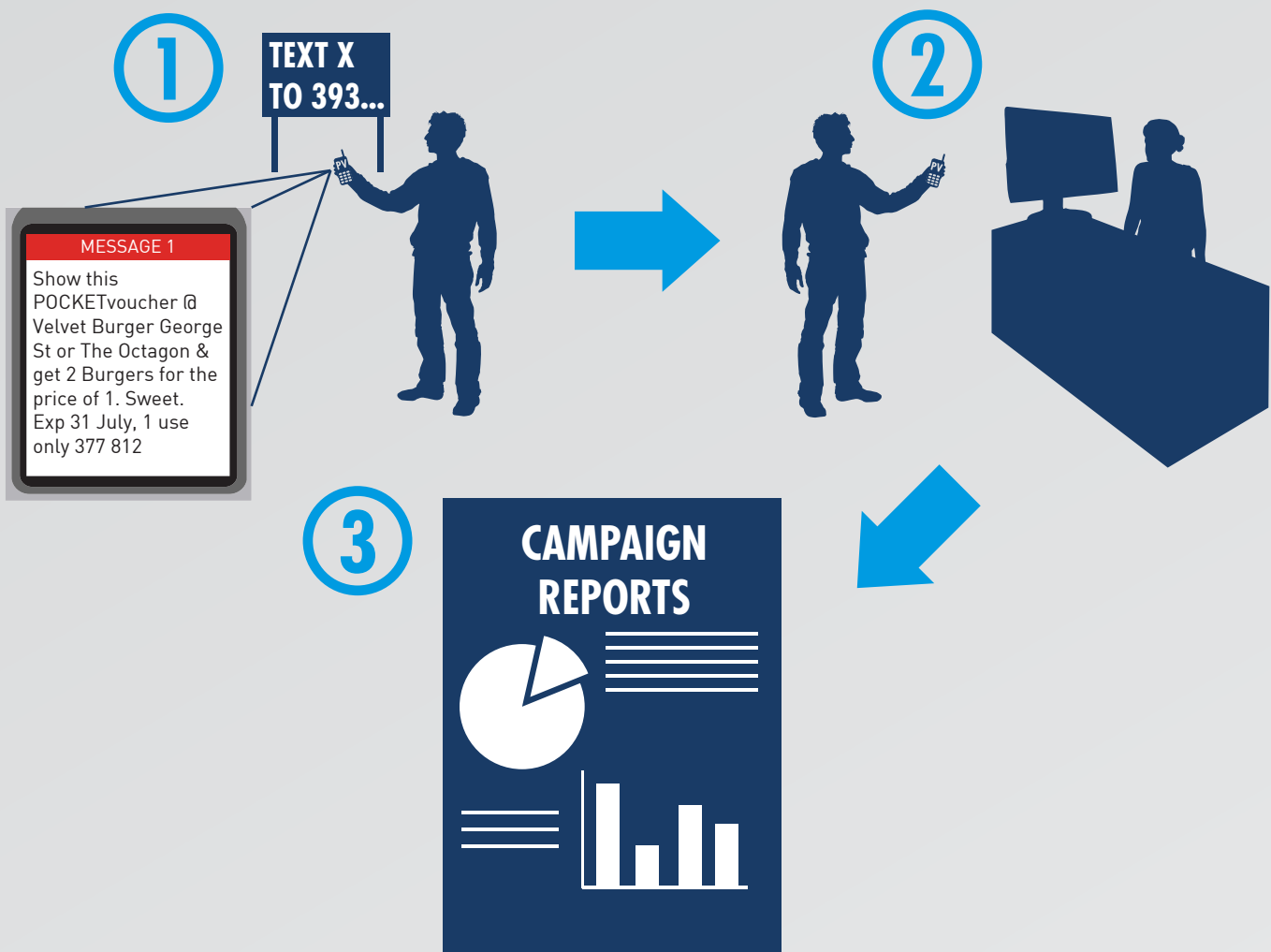


POCKETvouchers

POCKETvouchers is a marketing platform which uses trackable mobile vouchers sent as text messages to drive foot-traffic and sales in your outlet. POCKETvouchers are uniquely coded and can be verified in real time through your EFTPOS or certain Point Of Sale system meaning they can be instantly cancelled and all redemption information can be tracked. This allows you to measure exactly how effective your advertising and promotions are at driving your business.

Background

- 1 Customers either text in an advertised keyword to receive a POCKETvoucher back to their mobile or you can push POCKETvoucher text messages out to an existing mobile database.
- 2 The customer presents their POCKETvoucher to staff who enter the unique code into your EFTPOS terminal or through a custom tender type in Point of Sale Systems integrated with POCKETvouchers.
- 3 The POCKETvouchers database instantly checks and cancels the POCKETvoucher code & records all redemption info.
- 4 POCKETvouchers provides full campaign reports – including totals sent & redeemed as well as time and day of request & redemption. More in-depth reporting & analysis can be provided if required.



