

1-2-1 mobile

Mobile
Activation
Platform



WHY MOBILE?

65%

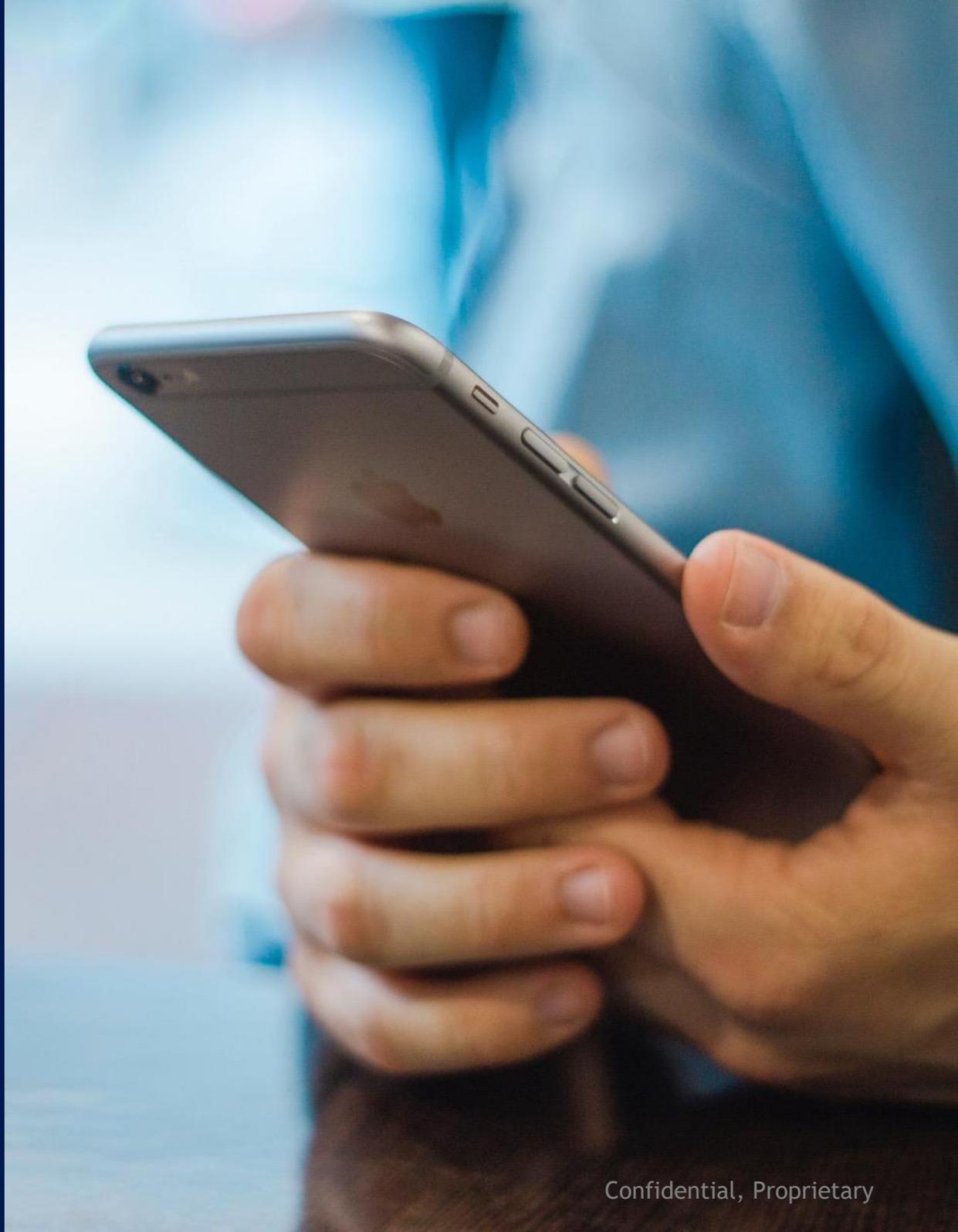
of website views come from mobile devices.

91%

of U.S. citizens have their smartphone within reach 24/7.



THE CURRENT SITUATION



WHY ARE WE BEING ASKED TO PRINT FROM OUR MOBILE DEVICE?

