

Black Salt Case Study

POCKETvouchers

POCKETvouchers is a marketing platform delivering solutions using trackable mobile vouchers sent as text messages. These POCKETvouchers are verified in real time at the retail outlet through your WizBang terminal which allows redemptions to be limited and all redemption data to be fully tracked. POCKETvouchers combines this technology platform with sound marketing strategy and innovative thinking to consistently deliver effective marketing campaigns.

Campaign Objective

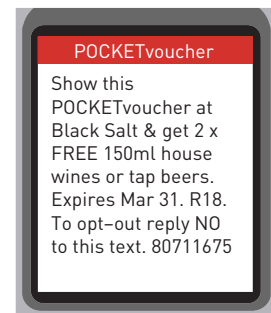
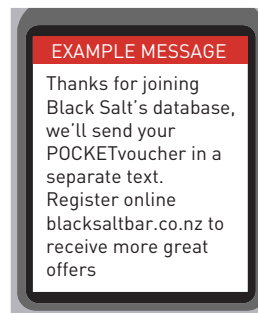
Black Salt Bar & Eatery, a new Auckland bar, wanted to build brand awareness and drive people into the bar whilst building a customer database for future communications.

Campaign Strategy

A printed flyer was delivered to houses and businesses in the area offering a POCKETvoucher for 2 x free tap beers or house wines when consumers opted-in to Black Salt's mobile database by texting BLACKSALT to 393. Consumers received a text thanking them for joining the database and informing them that their POCKETvoucher would be sent to them by the end of the month. The actual POCKETvouchers were then sent out in bulk on a weekly basis.

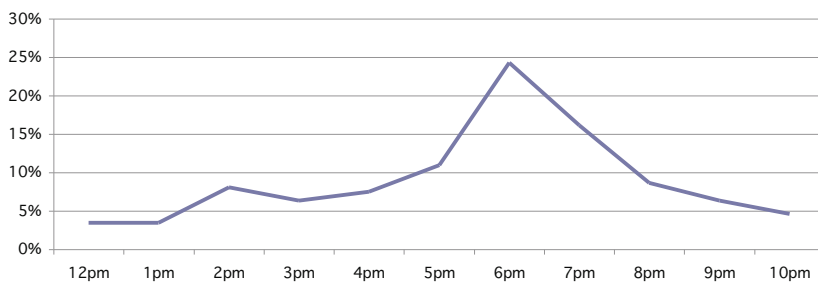
Campaign Results

Total Opt-Ins	497
POCKETvouchers redeemed	176
Redemption rate	35.4%



Reporting Snapshot

Redemptions By Time



Redemptions By Day

