

The Cirqle

A crash course in conversion

Tips and tricks that will take you all the way through automating and personalising your conversion funnel.

Crash Course Powered by The Cirqle Data Studio

BARNES & NOBLE

SAMSUNG

amazon

Uber

P&G

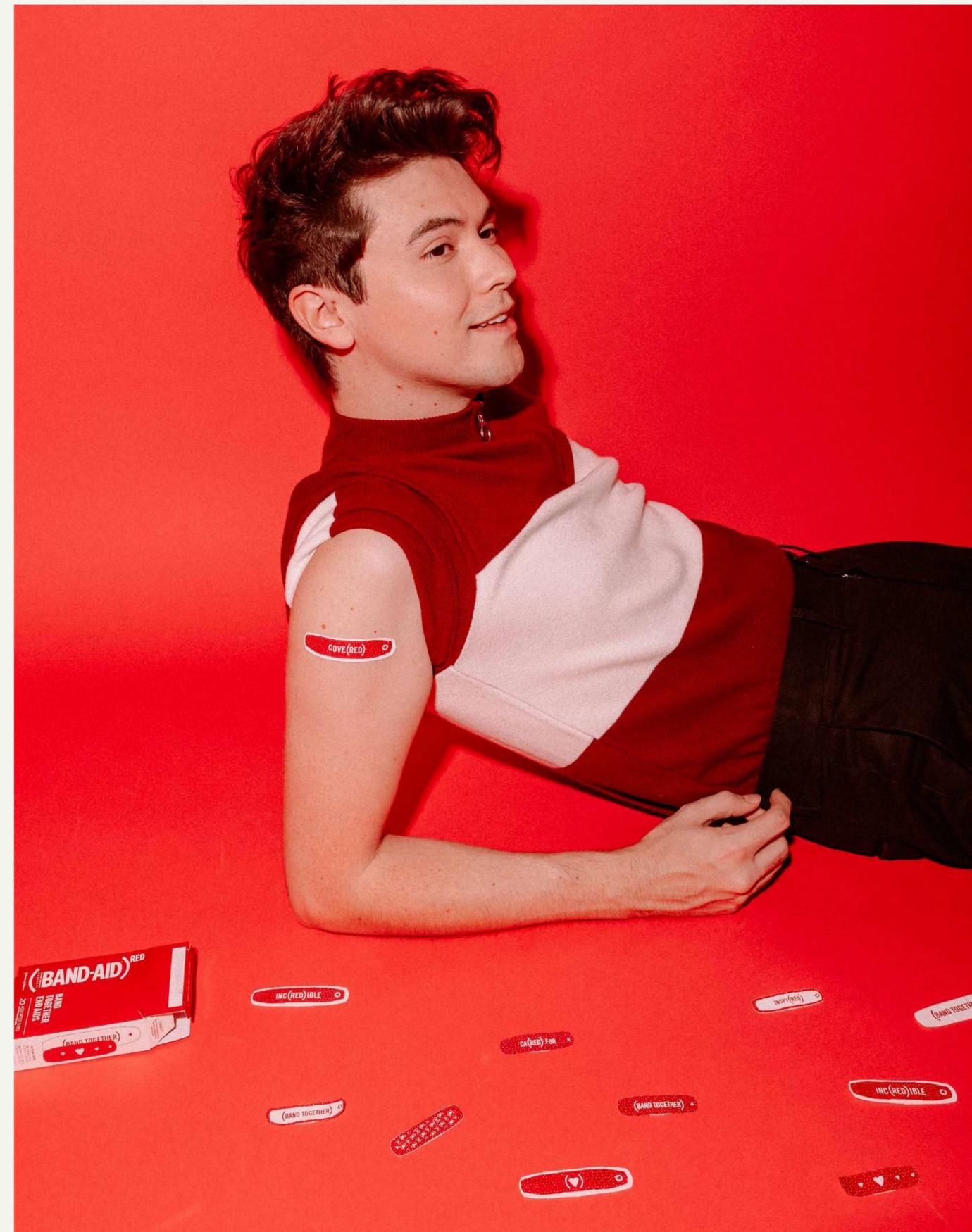
NETFLIX

SWAROVSKI

SUBWAY

PUBLICIS GROUPE

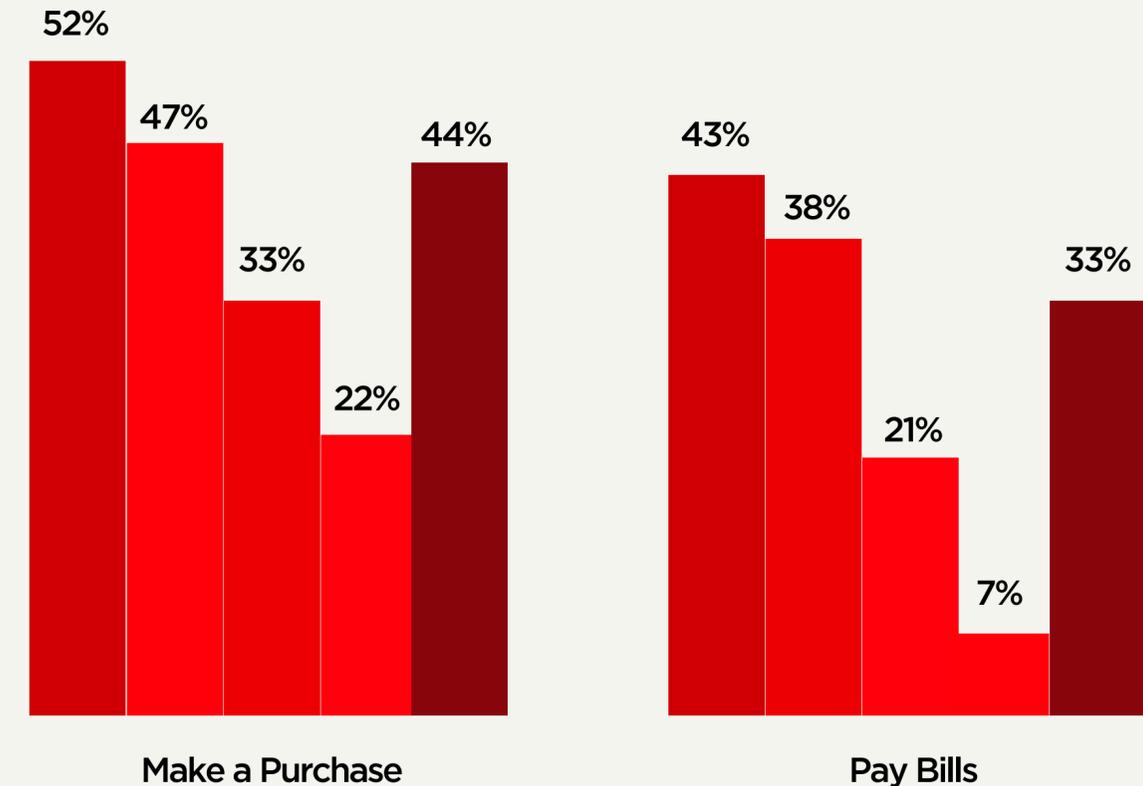
OmnicomGroup



How to use Mobile Wallet Tech

- Mobile Wallet push notifications are used to speak directly to the consumer, and don't just have to be about deals. Share weekly body positivity affirmations, brand updates/announcements, links to exclusive content, and more.
- Mobile wallet experiences can be your CTA in any digital campaign where a hyperlink would otherwise be included -- influencer content, banner ads, paid social ads, links on your website, email marketing, SMS text marketing, the opportunities are endless.
- You can change the content of a mobile wallet card infinitely without the consumer needing to re-download it.
- Push notifications can be sent in 2 ways -- timed notifications (ie. this offer is about to expire) or geo-located notifications (ie. you're near X retailer, stop by to redeem your offer today!).
- Mobile Wallet technology is functional across most countries/regions with some limitations, especially for Android users.

Making a purchase is the most common mobile payments activity across generations.



