MMA FORUM SINGAPORE
JUNE 9, 2017 | SINGAPORE



Mobile Loyalty and Offers with Apple Wallet and Android Pay

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SVP International, Vibes

MMA
MOBILE MARKETING ASSOCIATION



CONSUMER JOINS LOYALTY PROGRAM

1. Sees offer to join loyalty program on paper receipt

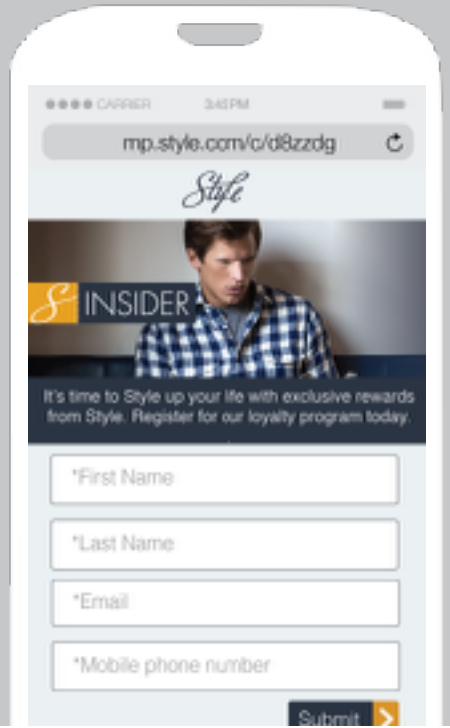
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TEXT TO JOIN LOYALTY PROGRAM

2 Consumer texts to join loyalty program



3 Submit information



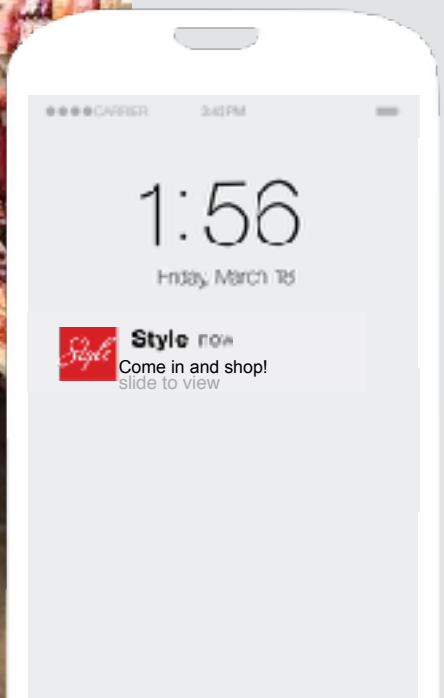
4 Receive loyalty card in Apple Wallet or Android Pay



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NEW PRODUCT PROMOTIONS ON LOYALTY CARD







MOBILE WALLET AT POINT-OF-SALE



5. Scan loyalty card at point of sale to earn points

6. Update points balance



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WHO IS USING MOBILE OFFERS IN WALLET?

























