

The Power of Direct:
Relevance. Responsibility. Results.

DMA 
Direct Marketing Association

How to Avoid the Fire, Aim, Ready Approach



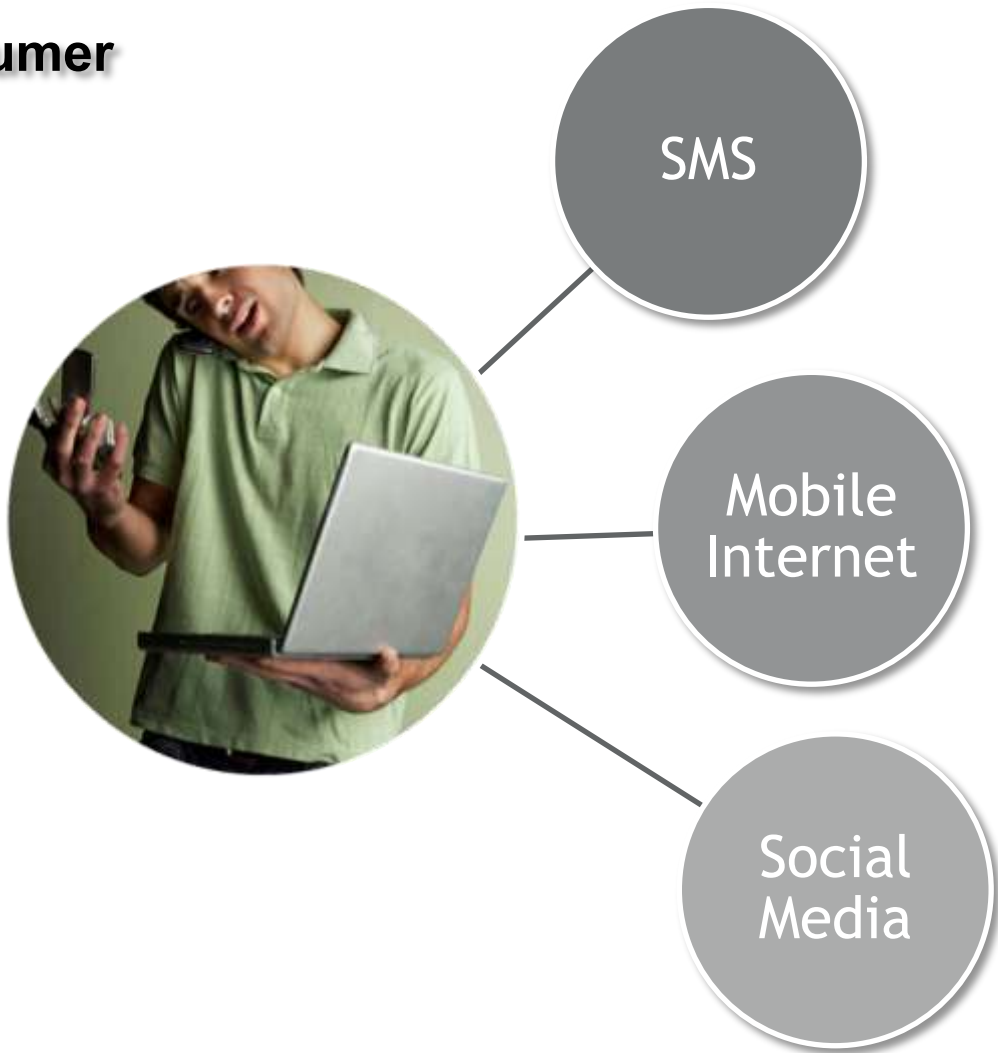
Carrie Chitsey
Founder/CEO

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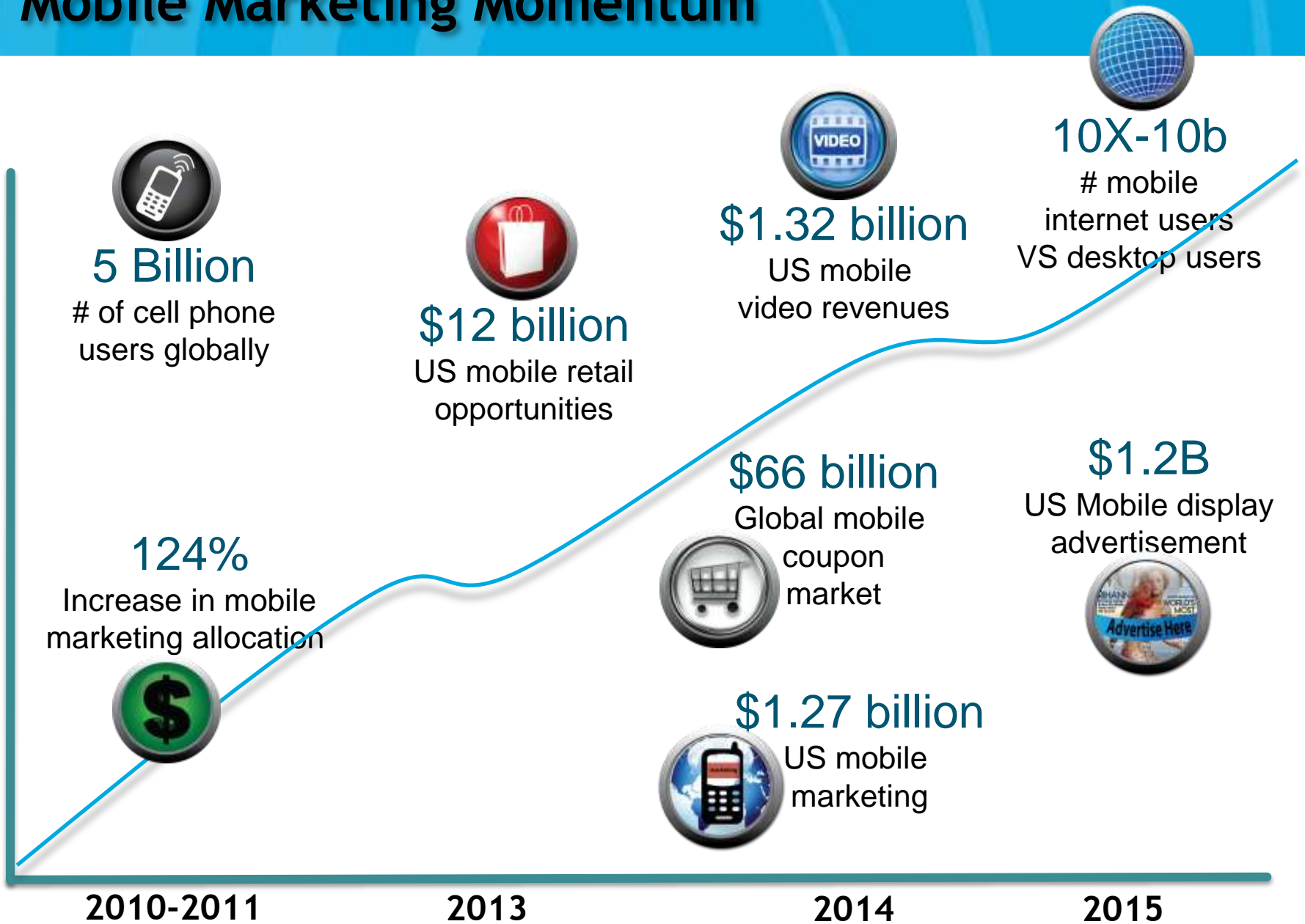
Who Is Your New Customer?

The “Social A-D-D” Consumer

- 1-2 Cell Phones
- iPod/MP3/iPad
- DVR’s TV Shows
- Facebook User
- Doesn’t read print/direct mail
- Texts more than voice
- Text/Facebook is primary communication to friends/family
- Emails shorter than 1 year ago
- Has spam email filter on computer
- Virus Protector to Disable Popup Ads



Mobile Marketing Momentum



Eye Opening Mobile Stats

- **99%** of all text message are read by the recipient **<3 mins**
- iPhone growth was **10X faster** than growth of *America Online*
- It takes **26 hours** for the average person to report a lost *wallet*, **68 minutes** to report a lost *phone*
- There are **6.8B people** on the planet. **5.1B** own a *cell phone*, **4.2B** own a *toothbrush*
- *Mobile coupons* are **10X** the redemption rate of traditional coupons
- **91%** of US citizens have their mobile device within reach **24/7**
- **44% of holiday searches** for last min. gifts will be from mobile devices



Top Things to Remember Before You Start Mobile



1. Mobile Is Not a One Time Campaign
2. Know Your Demographic
3. Learn Your Mobile Ecosystem First
4. One Size Does Not Fit All
5. Develop a Mobile Plan
6. Setup Metrics
7. Establish Quick Wins
8. Test and Learn
9. Develop a Communication Calendar
10. 3M's: Monitor, Modify, Measure

● Mobile web reaches 85+% of handsets



● SMS reaches 100% of handsets



● Applications reach 30% of handsets



● QR codes reach 30% of handsets



Only 26% of applications downloaded are used after the first time.

