



# Multi-channel mobile marketing solutions for Retail



future mobile technology

marketing / business / entertainment / media

2ergo

### future mobile technology

- Interactive messaging (SMS, MMS and email)
- Mobile Internet publishing and content management
- Smartphone application development
- Mobile ticketing, coupons and loyalty solutions
- Mobile security and advanced messaging



2ergo is a leading international, full solution provider of mobile enabling technology for marketing, business, entertainment and media.

Some of world's most respected brands, including O2, AT&T, Guardian Media Group, Yahoo!, FOX News and P&G, rely on our technology to help them reach out to customers via mobile. From fully integrated mobile marketing and CRM solutions to smartphone apps, we can help you interact with consumers and develop brand communications that are more targeted, more engaging and ultimately more effective.

Members of:



# Working with us

Established for over 10 years, 2ergo has a broad range of mobile products and services allowing us to successfully partner with global brands, multiple mobile operators, media agencies and publishers.

We're accomplished in the design, implementation and management of complex mobile solutions including full EPOS integration and offer highly skilled professional services from conception to completion.

**1** **Consultancy**  
Leading market knowledge  
Overlaying brand values  
Scoping mobile business solutions  
Evaluation of key banking, credit card, store cards and insurance areas



**2** **Project Definition Workshop**  
Scoping  
Project briefing  
Project mapping  
Final commercials



**3** **Build Process**  
Design  
Planning  
Creative intergration API work  
Project management  
Development  
QA



**4** **Deployment**  
Account Management  
Developer resources  
Hosting  
Ongoing QA  
Ongoing consultancy  
Management reporting  
Market leadership



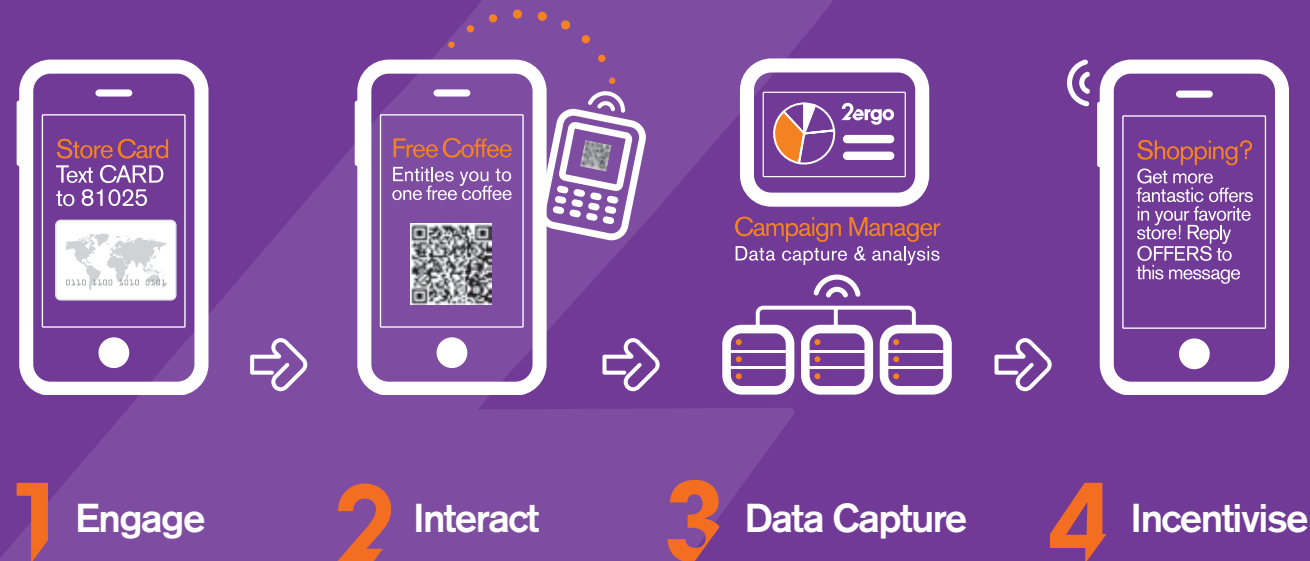
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# Retail Today