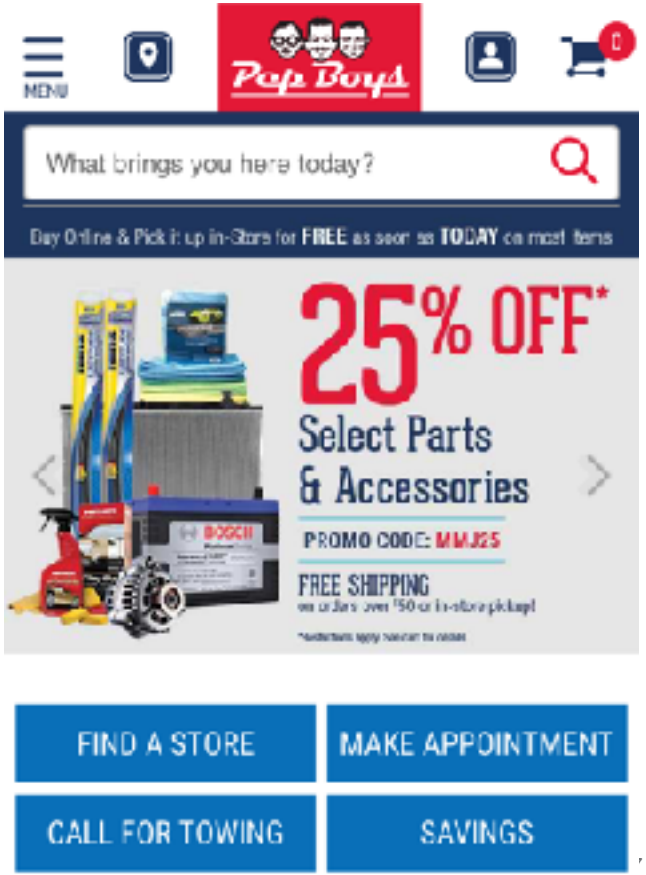




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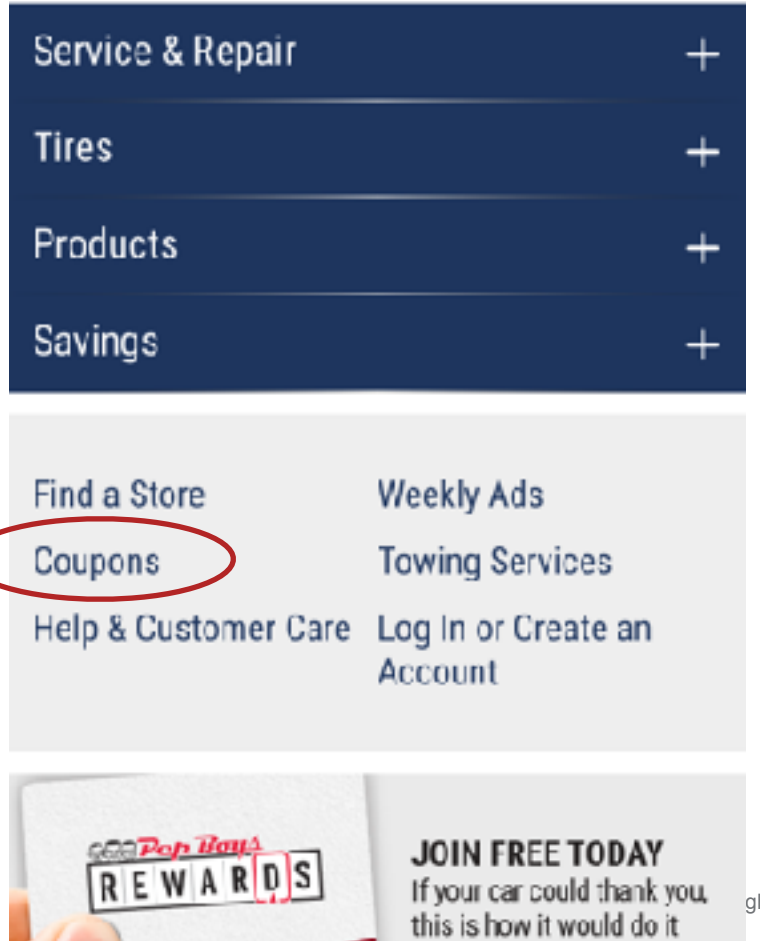
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GO TO PEPBOYS.COM ON YOUR PHONE



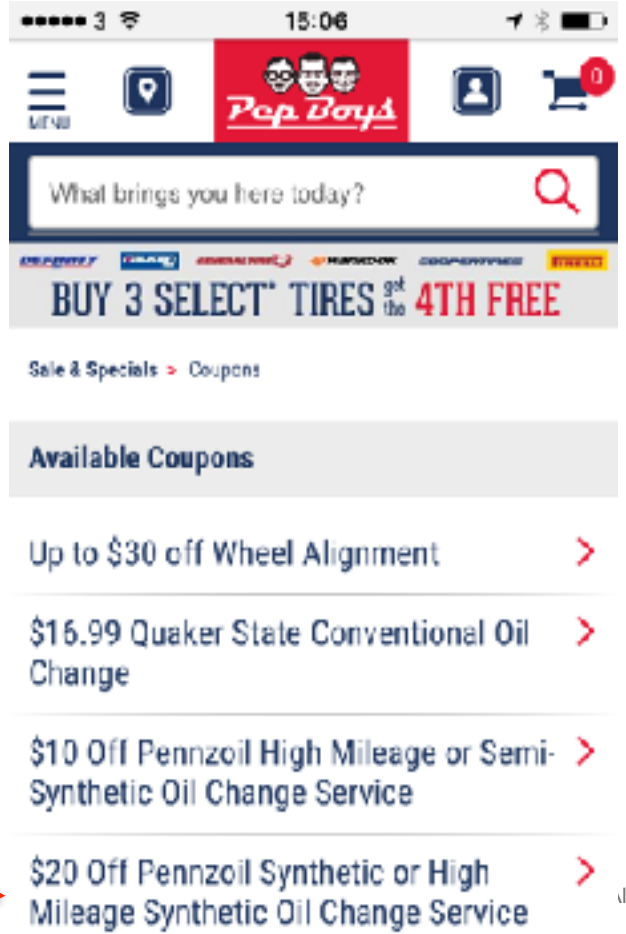
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SCROLL DOWN AND CLICK "COUPONS"