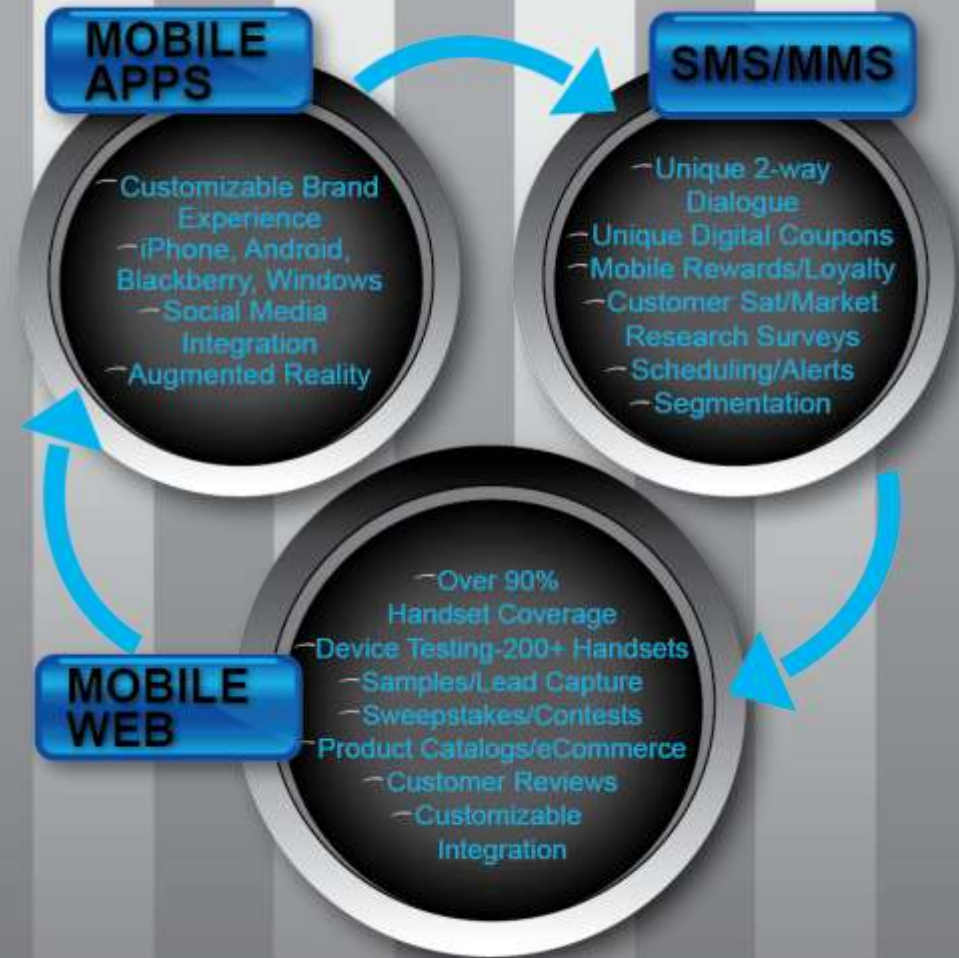


MOBILE ROADMAP

Mobile is Not Just a One Time Campaign, it Needs Strategy



MOBILE SOLUTION SUITE CHANNEL OF CHOICE for your customers



Over An 85% Reach With Mobile Web

Our mobile web solutions are **optimized** to dynamically **transform** content to provide the **best possible experience on each mobile device.**



