

GRABBING A SLICE OF THE ACTION

Irish software firm ZinMobi has enjoyed success in the local market and is now looking at the pizza sector in the United States

ZinMobi, which has offices in Kerry and Dublin, recently announced an investment of €560,000 to grow its business overseas. The software business provides customer analytics for takeaway restaurants. Having made strides in Ireland, its next step is the US. Brian Stephenson, founder of ZinMobi, told Connected that the IT infrastructure in the sector now makes it an ideal time to grow the business.

"It's very exciting for us. Things are coming together, it's a case of good timing. Mobile technologies are definitely improving. Retailers are beginning to look very seriously at them now because whereas before there was a lot of promise of mobile for the last few years, it never delivered because the technology wasn't quite there. Some aspects were delivering, like SMS and mobile, but now there's a lot of different proximity tools that are proving themselves in the marketplace so that's getting retailers and food companies to pay more attention to mobile," said Stephenson.

While the company has a broad spread of clients in Ireland, the chief focus for ZinMobi's US expansion is the pizza sector. "Pizza is one of our specialities so that's the market we're going after initially, but we will be quickly expanding into other sectors in North America once we have traction," said Stephenson.

"We work with all of the client's existing transaction data. Because a lot of the pizza industry is takeaway, every time someone orders, the transaction is recorded. We can then identify in that transaction. If a customer transacts once every three months, we can tailor an offer in front of them to try and increase their frequency to once every two and a half months," he said.

"The value of the offer and the timing of the offer is totally targeted at their purchase pattern, so if someone normally purchases on Monday and never purchases on the weekend, we never send them a message at the weekend because it might mean that they're working in the hospitality industry and they're at work at weekends, but we know that Monday is their day off so we target them on a Monday knowing that there's a much better chance of that converting into a sale.

"We do the same with grocery companies in Ireland, Su-

perValu is a client. They use us to target people based on their purchase history. That's all captured through the rewards card."

The shift towards greater use of smartphones has increased the ability of businesses to better target individual customers.

"Now when you ping them an offer incentive by email or by SMS or through an in-app message, you can incentivise them to order online as well as order over the phone," said the ZinMobi founder.

Stephenson's drive to bring analytics into the food sector is influenced by his background in the online betting business. "I started in Paddy Power in 1998. There was an immediate focus on the analytics, that's still a big part of how they run their business today. There's a lot of actuaries and number crunching experts inside there analysing purchase data and using that to drive future sales," he said.

Stephenson said the challenge for companies like ZinMobi was in removing the mystique from business analytics.

"I think there's a problem in the industry, and it's the way that it's sold. There's a lot of talk around Big Data. I think people often find that concept a small bit scary - 'how are we going to handle all this data?' - whereas in reality you can just take a few data points and use that initially to be smarter with your marketing," he said.

"When people talk about Big Data, it seems like this is a big elephant they need to swallow in one go. The name doesn't help. Smart Data would be better because there's loads of data out there, but some of



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the data points are much more critical than others.

"Last transaction date is critical because you know how long has it been since we've seen this customer and it's often more important than demographic data because a customer's previous purchase behaviour is a bigger indicator of how they'll purchase with you in the future than any demographic data that they're a 24-year-old male. That's still interesting, but it's less important than knowing that they purchase on a Tuesday, they normally spend €18, they normally buy this and it's been X number of days since we've seen them."

Stephenson said the big shift to expect IT-wise from the food sector in coming years is a greater focus on mobile. "Retailers are going to start putting a much bigger percentage of their marketing budget towards mobile. It's still pretty small compared to other spend, but I think that there's going to be bigger investment in mobile for retailers."



Brian Stephenson,
founder of ZinMobi

Commercial Profile: ZinMobi

Don't be flash, be focused on ROI

SuperValu is just one of a number of leading Irish retailers, convenience stores, fast food and restaurant chains that is benefiting from mobile marketing and messaging software developed by a fast-growing Irish technology company called ZinMobi.

Based in Dublin, but also operating in the US and in Britain, ZinMobi promises to deliver instant sales through well targeted messages and offers. Eoin Fitzpatrick at SuperValu agrees that it works for the supermarket chain. "The ZinMobi platform has proven to be very successful for SuperValu. It has delivered an increase in store footfall directly attributable to the targeted messaging campaigns we send."

Making it easy for consumers and your business

So is this yet another 'bleeding-edge' technology that will excite the tech market and then fail to deliver? The short and very definitive answer is no. Brian Stephenson, chief executive at ZinMobi explained why: "While other companies develop for the latest gadget favoured by a



From left: Bart Kane, head of finance and legal; Brian Stephenson, chief executive; Conor McAleavey, co-founder and director and Louis Grenier, digital marketing manager, all of ZinMobi

few early adopters, we're very focused on our client and the consumer. Each client has different requirements, different customers, different business processes and our job is to design and support a solution that seamlessly works for their business and makes an impact on the bottom line.

"We don't do vanity projects" said Stephenson, "we pride ourselves on delivering solutions that give our clients a return on their investment in us."

Mobile and data at the heart of everything

The explosion of smart phone usage means con-

sumers are 'connected' 24/7 and this is resulting in a huge amount of data being generated. "We're in the business of helping companies capture, manage and utilise customer data to deliver more exciting and personalised shopping experiences" said Stephenson, who learned his trade while managing the online division of Paddy Power.

"We start off by looking at our client's existing customer data and then we find the best ways to capture more data and deliver high ROI marketing, taking into consideration our client's business goals, their customer demographic, their budget and

their internal systems and resources."

Guaranteed results

Finding low-cost ways to drive revenue and keep customers coming back - again and again - is vital to the success and growth of retail stores and fast food outlets.

ZinMobi seems to have found the answer. "We've created a data-driven, multi-channel mobile marketing platform. This means our clients can interact with consumers through SMS, email, apps, push notifications or beacons with the consumer in control of the engagement, choosing when and how they would like to be contacted."

But does it deliver? ZinMobi has that covered too, as Stephenson confirmed: "We put our money where our mouth is by offering clients a ROI Guarantee."

For more information and to discover how ZinMobi can help your organisation deliver a guaranteed return, contact ZinMobi at 01-6401934 or visit our website www.zinmobi.com.

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