HYUNDAI ROUTE 46 HYUNDAI SALES: 866-755-9537

New Inventory Search Pre-Owned Inventory Search Specials & Finance Service Your Vehicle About Our Dealership Genesis Inventory Log In

MULTI POINT INSPECTION & BATTERY TEST
*A \$24.95 VALUE
FREE w/ coupon
Every day driving conditions can affect your battery more than you think

Must present coupon when order is written. Cannot be combined with any other offers or specials. One per customer, per transaction. Valid only in our service department. Expires 9/3/18.

Request More Info Email A Friend **Print**

Related Links

- > Accessory Specials
- > Finance Specials
- > New Vehicle Specials
- > Parts Specials
- > Service Specials
- > Pre-Owned Vehicle Specials
- > Leftovers
- > Vehicle Incentives

iyundai.com 88 96% 7:25 PM

Route 46 Hyundai Shopper Assurance

Service Specials

MULTI POINT INSPECTION & BATTERY TEST
*A \$24.95 VALUE
FREE w/ coupon
Every day driving conditions can affect your battery more than you think

Must present coupon when order is written. Cannot be combined with any other offers or specials. One per customer, per transaction. Valid only in our service department. Expires 9/3/18.

Request More Info Email A Friend **Print**

<https://www.route46hyundai.com/specials/service.htm>

WHAT WE DO

LEVERAGE THE
POWER OF
MOBILE



CALL TO ACTION ON THE WEB

The screenshot displays the website for AutoNation Honda Miami Lakes. At the top, there is a navigation bar with the Honda logo, the company name, and contact information. A language selector dropdown is highlighted with a red circle. Below the navigation bar, there are links for 'New Inventory', 'Pre-Owned Inventory', 'Finance', 'Service & Parts', 'Specials', and 'About Us'. The main content area is titled 'Service & Parts Specials In Miami Lakes' and includes a paragraph about available services. Below this, there are four promotional cards. The first card, 'SPEND & SAVE', features a photo of staff and offers a \$50 discount on a \$500 spend. The second card, 'OIL SERVICE SPECIAL', features a photo of an oil change and offers a \$10 discount. The third and fourth cards are for mobile coupons, each offering a discount on text messages and including a phone number input field and a 'Send' button. These coupon cards are also highlighted with red circles.

HONDA **AutoNation Honda** **Miami Lakes** **ESPAÑOL** **Sales: (305) 707-0143** Service: (877) 206-9062
5925 NW 167th St, Miami Lakes, FL 33015

Select Language | Search Inventory Search

New Inventory Pre-Owned Inventory Finance Service & Parts Specials About Us

Service & Parts Specials In Miami Lakes

View our available **Honda parts and service specials** in Miami Lakes below. AutoNation Honda Miami Lakes's [Service Center](#) is available to answer any questions you have about repairs and maintenance for your Honda vehicle.

Select Language

SPEND & SAVE
Save Up to \$50 When You Spend \$500
AN Honda Miami Lakes
5925 NW 167th ST., Miami Lakes, FL

