

## St. Patrick's Day Lucky Spinner Promotion — Overview

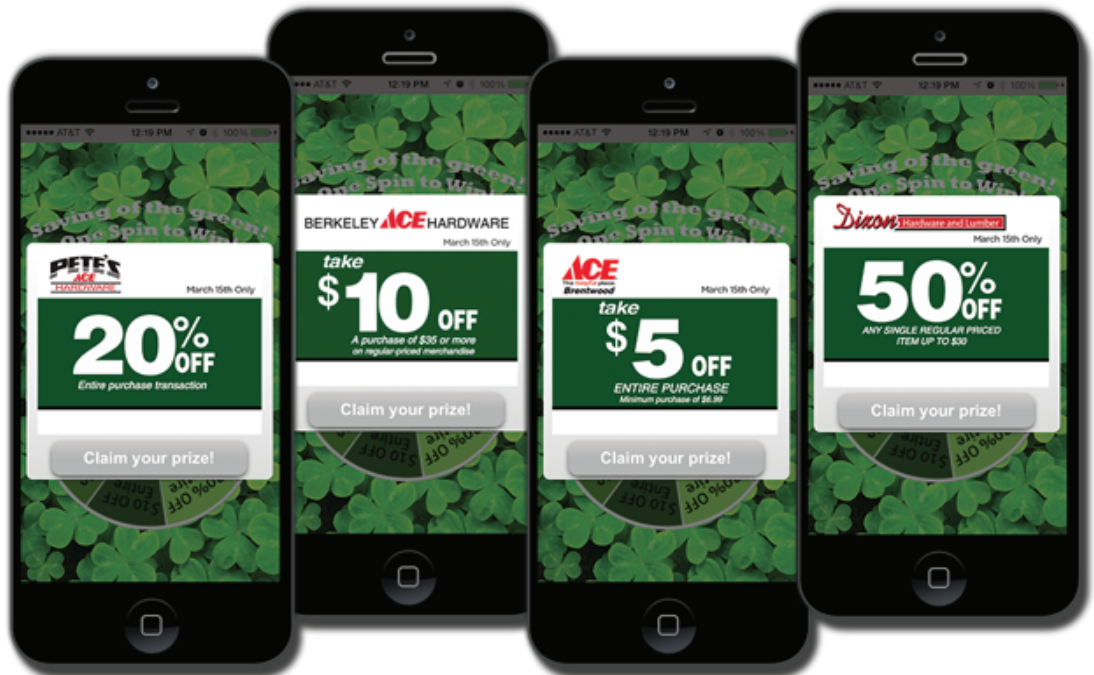
As part of an ongoing strategy to attract a younger demographic and compete with their big-box competitors, Ace Hardware dealers all over the country embraced mobile as a marketing channel to distribute coupons to their customers. These dealers were already seeing excellent growth of Mobile Opt-Ins—subscribers to their mobile loyalty programs—and they wanted to reward these high-value customers with a fun bonus offer. Because Ace shoppers were already enjoying the convenience and money-saving advantages of mobile coupons, FunMobility implemented something new: an exciting and engaging interactive promotion.

### Solution

With St. Patrick's Day approaching, FunMobility delivered a custom, interactive Mobile Engagement—a holiday-themed Mini-Game—designed to build lasting brand value, drive store traffic throughout the holiday, and increase average cart size.

The holiday's theme of luck was a perfect fit for the special "Saving of the Green! One Spin to Win" promotion. Customers would enjoy a fun and dynamic experience that provided exciting promotional offers—offers which appeared all the more valuable by virtue of being something the customer could "win."

Shoppers would click-through to a custom version of FunMobility's "Lucky Spinner" Mini-Game, in which they spin a wheel that randomly stops on one of four special rewards:



The Lucky Spinner promotion offers up to four different prizes. The above brands used coupons correlating to their brand.

The entire experience would run in the customer’s mobile browser, with no need to interrupt the process by asking them to download an app. And, because the rewards were only redeemable over the holiday weekend, the engagement would drive up traffic by creating a sense of urgency.

- Overall Increase in Post-Promotion Engagement: 289%
- Click-through: 26.5%
- Engagements: 37%
- Redemptions: 15%



Customers loved the experience: More than 25% of people clicked-through to the game—ten times better than the 2.5% click-through rate typically seen with email promotions. Opt-Out rates—the percentage of customers who chose to unsubscribe to the mobile loyalty program—dropped to less than one percent.


### The Results

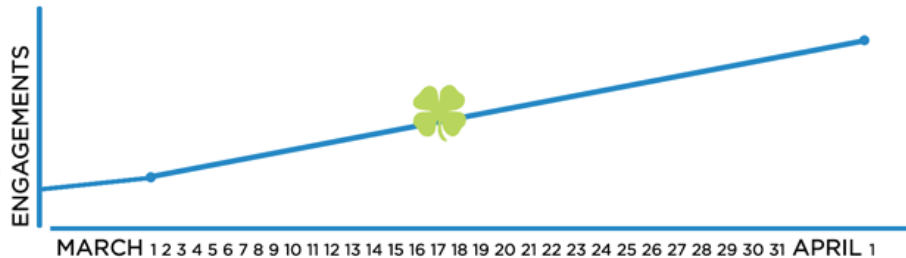
The overall increased business that the stores received during the promotion was dramatic as well. Because of the nature of the rewards offered (money saved on larger overall purchases), average cart size was boosted by 100%.



Viewers click through **mini-games 2X MORE** than **mobile coupons** and **10X more** than **emailed promotions.**

Most importantly, the game delivered long-term dividends by changing the way customers viewed all subsequent mobile promotions. Between the beginning of March (before the promotion), and the beginning of April (after the promotion), the click-through rate for the Ace dealers’ other mobile promotions increased by an astonishing 289%.

THE CLICK-THROUGH RATE OF REGULAR MOBILE COUPONS TRIPLED FOR DEALERS WHO USED THE LUCKY SPINNER. 



Overall mobile engagement **tripled**. The promotion didn’t just drive holiday traffic, it built lasting brand affinity and made shoppers realize how rich and rewarding mobile engagements could be.

For more information on the innovative ways that FunMobility is changing the landscape of mobile marketing, visit [funmobility.com](http://funmobility.com) or contact one of our Mobile Experts at (855)849-4900.