

OMNICHANNEL CAMPAIGN MANAGEMENT SOLUTION

A WINNING STRATEGY FOR RETAILERS AND BRANDS




MPASS

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OMNICHANNEL DIGITAL COUPONS MARKET OVERVIEW

Marketers face the challenge to keep pace with the rapid change and growth that is happening in digital.



74% of retailers believe that digital coupons use will increase dramatically by 2018.

74% of retailers are integrating mobile apps, SMS text messaging, web sites or email to deliver their coupons.

90% of retailers agree that digital coupons improve their ability to deliver personalized offers

(Google Survey/Retail Touchpoints /150 retailers surveys)

Brands can leverage technology to boost their customers' experience to new levels of insight, efficiency and quality.

With the dynamic and fast-evolving growth of digital media and smartphones into the mainstream, new marketing trends have risen and the retail shopping experience has drastically changed.

More and more shoppers turn into the entire digital domain (Web, Social Media and Mobile) to access new, convenient market experiences while brand marketers invest via the digital communication channels to find new ways of meaningful interaction with their customers. As a result of these ongoing trends, digital couponing emerges on the forefront.

Digital coupons are becoming a major part of the everyday shopping routine, defining a new generation of digital-minded shoppers and on the other hand they are being established as a new valuable tool for marketers to effectively reach, motivate and measure customer purchasing behavior.

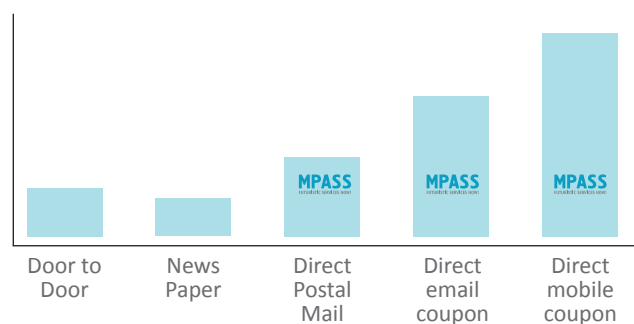
The increase of Smartphones' penetration rate to users along with constant technological innovation, has drove to their faster adoption in the markets. The growing need of consumers for instant access to information, anytime, anywhere, has led marketers to deploy rapidly an omnichannel marketing model that favors Mobile and Internet platforms and devices to become ideal communication and distribution channels to their customers. Eventually, more retailers are adapting omnichannel-related strategies and coming onboard.

Digital Coupons have significantly higher efficiency level and redemption rate than regular paper coupons, enabling brands to be have a clearer, targeted perspective. In comparison with traditional coupons, MPASS' coupons have 10x times higher redemption rate, starting from a 30% rate while in specific promotions the redemption rate reaches an outstanding rate of nearly 60%.



Moreover, Digital Coupons are attracting a more affluent audience compared to that of traditional coupons and apparently, a more desirable shopper target group: Their users are of younger age, higher education and income status and of omnichannel lifestyle. This group of shoppers spend nearly 50% more per shopping trip and 45% more annually than the average shopper.

