



- Reduce production and distribution costs
- Increase redemption
- Increase footfall
- Instant campaigns
- Real-time campaign evolution
- Influence purchasing behaviour
- Sell unsold inventory
- CRM data development

# instant, accurate, paperless couponing.



Our unique technology enables any mobile phone user in the UK to participate in mobile coupon-based promotional campaigns. A campaign can be setup in minutes delivering coupons to any subscriber instantly—anywhere.

Mobile coupons contain the branded logo of the advertiser, a text message containing the details of the offer, and a unique data-rich barcode, which is scanned when redeeming the coupon.

Mobile coupons are the ideal medium for launching products, promotional offers, and increasing footfall or category growth. Subscribers are recruited into campaigns by texting into a dedicated shortcode (ie.82500) from a variety of media call-to-actions.

Once recruited through permission-based, opt-in procedures, the subscriber can receive and redeem coupons using their mobile phone. You're then free to target the subscriber with future campaigns and promotions—finally providing the elusive solution for closing the marketing loop, and harnessing the power of the mobile channel.

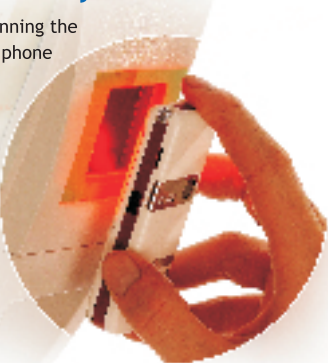


## Redeeming mobile coupons is easy and 100% accurate

Subscribers redeem coupons by scanning the barcode directly from their mobile phone using Trinity Mobile's innovative Fonescan™ unit.

Fonescan™ is easily installed at any location or venue—either as a standalone or fully POS integrated unit. Coupons are validated online using GPRS or LAN connections.

*It couldn't be simpler for the promoter or the user.*



## Tracking and monitoring your coupon campaign

All the information on coupons that have been sent and redeemed, and all subscriber text messages and responses are held within the Trinity internet-based Campaign Desktop.

Every piece of information can be used for analysis and reporting through a series of standard and custom reporting options. All information can be used for targeting and selecting subscribers for any new coupon campaign, as well as evolving existing campaigns in response to redemption analysis—in real-time.

A user ID, a password, and an internet connection is all that's required to access the Campaign Desktop. Interfaces to external applications make it easy for any brand or retailer to start mobile coupon marketing.

The Trinity mobile solution is geared towards fast delivery and response to messages. An automatic response system allows an interactive dialogue with the subscriber. This whole solution ensures the Trinity Mobile experience provides the highest level of subscriber acceptance and satisfaction.

For more information on mobile couponing or any of our other mobile marketing solutions, please call 0207 520 9296, e-mail [sales@trinitymobile.co.uk](mailto:sales@trinitymobile.co.uk) or visit us at [www.trinitymobile.co.uk](http://www.trinitymobile.co.uk)



## a mobile coupon in action...

On a girls' night out...



Sue notices a vodka promotion on the table...

...Katie sends a text to register for the offer...



...and receives the coupon instantly...



...she scans her phone and prints the coupon...



...and gets a free bottle of vodka.

