

Key Ring Offer Strategies Wireless Industry



**No
more
cards.**

Key Ring.

Helpful Hints:

Opportunity for “high value” offers

- Free Item
- Deeper discount than traditional offers (i.e. 25% off or higher)

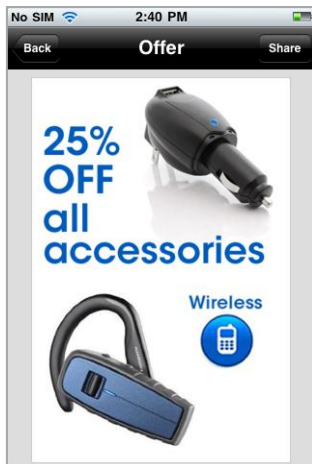
Consumers already primed to receive some type of “reward” at these times



Birthday Offer

Must ask for birthday during enrollment

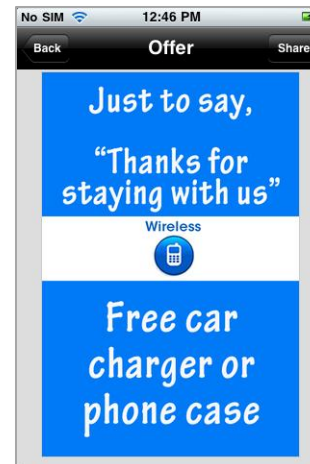
Automatically sends one week before birthday and expires one week after



New Joiner

High value offer that rewards consumer for enrolling in program

First offer user will see in offer list after enrolling



Anniversary Offer

Acknowledges the yearly anniversary of user's enrollment in program

Automatically sends one week before anniversary and expires one week after

Traditional Offers

Helpful Hints:

Image offers are *highly* recommended

Offers in Key Ring can serve a variety of purposes: Educate, Communicate, Discount

Important to take offer focus into consideration when setting up campaigns



Redeemable Deal

Provide a low-mid value discount

- 10-25% off
- BOGO
- Gift w/ purchase
- Sale/clearance discounts



Communication

Educate consumer

- Arrival of new products
- Standard specials
- Limited time events
- Sales or clearances to move inventory

Offers should be “unlimited redemption” set up



Link

Direct consumer to mobile optimized sites

- Microsites
- Sweepstakes or contests
- Product information sites

Should not link to YouTube or social media sites

Offer Ideas:

Here is a list of types of offers you can set up in your Key Ring program. Remember, offers can be used for discounts, everyday deals, communication and education.

- Free item (no purchase necessary)
- Percentage off
- Dollar off
- Buy one, Get one Free
- Gift with purchase
- Announcements about upcoming sales, clearances, special events
- Customer appreciation events (i.e. extended shopping hours for Key Ring users)
- Limited time offerings
- Holiday offers
- Event and day specific tie-in offers (i.e. Superbowl, National Technology Day, etc.)
- Friends and family discounts
- New product offerings
- New service offerings

Helpful Hints:

Offer Images:

- Image offers are **highly** recommended
- Use contrasting background and font colors
- Pick easy to read fonts
- Keep text to a minimum so information is easy for user to consume

Offer Management:

- Test several types of offers to see what works best for your customers. Look in your portal for offer ratings and comments to see direct consumer feedback.
- Plan your offer strategy ahead. The portal makes it easy to set up offers and campaigns in advance!

Helpful Hints:

Use messaging for high value or time sensitive offers to bring increased awareness

Best practice: During campaign creation, set up mobile notifications as the default with email notifications as a backup (this helps reach as many members as possible)

Do not message more than 1x per week

Mobile Notification

Pings direct to phone

< 70 characters

Activated for majority of Android and approximately half of iPhone users



Email

Good back up to mobile notifications (for those users who have deactivated them)

Only contains thumbnail of offer, not the entire offer image

Offer can be launched in Key Ring if email is viewed from mobile device