FIGURE 1
Redemption Rate %



THE OMNICHANNEL LANDSCAPE

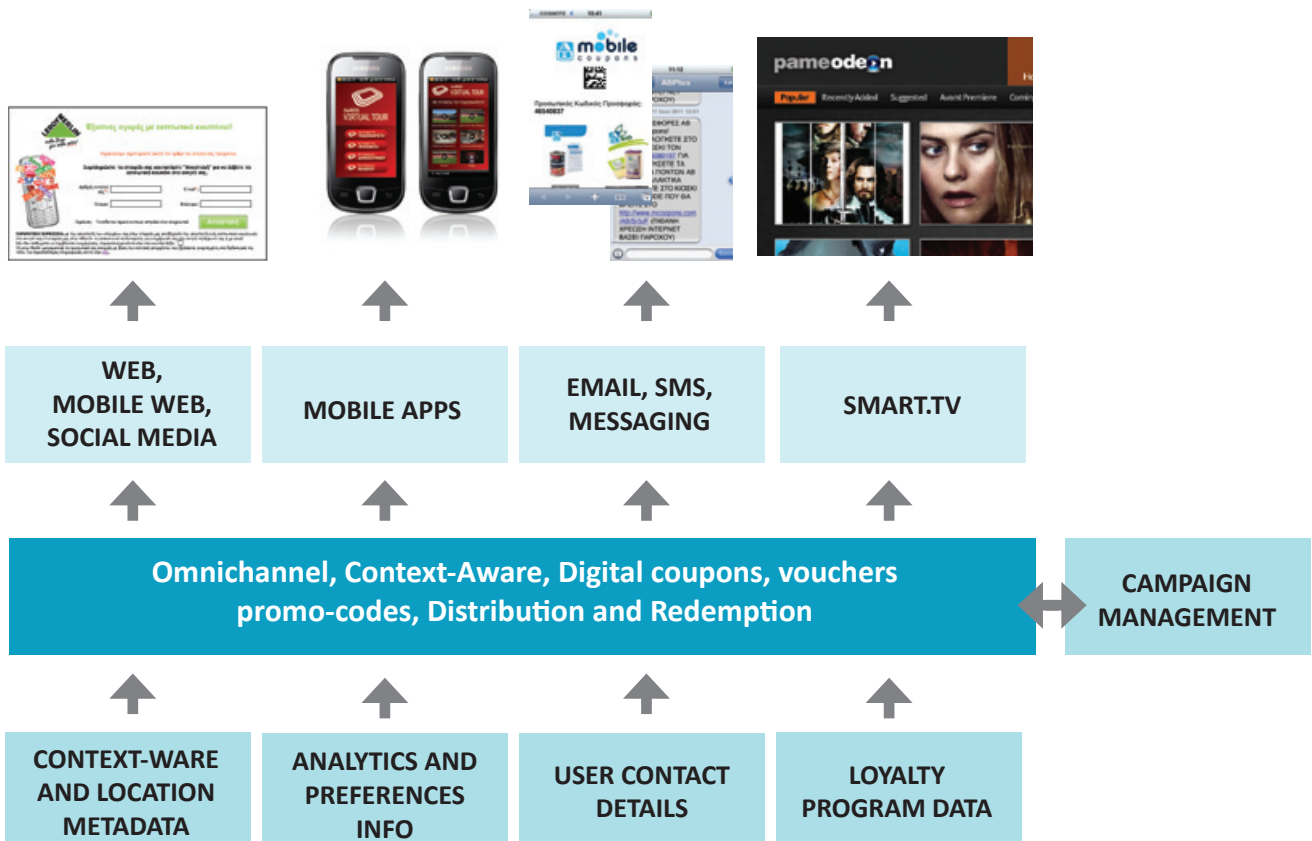
More than ever, shoppers view the retail environment as a single, all-encompassing experience rather than a group of individual channels and they demand that this experience is immediate, convenient and productive.

Brands are now facing one of their biggest challenges due to the need of keeping pace with the rapid transition happening in digital and the evolution of customer-driven technology. As a result, omnichannel strategies are now emerging as a core component of the marketers' planning process.

Businesses always used traditional communication channels like, TV, Radio, Press and the Web to reach audiences. With the gradual introduction of other digital means of communication, what they now need is to integrate all those channels into a single, unanimous retail environment so as to create a larger and a much more reflective marketing push while extending their reach exponentially. Shoppers are now viewing the retail landscape as a single, all-encompassing shopping experience which is much more meaningful, immediate and convenient. The more convenient shoppers find the shopping experience, the more positively they perceive the retailer's brand. That is why digital coupons, as an effective marketing tool, are being rapidly integrated into the entire multichannel marketing plan. Their quick adoption from retailers is a turn-key factor to their successful strategy.

Successful Omnichannel Strategy delivers a single integrated experience to reach shoppers whenever and wherever is most convenient to them.

MPASS OMNICHANNEL CAMPAIGN MANAGEMENT SOLUTION



When it comes to determining the different communication and delivery models of digital coupons, the decision making and business tactics are strongly correlated to a bulk of factors involving demographics, shopper dynamics, technological level and applied marketing mix. Whether your business is digitally advanced or you are a novice in the digital arena, the approach that you should follow should rely on how it meets your specific requirements and business needs.

Personalization and customization based on purchase data will ultimately increase relevance and enable marketers to more efficiently leverage omnichannel to maximize sales and loyalty.

Therefore, driving decisions must first include setting clear objectives:

Enhance customer engagement and increase volume, traffic and sales:

Above all, the mission of aggregation and controllable delivery of digital coupons via various communication channels, is to eventually help shoppers to save time and money. The digital couponing experience provides shoppers with personalization, selection, relevance and ease of use. Leveraging the resonance of Mobile, Social Media and the Web, brands can reach and engage customers before, during and after the market trip, in-store or online.

