

Maximize Sales, 1:1 Marketing

Always-On - A Purchase-Linked Promotion Solution



Maximize sales through 1:1 marketing. Reward loyal shopper's for buying your brand. Using an always-on approach and two-way conversations keep shopper's engaged year round for maximized sales. Run Loyalty programs without apps, special codes, or complex point-of-sale integrations.

Typical Duration: Always-on

Shopper Type: Brand Loyal

Multiple Reward Options: Physical or Digital Gifts, Rebates & Coupons, Contests

HOW IT WORKS



PARTICIPANT NAME
PHONE NUMBER
EMAIL ADDRESS
D.O.B.

ENGAGEMENT

GOAL START 75%

ONE STOP
LATHER LANE STORE #1 **ONE STOP**
BUBBLES BLVD. STORE #2 **ONE STOP**
SUDDS ST. STORE #3

CONFIRMED
Your gift has been shipped!

See what's possible with one:one marketing, email us hello@mobilexco.com

DATA COLLECTION & ANALYSIS

Using Tether™, our web-based experience management service we collect and analyze receipt data:

- Monitor participants, purchases, and rewards given
- Track against established goals and past performance benchmarks
- Share of participants, transactions and sales by region, retailer and store
- SKU mix, average transaction value and compliance by retailer
- Demographic, behavioural, & supplemental "declared" data (ie. surveys, feedback, messaging)
- Personalized retargetting of segmented audiences
- Two-way conversations for continual support
- Integration with existing CRM, or manage with Tether™