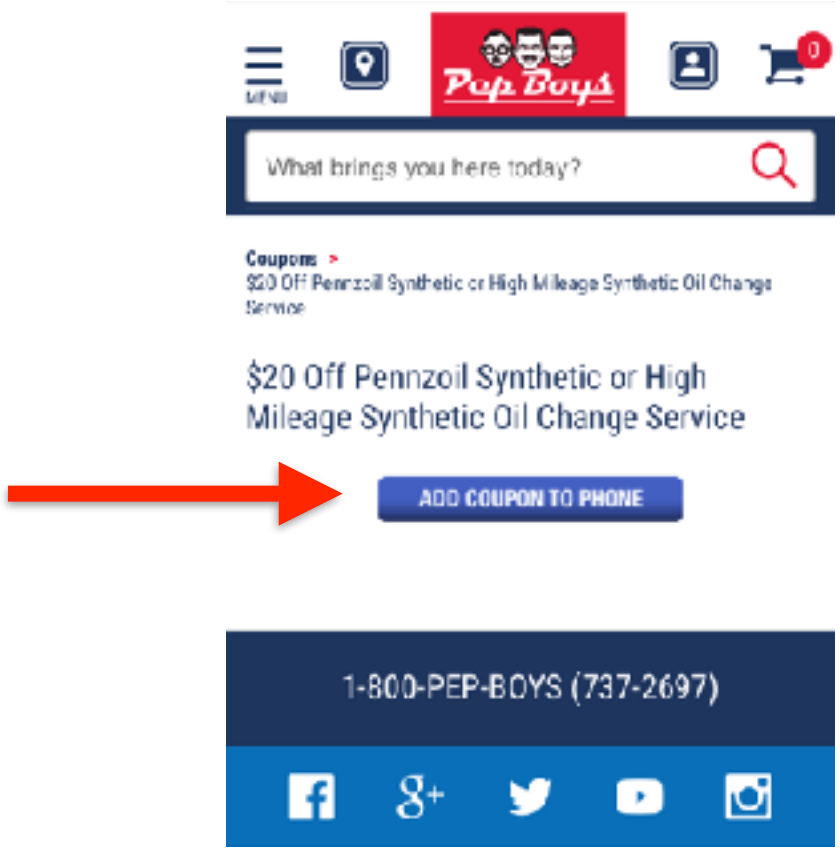
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SELECT A COUPON



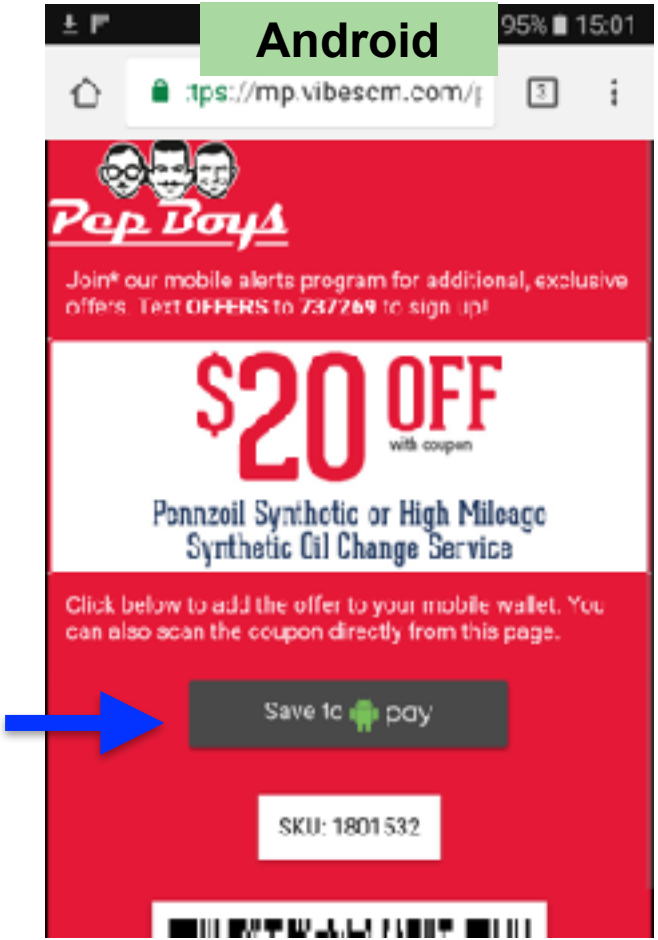
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ADD COUPON TO PHONE



