

LEVERAGING MOBILE TO DRIVE PERSONALIZATION IN A PRIVACY-CENTRIC WORLD

3Cinteractive



MARGIE KUPFER
Vice President, Marketing

25+ YEARS
brand retail experience

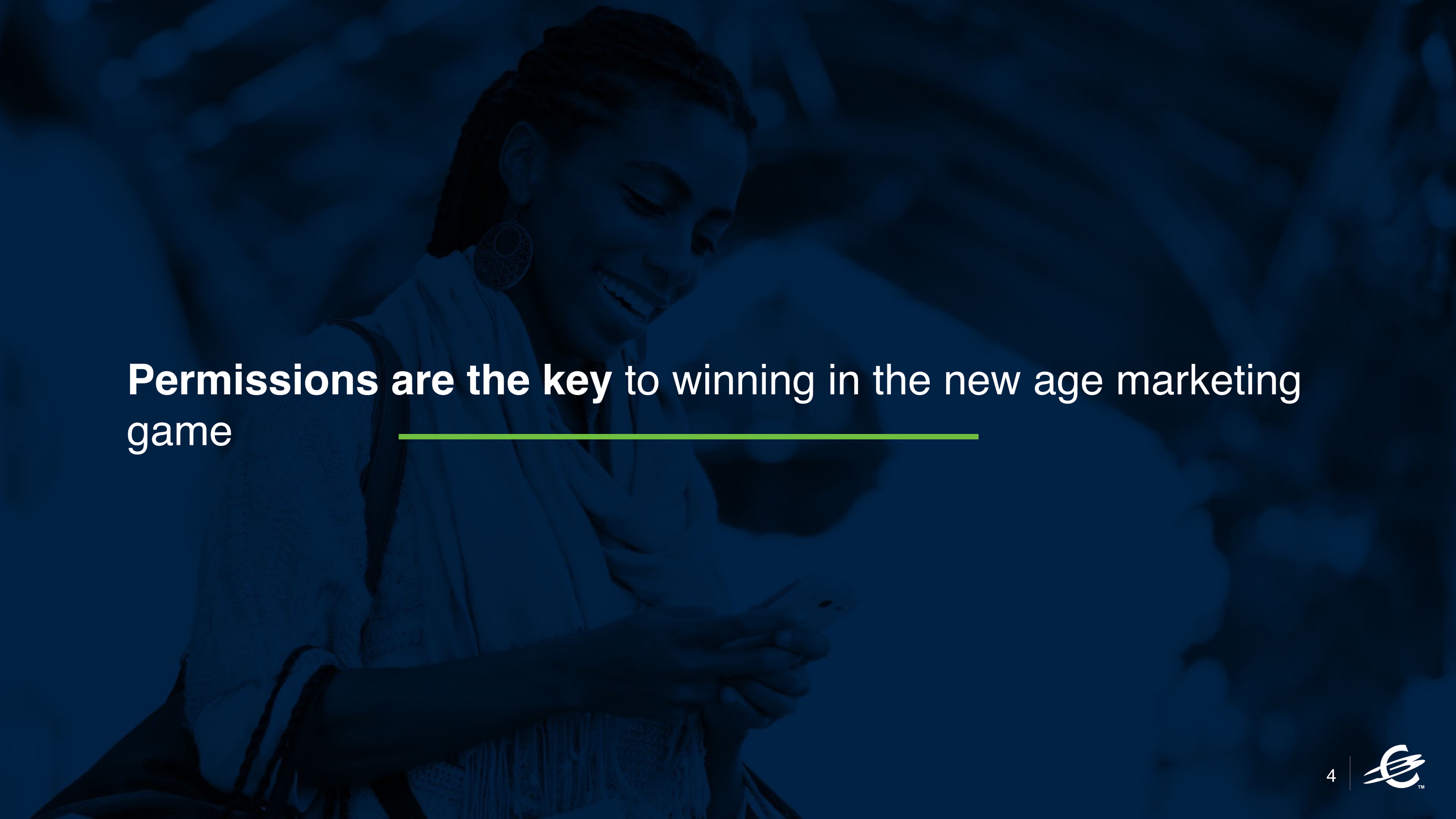


ELLEN ROBERSON
Vice President, Strategic Partnerships and Carrier Relations