The retail market today is the most competitive it has ever been and the need to engage and retain consumers has never been so important. Imagine not only being the market leader but also being able to:

- Consistently and successfully increase, control and predict customer footfall
- Increase loyalty and decrease churn
- Develop low cost new customer acquisition campaigns
- Build better and more comprehensive customer data
- Expand the concept of shopping beyond the traditional
- Maintain and increase revenue whilst decreasing expenditure
- Reduce carbon footprint by replacing printed materials with digital media



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# Imagine every single one of your customers receiving a personalised message and reading it

Mail shots and traditional media are a very impersonal and inefficient way of communication. **The guaranteed way of getting a consumers attention is to get right to the one place where they are certain to take notice – their mobile phone.**

Today's consumer can receive information on their mobile device through a number of exciting, innovative and effective channels. Text messaging (SMS), picture messaging (MMS) and email amongst others enable you to get your message directly to your consumer, to build compelling campaigns, delivered when you need them to be and tailored to your customer's personal profile and/or location.

- **97% of messages received by the consumer are read (83% within one hour)**
- **Campaigns typically have a minimum response rate of 25%**



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## Phones4U gets interactive using mobile CRM

Phones4U wanted to use SMS for the first time in their marketing campaigns to communicate with their customers. They wanted an easy to use system that would prove to be personalised, targeted and responsive. Using 2ergo's Campaign Manager, Phones4U generated inbound calls from 40% of all messages sent and SMS is now integral to their marketing operation.



# Imagine your business being in the pocket of every consumer

The modern consumer uses their mobile phone as a truly multifunctional device; communicating, browsing and socialising. Mobile Internet and smartphone apps give you the ability to have your brand constantly up front.

**Expand the customer's shopping experience; beyond 9 to 5, beyond the confines of a PC or laptop, to the one thing that they have with them at all times - their mobile phone.**

With full e-commerce capability your mSite can be custom fit to suit the mobile experience and bespoke smartphone apps give you the ability to have a prominent branded store front on your consumer's mobile phone.



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# Imagine a world where every coupon campaign was a success

Mobile couponing provides the ability to directly target a consumer by getting a coupon to the one place where they are guaranteed to pay attention – their mobile phone.

The culture of coupons is fast evolving and every consumer is now comparing the market to get the best price and looking for the voucher codes from their favourite brands. Creating the incentive to shop via mobile couponing is the key to realising increased footfall, brand loyalty and increased and sustained revenue.



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## The Futures' Bright: Mobile coupon and redemption campaign

Orange wanted an innovative loyalty campaign in order to differentiate the Orange brand and improve customer retention. Launched in 2004, Orange Wednesdays gives Orange customers the chance to receive 'two-for-one' cinema tickets every Wednesday. It is regarded as one of the most successful mobile marketing campaigns in the world, having been enjoyed millions of times since launch. The campaign has been so successful it has recently been extended to include 'two-for-one' meals at Pizza Express.

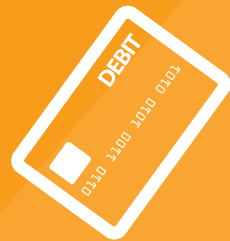


# Imagine a world where mobile payment was as successful and easy as cash/credit cards

Mobile security provides safe payment opportunities for consumers from the one place connected to them at all times – their mobile phone.

2ergo's Mobile Security and Advanced Messaging solutions can offer consumers a safe and convenient way to send information or pay for goods and services via their mobile phone. Imagine customers being able to order via mobile from any location, or ensuring safe and swift payments from a mobile internet site.

Using patented technology 2ergo's mobile security platform provides ultimate protection, transferring shopping from the desktop to the mobile phone whilst enjoying the same level of security. As consumers grow ever more impatient, offering secure mobile information and payment options will allow you to add a deeper dimension to the shopping experience.



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Globally, \$597billion  
to be generated by  
mCommerce by 2011  
- Juniper



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