

Put Mobile Strategies to Work for Your Company

Looking to engage your audience in the mobile realm? Of course, we all are! At DG3, our cutting-edge technology and highly-skilled team will help you to target, engage, and enable more transactions in new and innovative ways. Here's how:

The number of smartphone users worldwide today surpasses **3 billion** and is forecast to further grow by several hundred million in the next few years.¹

1 Mobile On Ramps

Through the implementation of Near Field Communication (NFC) chips, branded QR codes, Short Message Service (SMS), and email, you can efficiently and effectively get in front of your desired audience, increasing overall visibility and creating highly-personalized interactions.

Near Field Communication (NFC) Chips

A convenient (no app required), "tap-and-go," way for your audience to make transactions, exchange digital content, and connect electronic devices using only a simple touch of their smartphone. NFC chips are highly valuable as they allow you to seamlessly transition your audience from a physical touchpoint to a digital touchpoint. Here's what you should know about NFC chips:

- They allow for two-way communication between endpoints.
- They can be embedded in 2-dimensional or 3-dimensional items.
- They follow universally implemented ISO, ECMA, and ETSI standards.
- They allow for information to be uploaded instantly upon enablement.
- They are multi-purpose and will support a variety of engagement strategies.
- They reduce data interception as transmissions are proximity-based.
- They provide inherent security through an encrypted security code with an NFC-entry key for controlled access.

Branded QR Codes

A low-cost option, branded QR codes is another, highly-recommended tool to use when looking to move your audience online, away from physical materials. With QR codes, no app is required and scanners are now integrated into smartphone cameras. Compared to non-branded QR codes, we've seen that branded QR codes help to increase scan rates by 30%. Simply determine the location where you would like your QR code to appear on printed materials and we will design, create, and test your branded QR code and incorporate it into your print file. We will also provide proof for approval then host your content for up to one year.

A total of **11 million** households will scan a QR code by the end of 2021. Compare this to 9.76 million in 2018 and you can actually see the growth in millions every year.²

Statistics have shown that **98%** of all text messages are opened, and **95%** of text messages are opened and responded to within **3 minutes** of being delivered.³

SMS

Different from NFC chips and QR codes, SMS, also known as text messaging, is a valuable touchpoint within your engagement campaign to maintain engagement with your desired audience on mobile. This commonly-used form of communication is a great way to efficiently and quickly get in front of your audience. Through our services, you can send out personalized, mass text messages with the click-of-a-button.

Email

Like SMS, email is another way to maintain digital engagement with your desired audience.

Since checking email on mobile continues to grow in popularity due to its convenience, it is critical to ensure that all email communications are mobile-friendly. At DG3, we'll handle building, implementing, scheduling, and tracking your email campaigns.

More than 40% of consumers use a mobile application for checking their email.⁴

2 Mobile Engagement

Once you've successfully captured the attention of your desired audience with our various mobile on ramps, you then need to implement tactics that will help to nurture and hold the attention of those individuals. With DG3, our services allow you to successfully do just that.

- **Automated device optimizations:** Automatically present content in an optimized format on any smartphone, tablet, or mobile device with our liquid landing pages, which use device interrogation.
- **Location-based services:** Provide customized information based on a consumer's GPS locations using our geo-location services.
- **Video streaming:** Present best-in-class videos on any device with no ads and share the content securely and privately.
- **M-Commerce:** Allow consumers to make purchases or donations directly from their mobile device on an M-Commerce site we will build for you.
- **Social media integration:** Get the word out there quickly and effectively with our mobile apps, which enable seamless integration with all forms of social media.
- **Retargeting:** Get in front of individuals that have already shown some form of interest with you through their interactions.

3 Tracking & Data Analytics

To forecast future performance of your campaign, we offer world-class data capture technology that securely tracks and reports interaction trends. You will have insight into conversion data and audience behaviors, giving you unprecedented intelligence that will lead to better decision-making. With our technology, you'll be able to confidently scale up what's working and cut back on what's not given the advanced analytics you have access to.

4 Up-Front Journey Mapping & Campaign Automation

To ensure effective implementation, we offer end-to-end delivery with a single point of contact and one DG3 team to ensure full integrations. With our Performance Management System (PMS), we will define and map out campaigns, automate responsive, invoke multiple channels, and develop ad hoc or closed loop campaigns on your behalf.

Ready to kickstart your next campaign with our mobile offerings?

Get in touch today to learn more at www.dg3.com/start/



¹ <https://bit.ly/3sQpRwk> ² <https://bit.ly/3qh6Cdp> ³ <https://bit.ly/3uT9kta> ⁴ <https://bit.ly/2OkRmPu>