



- Instant communication
- Real-time 'point' collection
- Low cost
- Easy to manage and install
- Easy, instant recruitment
- Tracking and analysis of visits and purchase patterns
- Instant link to promotions
- Exchange 'points' for digital content

- instant, easy, economical loyalty schemes.

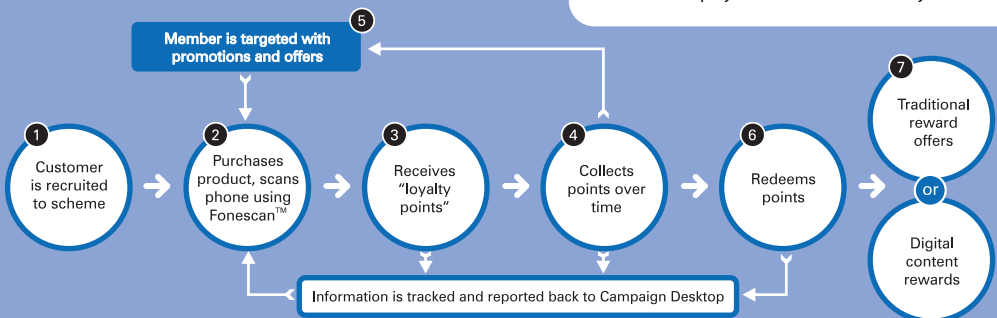
Retailers, brands and large membership groups have been running loyalty campaigns as a stealthy CRM tool for years. Using the members' mobile phone as the 'loyalty card' itself, is a new cost-effective solution that can bring substantial rewards to any sized business relying on accurate knowledge of their customers' behaviour.

Trinity has combined its significant experience in setting up major loyalty programmes with its new and unique technology to enable retailers and brands to run mobile loyalty schemes.

A customer registers for membership to the loyalty scheme in response to a media promotion by sending a text keyword to a dedicated shortcode.

Once subscribed, the scheme operator can reward loyalty, track customers' activity; recording visits and spend patterns alongside demographic and geographic information —allowing it to build a substantial database of information that can be used to affect customer retention and sales growth.

This kind of scheme isn't just limited to the retail environment and can be used in conjunction with any club or venue membership system or linked into any POS.



Interaction and communication —the competitive edge

One unique and significant advantage of our mobile loyalty programmes, is the ability to communicate directly with the consumer at any time, all the time.

Any organisation can now target the loyalty member with tailored marketing campaigns or simple reminders, information, or hints and tips on using products and

services, as well as 'points' redemption offers.

Using the mobile phone in this way provides an intelligent communication platform that enhances the consumer experience and provides the loyalty scheme operator with significant consumer data and a substantial competitive advantage.

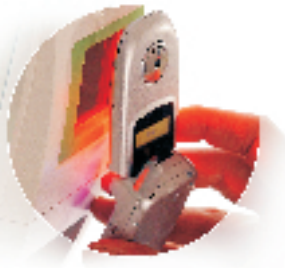
Setting up a loyalty scheme couldn't be simpler

The loyalty scheme is constructed using Trinity's Campaign Desktop, which maintains and manages all the information obtained.

Every piece of information can be used for analysis and reporting through a series of standard and custom reporting options. All information held on a subscriber and the results of any report can be used for targeting and selecting subscribers for any new promotions.

An internet connection is all that's required to access the Campaign Desktop.

Members collect and redeem loyalty points 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—it simply requires a power connection. The unit communicates with Trinity's Campaign Desktop using a GPRS, WAN or local LAN connection.



For more information on mobile loyalty schemes or any of our other mobile marketing solutions, please call 0207 520 9296, e-mail sales@trinitymobile.co.uk or visit us at www.trinitymobile.co.uk



a mobile loyalty scheme in action...

Sue's out shopping in the high street...



...and notices a mobile loyalty promotion...

...she sends a text to join up...



...she enters the shop to browse...



...chooses a new coat...



...pays for the coat at the check-out...

...and collects loyalty points on her mobile...



...she catches her reflection in a window...



...she looks great—and has fifty points to spend at her next visit!