Drive the shopping path and lead to purchase:

Shoppers need to be stimulated to buy a product. Coupons are proven to engage consumers, incentivize purchases and drive more shopping trips. Brands should consider that they need the right timing for capturing their shoppers' demand and to attract a specific part of them who are searching for particular products or brands. Digital coupons enable them to effectively target and reach this segment of consumers and move those products off the shelves.

Increase your Brand Awareness:

The Investment in an integrated omnichannel platform makes a potential fertile environment for building strong digital relationships with shoppers. The quality of interactivity that is held in Websites, Mobile Apps, Social Media, In-store devices and Media generates, has raised awareness not only for service providers and marketers themselves, but for their CPG partners as well. A well- targeted digital coupon campaign, call-to-action, promotion, online information etc. for a new or existing product, can provide the consumer a

compelling branded experience while it helps marketers to enhance and extend the in-store sales plan.

Increase your customers' Loyalty:

The personalized and customized nature of digital coupons has proven to maximize customer loyalty to brands. Digital coupons are a powerful mean for marketers and retailers to reward efficiently their customers and encourage their loyalty. Loyalty campaigns, SMS alerts for new products on sale, newsletters, calls to action, motivations to participate in branded communities, stimulating push notifications and sneak-peak offers, make customers feel engaged and increase their desire to come back to retail outlets, make multiple online visits, pursue repetitive market trips or continue buying from the same brand.

Seek for competitive advantage:

The efficient adoption of digital coupons as a tool to drive successful campaigns, enriches and unifies the shopping experience no matter what communication channels used. Consequently, increasing the quality of customer interaction and providing convenience and excellence in your service, helps your business standout in the surrounding market landscape.

Evaluate the potential of your ROI:

While traditional online metrics were hard to quantify and evaluate, digital coupons campaign management overlaps this difficulty by offering improved tracking and accurate measurement of ROI. Each campaign is different in its goals and nature, thus the calculation of ROI each time is focused on the appropriate metrics:

Campaign Goal	Calculation of ROI
Increase Profits	Profit from redemption of downloaded and redeemed coupons
Acquire new Customers	Number of leads, conversion per lead, cost per lead, comparison with cost per lead from another channel
Increase Brand Awareness and Loyalty	Number of campaign subscriptions, number of coupons downloaded and redeemed
Data Collection for future reference	Number of responses, subscriptions, quality of data compared to other channels

THE OMNICHANNEL CAMPAIGN MANAGEMENT SOLUTION

Omnichannel Campaign Management Solution provides a full range of functionality for retailers, manufacturers and service providers to design, launch, schedule, manage and evaluate discount, promotional or “call-to-action” campaigns.

Discount campaigns can be common for all customers collectively, direct for loyalty members, or personalized per customer. Campaigns can be launched through several distribution channels:

Directly to mails/mobiles from an existing CRM/DB:

An SMS/MMS delivery method directed through a database of loyalty programs or preference centers.

Through a couponing web engine or mobile app:

Brands can provide either printable or paperless coupons through websites, mobile sites or mobile applications

Through an Internet promotional banner:

Online banners and display media with calls to action such as “click for a coupon,” can alert consumers of digital coupon deals.

As a response to messages sent to a Short Code:

Coupons can also be delivered directly to your device when you respond to a location-based prompt that is part of a Bluetooth or Wi-Fi broadcast, or is embedded in a billboard or display as a QR code or infrared beam.

When a customer scans a 2D barcode:

Coupons are sent as a text message, with a link to the mobile coupon and barcode that can be scanned at the register or micro-info kiosks, placed in stores. Alternately, coupons can be sent as an MMS message that includes the barcode directly in the message.

Through social media apps and tweets:

Promotions can be effectively launched and shared via the social media networks. Brands can serve up coupons directly from fan pages to their consumers with the help of applications, e.g encourage fans to like your page in order to redeem their coupon.

As a notification to mobile apps:

For example push notifications as specially formatted messages that display an alert message on the users’ mobile, giving them the option of connecting directly to a particular link through their mobile’s browser.

