

Loyalty – Extending Loyalty Through Mobile

Brands have a unique opportunity to define how they want to interact with the mobile consumer especially when More people in the U.S. have mobile devices than they do credit cards. Consumers have become dependent on these devices as gateways to personal information that they can take wherever they go, which presents brands with a unique opportunity for interaction. By engaging consumers through this essential mobile connection, brands are better positioned to improve customer experience at all levels, providing a new touch point for customer acquisition and strengthening existing loyalty programs.

Choosing the Right Mobile Partner

To execute a successful mobile CRM strategy, brands need a mobile partner that understands the process of building loyalty and has powerful tools for every step of the process. The strongest mobile loyalty programs are built on technology platforms that enable three key functions:

- ✓ Maximize participation by enabling customers to opt-in to a program from multiple touch points
- ✓ Award and redeem points that results in higher ROI by identifying participants at the POS
- ✓ Ensure targeted marketing by employing an administrative tool that improves the quality of customer data

Where We Come In

Waterfall Mobile's Msgme platform enables brands to easily extend loyalty programs into the mobile and social landscape by providing tools that empower marketers to create and oversee loyal subscribers.

- **Mobile Entry and Points**

A mobile call-to-action to entry increases participation in a brand's loyalty program. All entries, and the metadata that comes with them, can be captured and programmatically passed along to an existing loyalty platform using Msgme API's.

- **Referral Programs**

By incorporating Msgme viral solutions into an existing loyalty program, brands can incentivize existing loyalty customers to refer friends via mobile and broaden program membership.

- **Behavioral and Segmentation Data**

Analyzing mobile behavior and brand interactions helps marketers gain deeper insight into customers. Msgme easily captures this data and converts it into reliable metrics for smarter targeting strategies.

- **Marketing Placement**

A mobile call to action can extend a brand's engagement strategy and activate media spend across print, radio, TV and online channels. Msgme provides tools to track, analyze, and react to the performance of each placement, with the overall goal of increasing both sign-ups and sales.

For more info, contact your Account Manager or our Sales Team @ sales@waterfallmobile.com.