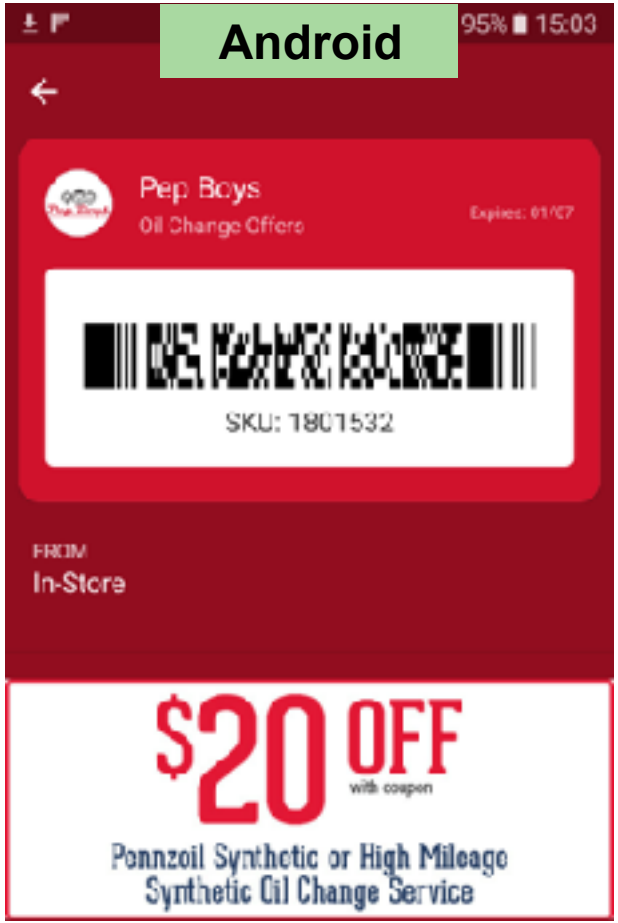
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SAVE COUPON TO WALLET





FIND COUPON IN WALLET





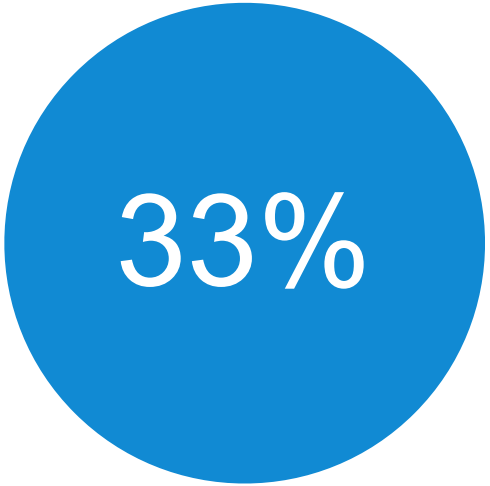


WHY DOES MOBILE WALLET MATTER?

- No app download is required. Mobile wallet is pre-loaded on Android and iPhone. The consumer saves a file to the wallet app that is already on the phone
- Unlike a web page, the offer persists on the phone
- Offer can be updated with new content
- Location and event notifications to remind consumer to redeem the offer
- Personalized offers for each consumer
- Integrates with NFC terminals

