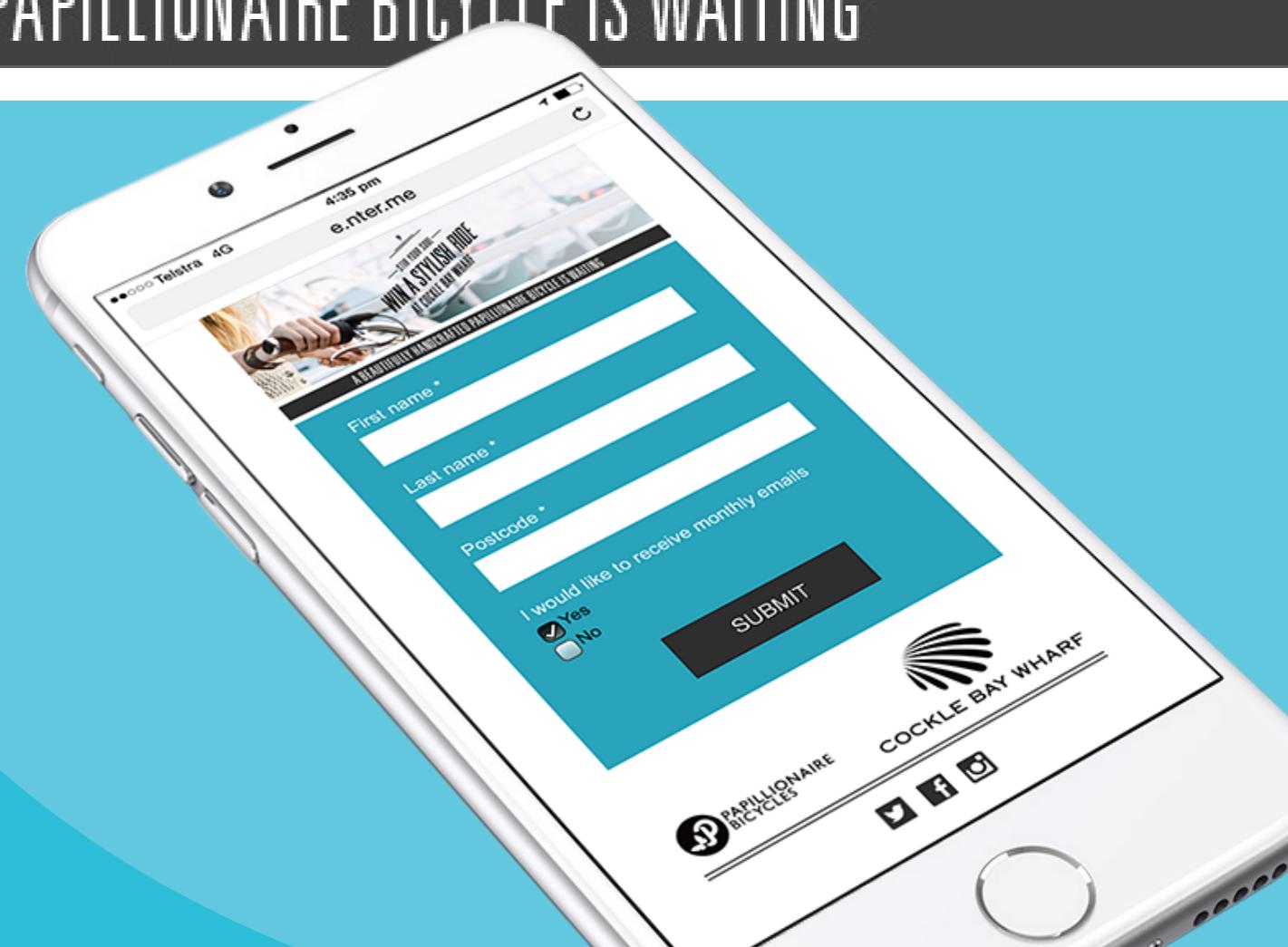




A BEAUTIFULLY HANDCRAFTED PAPILLIONAIRE BICYCLE IS WAITING

SMS Case Study: Cockle Bay Wharf



Approximately 421 new leads and 316 completions at \$1.02 per lead

Setup

Cockle Bay Wharf were looking to build their email database through competition entries to win a bicycle. The idea was to text the persons email address to a number on posters and menu cards around cockle bay wharf. When the person texted in we collected both email and phone number in one action. This information was transferred to a landing page through a uniquely generated URL in the message.



