

PassBeeMedia Develops Samsung Wallet Offer Tool, Leveling Playing Field For SMEs

PLANO, TEXAS, USA, November 19, 2013 /EINPresswire.com/ -- In partnership with [Samsung](#) Mobile Wallet team [PassBeeMedia](#) becomes one of the first providers of a Samsung Wallet offer tool specifically to put [mobile offer](#) tech within reach of small to medium enterprises, disrupting the industry.

Apple Passbook technology has been out there for the largest corporations for a while. Unfortunately, until now SMEs have been blocked from maximizing opportunities in the mobile space, either due to cost or development challenges. PassBeeMedia intends to change this; empowering small business with a fair fighting chance, and with their superior agility, perhaps even get the edge.

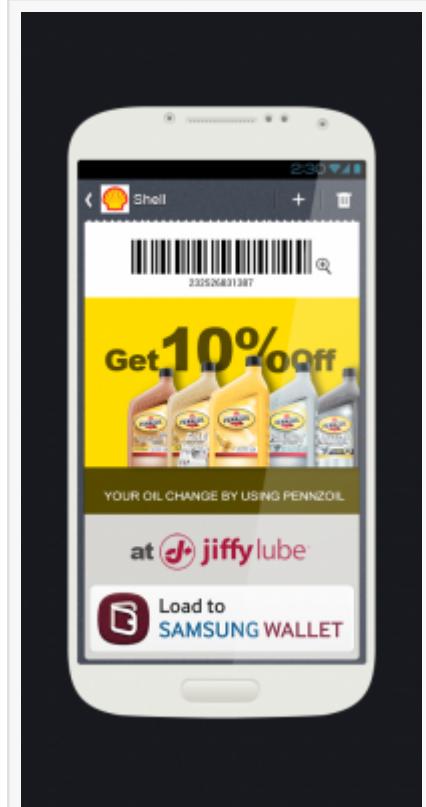
This really couldn't come at better time for creating a major disruption. Between seasonal spikes in sales, IDC's news of Samsung storming ahead in the third quarter 2013 with twice the market share of Apple, and Android scooping 81% market share this is a game changing moment for those with a Samsung capable mobile marketing strategy.

Forester Research predicts mobile payments to grow 48% to \$90 billion by 2017. A recent survey by the Carlisle & Gallagher highlights this even further. 50% of respondents said they would use mobile wallet services for real-time incentives. 50% would use it to "search & shop," and 30% for choosing places to go.

PassBeeMedia who also provides Apple Passbook services reportedly designed its platform to make it affordable to more SMEs to step up their digital marketing, and to do it with ease and confidence.

Spokesman for the digital media firm Scott Hutchinson puts it simply as "removing all of the barriers to highly targeted, local mobile offers for maximizing ROI", stating "there is no guess work or gambling with precious capital here."

To back it up PassBeeMedia not only offers free access to take the mobile offer technology for a test drive, as well as ready to roll out templates, but serves up comprehensive analytics tools and



PassBeeMedia mobile wallet offer tool screenshot

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Scott Hutchinson

a free online mobile offer ROI calculator. However, perhaps the real kicker is the integration of a robust suite of publishing tools for social, in store codes for scanning, SMS, email and geofencing to maximize adoption.

Learn more about PassBeeMedia Samsung Wallet offer tools, check out the return on investment calculator, or even try it with a complimentary demo at

<http://www.passbeemedia.com>

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