ZinMobi

DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

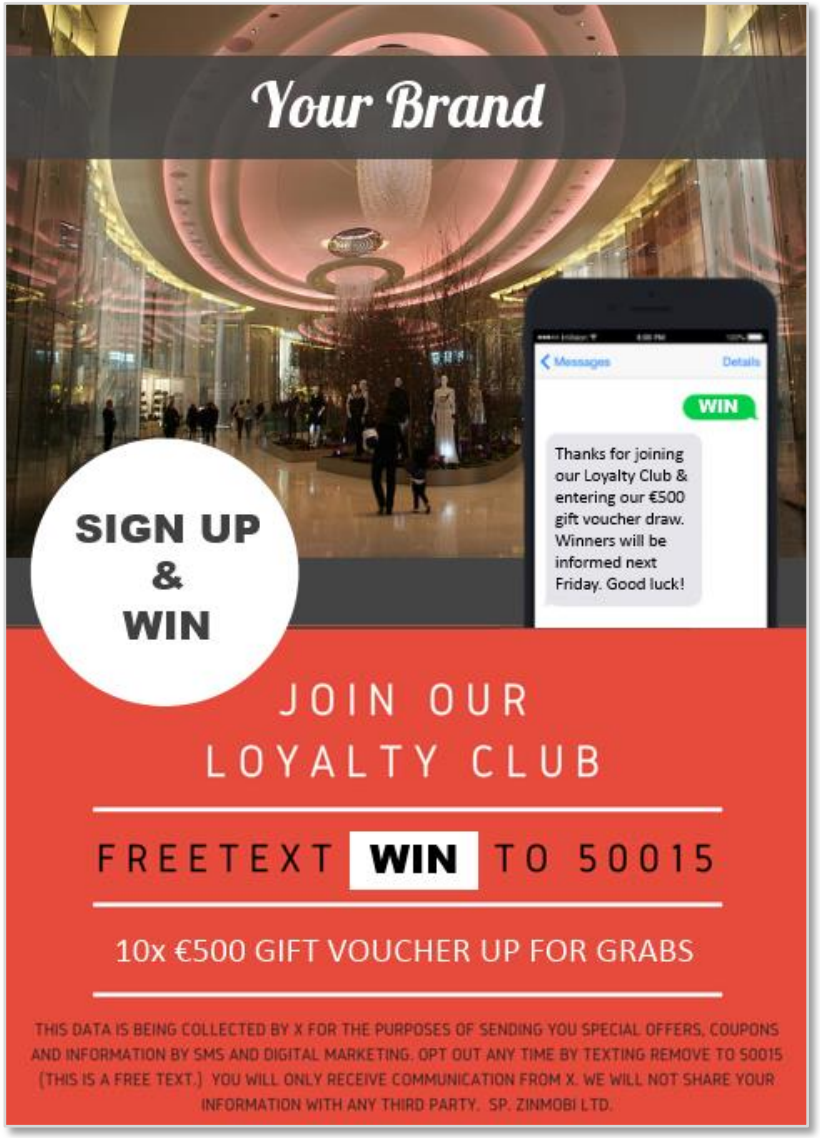
DATA CAPTURE

What Is Data Capture?

Data is at the core of everything we do. It's essentially the process of building your customer database or customer profiles. ZinMobi's platform takes feeds of customer data and helps you unlock its exceptional value and marketing power. The feeds of customer data can be provided by you or **we can help you capture it**.

We're not concerned with "Big Data". We care about "Smart Data". Smart Data helps you to intelligently segment, target and engage customers using real actionable behaviour points. ZinMobi can work closely with you to develop and build customer data capture strategies.

Continue Reading to find out
More About Data Capture ➔



If you're looking to excite your customers, there really isn't anything as effective as running a competition. In-store or on-pack promotions such as text-to-win or knock out prize draw competitions, not only drive sales but generate buzz and positive sentiment towards the brand. They're also great for capturing customer data, marketing, collecting opt-ins or sign ups to loyalty or reward clubs.

