



INTRODUCING GOMOBO MOBILE MARKETING

Leverage Mobile Marketing to Maximize Program ROI

GoMobo's mobile marketing service takes QSR marketing to the next level. For the first time, marketers can offer discounts and promotions to potential customers just as they're deciding what to eat and where to go. Unlike paper coupons, text message coupons are easily accessible – customers don't have to cut them from a newspaper, print them out, or remember to bring them along. In addition, text message coupons are easy to forward to friends, adding a viral layer that strengthens program impact. GoMobo's system supports both national campaigns as well as targeted local promotions, providing marketers with the flexibility needed to achieve multiple program goals. The result is a flexible service that builds consumer trial, drives order frequency, and accelerates revenue growth.

Key Features

- Location Targeting**
 - Execute mobile marketing campaigns nationally, by market, even by individual restaurant location.
- Redemption Limits**
 - Set either a numeric redemption limit on promotional offers (e.g., first 500 get a free milkshake), or limit by calendar date (e.g., program ends August 1, 2008). Give customers the ability to redeem the coupon multiple times during a given period, or allow them to use the coupon one time only.
- Viral Coupon Forwarding**
 - Each text message coupon can include a call-to-action encouraging consumers to forward the coupon to friends.
- Campaign Management**
 - Send follow-up text messages to customers based on whether or not they have redeemed. Segment programs based on customer response to previous campaigns.
- Reporting**
 - Track program performance based on campaign keyword, region, store location, and individual customer.
- Fraud Prevention**
 - GoMobo uses two-factor authentication, date stamping, and redemption tracking to eliminate potential fraud.

Easy to Get Started

GoMobo manages all aspects of mobile coupon campaign development and execution. This includes:

- **Assigning** keywords & unique store ID's
- **Developing** in-store and website opt-in approaches
- **Full campaign management** and performance tracking

About GoMobo

GoMobo offers groundbreaking remote ordering & interactive marketing services built specifically to meet the needs of quick service restaurants. Our solutions help operators add incremental orders, increase average order sizes, and increase orders per customer. GoMobo's clients include Wawa, affiliates of Subway, Dunkin' Donuts, Papa John's, and Quiznos, as well as top independent restaurants around the United States. The company is based in New York, NY.

For more information, please contact James Becker at 208-345-0002 or jbecker@gomobo.com.