25+ YEARS
mobile industry experience

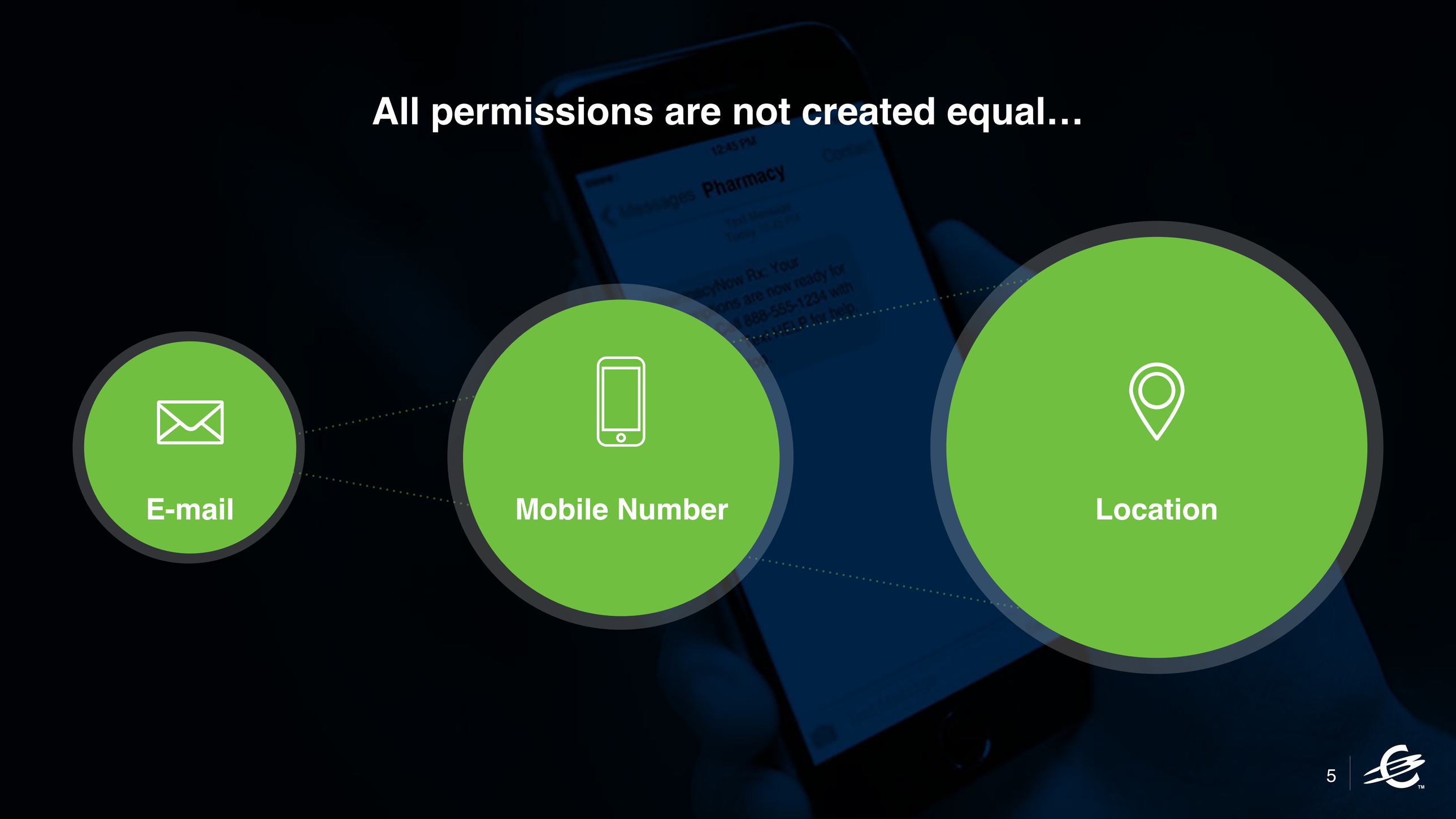
3C empowers leading brands to develop **deeper, more valuable relationships with their customers** through our mobile marketing services and solutions