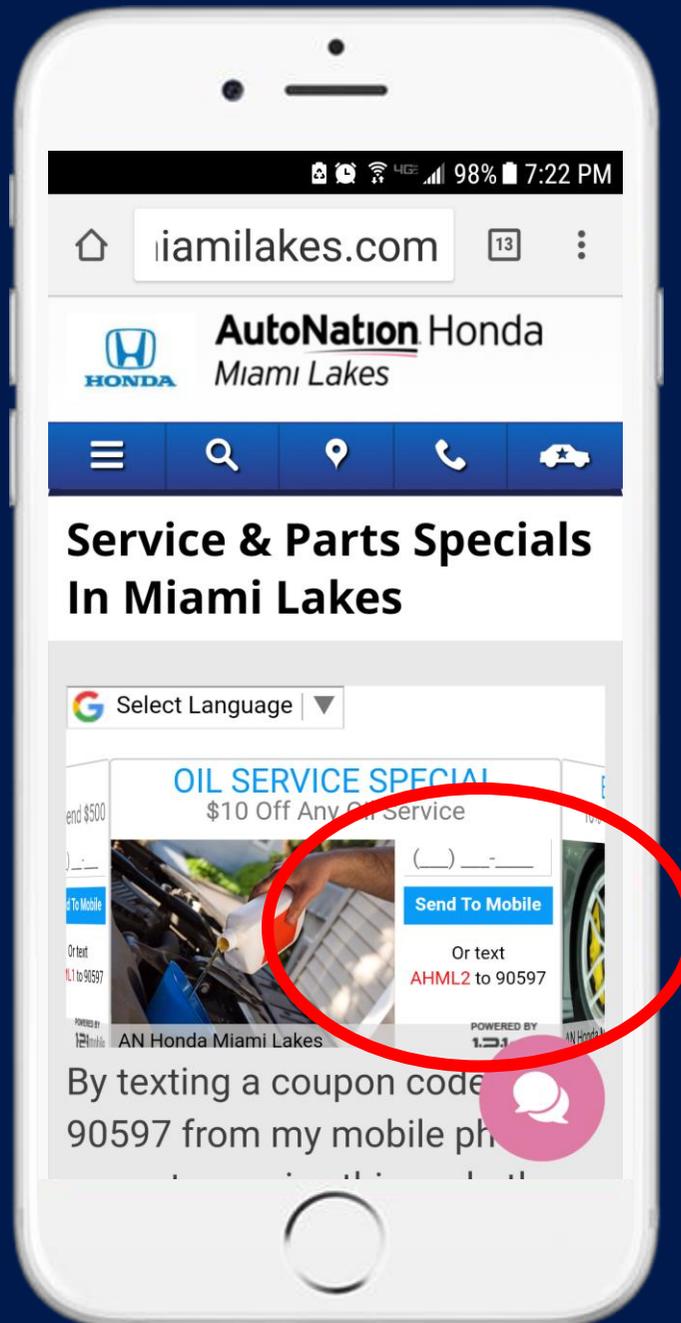
Get Your Mobile Coupons
Text **AHML1** to 90597
Or, enter your phone number:
 Send
We will never spam you!
Message and data rates may apply when sending and receiving messages

OIL SERVICE SPECIAL
\$10 Off Any Oil Service
AN Honda Miami Lakes
5925 NW 167th ST., Miami Lakes, FL

Get Your Mobile Coupons
Text **AHML2** to 90597
Or, enter your phone number:
 Send
We will never spam you!
Message and data rates may apply when sending and receiving messages