FIGURE 2
Cost per redeemed Coupon

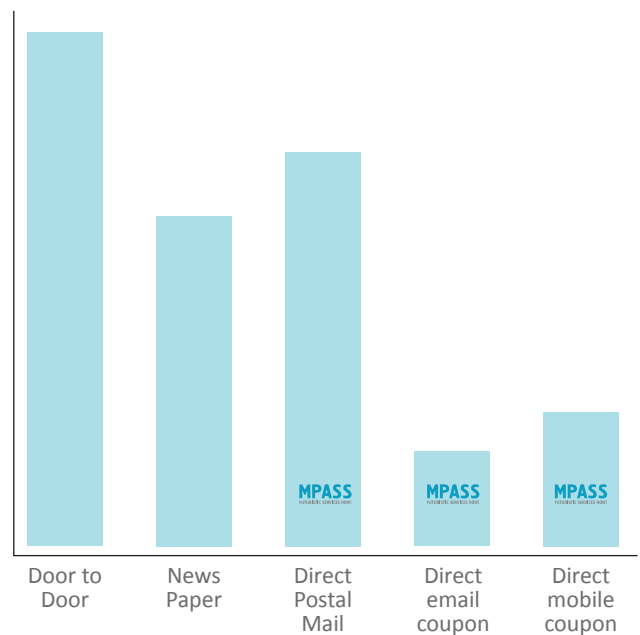
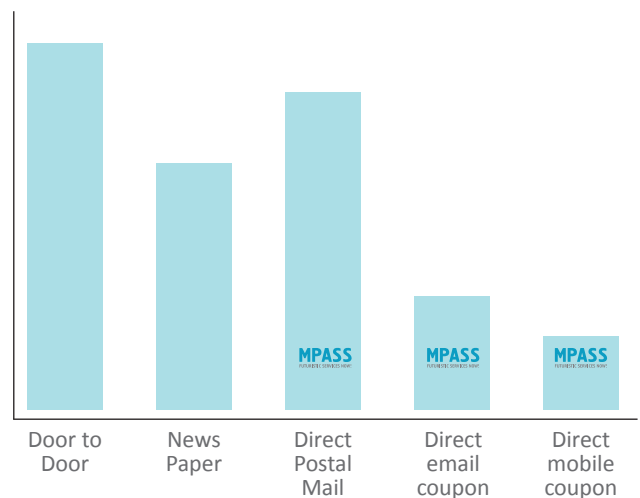


FIGURE 3
Launch Time & man Effort

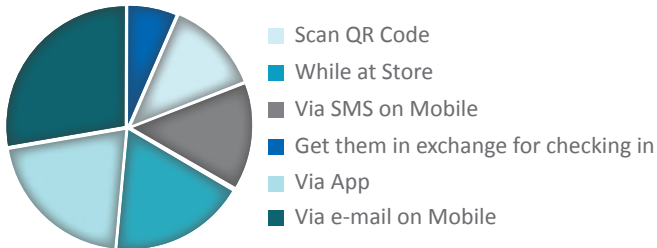


*Drive greater sales and enhance loyalty
by providing customers effortless,
convenient ways for shopping.*

*Increase return from call-to-action
campaigns.*

FIGURE 4

Mobile Users preferred method of receiving Digital Coupons



The Benefits derived from using the MPASS Omnichannel Campaign Management Solution:

Increase walk-in & sales:

The digital coupons essence is to drive revenue by encouraging higher volume and more frequent purchases. Digital Coupon users reportedly do more thorough market research, search for discount offers, plan savings, make more market trips to stores and eventually spend more than the average shoppers.

Higher Redemption Rates:

This happens as coupons are either targeted or sought out by consumers. The consumer is taking the time to print out and redeem coupons only if he is determined to yield utility out of them.

Reach Customers instantly anytime, anyplace:

Coupons create intimacy and immediacy and unbiased reach to shoppers and enable marketers to time messages so that the opportunity for conversion is enhanced.

Extend and update loyalty DB:

Digital Coupons are a great way for marketers to augment their existing loyalty customer list, cost-effectively. This can be achieved e.g., through a web banner in mobile or internet platforms where the user must register along with providing information in order to receive the coupon.

Learn individual preferences about offers:

As a part of a communication channel to shoppers, digital coupons are vehicles of knowledge about shoppers' needs, desires and preferences. Valuable data are gathered and can be efficiently used in preparation of large-scale follow-up campaigns.

Enrich shopping experience:

Digital coupons offer the ultimate convenience to shoppers creating them effortless shopping experiences that enhance their satisfaction. They are easier to be managed and redeemed as they do not require, sorting, searching and clipping or be carried out to the store. Their ease of use along with the digital environment they are generated, create their users a more fun feel and make them think they are technologically savvy.

