



**LBMA**  
Location Based Marketing Association

# QUIZNO'S CASE STUDY

## CLIP MOBILE

[www.thebma.com](http://www.thebma.com)

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# CLIP MOBILE BACKGROUND

- App based on Smartphones allowing users to search, save and redeem coupons from brand and retailers.
- Utilize Location-based mobile coupons as a simple and effective way for consumers to save money on the go.
- Allow merchants to provide relevant and timely communications with customers via their Smartphone

## why we rock

### FREE

No download cost, registration fee, or subscription fee. Simply download the app and start saving.

### ON DEMAND

Clip does not send unwanted text messages or otherwise intrude on your privacy. You access the deals you want, when you want them.

### SAVE A TREE

Nothing to print out. Just show your mobile device to the cashier. No paper or ink means Clip is environmentally friendly.

### THE KISS APPROACH

Keeping it simple is more than just an acronym to us. It defines our approach to user experience.

### JUST THE BEGINNING

We work exclusively with merchants to make sure you get the best deals on your phone. Every day we are adding more merchants and even more amazing offers.

## CAMPAIGN OVERVIEW

- 4 mobile offers were made in 14 locations around the GTA (which were the same as direct mail offers)
- To build awareness and user activation, handbills were given to customers to highlight the campaign
- \$100 Gift Certificate was an incentive to join the Clip Mobile Facebook Group



## HOW IT WORKED

Quizno's marketing team was able to distribute location-based offers in real-time

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Customers were able to display each coupon code for a specific offer a maximum of 2 times on their device. After the code was scanned twice it was automatically removed from the users phone.

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Marketers used the system to monitor performance and make real-time adjustments such as adding new locations or updating the deal.

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# CAMPAIGN RESULTS

**Campaign Length:** 39 day period  
between November and December

**Number of participants:**

Unique Users: 986

Use Now Clicks: 359

**Social Impressions:** 1370

**Return on Investment:** 300%