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RESULTS



Redemption



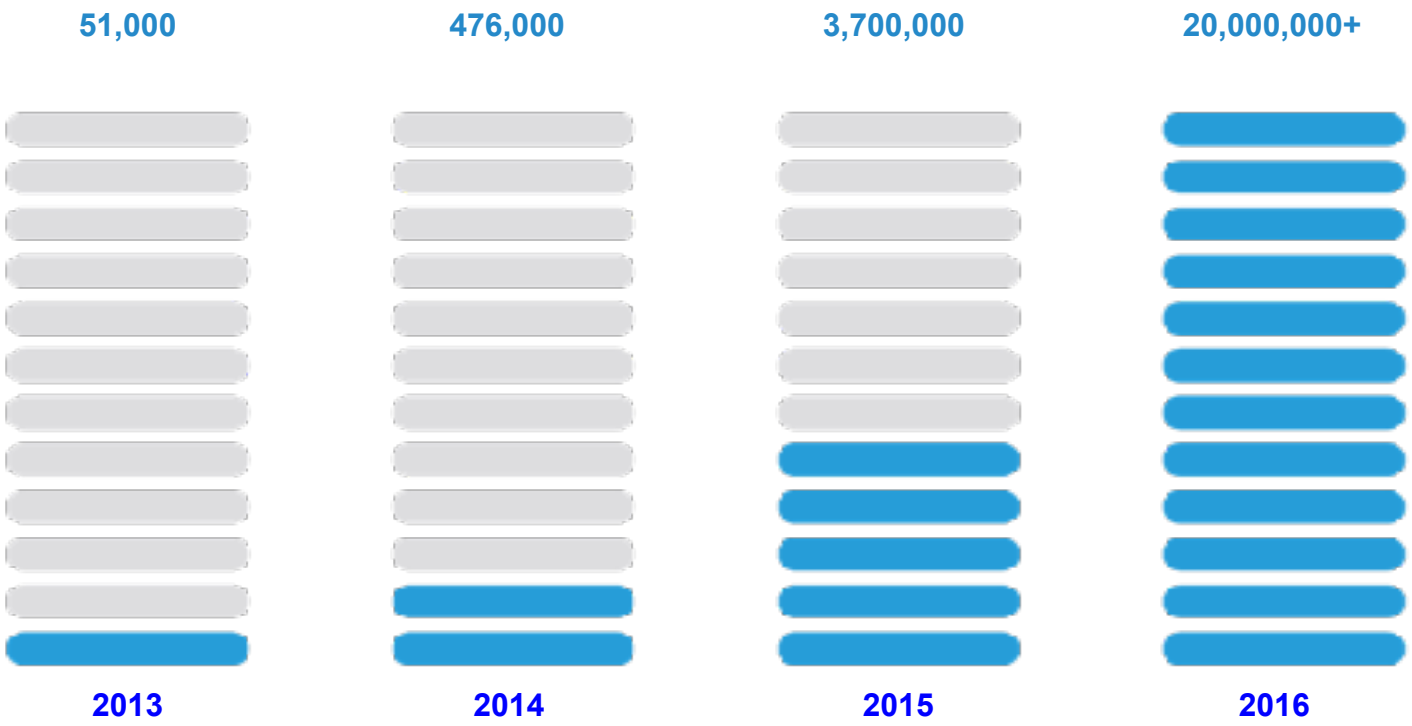
Weekly Revenue Increase



Annual Revenue Increase

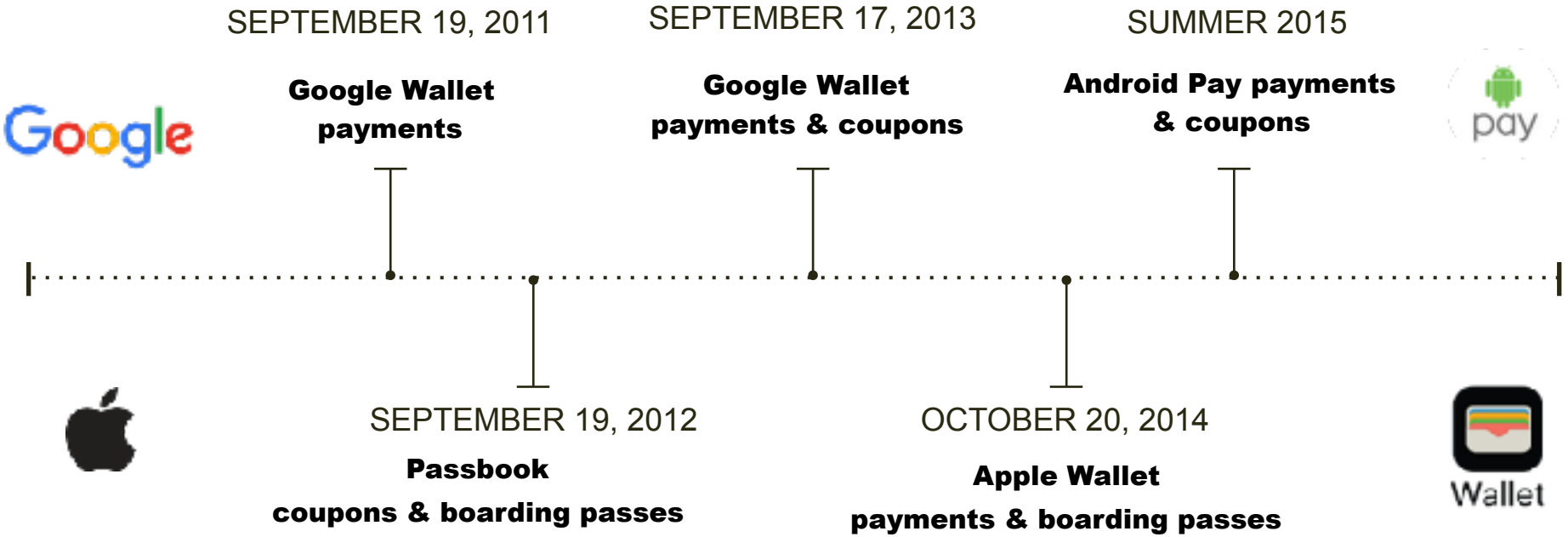
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MOBILE WALLET SCALE AT VIBES