Velvet Burger Case Study

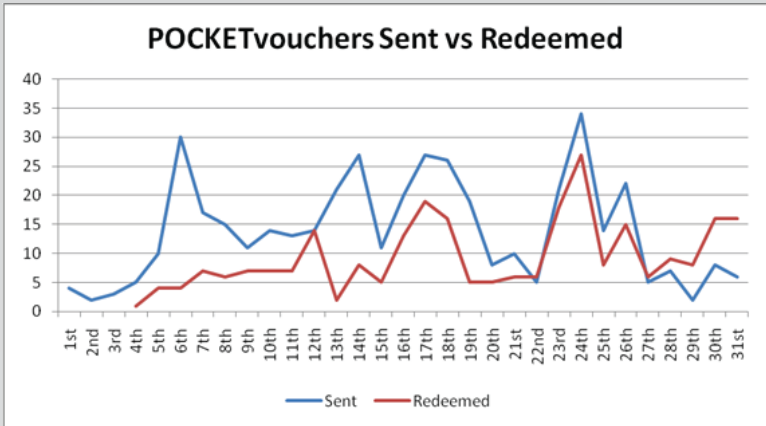
Velvet Burger, a Dunedin gourmet burger chain, wanted use a high value offer to drive both new customers in store and more frequent visits from existing customers.

Campaign Strategy

Street posters advertised a "2 burgers for the price of 1" offer when consumers texted a Keyword to 393. By texting in consumers were also opting-in to receive on-going communications to their mobile from Velvet Burger. The campaign was limited 1 x PV per mobile and 50 x PVs per day.

Campaign Results

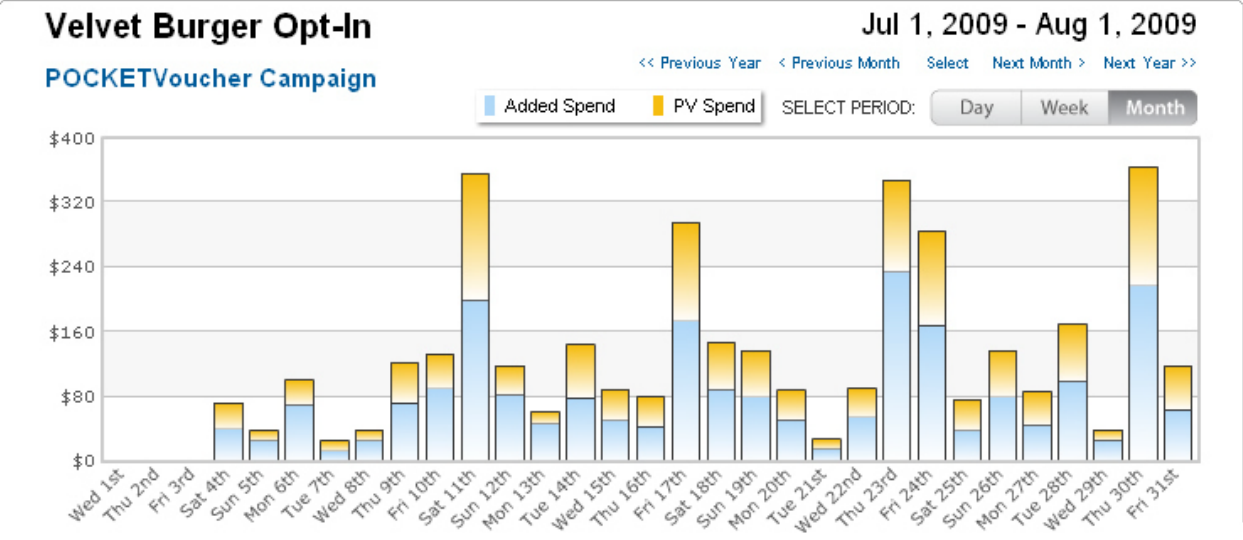
- Total POCKETvouchers Requested: 431
- Total POCKETvouchers Redeemed: 267
- Redemption Rate: 61.9%
- Total Incremental Spend: \$4,408.95*
- Average Additional Spend Per Purchase: \$16.50*
- * Spend data sourced from www.loadedreports.com



loadedreports

Settings | Logout | Tuesday, 18 August 2009

DASHBOARD | REPORTS | BUDGET | CASHUPS SITE: VELVET BURGER OCTAGON



The Backyard Case Study

The Backyard, an Auckland bar & restaurant, wanted to drive people into their outlet to try their new dining menu.

