

# Setting Up Merchant Message Campaigns



Use this form to help busy merchants 'Set and Forget' text message coupons and rewards.

## Mobile Coupon and Reward Messages

### 1 Abbreviated Business Name

Fill in the abbreviated business name the merchant will use on all text message offers. This should be the same abbreviated name used on the Merchant Application.

### 2 Welcome Message

Enter the Welcome Message that merchant's customers will receive automatically when they join the Street Savings mobile marketing program!

### 3 Messages of the Week

Help the merchant create up to four Message of the Weeks that will be automatically sent out to their opt-in mobile customers. Use the techniques above to help merchants create clear, compelling, concise offers!

### 4 Refer a Friend

Let your merchant's customers do the selling for them! Street Savings makes it easy for mobile customers to refer their friends to your merchant's mobile program. It's a great way to build business and mobile contacts list.

### 5 Weather-Triggered Messages – Hot and Cold

Use the weather to boost sales! Help your merchant get creative about how he/she can use changes in temperature for sales advantage.

## Mobile Rewards Specific Messages

### 6 Miss You

Have your merchant's rewards customers stopped visiting as often? Create a text message letting them know their business is valued and make them an offer they can't refuse.

### 7 Reward Reached

Get customers excited about reaching rewards! Encourage merchants to reward customers with something FREE or EXTRA.

### 8 Half-Way There

Sometimes customers lose track of how many points they've earned. Losing track often turns into losing interest! Keep rewards programs on their minds. Have merchants set up 'Half-Way There' Mobile Rewards text messages that will be sent automatically depending on their customers' point level.

### 9 Active Customer

Mobile Rewards enables your merchants to send text messages to their best customers to reward their dedicated loyalty. Create an offer that gives these customers the extra attention they deserve.

**Remember to fax the completed form to:**

(858) 549-1323

**or send it to:**

Secure Payment Systems  
PO BOX 261149  
San Diego, CA 92196-1149



# Better Offers, Better Results

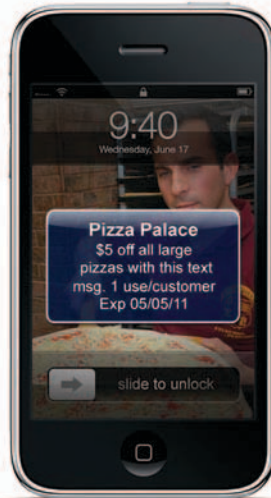


Remember, the more compelling the merchant's offers are the better results he/she will achieve. More success for your merchants means more revenue for both of you!

## What Makes a Successful Offer?

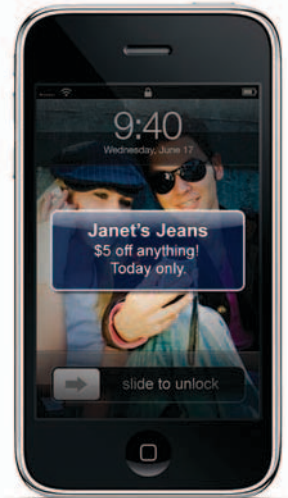
### Clear Value

Dollar value is typically easier for consumers to understand quickly. \$10 OFF is a clear value! Consumers have to calculate percentage-off discounts to grasp the value being offered. When using percentage discounts, the percentage should be perceived as large and be easy to calculate. Everyone understands 50% OFF!



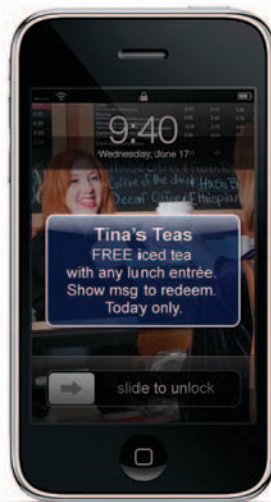
### Concise

It only takes a few words to communicate a great offer. TODAY ONLY – ALL SUBS \$5! That's one of the reasons sending text message coupons is so effective. Get right to the point with offers. Consumers will only give you a few seconds of their attention. Make them count!



### Compelling

What kinds of offers make you return to a store? The best offers are hard to refuse. They are for things YOU REALLY WANT. The top-selling ice cream flavor, the tastiest sandwich on the menu, the just-released DVD. Quality is as compelling as a good value!



### Create Urgency

Limit the time to act! Set your response time to a short window to create urgency. Customers are more likely to respond and take advantage of an offer that's TODAY ONLY or HURRY - OFFER EXPIRES FRI MAY 6!

