

## Stanislaus County Fair

*Mobile Coupons Drive Ticket Sales During Slow Hours*



### Who they are

- www.stancofair.com
- Turlock, in Central California
- Agency of the State of California
- More than 220,000 visitors

### What they needed

- Increase weekend daytime attendance
- To market effectively with limited resources
- To grow their customer database
- Cater to everyone with a cell phone

### What they did

- Throughout the year used NetInformer's mobile campaign system to communicate to fans of the fair and build their customer database
- Ran a mobile coupon campaign utilizing wireless coupon terminals for redemption
- Offered \$3 off discount admission price, valid for Sat & Sun, 12-5pm

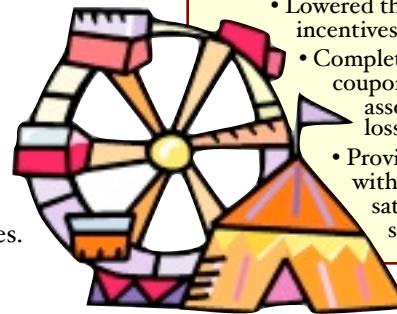
### What they accomplished

- 5% Increased daytime attendance attributable to mobile coupons
- Coupon conversion: 44%
  - Lowered their cost of offering incentives by over 75%
  - Completely eliminated coupon fraud and associated monetary losses
  - Provided customers with a unique and satisfying method of saving money

### THE CHALLENGE

Typically, Saturday and Sunday daytime hours are some of the slowest times of the fair. The hot central California sun coupled with greater interest in evening shows and performances make for daytime attendance that could use some help!

Plus, the fair wanted to drive a younger, tech-friendly crowd to arrive earlier in the day thereby boosting dinnertime food sales and concession purchases.



### MOBILE SOLUTION

NetInformer, the fair's mobile solution provider, suggested that a mobile coupon offer be employed to drive attendance during the slow periods. Since Stanislaus had already been building a large database of people interested in fair information through text message opt-in campaigns over the prior year, there already existed a group to send the offer to. Additionally, radio, TV and print ads were run to inform even more people about the mobile coupon offer.

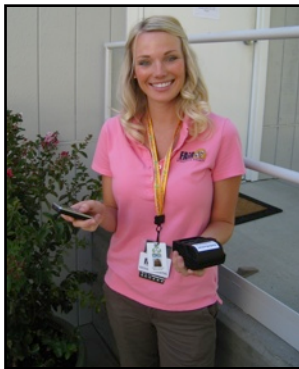
The call to action was simply a text message blast informing the recipients to "send 3OFF to 47645 and receive \$3 off your weekend daytime admission".

The Stanislaus County Fair administrators were very concerned about fraud and their auditors needed to

guarantee that cashiers were not giving the discount to everyone. With four widely separated entrances each with ticket booths and no internet connectivity, this was considered a major issue.

The solution was to utilize NetInformer's Mobile Couponing system which generates a unique and trackable code that gets attached to each coupon that is delivered via text message or WAP. Then, when the mobile coupon is presented at the fair, the code is entered into a portable wireless Coupon Validation Terminal (CVT) where it is confirmed and a receipt is printed. This paper receipt is placed in the till and provides a definitive record to the fair of why a discount was given. Additionally, the CVT logs the transaction in the NetInformer system providing complete traceability and reporting capability.

MOBILE COUPON CAMPAIGN CONSIDERED A HUGE SUCCESS BY ALL MEASURES



Lindsey Lundquist,  
Stanco Fair Social Media Specialist.

Throughout the last year, the Stanislaus County Fair has been building a database of SMS text message fans who are interested in news of the Fair. They regularly communicate with this group (usually about once per month) informing them of new acts that will be performing and other interesting information.

On Friday afternoon before the weekend offer, they sent out a text message blast advertising the coupon offer. Approximately 4,500 messages were sent to their opted-in database informing them of the offer and instructing them to “reply 3OFF to get \$3 off the price of a weekend daytime admission”.

Participants had to show their phone with the text message coupon to ticket takers at any of the 4 fair entrances. They entered the unique coupon code within the text message

into the CVTs which then validated the coupon and printed a paper receipt that was placed in the cash drawer. No discount would be given without a valid coupon code.

During the 2 weekends of the program, 732 coupons were requested by customers. And of those, 320 coupons were actually redeemed - a conversion rate of 44%!

“The NetInformer coupon terminal program ran flawlessly during all 4 days of the program.” said Lindsey Lundquist, Social Media Specialist for Stanco Fair. “Employee training literally took only a minute or two and our customers were impressed with how simple it was to use. We plan to use mobile coupons even more next year!”

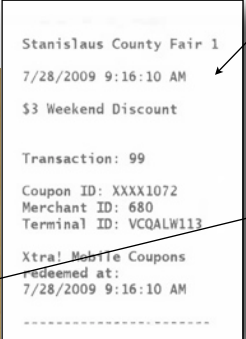
This real-world example shows the viability and overwhelming success that can be achieved by utilizing mobile coupons, even in a rural market.

PORTABLE COUPON VALIDATION TERMINAL (CVT)

An paper receipt is printed to allow for tracking and fraud prevention.

Bluetooth printer is rechargeable and easily lasts a full day of usage.

The combination of a low cost portable terminal and printer provides merchants with the tools to ensure a successful coupon campaign.



The printed receipt shows the unique Coupon ID tracking number that ensures validity and allows for end-to-end tracking.

A large icon visually shows the user the validity of the coupon number entered. If invalid, a red “X” is displayed.

The Coupon Validation Terminal communicates with the Xtra! Coupons System via cellular networks to determine the status of the coupon number and log the transaction.

A COMPLETE END-TO-END SOLUTION



NetInformer’s mobile coupon system provides complete tracking and reporting capability as well as built-in security and fraud protection. Be assured that when you run your mobile coupon campaign you will be able to trace each coupon sent and redeemed.

NetInformer offers many redemption solutions that can be leveraged to ensure a successful mobile marketing campaign. Call today to learn how mobile can drive new customers to your business.

