

intouch™

Case Studies





MobileDigital's intouch platform achieves 25% customer conversion rate

Main Theme(s):

Increased Sales

Key Value Data Points:

25% customer conversion rate (CTA)

Using intouch by Mobile Digital; a well-known speciality grocery store chain achieved the largest online sales spike and new consumer acquisition in the company's 46 year history

An Australian business with over 30 stores and an online presence were trying to solve the issue of customers signing up on their website without ever making a purchase. Having tried all the traditional marketing communication channels with little success they then turned to MobileDigital to trial an innovative, yet low-cost, MMS approach.

This single campaign converted more than 2,100 signed-up users into active customers and highlighted mobile as a preferred communication channel that had previously been overlooked.



**THE PROMOTION SAW THE LARGEST ONLINE
SALES SPIKE AND NEW CONSUMER ACQUISITION
IN THE COMPANY'S 46 YEAR HISTORY**



MobileDigital's intouch platform helped this highly successful online pet supplies store transact with over 11,000 dormant customers

Main theme(s):

Personalization

Low cost

Preferred comms channel for large part of target base

Key Value Data Points:

16% reactivation rate

11k dormant customers re-transacted

1600% increase on traditional email campaigns targeting the same group of customers

This fully online operation has achieved outstanding growth over the past 8 years. However, they noticed a decline in their email open rates leading to a large number of previous customers who were neither engaging or re-purchasing.

Traditional high cost email campaigns were achieving 1% open rates meaning a different approach needed to be trialled.

Using the highly intuitive test→refine→scale process this company was able to quickly create several different offerings and artwork aligned to their target segments. Over 11,000 dormant customers not only viewed the MMS, but also transacted on their ecommerce site.

**THE RESPONSE WAS AMAZING, WITH 15.5%
REDEMPTION RATES IN COMPARISON TO
LESS THAN 1% FROM SIMILAR EMAIL
CAMPAIGNS**





MobileDigital's intouch platform increased our sales and significantly decreased promotional costs

Main themes:

Brand visibility
Low cost promotions
Improved sales results

Data Points:

Significant reduction in cost of creating awareness of sale by targeting existing clients

Family owned and operated for over 40 years, this high end furniture company has established itself as one of Australia and New Zealand's leading furniture and design brands. Promotions targeting their VIP customer segment was costing them annually over 400k, so they turned to MobileDigital's intouch platform for a more cost-effective solution.

**TARGETING THEIR VIP'S, THEY HAVE EXPERIENCED
BETTER SALE RESULTS AND CONTINUE TO USE
INTOUCH FOR VIP, PROMOTIONAL & RE-
ENGAGEMENT MESSAGING SINCE NOVEMBER 2016**



MobileDigital's intouch platform created 8 times more repeat customers than using our standard email processes

Main Themes:

Increased sales
Brand recognition

Key Value Data Points:

800% Uplift in repeat purchases

Increasing repeat customers is the goal of marketing teams world-wide. For this pure on-line homewares provider, repeat customers spend 67% more than one time purchasers, and convert at checkout 65% of the time vs 13% conversion for one time purchase clients. Our client implemented a program aimed at converting a greater percentage of one off clients into repeat customers. They used the intouch platform to visually engage their brand with new customers via a personalized onboarding program. Each new purchaser was sent an MMS message with a branded free delivery voucher valid for 60 days. In the first 60 days of the program, the percentage of new purchasers making repeat purchases increased from their average of 2% to 18%. Effectively an 800% increase purchasing by this group within a 60 day window.



THE CLIENT CONCLUDED USING MMS THEY WERE ABLE TO BUILD THEIR BRAND RECOGNITION TO MOVE THE SECOND TRANSACTION TO A BRAND RELATED ACTIVITY FROM A FIRST PRODUCT PURCHASE



Waking the dead ! Re-activation campaign

Main Themes:

Increased sales
Increased active client base

Key Value Data Points:

ROI 4,830%
Average redemption 16%



This client was at the time Australia's largest independent pure-play on-line wine vendors. Like many fast growing on-liners their business was focused on new client acquisition and had not focused on customer retention practices.

The company without any success had run a number of email campaigns to try and re-activate a large group of inactive users. The CEO approached MobileDigital with a list of 4 categories. VIP clients, inactive clients who had not purchased in over 5 months, first time purchasers who had purchased in the last 3 months and a group they referred to as "Flat-liners" who had not purchased in over 12 months.

The client ran an combined MMS personalized gift card campaign (with follow up SMS) offering \$50 gift card if the customer spent a minimum of \$150. (the best redemption rate they had ever received on a similar re-activation campaign was less than 1% redemption).

VIP's redeemed at 32%, and over spent the \$150 by 313%. Inactives, redeemed at 16%, New Clients at 10% and the flatliners" redeemed at 9%. Over all categories, the redemption rate was 16.3%, ROI was 4,830% at a cost of sale of 2.3%

**“IN TERMS OF DIRECT RETAIL PROMOTIONS, THIS IS
THE BEST I HAVE SEEN”.**

SALES & MARKETING DIRECTOR