



DRIVING COUPON REDEMPTION AND LOYALTY ACQUISITION THROUGH INTERACTIVE MOBILE WEB CAMPAIGNS

3C's interactive mobile web enables brands to harness the unique way consumers interact with their phones to surprise and delight their audience. 3C makes it easy to integrate interactive device gestures such as scratch and shake motions to reinvigorate promotional content for coupons and offers while captivating engagements that drive significant lift and loyalty.

RICH INTERACTIVE CAMPAIGNS

- **Delight your customers** – stand out from the competition with dynamic campaigns that your customers will remember and share
- **Increase conversion rates** – instant gratification from gamified experiences results in incremental sales and increased coupon redemption
- **Drive loyalty program acquisition and engagement** – interactive mobile web campaigns incentivize loyalty program signups and drive program engagement
- **Engage users** – creative campaigns empower non-transactional messaging, capturing mindshare without impacting margins

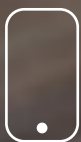


PROVEN TECHNOLOGY AND EXPERTISE

- **Support for a multitude of devices** allows you to interact with customers using smartphones without ignoring feature phone users
- **Multi-channel delivery** enables sending interactive offers via SMS, email, social or virtually any other digital channel
- **Personalized content and consumer level tracking** provides deep insight into campaign performance and user behavior
- **Dynamic barcode/coupon code generation** makes it easy to generate offers that integrate with any POS
- **Post interaction behavior** drives a wide range of activity, including SMS notifications, email confirmations, social sharing and video playback
- **Standard implementations** lets you to choose who creates your campaigns, allowing anyone from your agency to your marketing departments to create the materials necessary to deliver a compelling experience

RESULTS DELIVERED

- 3C client generated **500% month-over-month lift in loyalty program acquisitions**
- An interactive mobile web campaign generated almost a **80% lift in new loyalty customer enrollment** for 3C client
- A targeted interactive mobile web program **reactivated over 40% of an inactive email base** and delivered nearly half a million dollars in sales in one day



TEXT WEB TO 34343

To experience a demo or visit 3C.com to learn more about the impact 3C's interactive web capabilities can have on your business.



By texting WEB to 34343, you will receive text messages with a 3C Interactive Web demo. You will receive recurring messages according to your choice selections. Msg&data rates may apply. See: 3Csms.mobi/3Cdemo for terms and conditions and 3C.com/privacy for privacy policy.