

New mobile developments could close marketing loop

Linking marketing spend to actual performance, measured through the point of sale terminal (POS), has historically been a challenge. When a customer arrives at the till with a loaded basket, how does one identify the campaign to which they are responding to or even if they are responding to a campaign at all?

According to Bevan Ducasse, CEO of wiGroup, the ability to 'closing the marketing loop', will now be possible with new developments in the mobile space, as the company's open platform now allows brands and retailers to close this loop.

Changing anything on the POS is onerous for a retailer, as it is expensive, time-consuming and potentially disruptive, all of which may result in lost trade. The market today is comprised of a whole host of mobile transaction service providers, each promoting their own single point solutions, which require a separate integration to the retailers' POS systems. This is difficult and can impose serious limitations for the retailer.

Highly scalable solution

"Nobody wants to get locked in to a particular supplier or technology in a market space that's changing so rapidly. It is not feasible to require new updates or developments at the POS in respect of new campaigns or mobile solutions," says Ducasse.

This has now been addressed through a convenient and highly scalable solution that enables retailers to accept any form of mobile currency and transaction type via a single integration.

"What has previously been missing is an open platform through which any mobile transaction service can talk to the POS. This is now possible through the platform. Furthermore the solution or campaigns that run through the platform are not restricted based on mobile type - smartphone app, mobisite, SMS, USSD string or next month's big thing - you are able to use all possible channels and focus on the best method to reach your desired customer base."

Retailers, brands and agencies are now able to execute effective and measurable 'closed loop' mobile coupon and voucher campaigns.

Full access

"The platform offers an open API for any mobile transaction service developer to use. This transforms the POS into a portal that gives retailers full access to a wide range of mobile marketing and payment options.

"Access to this universe of possibility requires a single, once-off POS upgrade that can be implemented remotely. All POS

solutions can be accommodated and no hardware changes are required. It is always going to be a pain to change a POS system. However, access to this platform ensures that you will only need to go through this process once to access unexplored opportunities in the mobile space," he concludes.

For more, visit: <https://www.bizcommunity.com>