

POCKETvouchers using WizBang

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 WizBang 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.

HOW IT WORKS

- 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 new tender type in WizBang.
- 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.



CASE STUDY 1: Velvet Burger

CAMPAIGN OBJECTIVE

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.

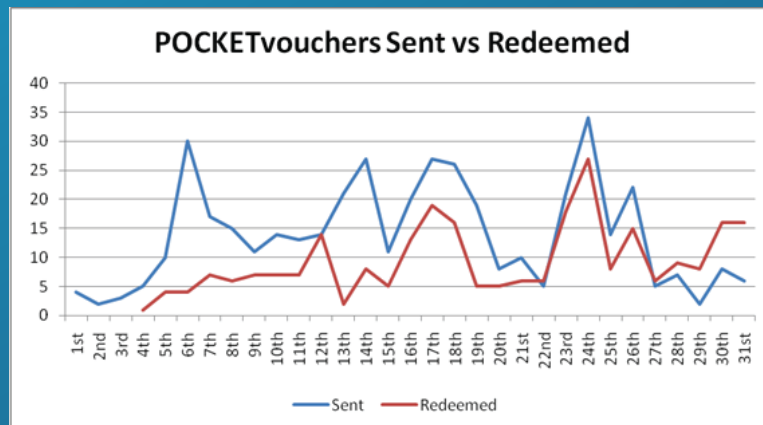
CAMPAIGN STRATEGY

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	

REPORTING SNAPSHOT

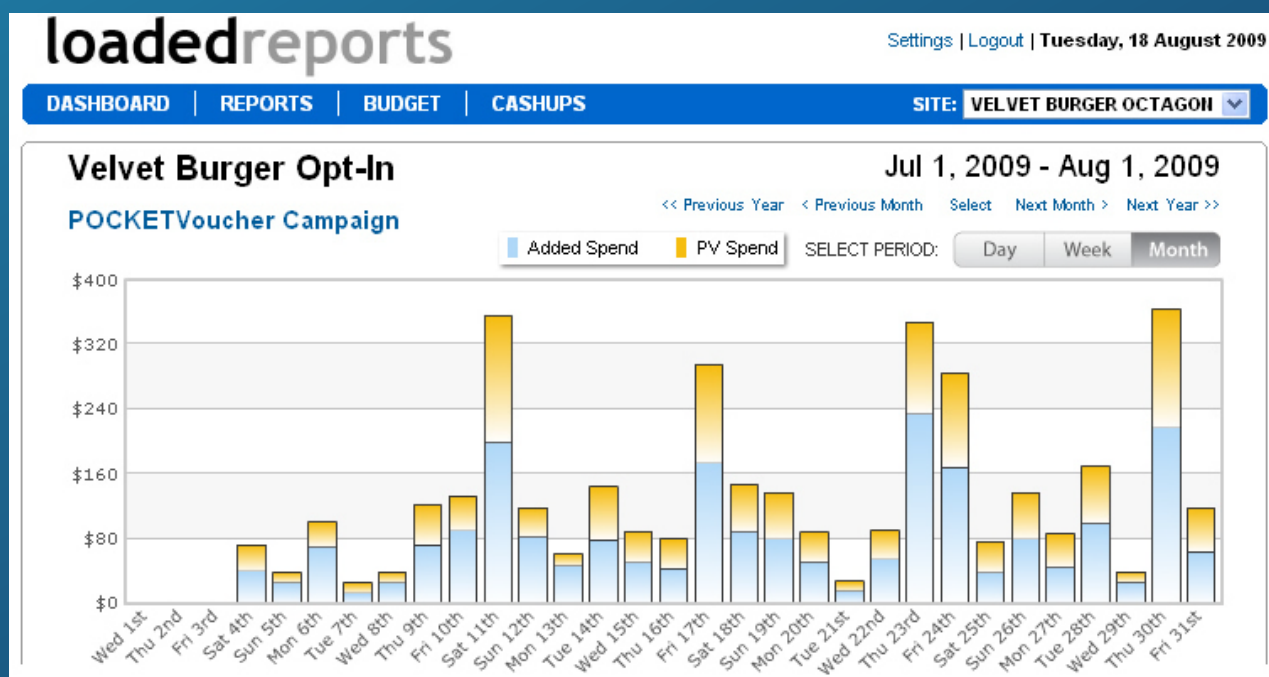


**POOR?
HUNGRY? BOTH?** **VELVET BURGER**

**BUY A BURGER
GET A BURGER
FREE.**

**TXT NICE TO 393
TO GET A POCKET VOUCHER
DELIVERED TO YOUR PHONE**

The legal stuff so we don't get in trouble with the po-lice... Txts cost 20c. Limited to one voucher per mobile number. Limited to first 30 people who txt in each day for the month of July. Valid at Velvet Burger Octagon and Velvet Burger George Street. By dropping us a text you are agreeing to opt in to our database, you can choose to opt out at any time.



CASE STUDY 2: The Backyard

CAMPAIGN OBJECTIVE

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