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Security
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behavioral targeting



Permissions are the key to winning in the new age marketing game

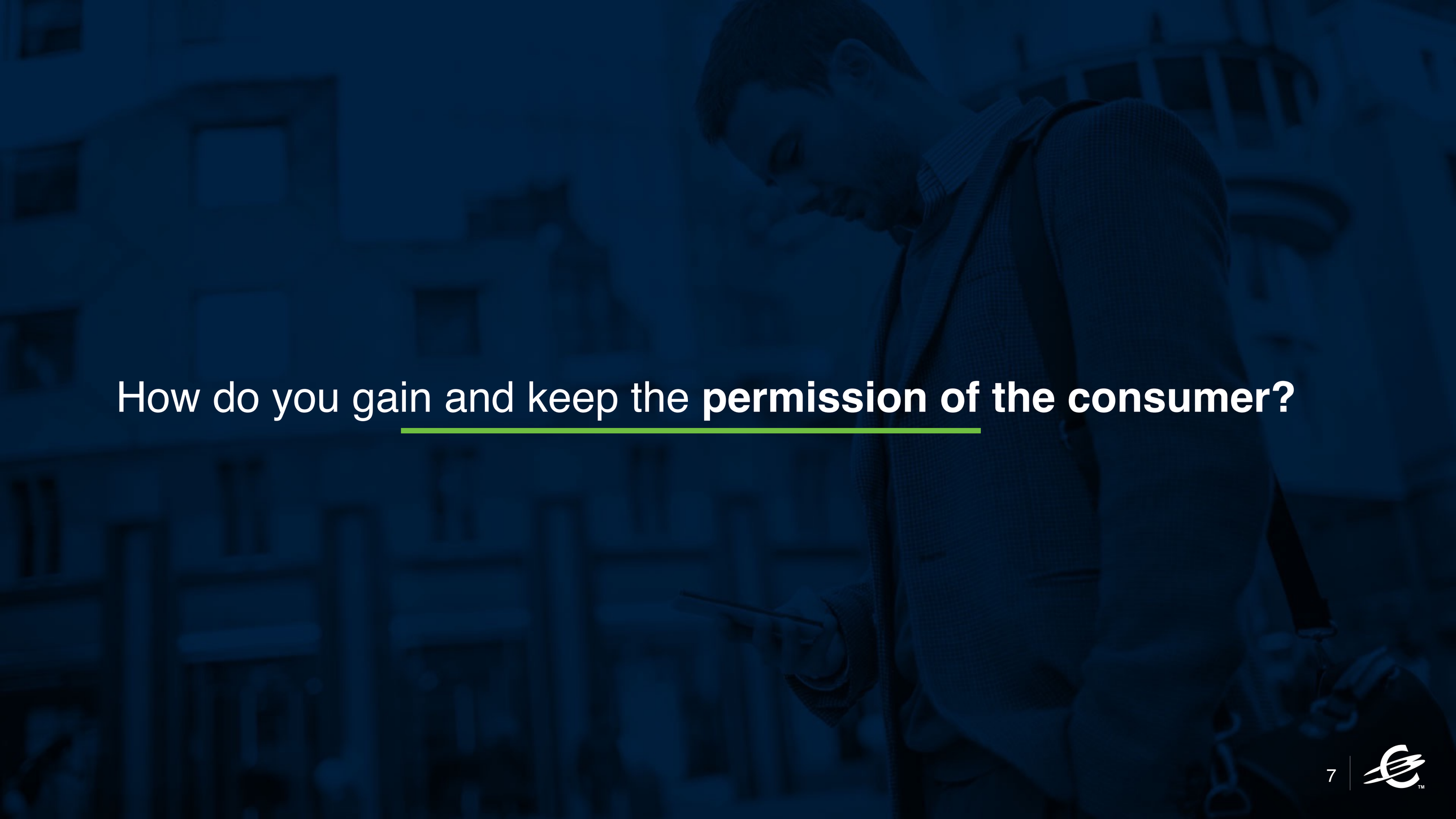
All permissions are not created equal…





of consumers are willing to share some level of information with brands in return for a **valuable customer experience**