Accelerate launching of campaigns:

Marketers can run multiple and continuous promotion campaigns, created with relative ease compared to traditional coupon campaigns. Traditional campaigns can take up to 8 weeks to launch while a digital coupon campaign can be launched in less than 3 days.

Evaluate and full ROI per campaign:

MPASS B2B clients are provided with rich metrics and analytics in order to help them evaluate and analyze the effectiveness of their campaigns. While traditional couponing redemption data and analytics take much more time and effort to gather, we can provide on-line reporting tools tracking and data right from the beginning of the launch of the campaign

An eco-friendly, low-cost, anti-fraud distribution model:

Digital coupon campaigns are anti-fraud and paperless. Brands can pass the cost of printing to the user while they can set a limitation of a single print per IP address. Advanced tracking methods enhances security and prevent from duplicating redemption.

THE STEPS FOR A SUCCESSFUL OMNICHANNEL CAMPAIGN MANAGEMENT

Omnichannel Campaign Management, can transform the way your brand communicates with consumers



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PUSH MODEL

Delivery

- SMS, MMS, E-mail, Newsletters through a database (unique codes sent through text and mobile optimized web link to contain 2D/QR code)
- Bluetooth (notifications pushed)
- Mob. Applications (coupons are pushed to a resident application)
- SmartTV Apps

Redemption

- In-store MPASS Kiosks: User inserts the offer code or scans the QR code through his handset. A backend central database is contacted and validates real-time the coupon so it is marked and can no longer be used. User prints coupons from the kiosk and proceeds to the point of sale where his/her coupons are scanned

PULL MODEL

- Microsite (user registers in order to receive coupons)
- Web page, Internet banner
- Social Media
- Applications (user downloads application)
- SMS: User sends a txt to a 5-digit number to receive an SMS response of a deal/coupon
- Bluetooth (user activates Bluetooth to receive coupons)
- In-store Kiosks (user registers through in-store kiosk to receive coupons)

- Handheld Scanners
- Tablets
- Mob Apps at checkout
- Application loyalty programs that automatically redeem coupons
- Micro-Kiosks, Wall-Mounted Kiosks, Thick-info Kiosks

MPASS AS YOUR STRATEGIC PARTNER

Integrating with the right strategic partner for the deployment of a winning digital omnichannel strategy, is a key point for success.



Why choose MPASS for your service provider / omnichannel integrator:

- We are a single service provider with proven experience on delivering omnichannel campaign and e-coupons management solutions.
- Our omnichannel campaign management services and digital coupons solutions are running since 2011 on a large scale basis, in partnership with some of the largest retailers in Greece.
- We have scalable, product-proven, 100% innovative cutting edge technology, able to integrate with our B2B clients' systems and deliver tech-savvy solutions tailored to their needs.
- Over 5.000.000 offers/campaigns were managed during the first year, more than 1.800.000 coupons are redeemed with an excess of 340.000 users overall.
- 99.9% reliability of service!
- Currently 55 interactive info-kiosks supplied, installed and supported in 60 points of sales, over 10 cities.
- We have expertise in advanced personalized solutions.

MPASS's expertise helped the brand to boost its customers' loyalty levels, offer them enriched shopping experiences and deliver improved quality and convenience.

Management Solution and provides as a service a full-cycle campaign management tool that enables AB to offer the "My AB touch point" service, which is now offered to over 60 nationwide branches.

The Results

Since launching the "my AB touch point" multichannel campaign service in collaboration with MPASS, AB has experienced astounding results. From June 2012 to May 2014, MPASS has produced and distributed more than 5 million digital coupons for the chain, available to be redeemed by walk-in visitors at the info-kiosk points.

Supplementary to that, thousands of new customers have been registered to receive digital coupons, offers and rewards, extending the existing customer base.

The deployment and support of the "my AB touch point" multichannel campaign service has been a huge success for AB. It has proven to be a highly engaging vehicle. The brand's regular customers' loyalty was enhanced through reward promotions and digital coupons campaigns and as a result, there was an increase in the number of their regular shopping trips. Furthermore, new audiences were successfully reached and acquired.



ABOUT US

MPASS is an innovative Digital Communications Enabler SME, specialized in Mobile VAS services, Internet & Mobile applications, Interactive and Social Media. MPASS brings together technological skills and know-how from multiple areas in Information and Communication Technologies, such as Mobile Services, Pervasive and Ubiquitous applications, Proximity Marketing, Web & Social Media, Interactive Info-kiosk apps, CRM Services, Smart TV apps, Digital Signage, Remote Monitoring and Metering.

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