



OVERVIEW

O2's Priority Moments is a scheme to reward O2 customers through local deals, discounts and exclusive "Moments" provided by partners throughout the UK. The service is location based, providing the nearest offers either through a smartphone app, mobile web portal or fixed web access. Since its launch in July 2011, the campaign has had over 3 million vouchers downloaded for the various offers. The user base is a highly marketable combination of demographics:

52:48

male : female

18-35

60% of users

ABC1

71% of users

iPhone

60% of users

ENTERTAINMENT (to 1st March 2012)

In the Entertainment category, there have been over 110 offers. When promoted via text, these offers have seen up to 660% uplift in voucher downloads. Specifically in the Entertainment category, there have been:

20m

offers served

1.9m

offers clicked

570k

voucher downloads

21%

redeem in-store

CASE STUDIES

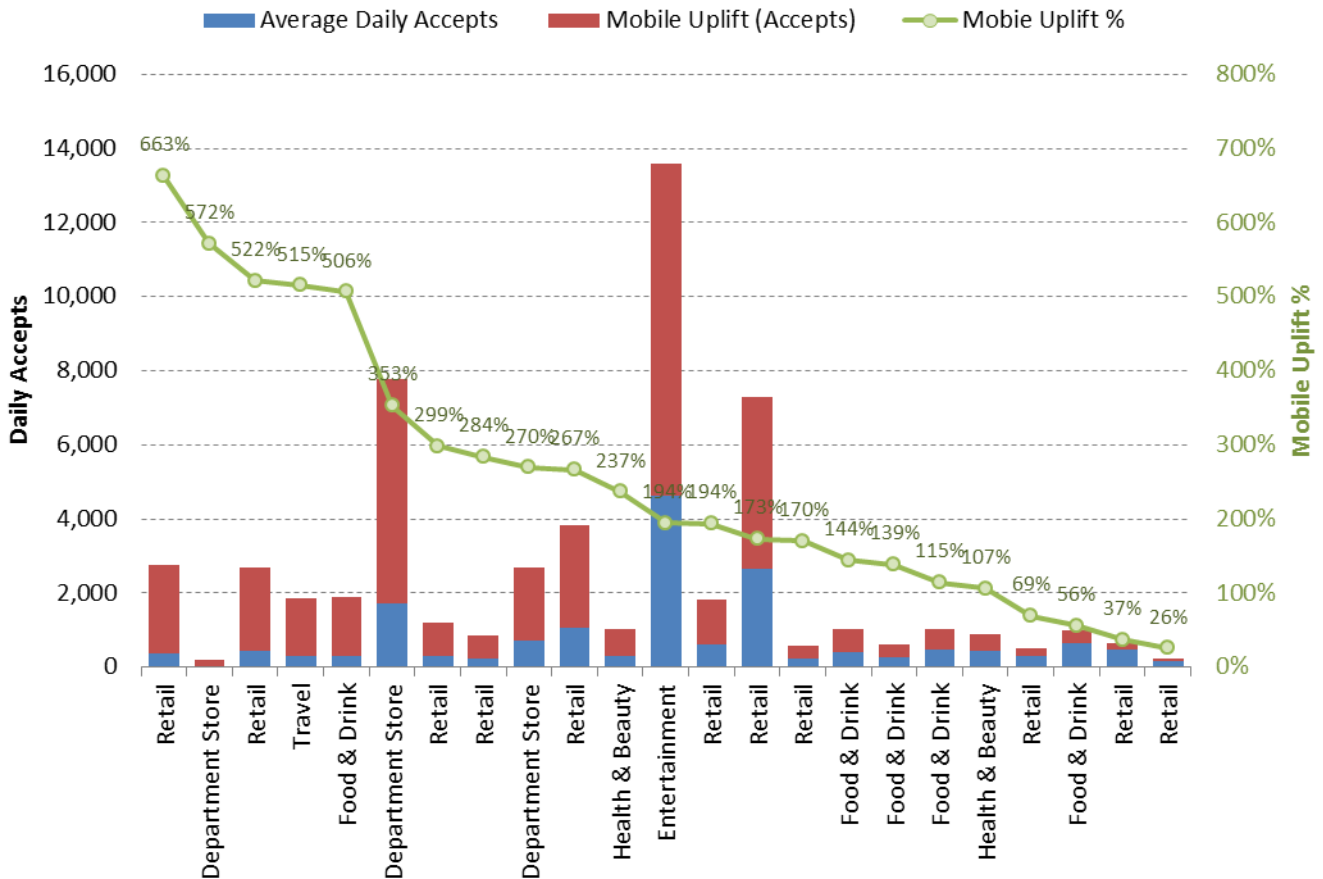
Nights Out	
Offer: 50% off tickets	Views: 750,000
No. of locations: 105	Voucher Downloads: 290,000
Length of Offer: 6 weeks	Downloads per Day: 7,300

Sport	
Offer: Free Rugby Pack	Views: 18,500
No. of locations: Online	Voucher Downloads: 14,500
Length of Offer: 4 days	Downloads per Day: 3,600

Leisure Activity	
Offer: 2 for 1 adults	Views: 63,000
No. of locations: 16	Voucher Downloads: 6,000
Length of Offer: 4 months	Downloads per Month: 1,500

Active Day Out	
Offer: 20% off tickets	Views: 9,000
No. of locations: 25	Voucher Downloads: 2,000
Length of Offer: 5 weeks	Click Conversion Rate: 24%

UPLIFT IN ACCEPTS FROM MOBILE MARKETING



DRIVING INCREMENTAL FOOTFALL

In a recent offering, we measured New Customers versus Existing Customers of the merchant partner. The results showed that Priority Moments does drive a significant amount of new custom to partners. This is in addition to the effects of bringing the brand to front of mind in existing customers.

During the two weeks of this offer, the results were:

9k

voucher downloads

6k

in-store redemptions

68%

voucher downloads converted to purchase

25%

1,500 new customers

TESTIMONIALS

I have seen the promotion go live this morning on both the app and O2 online! Very pleased we have made it in the end! We have shared the promotion on our Facebook page this morning with our 250,000+ fans and it has already been well received

- Retail Brand

Priority Moments has been great for us ... It's driving thousands of new users to us – week in, week out.

Thanks for giving us the opportunity to be involved

- Food & Drink Brand