<https://www.autonationhondamiamilakes.com/specials/service.htm>

CALL TO ACTION ON THE SMARTPHONE



OUR MOBILE COUPON

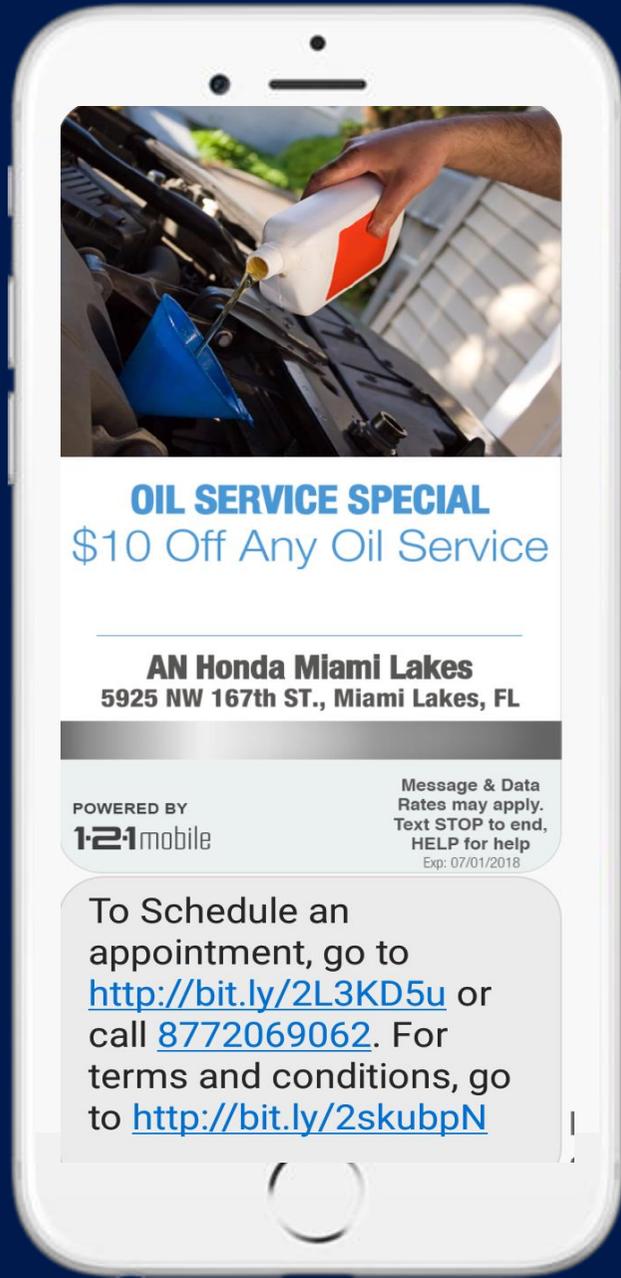
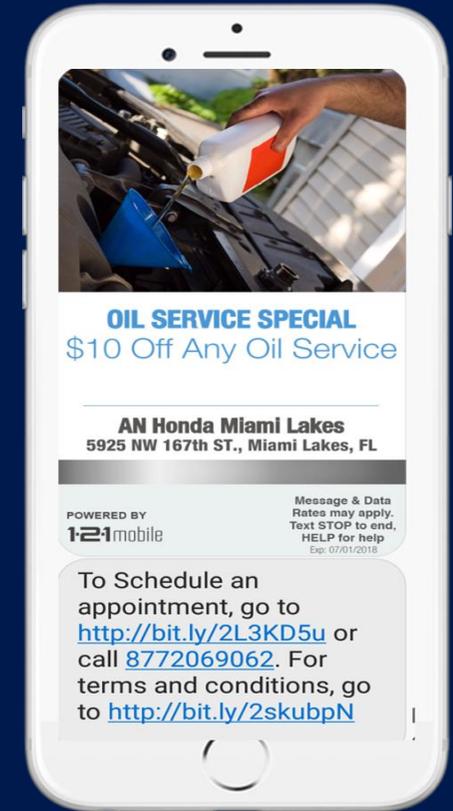
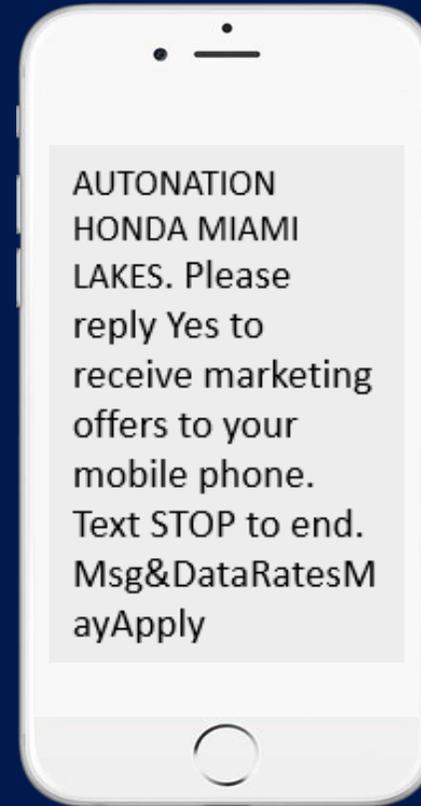
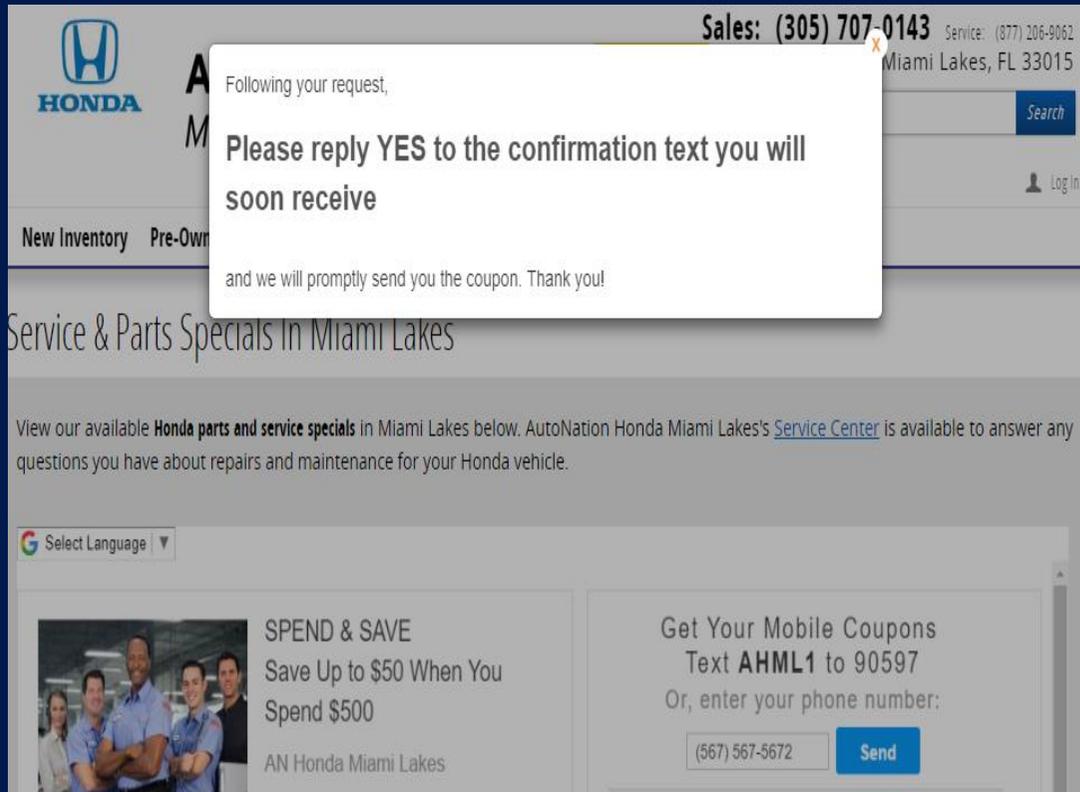