ZinMobi can offer a range of in-store and on-pack promotion competitions using SMS including:

- Text-to-Win
- Text-to-Join
- Text-to-Join&Win
- Text-for-Coupon

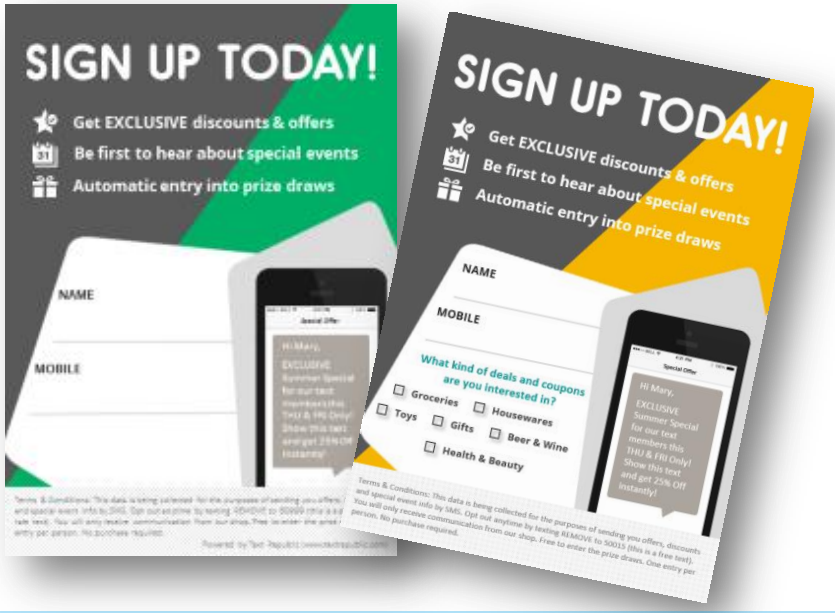
If you are an FMCG brand or considering running on-pack promotions please click here for more information.

One of the most simple and basic methods for collecting customer data and loading it into the ZinMobi platform to kick-start your marketing campaigns is using the humble pen and paper.

Our platform supports the upload of mobile numbers and email addresses (and any other data you may hold in excel format!) via excel spreadsheets. This method works a charm if your business doesn't collect data through more advanced means such as Loyalty Programs or CRM Systems.

If you don't currently have a customer database don't worry. ZinMobi can help you excite your customers while simultaneously building a database of customer information by providing you with the materials to run a simple yet effective data-capturing in-store competition.

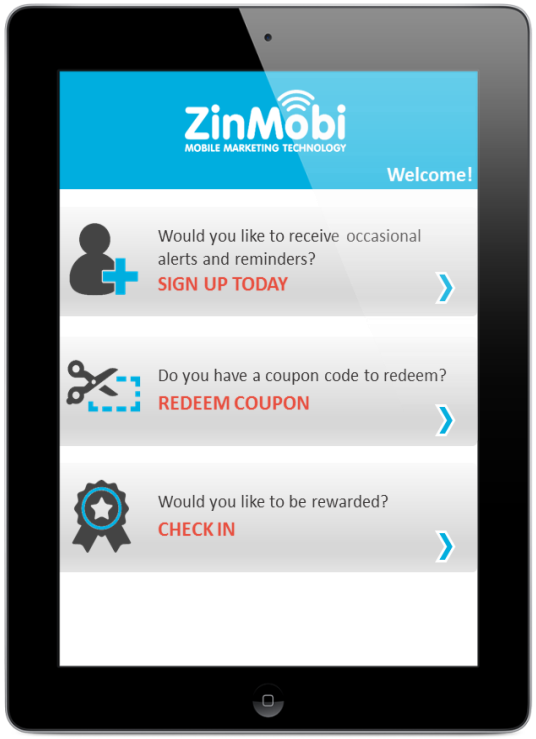
It's important to make sure customers know the data collected will be used for marketing purposes.