touch



xHTML



WAP

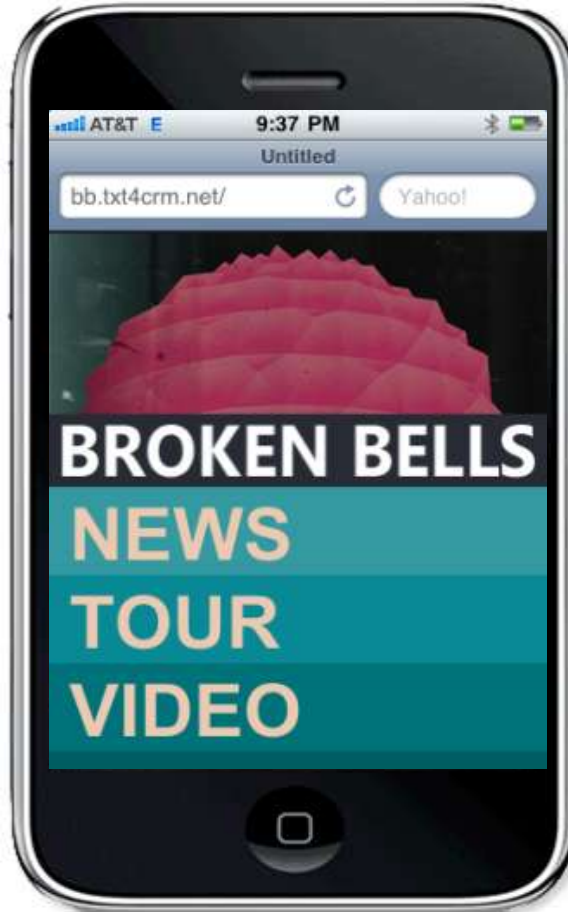
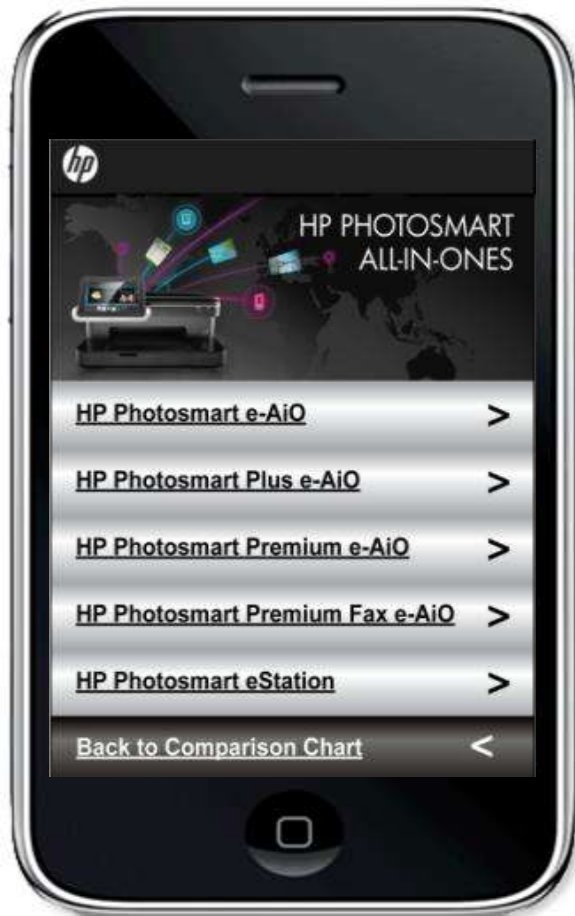
How Does Your Companies Website Look On Mobile?



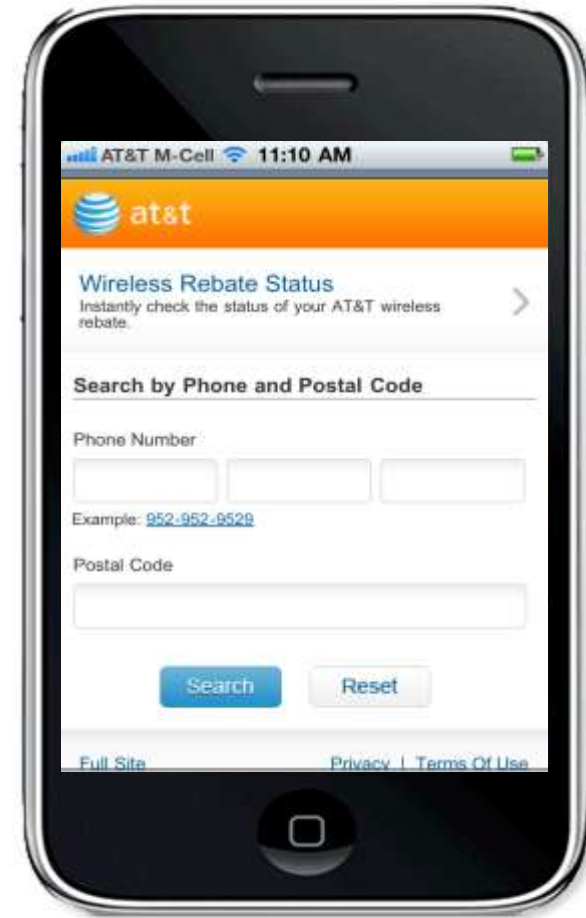
How many customers are you losing without a mobile website?



