

1-2-1 mobile

Quick Lube Case Study



Case Study

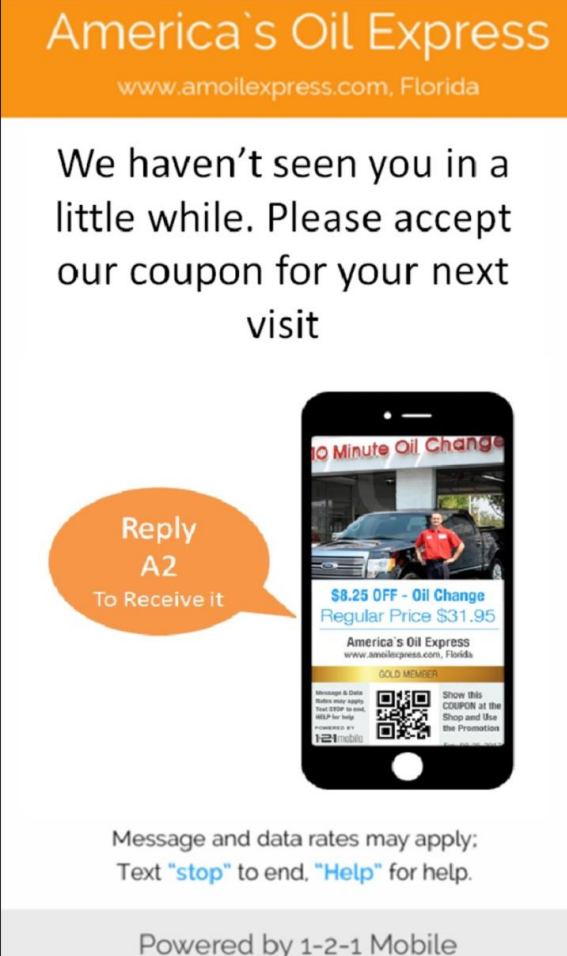


A Florida-based chain of quick lube facilities with five locations



The Starting Point - Wake Up Lapsed Customers

- Sent message to customers that did not visit the store for more than **8 months**.
- The Results:
 - **>8%** replied and asked for the coupon (most within **5 min** from receiving the message)
 - **>60%** redemption



America's Oil Express
www.amoilexpress.com, Florida

We haven't seen you in a little while. Please accept our coupon for your next visit

Reply
A2
To Receive it

10 Minute Oil Change

\$8.25 OFF - Oil Change
Regular Price \$31.95

America's Oil Express
www.amoilexpress.com, Florida

GOLD MEMBER

Show this COUPON at the Shop and Use the Promotion

Message and data rates may apply;
Text "stop" to end, "Help" for help.

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Next Step - Find the Best Offer

- Run different offers simultaneously to find out which offers drive the best results.
- Segment their customer base and provide different offers to customers based on spending and loyalty levels.



10 Minute Oil Change
\$4.85 OFF - Oil Change
 REGULAR PRICE \$31.95
 America's Oil Express
 www.amoilexpress.com, Florida, undefi

Get Your Mobile Coupon
 Text AMERMM to 90597
 Or, enter your phone number and carrier:
 Your carrier

10 Minute Oil Change
\$4.65 OFF - Oil Change
 REGULAR PRICE \$31.95
 America's Oil Express
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Get Your Mobile Coupon
 Text AMERZ60 to 90597
 Or, enter your phone number and carrier:
 Your carrier

10 Minute Oil Change
\$4.25 OFF - Oil Change
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Get Your Mobile Coupon
 Text Amer1 to 90597
 Or, enter your phone number and carrier:
 Your carrier

	Total	% of Total	Total Revenues	% of Total	Total Coupons	Total Visits	Avg Spend	Avg Visits	Coupon as % of Rev
Platinum Customers									
Gold Customers									
Silver Customers									
Bronze Customers									
Transient Customers									
Total									



150 people on average claimed at least one offer from AOE website each week. Almost 50% of them do it from their mobile.

The screenshot shows the America's Oil Express website. At the top, there is a navigation bar with links for HOME, SERVICES, LOCATIONS, QUESTIONS, WARRANTY, TESTIMONIALS, ABOUT US, and COUPONS. Below the navigation bar is a banner image of a service station with the text "You've come to the right place". The main content area features a coupon for a "10 Minute Oil Change" with a "\$4.25 OFF" discount, reducing the "Regular Price" from "\$31.95" to "\$27.70". The coupon is displayed on a smartphone screen. To the right of the smartphone, there is a "Print Coupon" button, followed by the text "Get Your Mobile Coupon Text AMER1 to 90597". Below this, there is a form to "Or, enter your phone number and carrier:" with a phone number input field and a "Your carrier" dropdown menu. A "Send Coupon to Your Mobile" button is positioned below the form. At the bottom, there is a "We will never spam you!" statement with a "Privacy Policy" link.

Print Coupon

Get Your Mobile Coupon
Text **AMER1** to 90597

Or, enter your phone number and carrier:

() - - - - - Your carrier

Send Coupon to Your Mobile

We will never spam you!
Message and data rates may apply when sending and receiving messages.
[Privacy Policy](#)

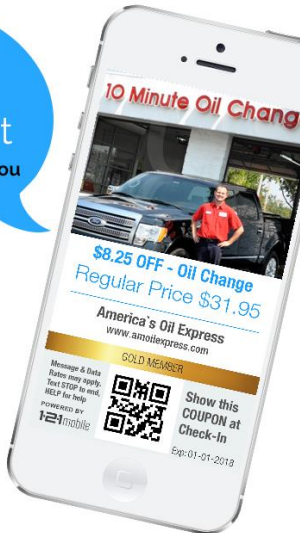


Expand Lifecycle - Thank You Offer

America's Oil Express
www.amoilexpress.com

Thanks for your recent visit.
Here is an offer for your next visit.

Reply
A2
to receive it
We will never spam you




Message and data rates may apply;
Text "stop" to end, "Help" for help.

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>17%
Conversion

10 Minute Oil Change




\$8.25 OFF - Oil Change
Regular Price \$31.95

America's Oil Express
www.amoilexpress.com

GOLD MEMBER

Message & Data Rates may apply.
Text STOP to end, HELP for help

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1-2-1mobile



Show this
COUPON at
Check-In

Exp: 01-01-2018



Expand Lifecycle - Reminders

>10% Conversion



America's Oil Express
www.amoilexpress.com


Thank You!
for Registering


WE WILL SEND YOU A
COUPON

AND A REMINDER FOR
YOUR NEXT VISIT IN
3 MONTHS

Message & Data Rates may apply.
Text STOP to end, HELP for help

POWERED BY
1-2-1mobile

 Minute Oil Change




\$8.25 OFF - Oil Change
Regular Price \$31.95

America's Oil Express
www.amoilexpress.com

GOLD MEMBER

Message & Data Rates may apply.
Text STOP to end, HELP for help

POWERED BY
1-2-1mobile



Show this
COUPON at
Check-In



Consistent Performance since 2014

- > 70% of all engagements across the franchise are now mobile via 1-2-1 Mobile Activation Platform.
- 500%+ annual ROI
- More than 1,000 weekly “Thank You” notes
 - Conversion rate 17% for more than 14 months
 - 34% of them respond within < 10 min
- 150 people on average claim at least one offer from AOE website each week. Almost 50% of them do it from their mobile.
- We doubled the number of coupons redeemed
- Increased annual revenue by more than 8%

