "**RECONNECT TO BEACON**" (seen at bottom right of the screen)
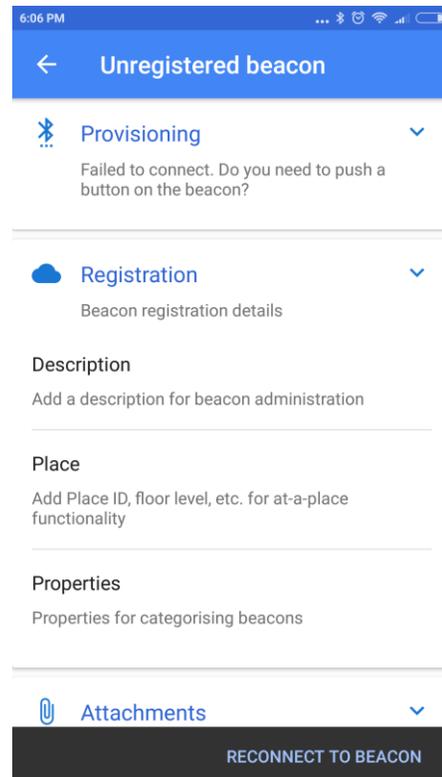
5. From the "Beacons Near Me" screen, tap on the beacon you wish to register. The below screen will open up for an Eddystone UID beacon


IGNORE

6. Please **IGNORE** the **"eddystone configuration service not supported by this beacon"** error and continue with your registration steps as described below
7. Under registration, there are three fields (refer above image)
   a. **Description** - A user-friendly name for the specific beacon, you can specify instance ID
   b. **Place** - Select one of the options under "Place" - This does not affect the usability of the device and exists for Google's analytics
   c. **Properties** You must create at least one, and are able to create as many as you'd like – You may add them via the Beacon Dashboard rather than Beacon Tools
8. **After above step go back and go to the Registered beacons tab. Refresh the screen and you should now see the beacon under the registered beacon list.**

