



... goes mobile with Zaptext **M-Vouchers**



## The Challenge

As the largest and fastest growing electronics retailer in the UK, Maplin Electronics had already made huge inroads into the transition from physical to web-store, and wanted to exploit mobile phones and PDA's as another sales & marketing channel.

Maplin's Internet Channel Manager, Mr Chris West, decided late in 2003, to run a Zaptext M-Voucher campaign, with two objectives:

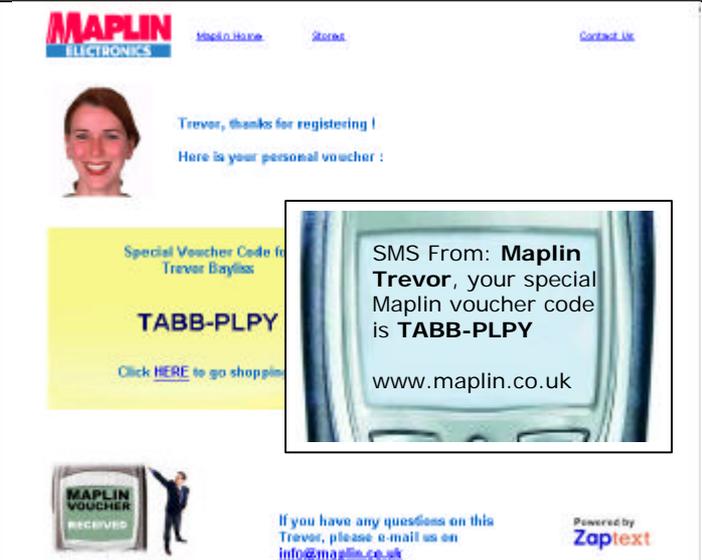
1. To capture permission based cell phone numbers from customers, so that Maplin could begin to exploit this unique channel.
2. To give Maplin "Money Off" Vouchers direct to the customers cell phone

The campaign stages are illustrated below:

<b>- Outbound Zap-flyer e-mail</b>	
	<ul style="list-style-type: none"> <li>✓ Customers Details are "known" to the Zap-flyer</li> <li>✓ Single Click takes customer to Zapcapture Screen</li> </ul>
<p>Zaptext components (see key)</p>	

<b>- Customer Registers on Maplin Branded Zapcapture Screen</b>	
	<ul style="list-style-type: none"> <li>✓ Customer only has to provide their mobile number</li> <li>✓ Zaptext database is automatically updated, and event chain is triggered to handle outbound media</li> </ul>
<p>Zaptext components (see key)</p>	

## – Unique M-Voucher goes to Cell-Phone (plus e-mail confirmation)

 <p>MAPLIN ELECTRONICS</p> <p>Trevor, thanks for registering! Here is your personal voucher:</p> <p>Special Voucher Code for Trevor Bayliss <b>TABB-PLPY</b> Click <a href="#">HERE</a> to go shopping</p> <p>SMS From: <b>Maplin Trevor</b>, your special Maplin voucher code is <b>TABB-PLPY</b> www.maplin.co.uk</p> <p>MAPLIN VOUCHER RECEIVED</p> <p>If you have any questions on this Trevor, please e-mail us on <a href="mailto:info@maplin.co.uk">info@maplin.co.uk</a></p> <p>Powered by Zaptext</p>	<ul style="list-style-type: none"> <li>✓ Event chain driven M-Voucher SMS and E-mail</li> <li>✓ Both media fully personalised</li> <li>✓ Voucher code is totally unique, and fits in with Maplins culture</li> <li>✓ Entire process is 100 % automatic</li> </ul> <p>Zaptext components (see key)</p> 
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### Key to Zaptext Components

	<b>Zaptext SMS:</b> Richly personalised M-Voucher sent via SMS with a voucher code which was unique to the customer.
	<b>Zap-flyer e-mail:</b> Sent as initial tempter, and as fully personalised confirmation of unique voucher code.
	<b>Zapcapture:</b> Branded Registration screen, which stores contact data in hosted database, and automatically triggers outbound media event chain
	<b>Zaptext Event Chain:</b> Zaptext event chain technology makes the <b>whole process was automatic.</b>
	<b>Zaptext Professional Services:</b> Developed all campaign marketing collateral (email / images / campaign logos), and “snap-in” component to generate unique voucher codes to Maplins house standard

“With over 5,000 M-Vouchers sent in the first two days, registrations exceeded all expectations. On the strength of this M-Voucher campaign, we are now developing a mobile purchasing process, and we have asked Zaptext to provide inbound and outbound SMS capability. This showed us that the mobile channel was a totally new one which our customers were enthusiastic about”



**Mr Chris West, Internet Channel Manager, Maplin Electronics Ltd**

 <ul style="list-style-type: none"> <li>• Highly respected UK electronics retailer</li> <li>• Retail sales growing at 45% per annum</li> <li>• Web sales growing at a huge 67% per annum</li> </ul>	 <ul style="list-style-type: none"> <li>• Hosted CRM</li> <li>• Multilingual Digital Marketing</li> <li>• Business Process Automation</li> </ul> <p><a href="mailto:info@zaptext.com">info@zaptext.com</a> </p>
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