Image and offering

Business name & address

- A link to the dealership scheduler web page
- The phone number of the service department
- A link to more T&C and vehicle protection plan

The customer flow - double opt in TCPA - Compliance



More than 80% of the Customers Opted in!



121 Mobile - What we do

121 Mobile's platform uniquely allows to simultaneously create both the offering pages on the dealerships websites, and the matching mobile offering messages.

The screenshot shows the website for AutoNation Honda Miami Lakes. At the top, there is a navigation bar with the Honda logo, the dealership name, and contact information: Sales: (305) 707-0143, Service: (877) 206-9062, and address: 5925 NW 167th St, Miami Lakes, FL 33015. There is also a language selector for Spanish and a search inventory field. Below the navigation, there are links for New Inventory, Pre-Owned Inventory, Finance, Service & Parts, Specials, and About Us. The main content area is titled "Service & Parts Specials In Miami Lakes" and includes a paragraph about available Honda parts and service specials. Below this, there are two columns of promotional offers. The first column features a "SPEND & SAVE" offer: "Save Up to \$50 When You Spend \$500" with a photo of staff. The second column features an "OIL SERVICE SPECIAL" offer: "\$10 Off Any Oil Service" with a photo of oil being poured. To the right of these offers are two "Get Your Mobile Coupons" sections, each with a text input field and a "Send" button. The first coupon is for text AHML1 to 90597, and the second is for text AHML2 to 90597. Both include a "We will never spam you!" disclaimer.

The screenshot shows a mobile phone displaying a promotional message. At the top, there is a photo of a hand pouring oil into a blue funnel. Below the photo, the text reads "OIL SERVICE SPECIAL" and "\$10 Off Any Oil Service". Underneath, it says "AN Honda Miami Lakes" and "5925 NW 167th ST., Miami Lakes, FL". At the bottom, there is a "POWERED BY 121mobile" logo and a "Message & Data Rates may apply. Text STOP to end. HELP for help. Exp: 07/01/2018" disclaimer. The main body of the message contains the text: "To Schedule an appointment, go to <http://bit.ly/2L3KD5u> or call 8772069062. For terms and conditions, go to <http://bit.ly/2skubpN>".



REAL RESULTS

- More than **25%** of the organic/non-paid traffic to 121 widget was converted into downloads & “opted-in customers” [Vs. industry benchmark 0.41-2.14%]
- More than **80%** of the Customers Opted in!
- Coupon redemption rates greater than **60%**.
- Close to **40%** out of these opted-in customers were **NEW** customers.
- **ROI > 300%**



SUMMARY

- ✓ Allows your web visitors to download coupons directly to their smartphones
- ✓ Closes the marketing loop allowing you full visibility through the marketing journey, by customer, promo offer, etc.
- ✓ Captures and stores a database of engaged customers' phone numbers
- ✓ Creates your opted-in customer list that you can leverage for future engagement

THANK YOU

