

Mobile activates Mothercare's local acquisition strategy

Business need

To **know where a customer is** and provide **localised, relevant offers and promotions.**

mothercare

The solution

Mothercare used **"find my nearest"** technology to assist shoppers.

Customers text **MOTHERCARE** to **62233** and Incentivated's location-based technology then pinpoints the customer and sends details of the nearest store and any special offers currently available there.

This service forms a part of Mothercare's **long-term strategy** to acquire new customers and engage them in an on-going dialogue throughout pregnancy and their baby's early life.

Customer journey

