

Mobile Engagement



By the end of this year, there will be a staggering 700 million smart phones in use around the globe. Within two years, users will have crossed the line—accessing more information from their mobile devices than from their home or office computers.

Look to DG3 Digital Marketing to implement your next mobile engagement campaign. We have the cutting edge technology tools and in-depth expertise to target, engage, and enable more transactions in new and innovative ways. Our sophisticated campaign management tools and feature-rich analytics allow for campaign fine-tuning in real-time and better insight.

Key Features

► Mobile On Ramps

DG3 offers **branded QR codes** that can increase scan rates and give consumers confidence that QR codes tied to the brand contain secure and valuable content.

We provide procurement, encoding and testing of **Nearfield Communication (NFC) chips**, enabling a convenient and innovative way for consumers to make transactions and connect to digital content with a simple touch of their smart phone.

All of our Mobile On Ramps, including **SMS** and mobile-optimized **email campaigns**, make it easy to reach consumers anywhere around the globe quickly and personally.

► Automated Device Optimization

Liquid Landing Pages use device interrogation to automatically present content in an optimized format perfectly on any smartphone, tablet, or other mobile device.

► Location Based Services

Geo-location capabilities provide customized information based on a consumer's GPS location.

► Video Streaming

DG3 optimizes hosted videos to present **best-in-class streaming** on any device with no ads and the ability to share content securely and privately.

► M-Commerce

We can build an **M-Commerce** site that allows consumers to make purchases or donations directly from their mobile device.

► Social Media Integration

Our groundbreaking **mobile apps** enable seamless integration with all forms of social media to help your campaign go viral.

► Data Capture, Analysis and Reporting

World-class data capture technology tracks and reports valuable data to analyze campaign metrics or use predictive modeling to help you forecast future performance.

Benefits

- **Industry-leading reliability ensures your audience will view your campaign clearly on any device, every time.**
- **Multiple Mobile On Ramps increase your campaign's visibility and lead to more interactions with your customers.**
- **End-to-end delivery with a single point of contact and one DG3 team ensures full integration.**
- **Advanced analytics give you access to unprecedented intelligence that leads to better decision-making.**
- **Advanced technology platform allows you to keep your data secure and share content privately.**



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Case Study

Fashion Retailer Offers Instant Incentives at the Front Door.

A popular fashion retailer supported “Black Friday” shoppers with digital coupons through the scanning of QR Codes for instant gratification.

THE CHALLENGE

Black Friday shoppers are well known as sale-seekers. With so many competing sales, DG3's client needed a way to stand out from the crowd. We needed to create a campaign that didn't just promote another Black Friday door buster sale — we needed to engage consumers with the brand in a memorable way, building customer loyalty and brand recognition that would last beyond the year's biggest weekend in shopping.

THE SOLUTION

The Digital Marketing team at DG3 created a sale lottery promotion. Customers scanned a branded QR code at the front entrance of the store in order to receive up to 50% off store items. While everyone was guaranteed to get a coupon, the amounts ranged from 15–50% based on randomly generated, pre-determined blocks of discount amounts.

In order to receive the discount, customers were required to provide an email address, generating a list of qualified leads for email marketing. DG3 was able to control the discount rates to ensure that higher discounts did not exceed a pre-determined amount, so that the client's cost for the campaign and sale were controlled. The promotion was active at over 100 stores.

RESULTS

- The campaign produced a list of 45,000 qualified leads for follow-up in email marketing and generated over \$400K in incremental sales during that weekend.
- The conversion rate was a whopping 94%—the number of shoppers that entered their email or opted in to receive a discount.
- During the 3-day promotion period, over 8,000 coupons were redeemed.

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About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit www.dg3.com.

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