True Mobile Web



True Mobile Web



Consumers Demand Timely, Relative Content



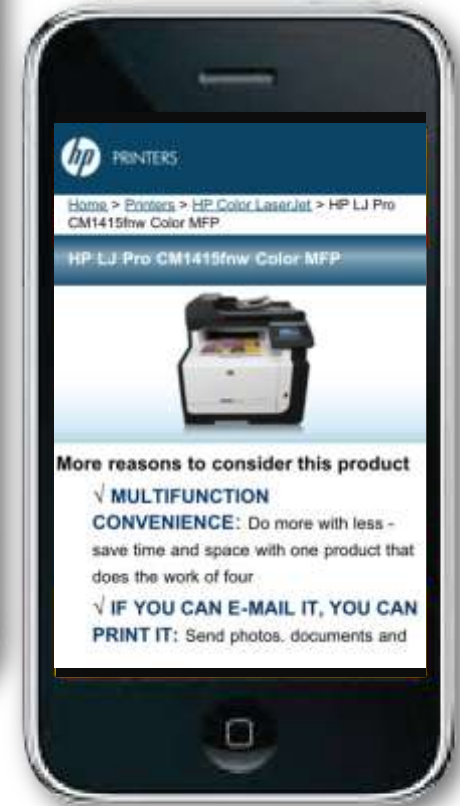
**TEXT NOW
FOR
INSTANT
SAVINGS**

Exclusive savings
and product
information—
available only on
HP's mobile website.

**TEXT
PRINT
TO
52283**



Changing Consumer Behavior in Retail



Mobile to Social-Building Your Viral Campaign

f Request for Permission

Court Yard Hounds or Dixie Chicks? is requesting permission to do the following:

Post to my Wall
Court Yard Hounds or Dixie Chicks? may post status messages, notes, photos, and videos to my Wall





Court Yard Hounds or Dixie Chicks?

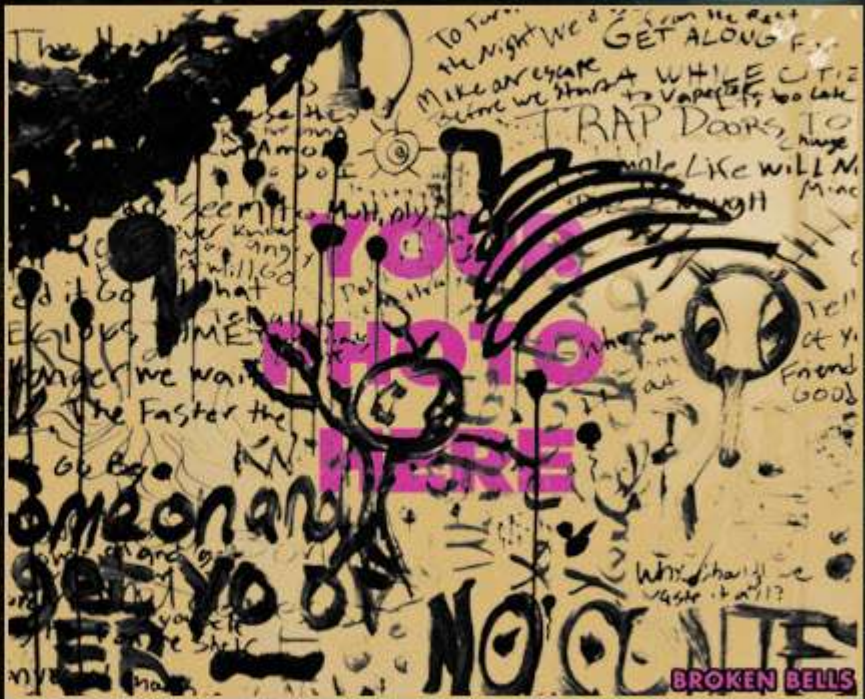


BROKEN BELLS


WWW.BROKENBELLS.COM



Broken Bells Yourself!
Use this to create a new profile picture now!



