



Engaging Consumers with Interactive Promotions

With the economic climate still uncertain, budget constraints are being felt by marketers and their suppliers alike. Marketers are tasked to do more with less, and are accountable for sourcing any external services. These parallel challenges make third parties who offer cost-effective marketing capabilities that perform (and are measurable) the most able to compete for scarce marketing dollars.

Interactive Mediums works with many promotions companies and agencies to power mobile sweepstakes, contests and other methods shown to draw consumers into loyalty and consumption producing behaviors. The mobile channel is especially well suited to targeting the “on the go” consumer given the ubiquity of mobile phones capable of sending and receiving text messages and proven response rates as high as 30 percent.



Recent statistics suggest marketers absolutely require ways of engaging customers in this manner due to hard to develop loyalty, low switching costs and the need to constantly acquire new customers:

- Half of loyal buyers this year will not be loyal next year (Catalina Marketing’s analysis of tens of millions of shoppers).
- The 20% of buyers who account for 80% of sales includes super-heavy category users who might even prefer another brand and purchase that brand more.
- On average, 30% of loyal buyers do not have attitudes about a brand that support their loyalty and are the ones who are most likely to defect.

Active Customer Engagement Platform

To help marketers meet the challenges associated with loyalty and acquisition, promotions companies and agencies have a ready partner in Interactive Mediums. We offer a software platform, licensed as a service (Software-as-a-Service), that can be resold direct to your customers, or branded as a product of your own.



Interactive Mediums

Our point of view

The advantages of partnering with Interactive Mediums to power highly engaging and measurable promotions for your clients can be summed up as follows:



Making you More Competitive

- Lay claim to a share of the hottest and fastest growing marketing segment – mobile.
- Appeal to your client's desire to reach as many consumers as possible – everyone armed with a mobile phone.
- Focus more on what you do best, less on technology.



Complete Coverage

- Multi-mobile channels all enabled – text messaging, email, web, voice and even social media.
- Flexible promotional design and execution; from one time, single winner contests to instant win, multi-step promotions.
- Promotional lifecycle enabled – from inception to winner notification, and if required fulfillment.



Lower Costs/Higher Return

- Perform all tasks within a single system that would otherwise require inefficient use of multiple products or third parties.
- Charge more for a service which allows rapid execution of multi channel promotions.
- See the results for yourself and prove it to your clients with rich analysis and reporting capabilities.



Interactive Mediums

Our point of view



Metrics

Our platform is based on an intelligence layer that is constantly updated with actions taken as part of client campaigns, offering a level of insight not possible with less active forms of promotion.

Response rates to measure the effectiveness of your call-to-action.

Completion rates, when customer data must be captured as part of a promotion and also a measure of brand engagement.

Redemption rates. If coupons, codes or limited time offers are distributed as part of a promotion, our platform tracks these actions, tying them back to the source to provide closed loop insight into customer engagement.

Flexible Promotions Design

Mobile channel promotions often take the form of fulfilling a request for information with a coupon or discount code, or even more commonly a sweepstakes contest. Our platform accommodates both, and supports the newly popular “instant win” contest format so favored by marketers interested in achieving high engagement levels with their customers. Consider the benefits offered by this often difficult to execute promotion:

- Higher probability of engagement since consumers perceive a greater chance of winning.
- The opportunity to create a positive brand experience with more than a single winner.
- Consumers simply are drawn to the opportunity to win something of value and given the current state of the economy, more consumers are looking for such chances.
- A focus on many individual prizes allows marketers to brand those awards with logos and messages.

Executing promotions in this manner ensures greater participation and a higher return. We have simplified the creation and execution of such promotions, making it easier and more efficient for you to offer your clients among the most effective customer engagement tactics available.