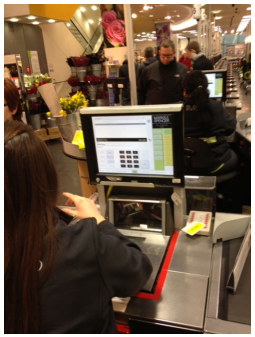
Personalised, trackable mobile coupons & vouchers, redeemable in-store

Business need

To send customers personalised, relevant coupons and vouchers that can be redeemed in-store without needing to completely replace till hardware.

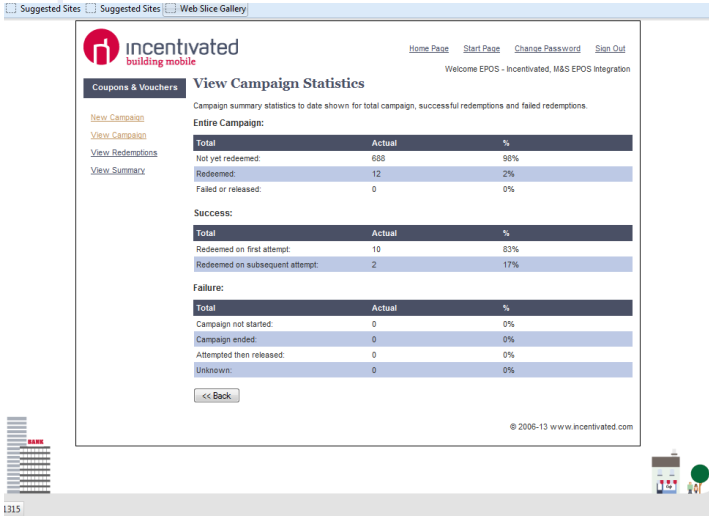


The solution

M&S were keen to expand on their mobile capabilities, and have used Incentivated's Iris system to create and send numerical voucher codes for their customers.

Incentivated's voucher and coupon solution has two critical features:
- Offer codes can now be personalised to the individual, reflecting a customer's previous purchases.
- Codes are also limited to one usage, with an expiry date that makes it easier for M&S to track customers.

Data reports can be combined, in real time, with existing EPOS information to provide granular CRM data for customers and segments, providing a richer level of marketing data and a more accurate ROI determination for campaign activity.

Functions

- EPOS system integration
- Loyalty Vouchers/ Coupons
- Real time reporting
- Personlised tracking and measurement