Select a photo from your gallery:



AMF: Case Study

Goal: To reach younger demographic and moms with kids.

2010

DEC

Mobile
Strategy &
Campaign
Management

-Strategy Developed

2011

JAN

SMS

-SMS Pilot (10 locations) 1 (300 locations)
-8 months **database over 125,000**



2011

JULY

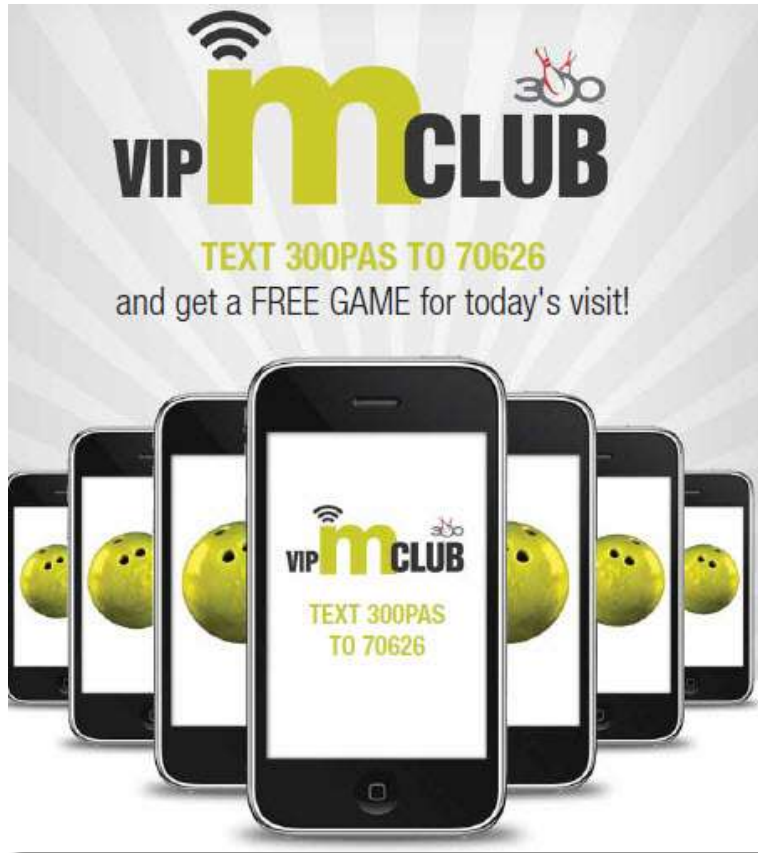
Mobile Web

-Rolled Out
-**18,000 Mobile Rewards Members**
in First 8 weeks



Over **791,000 coupons** generated to date, **5.6% coupon** redemption rate,
over **\$920,000** in SMS coupon revenue alone

Integrated Mobile Campaign



VIP **m** CLUB ³⁰⁰

TEXT 300PAS TO 70626
and get a FREE GAME for today's visit!

VIP **m** CLUB ³⁰⁰

TEXT 300PAS TO 70626

The graphic features a central smartphone displaying the campaign text, surrounded by several other smartphones showing a bowling ball icon. The background has a sunburst effect.

Offers are getting 5-15% response rates based on offer



Unique code by individual- one time use



The image shows two smartphones displaying a text message conversation. The left phone shows an incoming message from 'AMF Mobile Club' with a poll question: 'Pls tell us the age range that applies best? Reply w/letter.' with options A)13-20, B)21-34, C)35-49, D)50-65. A green bubble with the letter 'B' is shown as a response. The right phone shows an outgoing message: 'Thx u have joined our mobile club. Show 2 register & receive one free instant game w/a purchase of a regular game. MFG000003 Stay tuned 4 future promos.' The code 'MFG000003' is circled in red. A red arrow points from the text 'Unique code by individual- one time use' to this code. A green speech bubble with 'SMS' is at the bottom.



Real Time Measurement by Location

Instant market research and ability to group for remarketing.