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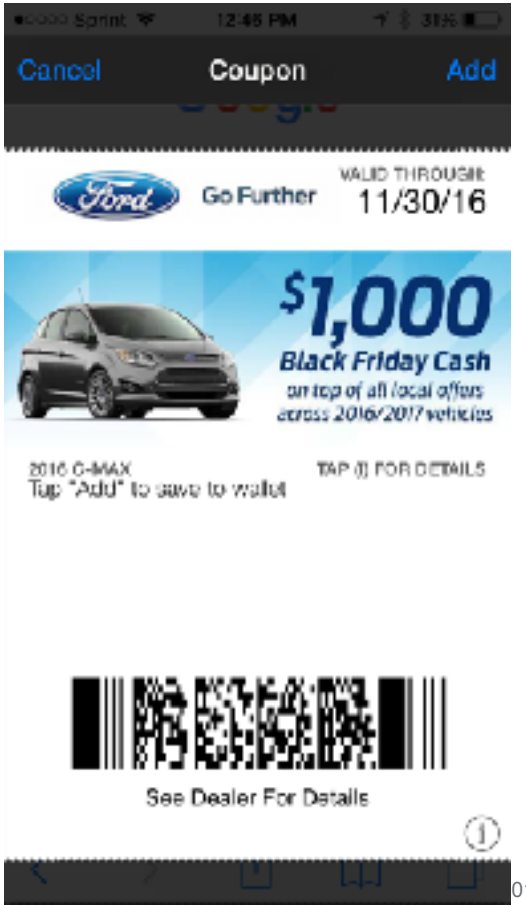
WHY IS MOBILE WALLET EXPLODING?



Millions are being invested in mobile wallet

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F O R D



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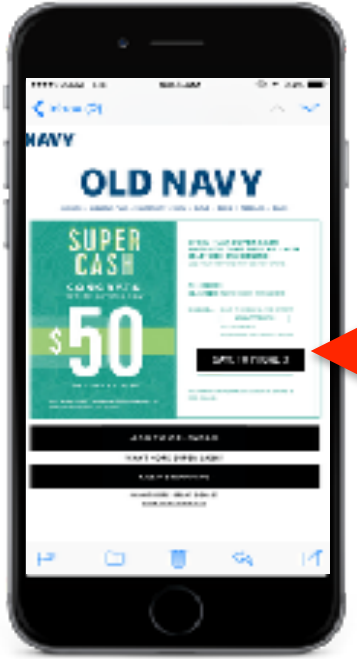
MOBILE WALLET LEVERAGES ALL MARKETING CHANNELS

- Mobile web ads
- Social ads
- Email campaigns
- Your mobile app
- Text campaigns
- Direct mail
- In-store signs

Any place you can post a mobile link, you can post a mobile wallet offer



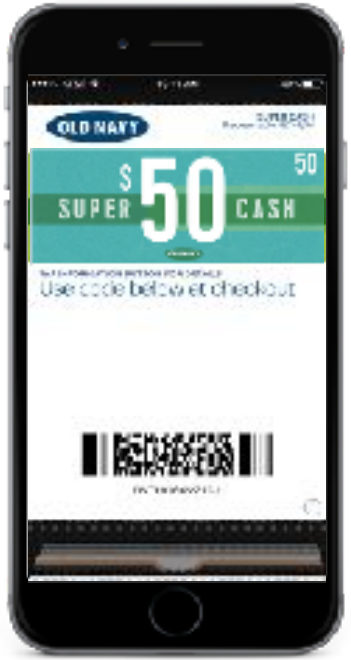
OLD NAVY (GAP BRANDS)



