



Broad reach, customer initiated, location verified

**LOCATION + SMS = RESULTS**

03.11.2013

**50%**   
smart phones

<5% audience  
for any single  
app vendor

**50%**   
feature phones

**300 million**  
mobile devices in North America



# Case study

## Hockeygiant.com

Hockey Giant is the largest hockey retailer in the US with a large online presence and three superstores located in the major markets of Michigan, California, and New Jersey.

As a specialty retailer destination site, HockeyGiant stores attract customers from a large geographical region. For the superstore management team, the focus is always on the in-store customer experience and incentivizing return visits since average spend per visit is high.

### Mobile Solution Goals:

In 2012, the HockeyGiant marketing team was looking for a mobile rewards solution that would

- Build customer loyalty
- Be readily accessible for all in-store customers
- Be easy to deploy, control, measure, and maintain
- Offer long-term flexibility in mobile engagement

**HockeyGiant selected the RoundBuzz solution because of its strength in all these areas.**

### RoundBuzz Program:

HockeyGiant used the RoundBuzz text checkin campaign to create a long-running in-store checkin program that rewarded frequency-based loyalty. Posters around the store advertised the campaign. Upon checking in, consumers were offered a significant mobile coupon if they were to come back and check in again on one other day within the calendar month.

### The RoundBuzz campaign delivered excellent results, including:

- Membership grew consistently at 88% per month after program launch
- Total members achieved 91% of similar Foursquare program for same location within 90 days
- Member return-visits grew from 7% in first month to 15% sustained

### Summary:

RoundBuzz offers retailers like HockeyGiant an easy-to-deploy, high-impact way to show customers that their loyalty is appreciated and drive return foot-traffic for their stores.



# Case study

## Jersey Nicks Car Wash

Jersey Nicks Car Wash provides car wash and detailing packages as a long-established local business in Closter, NJ.

As a single-site local business with limited marketing budget and time, Jersey Nicks was looking for an easy but effective way to get into mobile marketing and engage its customers directly.

### Mobile Solution Goals:

In 2012, Jersey Nicks selected RoundBuzz as a mobile marketing solution that met these key criteria:

- Easy to deploy solution – quick setup and easy management
- Customer-friendly texting solution in order to reach all customers
- Marketing innovation to attract customer attention and drive adoption

### RoundBuzz Program:

Jersey Nicks found value in its RoundBuzz program:

- Membership grew consistently at 67% per month after program launch
- Total members achieved 44% of similar Foursquare program for same location within 90 days
- Easy setup – the main mobile campaign went live within minutes of signing up with RoundBuzz
- Cross-marketing success — RoundBuzz campaigns enabled Jersey Nicks owners to successfully market offers for the Detailing Center to customers going through the Car Wash and to measure acceptance in the mobile channel

### Summary:

Jersey Nicks Car Wash has found RoundBuzz to be an effective mobile touchpoint to its core local customers that was easy to adopt, affordable, and highly effective.



# Case study

## TNA Wrestling

Founded in 2002, TNA Entertainment, LLC, headquartered in Nashville, TN, develops and promotes original professional wrestling programming for cable, Pay-Per-View specials and live events. TNA manages every aspect of production internally.

### Mobile Solution Requirements:

In 2012, TNA was seeking a flexible mobile engagement solution for its audiences at live shows and TV tapings. The immediate business goals were to find ways to enhance the overall experience for the live audience and drive in-venue marketing using the mobile channel. In building up a mobile list, TNA also wanted to ensure the ability of its mobile marketing solution to retarget fans beyond the live venue with location-targeted mobile campaigns.

**TNA selected the RoundBuzz over other solutions,** due to its unique interactive text checkin model, location-aware mobile marketing capabilities, and flexibility in targeting and measuring campaigns.

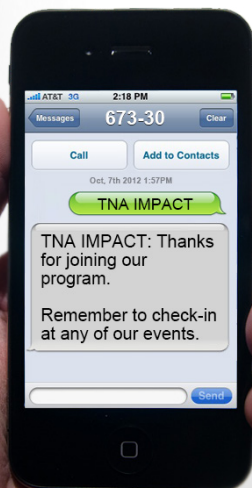
### RoundBuzz Program:

As TNA has rolled out RoundBuzz for live wrestling audiences, the first results have validated the RoundBuzz choice :

- Response Rates: Delivered check-in opt-in rates as high as 36% at individual events
- Revenue enhancement: Fans were rewarded with a mobile coupon code for discounted merchandise at TNA's online e-commerce store.
- In-venue behaviour: Fans received an in-venue push message to encourage them to stay until the end of the match to receive a free T-shirt.

### TNA Wrestling Summary:

RoundBuzz is providing TNA Entertainment with an extremely effective tool for mobile marketing.



**TNA is continuing to build its mobile database** with the help of RoundBuzz.

# About RoundBuzz

RoundBuzz is an innovator in location-based mobile marketing and a pioneer in location "Text Check-ins". With a long history in mobile marketing and technologies, the RoundBuzz team brings deep experience working across the mobile ecosystem to develop and deploy next generation mobile services and solutions. Our service uniquely combines location with text messaging to create a whole new way of thinking about mobile marketing. The RoundBuzz solution is a cloud-based self-service marketing platform that allows business owners to create, launch, and monitor powerful location-enabled interactive marketing campaigns easily and intuitively. With company headquarters in Research Triangle Park, Durham, NC, RoundBuzz is what's next in mobile marketing.

For more information about RoundBuzz visit [roundbuzz.com](http://roundbuzz.com).