

PRESS RELEASE

## **Incentivated mobilises Dogs Trust to take donations on smartphones**

London, Day November 2013

Incentivated is pleased to announce that it is expanding work with Dogs Trust, optimising the “Sponsor a Dog” sections of their website for mobile. Its aim is to ensure as many donations as possible can be made through smartphones, especially at and after Christmas.

Incentivated will transcode the website, adapting the desktop facilities to smartphone handsets and smaller inch tablet devices. An automatic device detection and redirect API will also be added, meaning that all devices will be taken to the correct optimised pages, and that they can be accessed whether they are iPhone, Android or other operating systems.

The site readily enables mcommerce, providing an optimised Sage Pay checkout, meaning all payments are secure. All payment options available on desktop will also be possible on smartphones.

**Jonathan Bass, Managing Director, Incentivated:** “We are pleased to continue our work with Dogs Trust, ensuring a great cause can be supported on mobile, as well as desktop. Our expertise allows us to ensure more dogs are re-homed, on the device people are increasingly using to connect with brands and charities.”

Incentivated has also worked with Dogs Trust, providing an SMS service that allows smartphone users to request brochures with information profiling dogs and which ones to sponsor.

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## For further information

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## About Dogs Trust

Founded in 1891, Dogs Trust (formerly the National Canine Defence League) is the largest dog welfare charity in the UK. Our mission is to bring about the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction.

## About Incentivated Ltd

Incentivated ([incentivated.com](http://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](#).