Campaign Strategy

An advert was placed in a local newspaper offering 2 main meals for the price of 1 when consumers texted BACKYARD to 393. The campaign was limited to 1 x POCKETvoucher per mobile number.



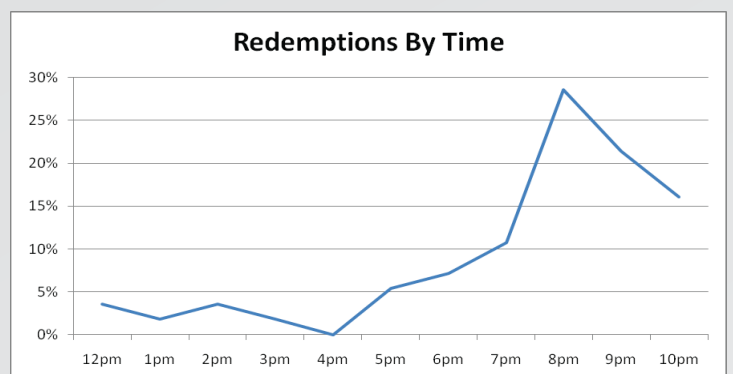
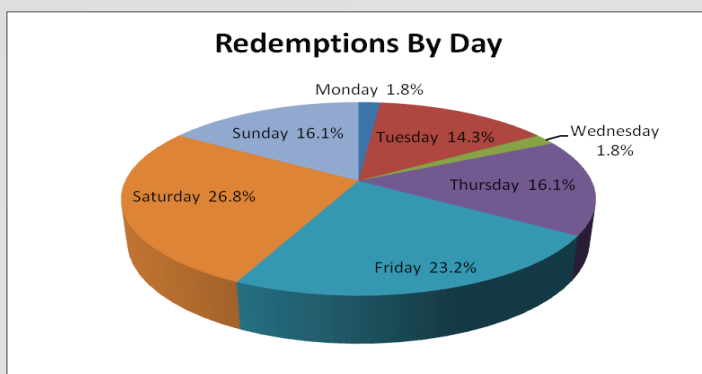
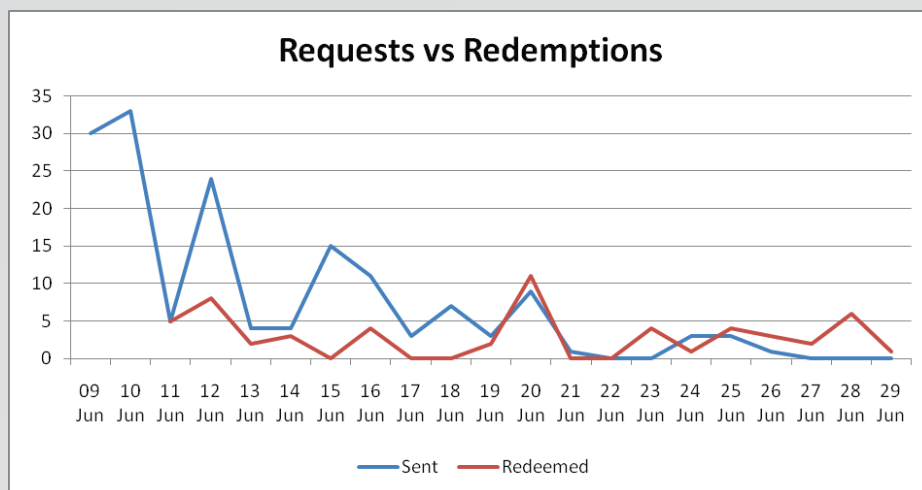
Campaign Results

Total POCKETvouchers Sent: 156

Total POCKETvouchers Redeemed: 56

Redemption Rate: 35.9%

Reporting Snapshot



The Green Man Case Study

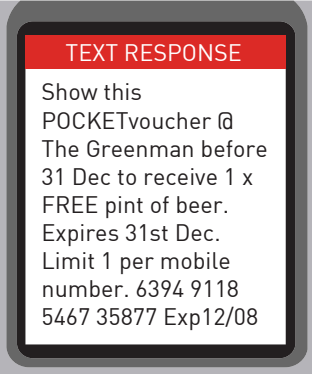
The Greenman, a new Wellington bar, wanted to build its consumer email database as well as drive people into their bar through a compelling offer.

Campaign Strategy

A viral email was sent out promoting The Greenman and offering a POCKETvoucher for one free tap beer when consumers texted Greenman and their email address to a shortcode. Consumers were then able to present their POCKETvoucher text message at the bar to receive their one free tap beer.

Campaign Results

Email addresses acquired	352
POCKETvouchers sent	526
POCKETvouchers redeemed	246 (46.8%)



Reporting Snapshot