STEP 5. SETUP NEARBY NOTIFICATIONS ON THE BEACON

1. Once again logon to the Google Beacon Dashboard, from your laptop/desktop. Once the project is created and Eddystone UID beacons are registered using the Beacon Tools app, your dashboard will look as below
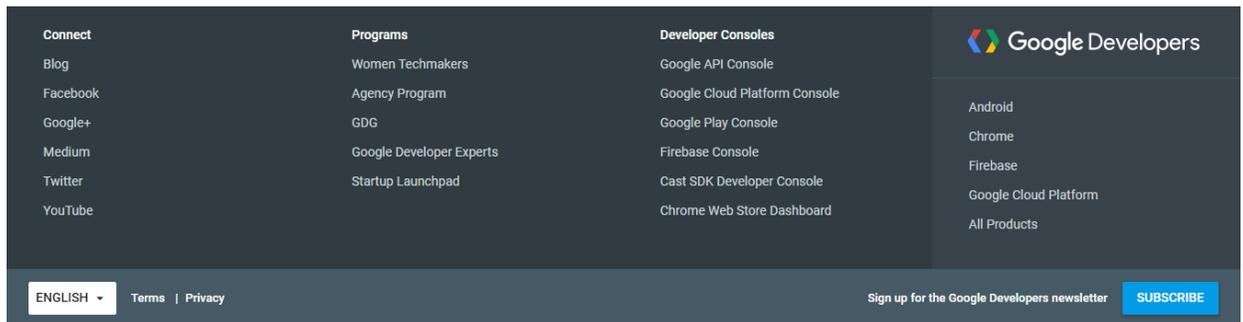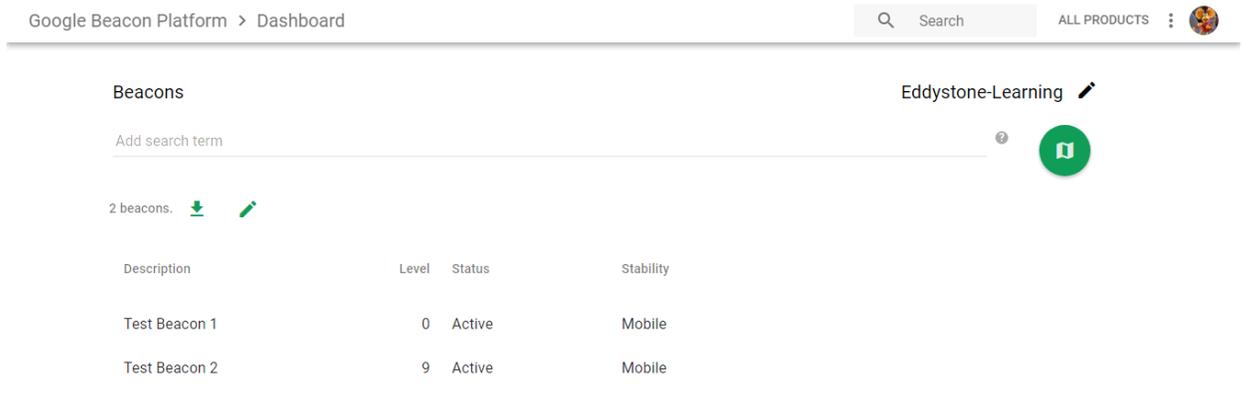
2. Click on the individual beacons to configure the Nearby Notifications
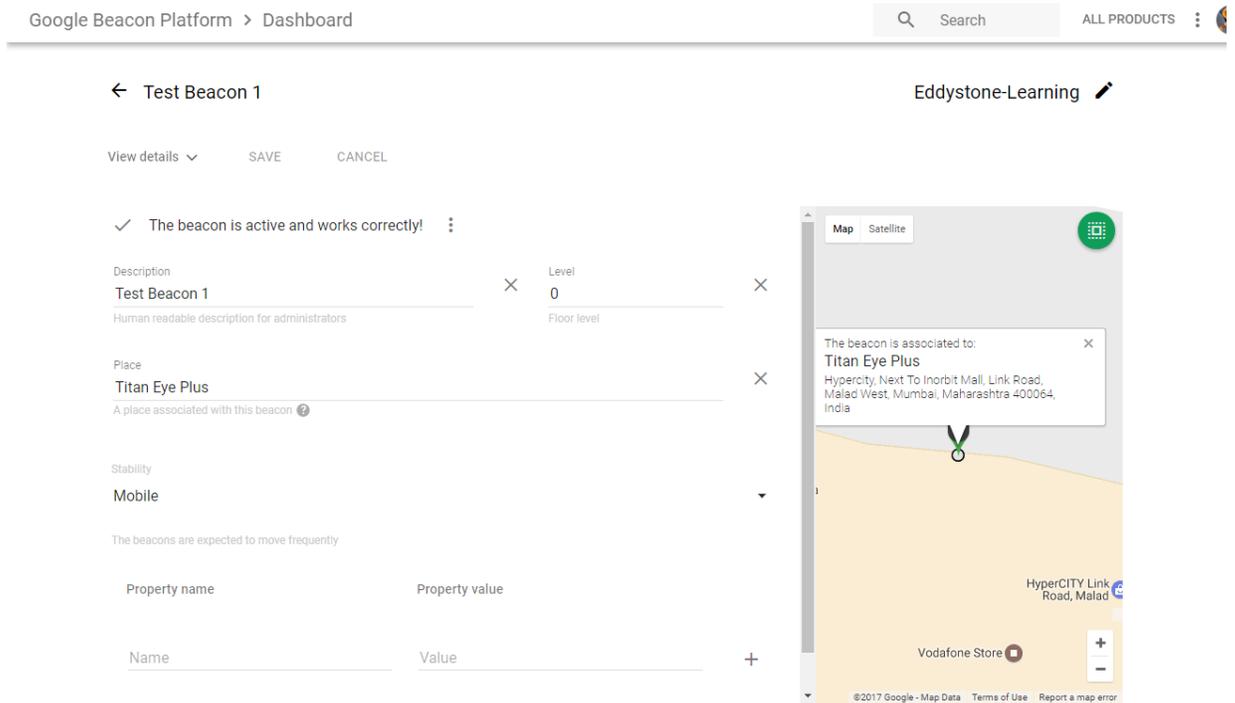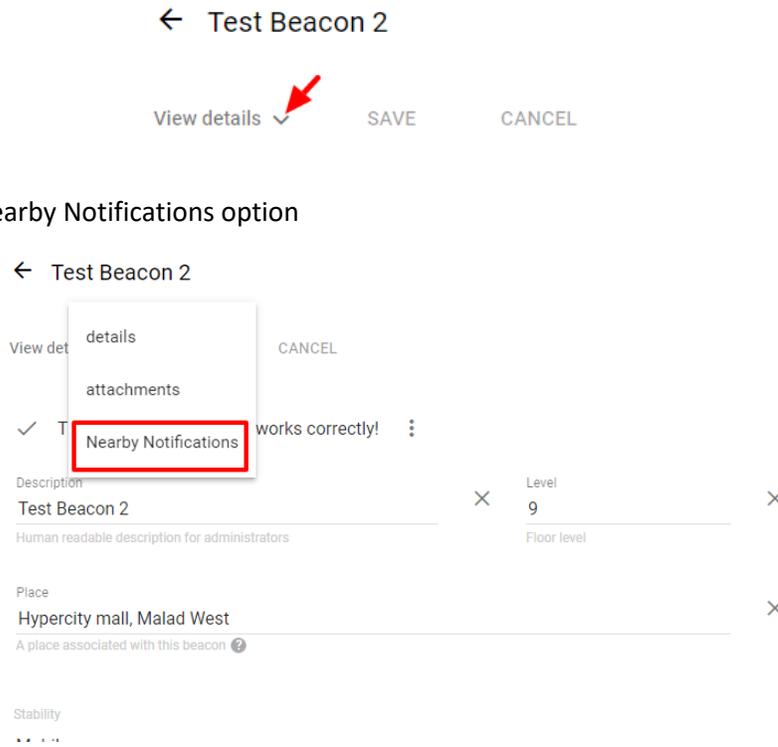

