

Mobile encourages 5x more voucher redemption



Business Need:

To 'super-charge' a 30% money-off, direct-mail promotion for **Pedigree Complete for Small Dogs** and increase the **redemption** level of **vouchers** contained in the mailing.

The Solution:

300,000 mailers containing vouchers were delivered nationwide.

A **text & win** was offered giving customers the chance to win a **year's supply of dog food** and a digital camera.

Customers were invited to text **SMALL DOG** to **82222** to enter the competition and then **reminded** to use the vouchers each month, by text message.



Results?

- ✓ Those who texted in were **4.6x more likely** to redeem the paper vouchers included in the mailer, than those who didn't, because of the subsequent text message reminders
- ✓ In total **36%** of customers who texted in redeemed at least one voucher, compared with 8% of the rest
- ✓ Of those who redeemed at least one voucher, **two-thirds** of the texters used two or more vouchers compared with about half of the rest

Source: Joshua G2