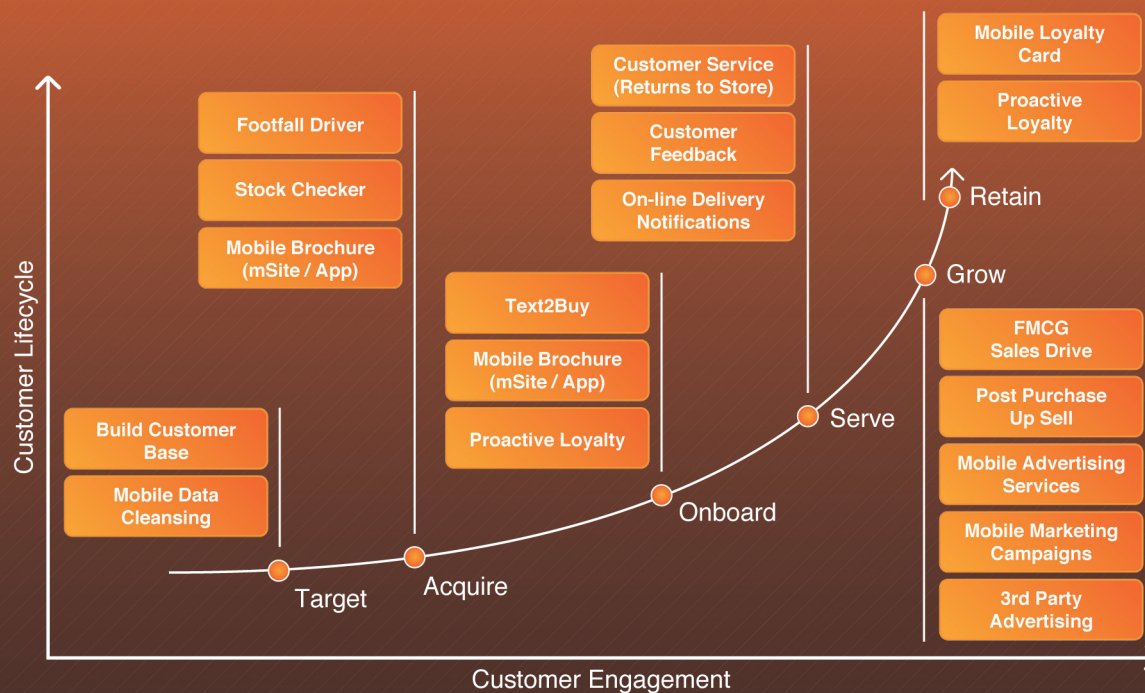




Vodat can provide all your mobile marketing solutions to assist you in generating more sales from mobile users through the sales life cycle.



Target

Build customer base

Engage customers to text to receive offer, then their numbers can be added to the customer opted in database for future mobile marketing promotions.

Mobile data cleansing

Data cleansing performs a (behind the scenes) network lookup to establish if mobile is still active with no inconvenience to customer.

Acquire

Footfall Driver

Send a text message, MMS or email to your customer base to drive them to your nearest store or online to your website or app. Messages can be time bound and location set.

Stock Checker

Customers text in product name or item number to a short code/keyword to find out if item is in stock and at their nearest store. They can also check on your msite or app.

Mobile Brochure

Retailer launches initial offering in the mobile app and/or mSite space with a brochure or newsletter. Engages customers in brand offering, promotes offers, featured lines to drive footfall to store.





Onboard

Text2Buy

Retailer displays series of 'buy it now' codes on selected brochures, print ads, outdoor media.

eCommerce app/mSite

'Off the shelf' and fully customised retail ecommerce smartphone app and/or mSite for cost effective mobile ecommerce presence.

Proactive loyalty

Consumer downloads app (mSite) presents all retailer offers within the local area. Retailers 'share' the app components such as app bar code, and simple epos integration.

Serve

Customer services

Customer purchasing item via on-line store wishes to return to physical store.

Product feedback

Post or during purchase experience, customer receives a text message canvassing opinion on the level of service received or the overall feedback on the product.

On-line delivery notifications

Retailers operating mail order / online delivery of products communicate the details of the delivery slot via text message.

Grow

FMCG Sales drive

FMCG brands looking to reach their audience directly through engaging in the brand and driving loyalty through free give aways, discounts, competitions etc.

Post purchase up sell

Customer making a purchase in store is sent a text message shortly after leaving the store (or the next day) offering them a logical extension to their purchase.

Mobile advertising services

Retailer/brand runs marketing campaign via TV and print. Each ad contains a 'more by mobile' sticker encouraging customers to text in (to a short code) the brand name (or item) to find out more.

Mobile Marketing Campaigns

Retailers operating supplier promotional campaigns via traditional channels (e.g. catalogue) can transfer to mobile for added revenue opportunities.

3rd party advertising

Applicable for mSite, app or SMS/MMS communications integrated ad serving functionality. Retailer generates incremental revenue in addition to the retail sales generated via the mobile channel.

Retain

Mobile loyalty card

The customer begins to receive SMS messages with offers and promotions via mobile coupons based on their spend/shopping behaviour in order to influence future behaviour.

Proactive Loyalty

Retailer identifies retention/spend behavioural patterns and offers.

