



[THIRDSCREEN]

Mobile Rewards Loyalty: An in-depth analysis of how Campbells Cash and Carry program adds value to shoppers [Case Study]

BACKGROUND

CCC is part of the Metcash group and is a wholesaler of grocery and liquor products to the B2B sector.

ISSUE

The business has a catalogue program which is every second week; this catalogue includes 70-100 products and is sent via mail to the customer base of approx 17000 customers. The CCC management continued to see a sales spike and then a lull in sales as a result of the weeks without catalogue support.

CCC management were also aware of offers which come from time to time from suppliers which are time critical. As a result of the 2-3 week planning required for a catalogue, CCC management were looking for a way in which they could partake in these offers.

SOLUTION

CCC management worked with Thirdscreen to introduce a mobile program which solved both the issues;

- 1 | On the non-catalogue weeks CCC management create a set of 6 offers which are delivered to the CCC customer base by way of mobile message

- mainly via MMS and where customers cannot receive an MMS they receive a SMS with the same offers.
- 2 | The advent of the mobile database has also allowed CCC management to turn around special offers within 5-7 days meaning that the super specials are now available for CCC and their customers
- 3 |

COMMENTARY

We have asked Don Eslby, from CCC a few key questions to demonstrate the benefits and ideas behind the mobile campaign.

Don Eslby has replied with; "the advent of the mobile program has given CCC significantly more flexibility with our communications with our customer base. The initial offers have been well received and the sales generated from the mobile offers have been significantly in excess of our average weekly sales for those products."

"In addition to the increased sales, we have also been able to re-connect with some lapsed customers who have enjoyed the mobile format for communicating offers. It makes sense as our customers are time poor and the mobile phone has become a very important tool of business."



Fig 1. Static print of CCC gi f11/03/2013

A major factor to this type of marketing is that it is highly measurable. When asked, Don Elsby also agreed and was able to highlight the difference in comparing the average weekly sales of the catalogue program and then to the added mobile campaign.

CCC values their rewards program database and wants them to benefit from the weekly specials and weekly rates they can offer them.

For the weekly specials to be a part of the mobile campaign, CCC works with the creators at Thirdscreen and communicates the specifications of deals, size and length of the gifs. As they are getting sent out through the Thirdscreen platform size of the file is important to ensure that delivery is high and can be sent to all smartphones and carriers.

As for what CCC is sending out, it is of high value to the member rewards program, and they want to ensure that everyone who wants the message- gets the message.

RESULTS

The results speak for themselves.

This week's campaign, showed that majority of recorded sales **doubled** with the mobile strategy in place.

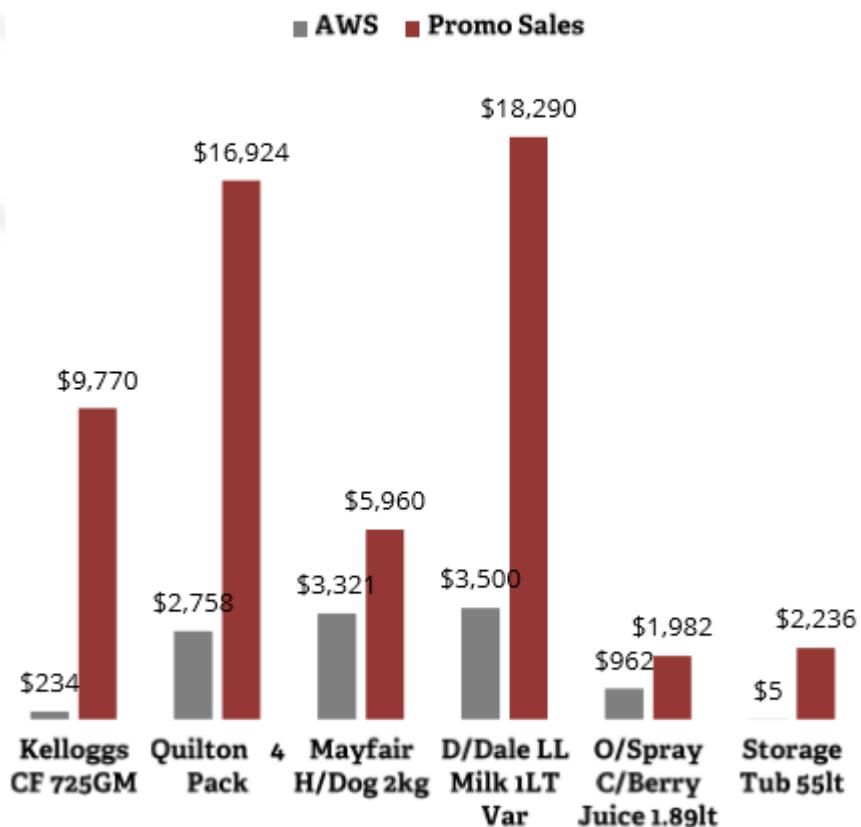
There were a few exceptions where the week of promotional sales *completely* outweighed the average week of sales.

This is a perfect example of how mobile has the ability to communicate to the target audience and get them to **act**.

One of the main features of targeting your audience with this type of marketing is that you are providing them with highly relevant information that they will hold up as a valuable tool of saving money and time when doing their weekly shop.

By making mobile a priority, especially in loyalty programs like this one, helps keep CCC on the mind of their customers and ensures a higher rate of in store traffic, and more importantly in store spending.

Mobile campaign: AWS V Promo sales



Graph 1: AWS v Promo Sales 11/03/2013

Campbells
WHOLESALE