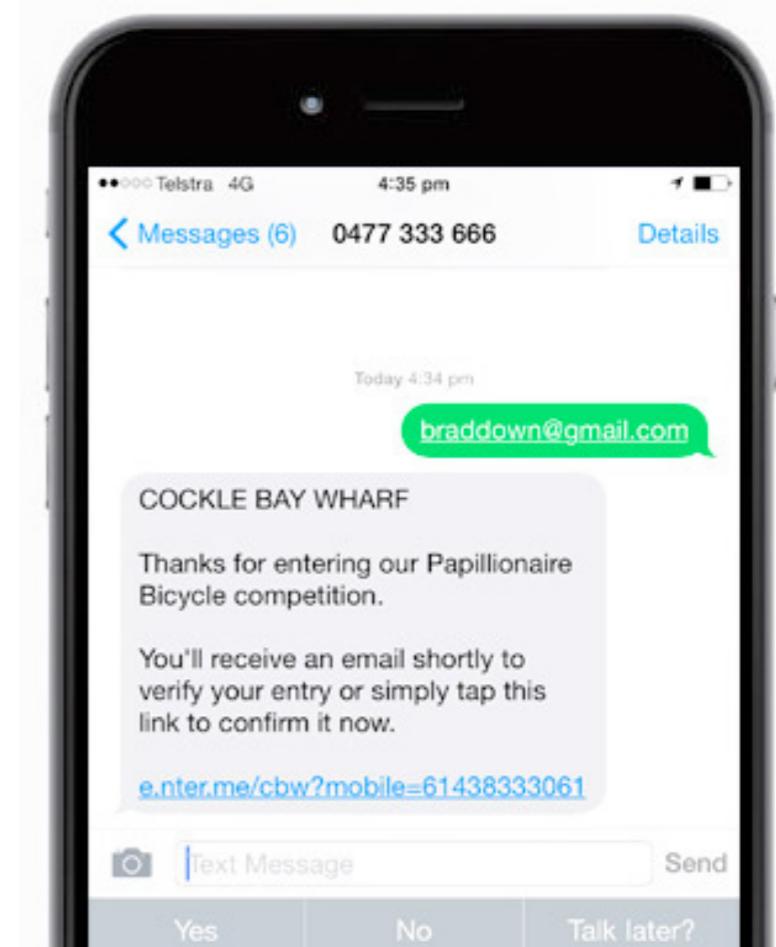
Tactics

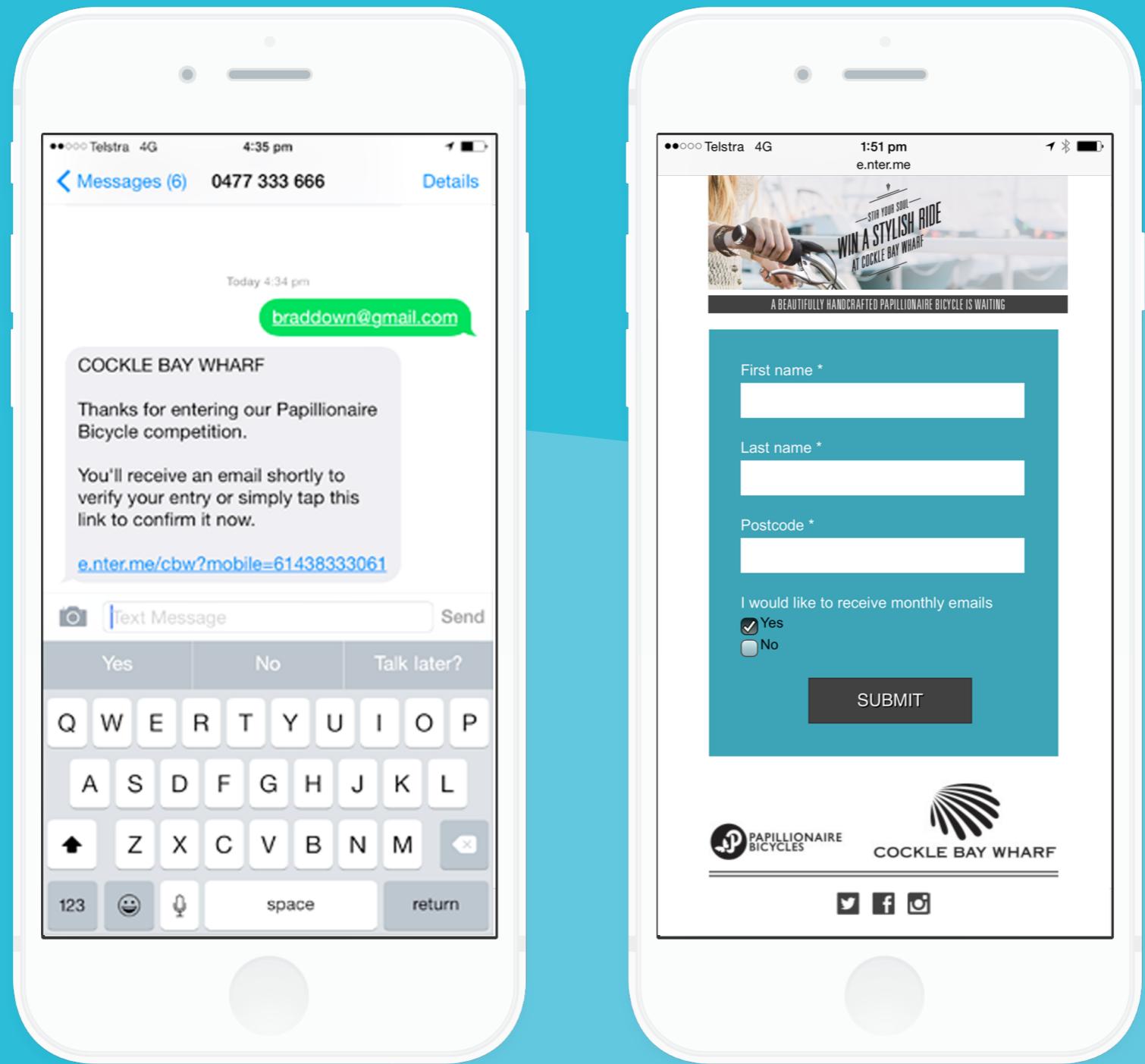
The landing page and a form to complete the entry, as we passed the phone and email information we only asked for name and post code which increased conversion rate by many times, compared to other campaigns we have run that re-ask for the same information. Also completion of the form was not necessary to capture the lead as it was already sent through in the initial text.

At the same time an email with more detailed information about Cockle Bay Wharf was sent through.

Result

The total numbers were not huge as the actual physical volume of promotional materials was reasonably low, however what we are paying attention to here is the completion rate and lead capture. 100% of leads were captured 99% clicked and 75% converted. That kind of capture and conversion rate is awesome. Super easy entry mechanism, all touch points communicated to and all setup and tested in less than a day.





426 Entries Received
421 Link Hits 98.8%

Entry Completions
316 Conversions 75.1%

Campaign Cost:

Campaign Setup	\$199
Landing Page Creation	\$99
Gold Number Rental x 1 month	\$99 per month
Message Costs 426 x 8.9c	\$37.91
Total Cost	\$434.91
Cost per Lead:	\$1.02

Contact us to get
more from your
SMS campaigns.

"The Burst SMS team provided us with an innovative solution that was great value for money. The process was easy to manage and the results and reporting were easy to see."

Octavia Hammer

Senior Client Account Manager

Twentieth Letter

helpdesk@burstsms.com

www.burstsms.com

