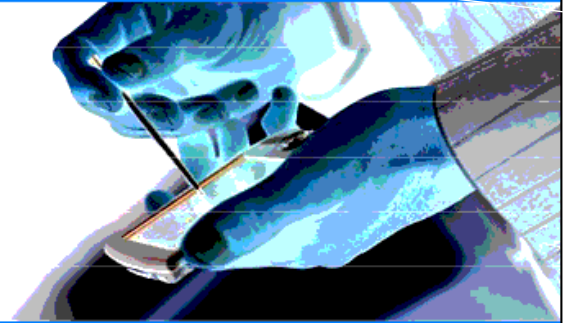


Mobiqa case study

Pakom Distribution System
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Pakom-Shop mobi-coupon™

Mobiqa's partner in Serbia launched the country's first mobile coupon campaign with leading IT retailer; Pakom-shop

pakom
G.O.M.P.U.T.E.R.S

mobiqa
mobile barcode solutions

CASE STUDY: Pakom-Shop Mobile Coupon Promotion

Between December 2007 and January 2008, PAKOM-SHOP - leading Serbian IT retailer organized the Big Christmas Sale Promotion based on the delivery of a unique mobi-coupon™.

Using mobile couponing, Mobiqa's authorized partner and regional distributor; PSC d.d.o, Belgrade promoted the country's first mobile couponing campaign.

PAKOM-SHOP is a leading Serbian IT retailer with 15 flagship stores and more than 50 franchise partner stores throughout Serbia. Through promotional brochures and the PAKOM-SHOP web portal (www.pakom.com), customers were invited to send an SMS message to a promotional shortcode and to include the make and model of their phone in the message e.g. PK Nokia N80. As a reply to their SMS request, customers received a barcoded mobile coupon with a 5% discount on purchases in any PAKOM-SHOP in Serbia during

the promotional period.

PSC d.o.o. developed a special mobile coupon retail web application that was used for the redemption of mobi-coupons™ and



for the completion of the PAKOM-SHOP customer database,

upon redemption. The mobi-coupon™ web application contains advanced analytical modules that provide reports about customer activities during the promotion for example; tracking of all SMS requests, tracking of redemption parameters, customer database search, sales parameters, tracking, etc.

Thanks to this innovative application, it was possible to follow the results of the promotional campaign online, in real-time and to measure the increase of sales in all

PAKOM-SHOP stores throughout the campaign.

More than 45% of delivered mobi-coupons™ were redeemed in stores throughout Serbia which led to a substantial increase in sales during the promotional period. mobi-coupons™ were well accepted by customers and PAKOM-SHOP staff as a new and innovative promotional tool. PAKOM-SHOP management and marketing departments were impressed with the effects of the couponing platform claiming that this would become the standard for future promotional activities.

PAKOM-SHOP mobi-coupon™ action was covered by several important IT magazines and TV station FOX presented TV coverage of the promotion in one of their most popular TV shows that follows the news called FOX e-TV.