Source:
Loyalty360



How do you gain and keep the **permission of the consumer?**



CUSTOMER value drivers

- **Be responsive** to customer interactions and expectations, and provide them tools to enable ease and convenience
- **Enable** timely, personal and relevant information that enhances their lives, in their moment of need or want
- **Deliver** exclusive offers, perks and loyalty benefits

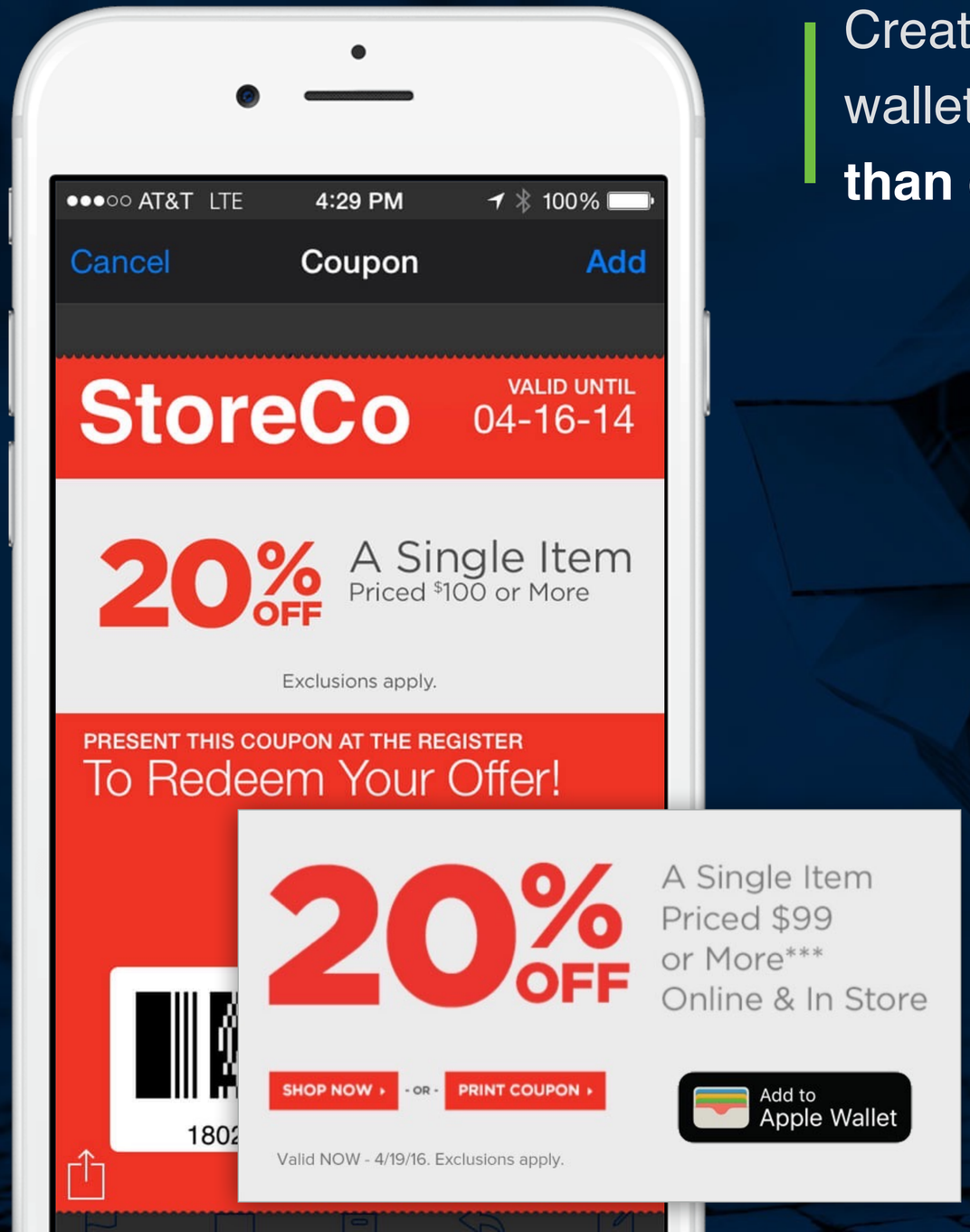
BRAND value drivers

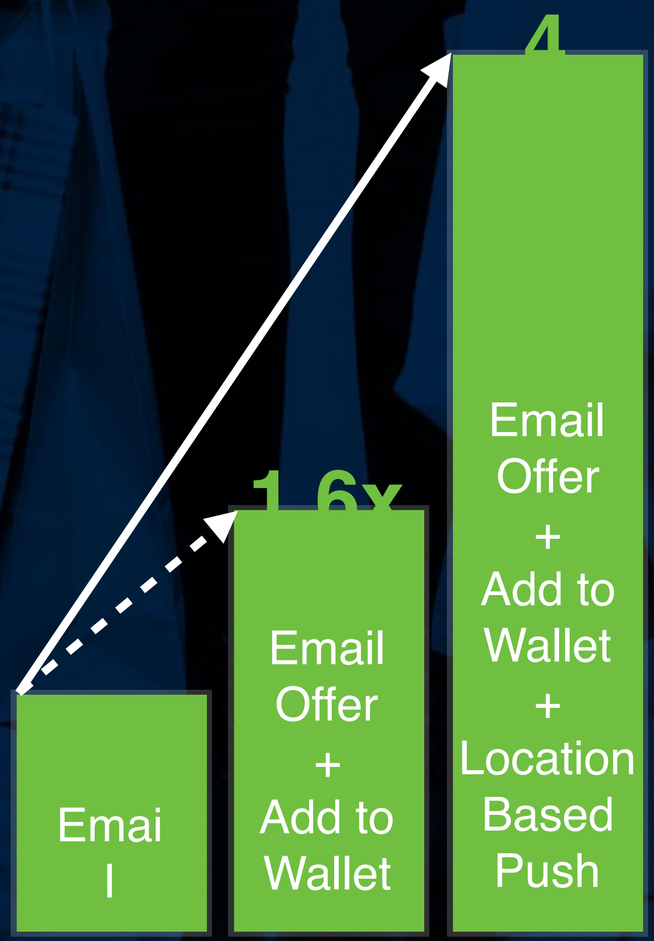
- **Deliver** personalized experiences that provide information customers care about through a consistent brand voice
- **Drive** loyalty through multi-channel engagement that leads customers through the funnel
- **Increase** the annual value of loyalty members and drive strong ROI on all mobile engagements

Case Studies:

Mobile drives personalization and value along the customer journey

Creating a timely experience through location-based wallet objects generated **4x higher redemption rates than email**