In email, consumer clicks Save to Phone



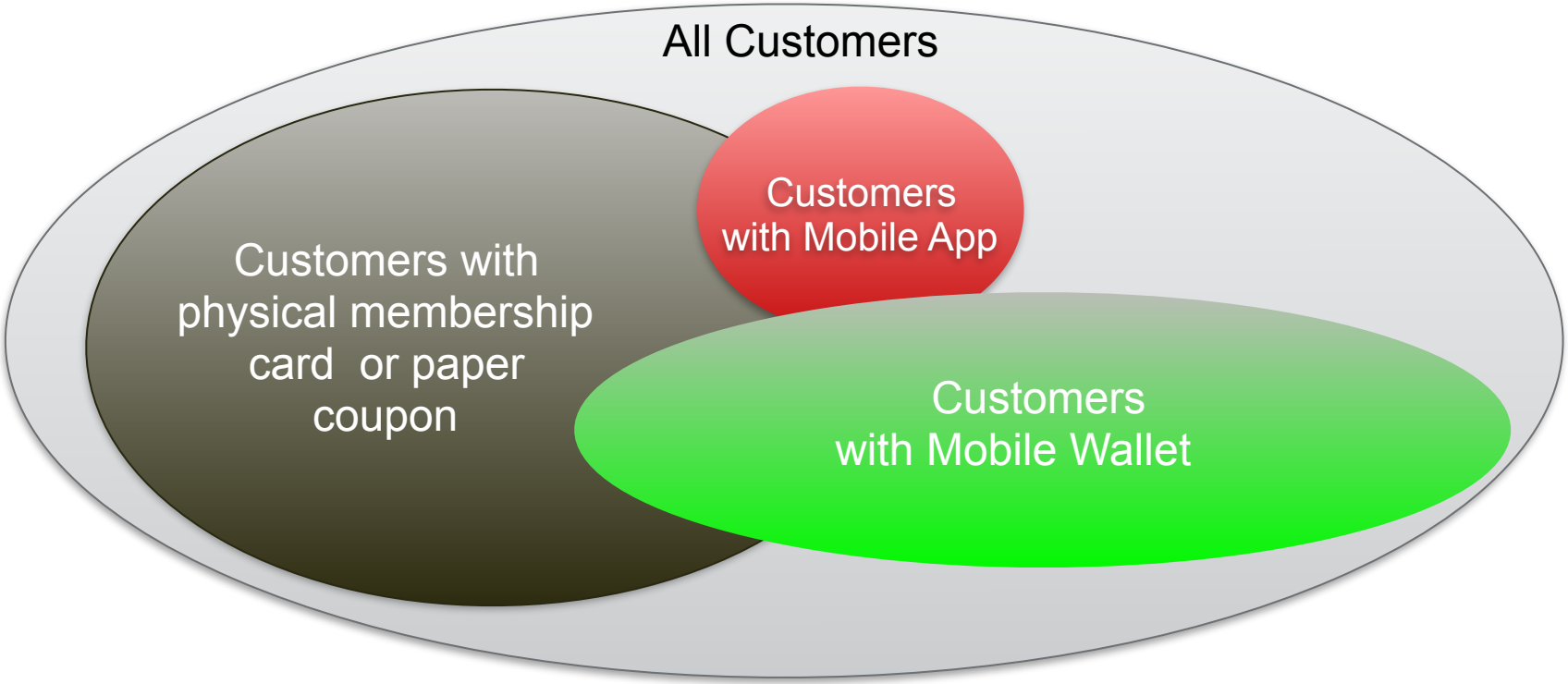
Consumer adds to Wallet



Consumer accesses offer in Wallet

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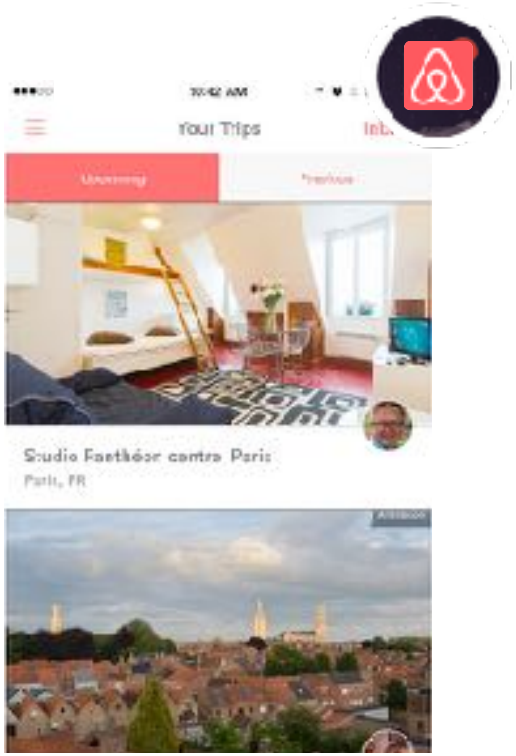
APPS VERSUS MOBILE WALLET FOR LOYALTY PROGRAMS



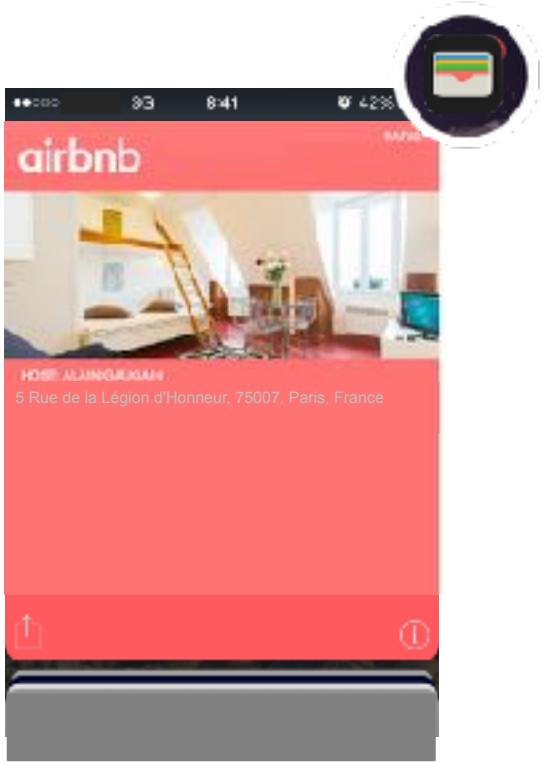
Mobile wallet converts consumers who do not use the app

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AIRBNB



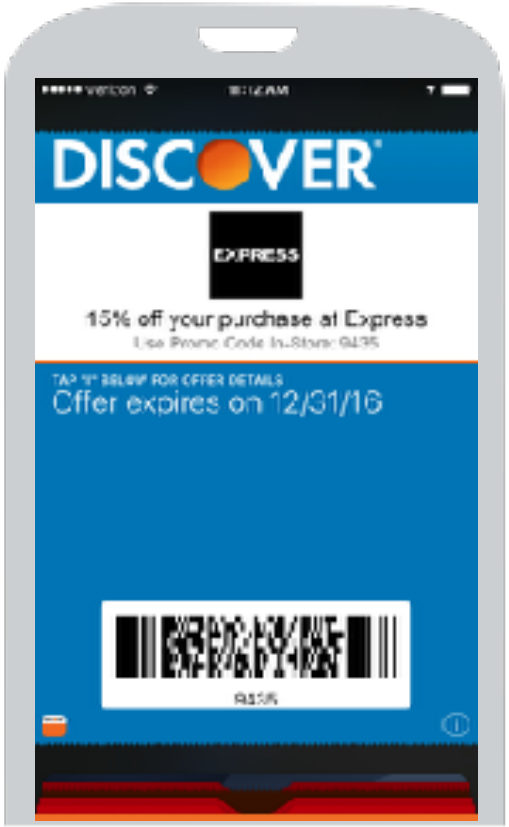
Mobile App



Mobile Wallet

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CARD LINKED OFFERS IN MOBILE WALLET



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SEASONAL OFFERS: POLO





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WHAT'S NEXT?



Android
SmartTap



Apple
Value Added Services





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NEW SERVICES COMING

- Google SmartTap and Apple VAS: make a payment and update loyalty points in one tap
- Acquire new loyalty members directly from the NFC terminal
- Location based Card Linked Offers
- Bounceback Offers

Source, Forrester 2015 Mobile Wallet Report, Vibes customer data

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THANK YOU

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