3. Enter data for the following fields –
   a. Description
   b. Floor Level
   c. Place - Choose the geographical location with the help of the map on the right side or you can start typing the location
   d. Stability - Choose the right option based on the following table

Stability Status Options	What they mean
STABLE	Not expected to move, for example a store's front door.
PORTABLE	Usually stable but may move rarely, usually within a single place, for example a store display.
MOBILE	Moves frequently, for example a personal item or food truck.
ROVING	Moves continuously in service, for example a bus or train.

4. At this point, click on "**SAVE**" before you proceed further.
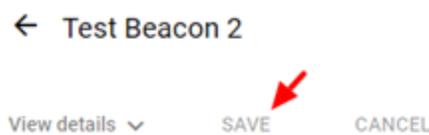
5. Now, click on the down arrow next to View Details screen (as shown below), to open the option to setup the Nearby Notifications

6. Click on the Nearby Notifications option

7. The Nearby Notifications screen looks as shown below –
8. Enter value in the following fields to add a Nearby Notification
   a. Enter a **Title** (***Ideal length up to 40 characters, however, 50 characters are allowed***)
   b. Language – Please mention "en" for English. Refer the complete list here - https://en.wikipedia.org/wiki/List_of_ISO_639-1_codes
   c. Select either Production mode or Debug mode.
   d. The default selection is "**Web URL**", click to change to App intent or Free-form App Intent.
   e. Enter the URL in the field below "Web URL" (***Must be a https URL***)
   f. You can skip the Targeting rules
   g. Click Create to add the notification.

9. This newly added notification will be seen on top, you can view, duplicate OR delete the added notification from the screen below -

10. Click "**SAVE**" to finish the process

MOBILE PHONE SETTINGS

HOW TO USE NEARBY NOTIFICATIONS ON YOUR PHONE

THE BELOW INSTRUCTIONS ARE FOR DEVICES RUNNING ANDROID 5.0 AND UP

Please refer this link https://support.google.com/accounts/answer/6260286?hl=en for the following –

- Turn Nearby notifications on or off
- Interact with places & devices close to you
- Put Nearby on your Home screen
- How Nearby works
- Troubleshoot Nearby

RELATED LINKS

Topic	Link
What is Nearby	https://developers.google.com/nearby/
Nearby Messages	https://developers.google.com/nearby/messages/overview
Nearby Connections	https://developers.google.com/nearby/connections/overview
Nearby Notifications	https://developers.google.com/nearby/notifications/overview