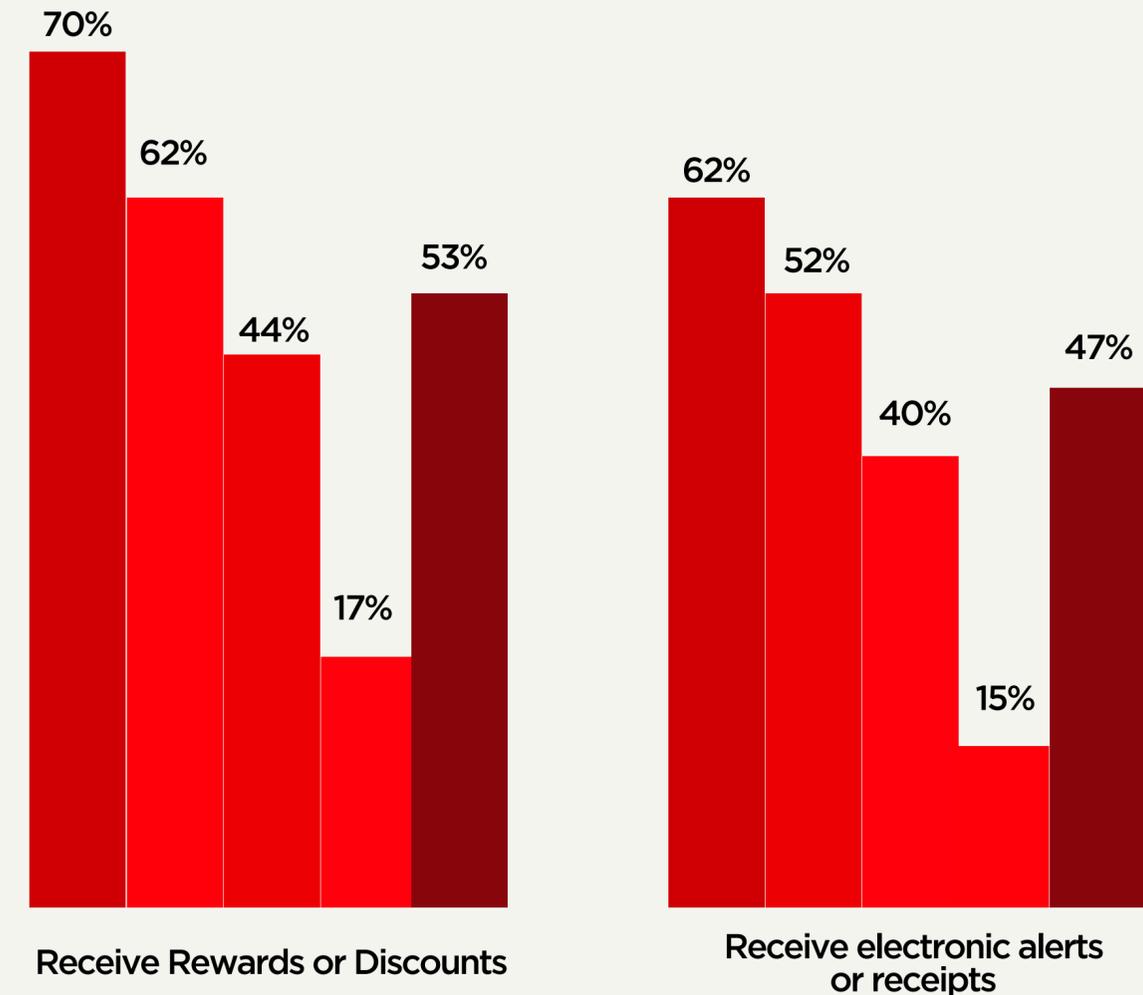
■ Millennials ■ Gen X ■ Baby Boomers ■ Silent Generation ■ US population

Mobile Wallet Demographics

- By the end of 2019, 54% of smartphone users leveraged mobile wallet technology to store offers/deals.
- The number of in-store mobile payment users in the U.S. is predicted to reach 150 million by the end of 2020 which will represent 56% of the consumer population at that time. (Mobile Payments World)
- On average, mobile wallet technology activations see a 22% conversion rate.
- On average, when consumers download a mobile wallet card, retailers see a 4x increase in incremental spend and store visits increase on The Cirqle programs.

Intrigued by the opportunity to use mobile wallet technology in an upcoming program? Drop us a line! It would be our pleasure to brainstorm activation options, potential program results, and even share a custom mock of how the user experience would unfold.

Many users are attracted by Mobile Payments Incentives.



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Source: <https://www.pewtrusts.org/en/research-and-analysis/issue-briefs/2016/05/who-uses-mobile-payments>

Source: <https://www.nfcw.com/2016/05/31/345159/survey-reports-use-apple-pay-android-pay-samsung-pay-us/>

The Circle

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by the
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