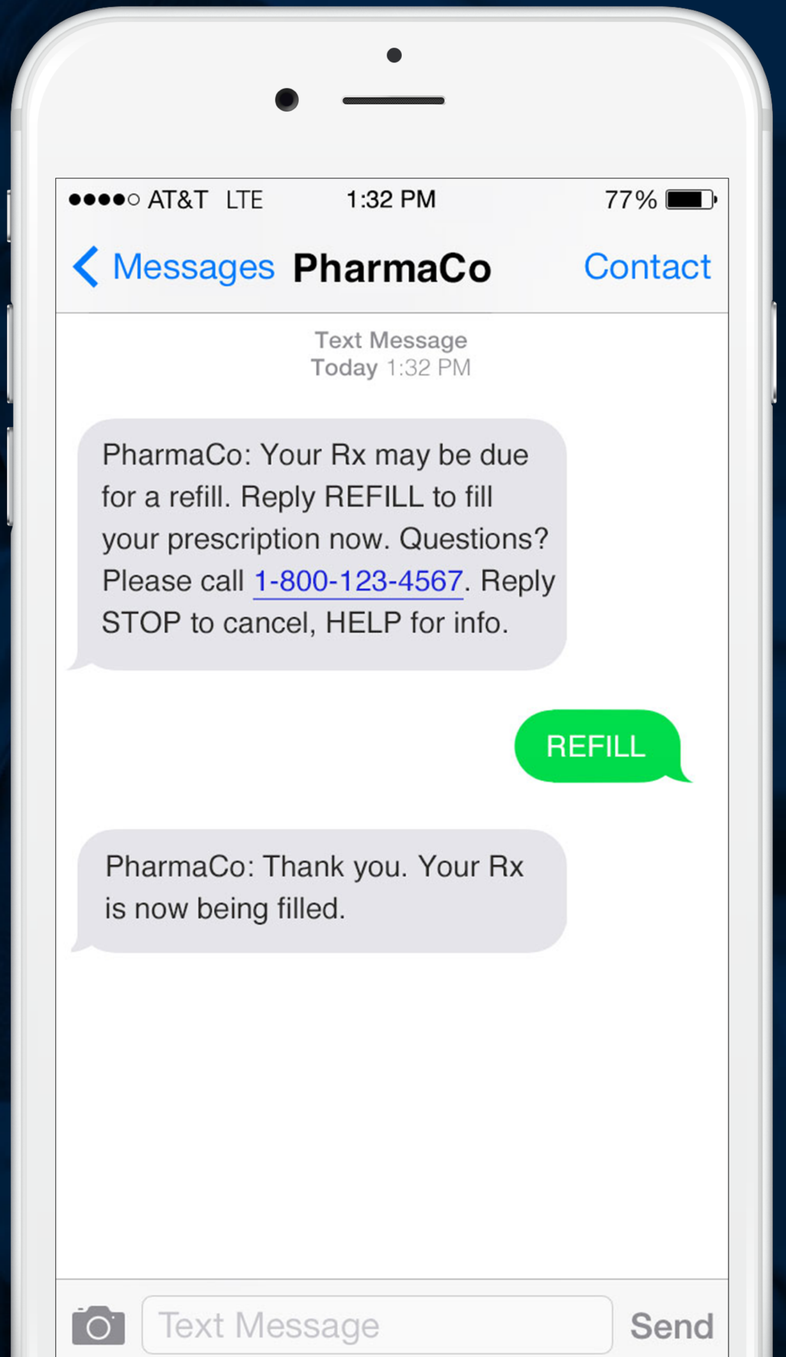




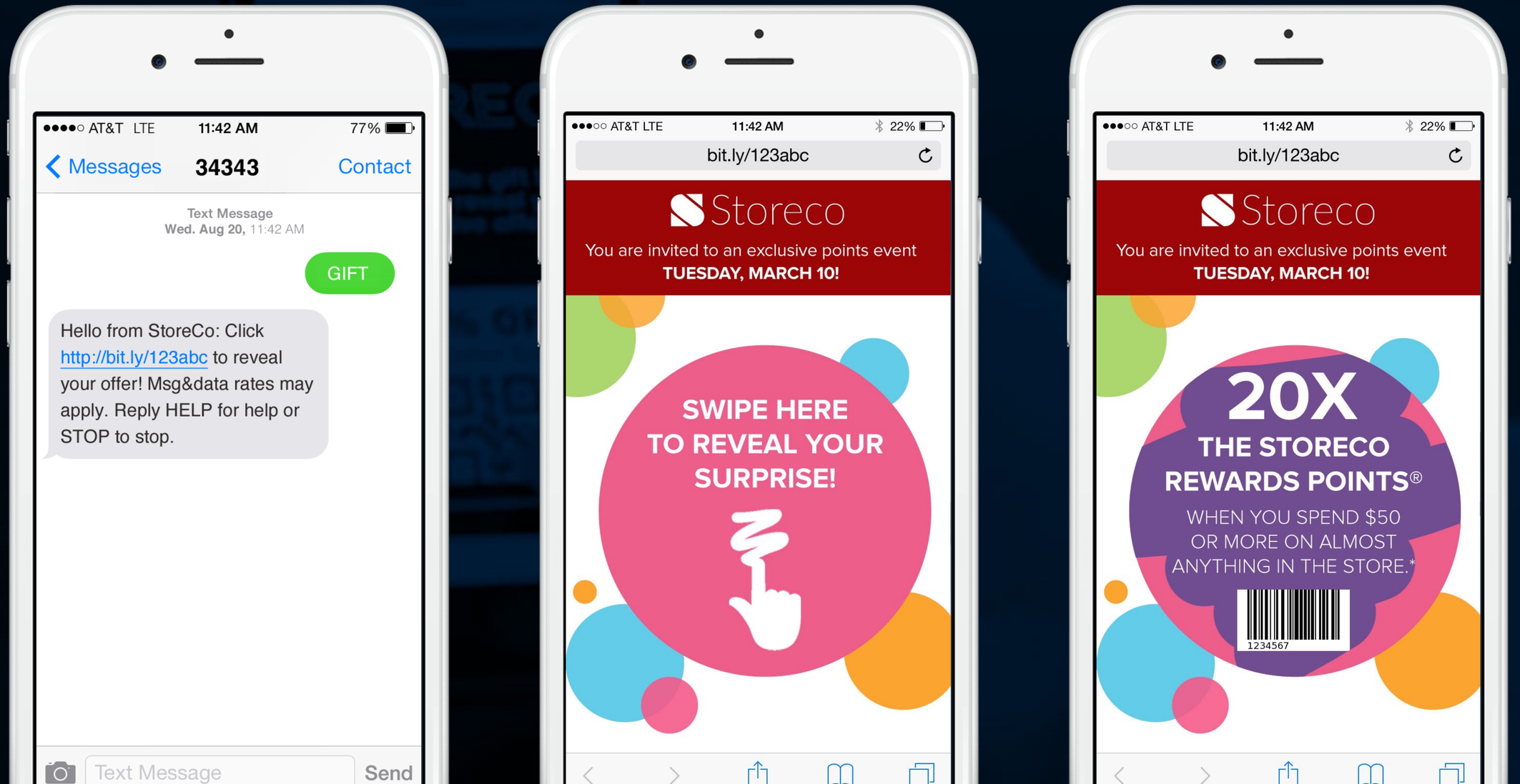
Leveraging the ubiquity of mobile messaging to deliver relevant and personalized transactions **drove $400-$500 million in annual revenue**

Reduced Rx Abandonment

Increased Rx Refill Rates



Delivering targeted, mobile-only exclusive offers drove customer engagement that saw a **115% conversion rate** and **40% reactivation**



