

THE MOBILE SHAKE UP

Catching Mobilatrix's CEO Chris Rolfe (@chrisrolfe1) after his Net Prophet talk in Cape Town to talk to *Advantage* results in an enthused discussion about mobile rewards and how exactly Mobilatrix is affecting consumer behaviour

By Daniel Scheffler (@danielscheffler)

THE COMPANY HAS positioned itself to be a leader in intelligent mobile marketing solutions that simply reward loyalty and so *Advantage* finds out more about this innovation in the heavy-laden mobile industry.

What technology do you use to make the incentives a reality?

Mobilatrix uses a broad range of technologies to deliver on the Mobile CRM and Mobile Rewards focus areas. We deploy our mobile surveys via different mobile communications technologies. This caters both for clients wanting a brand experience and for clients needing to target entry-level handsets and lower LSMs, or clients that want to use both. However, the most powerful element is how we use our technologies to weave the Mobile Rewards and Mobile CRM together to deliver on something very unique that gives you analytical insights on customer behaviour, customer segmentation, customer psychographic information and more.

How can brands employ this?

Mobilatrix really takes what is perceived to be complex and makes it simple. We provide clients with an end-to-end mobile solution to help manage consumer relationships and incentivise and reward desired behaviour. Our analytics and profiling capabilities allow our clients to track consumer behaviour and gather valuable insights, so that they can make strategic marketing decisions based on actionable data and improve their ROI.

What are the benefits for everyone involved?

The benefits of using mobile to drive loyalty through rewards are cost savings, quick response rates, analytics that include demographics, psychographics and other enriched data, an eco alternative to paper vouchers, access to consumer behaviour insights and new market opportunities.

But in specific looking at these elements:

- Intelligent solutions: Transforms the mobile into an effective, yet simple, business tool that is customer-centric.
- End to end solutions: Ideal for building long term consumer relationships by truly getting to know them.
- Smart profiling capabilities: Perfect for tracking

consumer behaviour and buying behaviour and so gathering valuable insights.

- Cost effectiveness: Consumer insights at a fraction of the price of traditional research.

How can agencies fit this into a marketing campaign?

Mobile rewards can be used as a marketing tool in any campaign type from product awareness, customer acquisition, customer profiling, new product launches and loyalty programmes. These mobile rewards are measurable and targeted so they can play an integral role across marketing; since marketing has become more science than art.



Chris Rolfe

What are the typical uses for mobile rewards?

Mobilatrix integrates the digital realm with brick and mortar by engaging with consumers where it matters most – a handset permanently pocketed by consumers. Retailers can gain useful consumer insights with these mobile reward offerings and consumers can then be subjected to a more personalised experience in-store in doing so making shopping worthwhile for them.

What's the projected future for the industry locally and abroad?

Mobile and card-based NFC is about to become mainstream fairly shortly. This will certainly



ease the redemption process. At the back of this lie mobile wallets – they will control and act as containers to rewards, and will play an important role in easing the collection, retention and management of all the digital currencies e.g. mobile money, 'moola', mobile coupons, vouchers and airtime in a secure environment.

How did Mobilatrix start?

Mobilatrix was founded in 2006 and has positioned itself to be a leader in intelligent mobile marketing solutions that simply reward loyalty. With three distinct pillars of the brand, engage, measure and motivate, Mobilatrix's solutions are in reality comprehensive.

What inspires you as a team?

Just knowing that there is this unique opportunity and making it our own. This type of solution has been crafted for the emerging economies, but can be used very well for the more established economies as well.

Where is Mobilatrix going?

Mobilatrix is establishing key partnerships to ensure we can better target, profile, drive predictable uptake and increase consumer activity where ever consumers are doing their thing – a perfect solution to marry the digital internet domain with the real world that people live in.

Who are your clients?

FMCG retailers wanting to drive and predict more accurately the footfall into store at the back of a promotion.

Suppliers that want to get to drive purchase behaviour by getting to know consumer buyer behaviour.

Media organisations that want to further add value to the media landscape and further monetizing it when revenue has hit a ceiling.

Companies with an existing CRM solution that wants to further add value to the existing system and increase predictability of results.

So we are extremely widely ranged, from Blue Label telecoms to Vodacom and Shoprite.

You can follow the conversation on Twitter @mobilatrix