

Rewarding Visits Quick-Link How it works



Data

Intent

Consumer intent to investigate purchasing product.

Prospect

Mobile number, advertising channel/store source, date & time of sign up.

Advert to Store

Store visited linked to advertising channel.

Customer

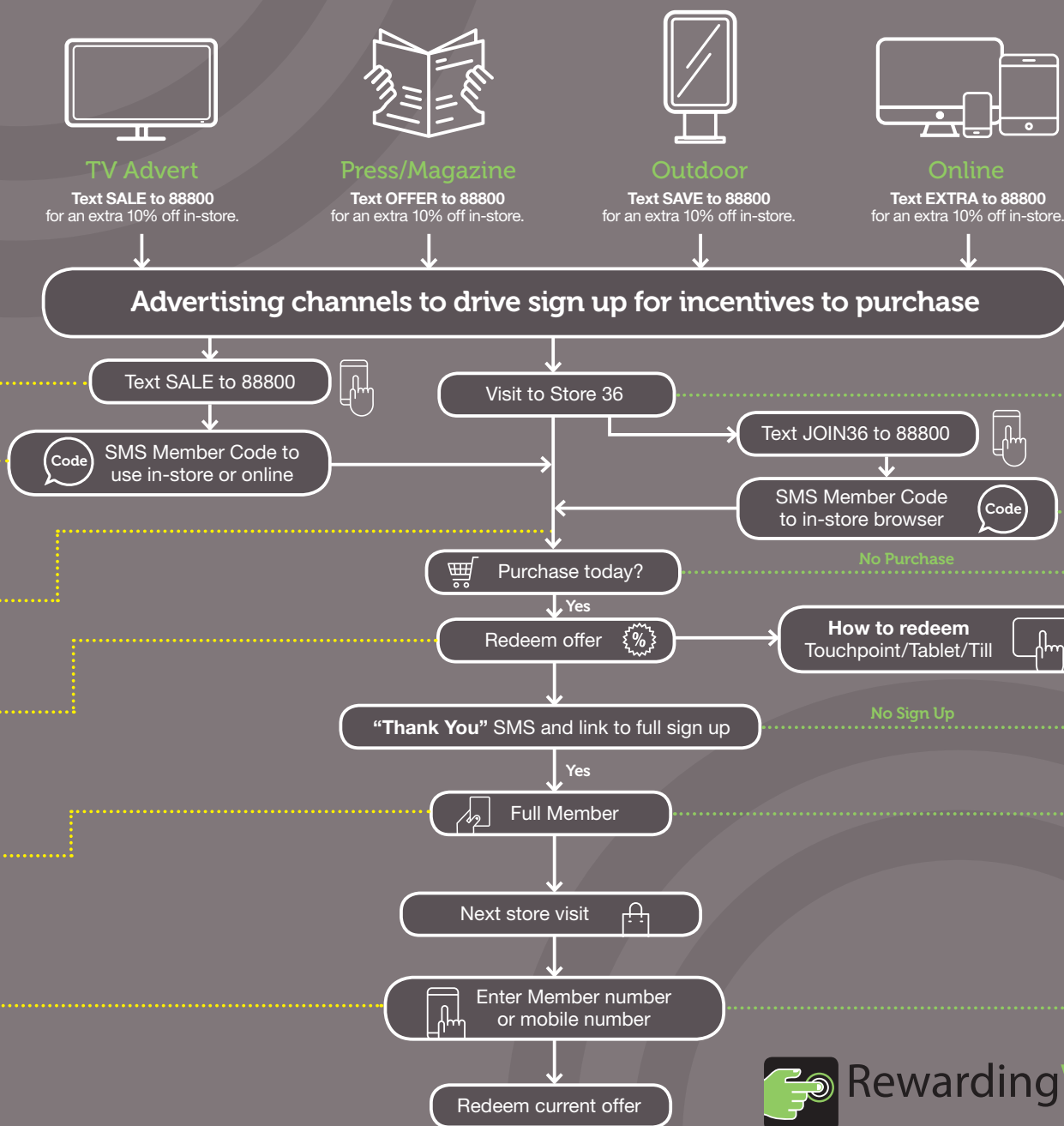
Link from advert/store source to purchase made.

Member Customer Data

Name, address, postcode, mobile, email, DOB and gender.

On-Going Customer Data

Frequency, recency, tracking of offers redeemed.



Marketing

In-Store Advertising and Promotions to encourage Sign Up

"Join Our Member Club and receive £25 off in store today."

Engaged Consumer

In-store consumer can be incentivised to purchase today.

Communications

To encourage back to store & incentives to purchase.

Follow Up

Communications to encourage full sign up.

Incentive Marketing

Communications & incentives to encourage future purchases both in-store and online.

On-Going Marketing

Keep in touch with customers to continually drive footfall.