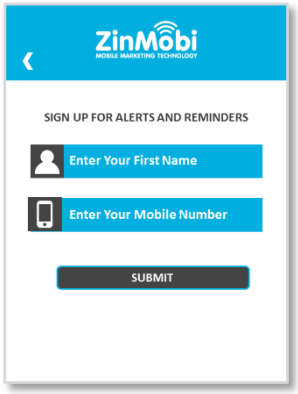


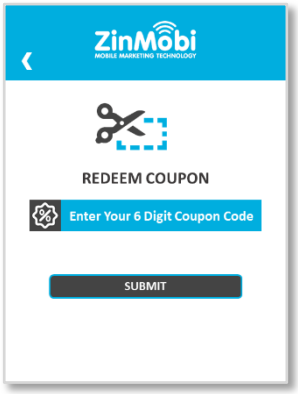
Explaining the benefits of "Signing Up" to your customers...

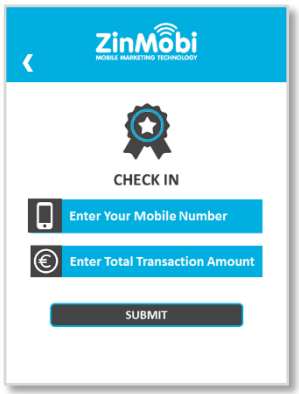
- Make them feel special by emphasising that they will receive EXCLUSIVE offers by providing the data.
- Let customers know that you will never SPAM them and only send valuable offers, occasionally.
- Tell them their mobile number and email address is SAFE with you.
- Highlight to customers that they have a chance to WIN prizes.

TABLET DEVICE









ZinMobi's new low cost fully automated CRM & loyalty solution for retailers can help your business win new customers, drive sales and, importantly, capture and use valuable customer data beyond just mobile number and email address.

Our Light Touch Loyalty software is designed to operate on tablet devices, which can be set up or mounted at the point of sale in-store. Customers can use the device to sign up for special offers, promotions and other marketing communications while staff can redeem coupons presented by customers and use the "Check In" feature which allows you to track a customer's transaction dates and value. The data collected is recorded in ZinMobi's marketing platform.

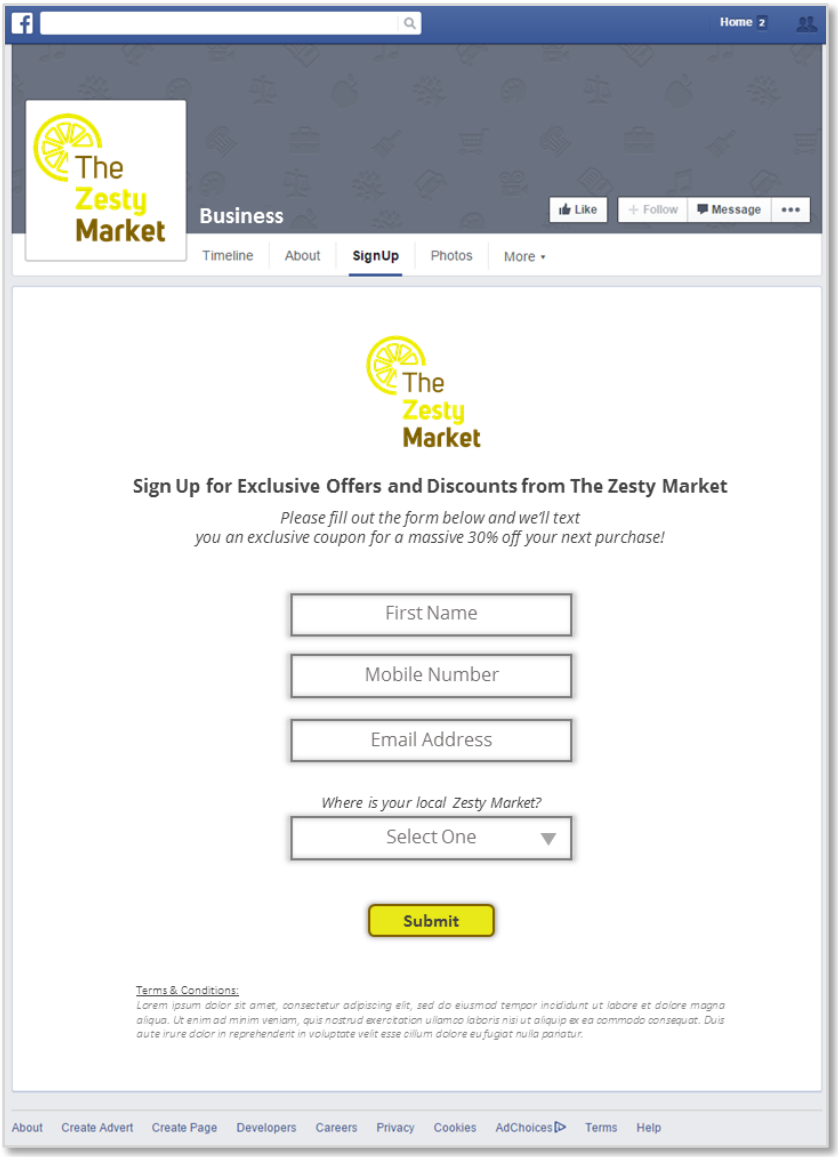
The data can be used for standard marketing campaigns, couponing or marketing automation. For example, using our AutoText feature you can set up an automated campaign which triggers an extra special discount offer via SMS to customers that have not transacted with you in over 3 months.

