



Customer Profile

Visible Results is an international company specialising in the provision of loyalty marketing solutions to engage customers and drive profitable change in purchasing behaviour. Internationally, they work with many high profile brands including Top Shop, Virgin, Dorothy Perkins and ANZ Bank.

Since 1997, Visible Results has been helping companies craft, implement and operate world-class loyalty marketing solutions. Using innovative methods, enhanced and refined with an accumulated knowledge base of nearly ten years' experience, Visible Results has earned a reputation for setting the benchmark of loyalty and CRM thinking.

SEEING IS BELIEVING

Visible Results and Oxygen8 Communications create loyalty through mobile.

Visible Results' use of SMS as a loyalty communications channel had been limited and they wanted to test the SMS channel in a multi-channel integrated campaign. A retail client agreed to participate in the trial, which took place in December 2009.

Simon Lowe, National Partnership Marketing Manager for Visible Results explains, "We offer a market leading range of services and solutions, but recognised that the one area we were lacking a high quality proposition was mobile. We wanted to trial a new solution with one of our most high profile and challenging retailers to test the robustness of the infrastructure and reliability of the system. It also gave us a change to evaluate the capabilities of an advanced SMS solution in real live loyalty campaign."

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Simon Lowe

National Partnership Marketing Manager, Visible Results

Working with Oxygen8 Communications, Visible Results instigated a 3 week long programme to test the technology and identify ways in which they could use the Oxygen8 platform going forward.

2500 loyalty members were sent an SMS text every week for three weeks as part of an overarching VIP campaign. The texts were sent from an 'alpha header' identifying the retailer clearly to the consumer, which meant the customer instantly recognised the brand who was communicating with them.

SMS message content varied every week with different offers and promotions. The aim was to drive consumers to the retailer website to benefit from time-limited special offers that could be claimed in store. Working with Oxygen8, the mobile marketing campaign was integrated with their full marketing activity, including e-mail and DM campaign. Consumers were sent a combination of SMS only, SMS and DM, or SMS and emails.

Feedback / Results:

- Excellent response, both in terms of visits to the website and in conversion to purchase
- SMS only – 12.9%, SMS and eDM – 18.9%, SMS and DM – 26.8%
- Consumers who received an SMS spent an additional 245% over the selected control group
- The Visible Results trial client is rolling out further integrated campaigns including SMS
- Other Visible Results clients are also implementing SMS as a part of their loyalty communications mix.

Concludes Lowe; “This was a really successful trial for us. Oxygen8 were great to work with - they understand their space, they understood our needs and they were really flexible in setting up a cost-effective trial. We’ve used the results as ‘proof of concept’ for SMS to present to clients and we’re excited about integrating this channel into the mix so we can add even more value.”

Louise Ford, CEO of Oxygen8 Australia comments, “Visible Results pride themselves on the quality and effectiveness of the work they do with their clients. They challenged us to prove that we could more than meet their expectations, and the success of this project has shown the benefits of Oxygen8 solutions in this market.”

Overview

Customer: Visible Results, Australia

Customer Objective

- **Successfully trial SMS as a customer loyalty tool**
- **Integrate SMS with other communication methods**
- **Roll out mobile marketing to other clients**

Oxygen8 Communications Solution

- **Personalised Mobile Content delivery solution**
- **Mobile marketing platform**
- **Bespoke project management & reporting**

Customer Benefits

- **Increased visitor numbers to mobile website**
- **Excellent response rates from SMS adverts**