Real Time Coupon Redemption Rate

Master Task Name	Date
300HOU_MAIN	2010-01-01 22:33:00 2011-09-14 22:33:00
Keyword Total Count 1785	

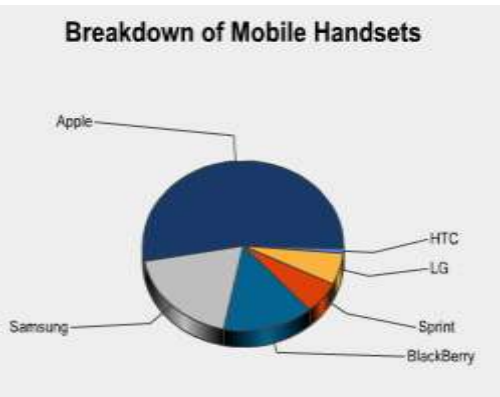
Q1: 300 VIP Mobile Club: Free Game? Ans 2 questions. How often do you bowl? Reply w/letter

Task Name	Answer	Count	Percents
300HOU_MAIN	A) 1-2x/yr	676	42.04%
	B) 1-2x/6mo	500	31.09%
	C) 1-2x/3mo	364	22.64%
	D) League Bowler	34	2.11%

Q2: PLS tell us the age range that applies best? Reply w/letter.

Task Name	Answer	Count	Percents
AGE_MCLUB	A) 13-20	245	15.52%
	B) 21-34	924	58.52%
	C) 35-49	327	20.71%
	D) 50-64	43	2.72%
	E) 65+	12	0.82%

300 Region	16005	275	2236	13.97%	193500.58
300 Centers District	16005	275	2236	13.97%	193500.58
300 Anaheim	1779	0	98	5.51%	8928.2
300 Atlanta	3582	42	516	14.41%	42839.05
300 Dallas	934	55	185	19.81%	20567.72
300 Houston	5441	101	910	16.72%	76613.86
300 Long Island	1777	8	157	8.84%	13168.71
300 New York	639	2	25	3.91%	3599.75
300 Pasadena	725	16	77	10.62%	6619
300 San Jose	803	41	213	26.53%	15138.48
300 Shady Grove	325	10	55	16.92%	6025.81

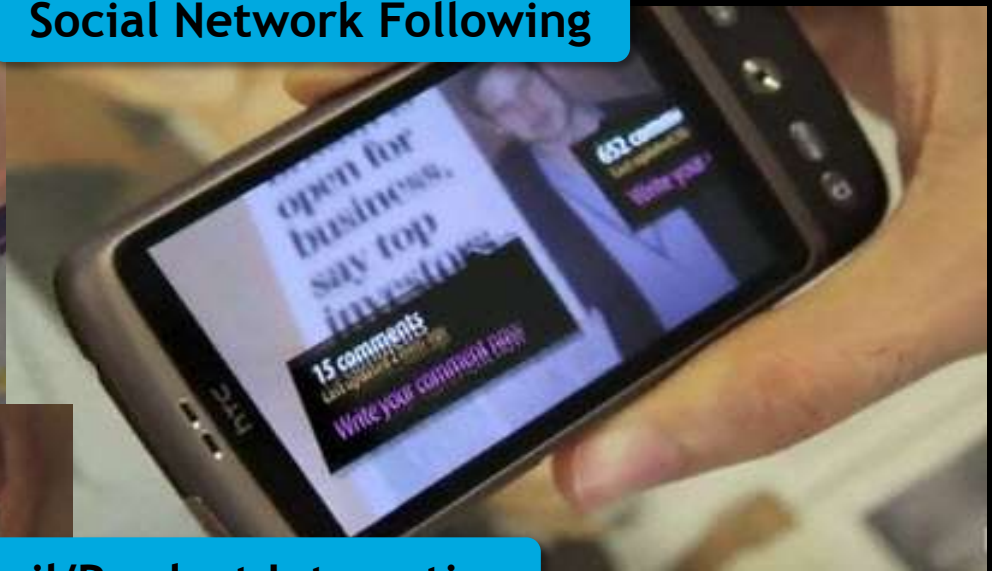


Where is Mobile Headed?

Crosswords



Social Network Following



Retail/Product Interaction



Tesco/HomePlus Korea: The Future of Grocery

The Goal: Go from #2 to #1 Grocery Without Increasing Brick and Mortar



The Outcome: #1 in Online Grocery



- New Member Increase 76%
- Online sales increase 130%



3 SEVENTY



BLINXME
Text “CARRIE”
to 33898

carrie@3seventy.com
512-501-5945





Thank You!

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