Best Practices

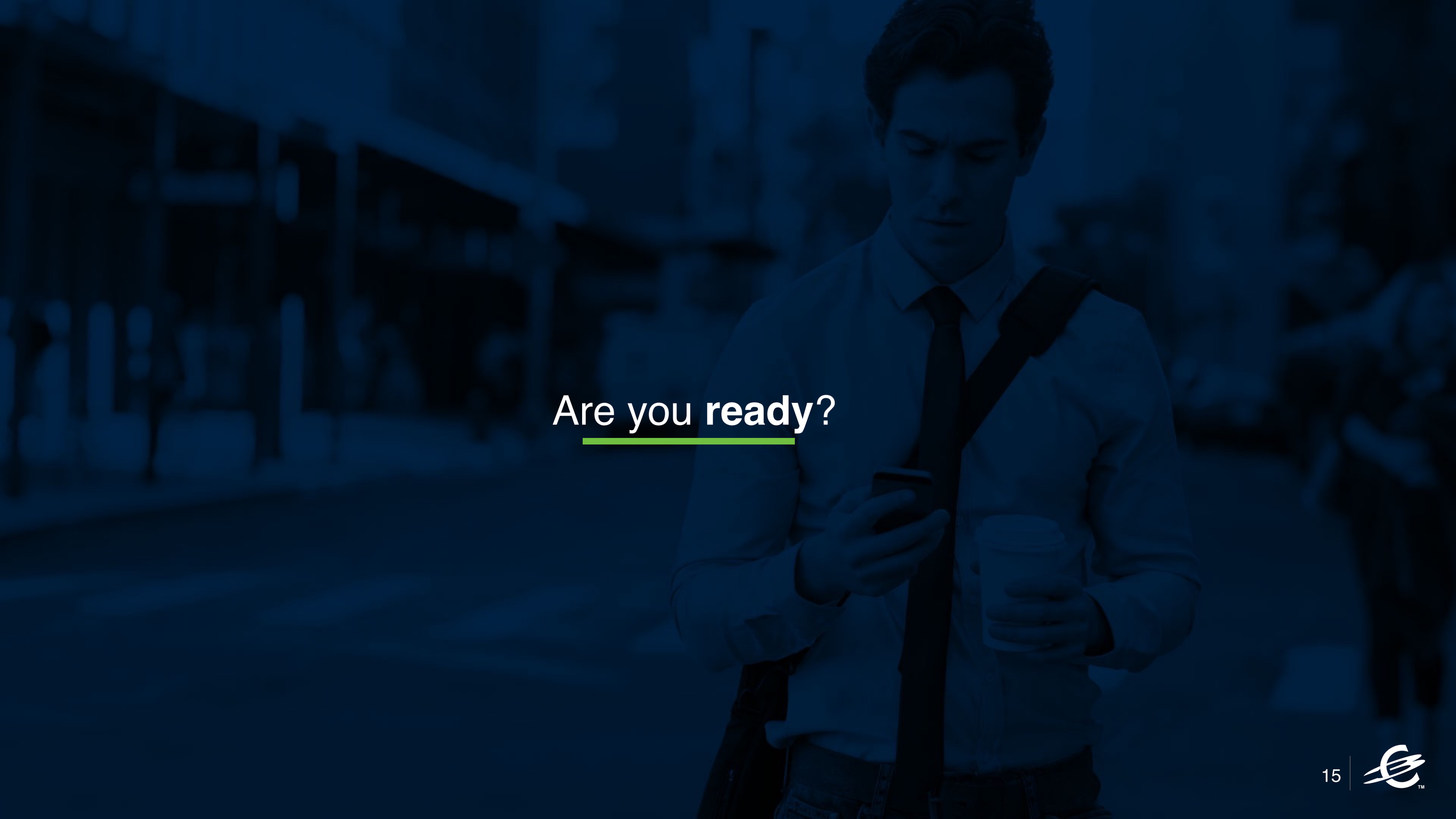
1. **Create a clear call-to-action.** When providing consent, a customer should understand what they are going to receive and how often.

2. **Maintain useful program terms and conditions that are easily accessible online.** Your terms and conditions should contain all details about the program.

3. **Create meaningful customer engagements.** Address customer needs and keep them engaged with your brand by providing personal and relevant offers and information.

4. **Enable the universal unsubscribe and opt-out.** Give the customer the ability to opt-out of a program at any time.

5. **Out means out.** If a customer opts-out, you can immediately deliver an opt-out confirmation message, and then immediately remove the customer from any future communications.


Are you **ready**?

1

Are you ready to **meet customer expectations** by delivering rich, relevant, valuable content?

2

Are you ready to **embrace the power of your customer** and give them the tools they need to control the relationship?

3

Are you ready to **uphold the integrity of your brand** by respecting customer choice and complying with industry regulations and guidelines?


Q & A

Thanks!

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