

PRESS RELEASE

Incentivated shortlisted for two major industry awards

London, 15th September, 2011

Leading mobile marketing and technology company, [Incentivated](http://www.incentivated.com), is pleased to have been shortlisted for two awards: Marketing Week's [Data Strategy Awards](#) and the [Charity Times Awards](#).

The Data Strategy Awards recognises our innovative approach to providing mobile marketing solutions for our clients by shortlisting our mCRM (mobile Customer Relationship Management) work for Marks and Spencer.

The Charity Times Awards recognises our Christmas 'Letter from Santa' mobile marketing campaign for NSPCC. The campaign included an mCommerce-enabled mobile website, SMS donation functionality, and a supporting mobile banner advertising campaign.

Jonathan Bass, Managing Director, Incentivated: "We are honoured to be named as finalists at both the Data Strategy Awards and Charity Times Awards. They are highly respected awards in their respective industries, recognising innovation and excellence. Being shortlisted for the NSPCC work gives us recognition for a mobile marketing donation campaign and really high Gift Aid opt-ins that we are very proud of. Our mCRM work has created a robust new measurable channel for the M&S loyalty team to add into their marketing activities and been shown to trigger an increase in value and frequency of purchases, as measured by basket spend."

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For further information:

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About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.