

# 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