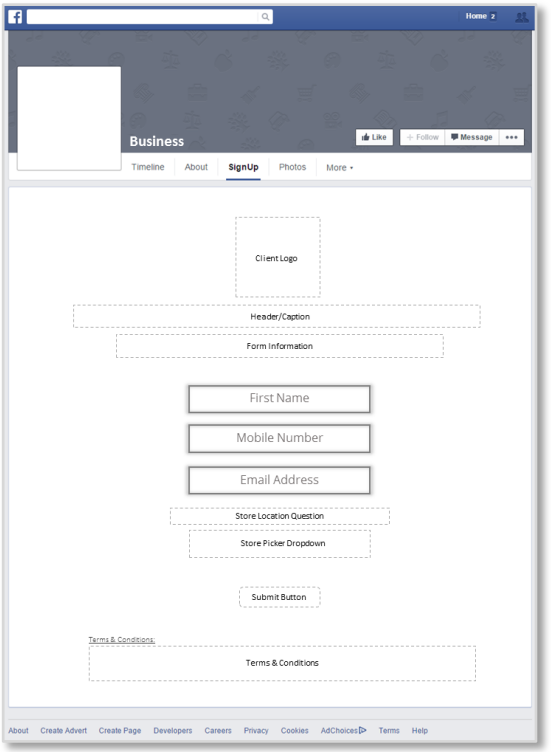
ONLINE & SOCIAL MEDIA FORMS

For capturing data via Facebook, ZinMobi can create a Facebook tab app. The tab app can be used for data capture competitions or sign up forms.

Each tab app can be customized in line with client branding and for the purpose intended.

Post sign up/entry ZinMobi can automatically ping the customer a confirmation text. This text can even include a Thank You Coupon!





If you have an existing customer loyalty program, CRM system or capture data through your ePOS, ZinMobi can work with your provider(s) to integrate our software. Our developers are vastly experienced in working with a wide range of loyalty, CRM and ePOS providers to either (1) create secure nightly SFTP data transfers or (2) integrate via API, to feed ZinMobi's intelligent multi-channel marketing platform.

The primary benefit of integrating ZinMobi with your loyalty program/CRM system/ePOS via Nightly File Transfer or API is the availability of up-to-date, daily/real time, valuable and useable data for marketing campaigns.

Whatever data you record we can make valuable. Want to target customers who first transacted in the last 2 years, have a total spend of over €500, have completed more than 10 transactions from your Dublin locations and haven't purchased in over 6 months (i.e. they're probably "slipping away)? No problem, ZinMobi can help you win them back!

What kinds of customer data can ZinMobi work magic with?

- First Transaction Date
- Last Transaction Date
- Join Date
- Total Spend
- Total Number of Transactions
- Loyalty Points
- Store Location
- Birthday
- Gender

And the list goes on and on and on!