RETAIL

Why wait for shoppers to check out deals, when you can delight them by sending personalized offers directly to their phone

Textlocal's solutions help you beat not just online rivals but also keep shoppers happy with personalized offers and electronic loyalty cards. Be the retailer that helps the shopper and improve in-store footfall and customer satisfaction. Attract new customers and retain existing ones by sending them attractive offers, encouraging them to sign up for membership programs, and even alerting them when their favorite brand introduces new products. Stay with them, so they'll stay with you.

Improve footfall

Send discount vouchers with a limited validity to customers via Textlocal SMS and drive footfall during lean days. You can easily redeem these vouchers at the store using our mobile app.

> **DM-COUPON | 03:34 PM**
> Get 30% OFF on men's shoes with this coupon at any of our stores:
> http://tx.gl/r/tL
> Hurry – Offer valid only till 25th July!

Especially for you

Mark the special events of shoppers and send them personalized offers for a birthday or anniversary. Let them know when their favorite brand has new stock, send monthly reward point notifications and more by integrating your CRM with Textlocal SMS APIs.

> **DM-GITVOU | 02:10 PM**
> Hello Avantika, Happy Birthday! Get 20% off on all our wines today with this gift voucher: http://tx.gl/r/tL

End membership blues

End long customer enrollment queues. Promote keywords, short codes, long codes, and missed calls in-store and allow customers to instantly sign up for the membership program via SMS or a missed call.

Faster go-to-market

Cut the technology turnaround time. Allow your marketing and creative teams to quickly create mobile landing pages on Textlocal platform to push out time-sensitive special offers.

Shopper feedback

A good day or a bad-hair day? Track customer experience and your service quality by gathering instant feedback from shoppers through a survey sent via Textlocal platform.

DM-FEDBCK | 03:48 PM
Hi Atri, We would love to know your feedback about our new store layout. Click here to fill the survey!

Drive in-store sales

Have a big sale coming up or need to load off old stock? Send attractive media-rich personalized messages in 20+ regional languages. With Textlocal, you can even track your SMS campaign engagement rates and use them to optimize your message content and campaign times.

Electronic loyalty cards

Beat the battle for wallet space with a loyalty card that can be stored on your customers' mobiles. Textlocal allows you to easily create, redeem and manage electronic loyalty cards.

DM-DINING| 03:48 PM
Hi Deepika, Here is your Coffee Day Loyalty Card: http://tx.gl/r/tL. Get a Mocha FREE with every 11th purchase!

Drive multi-channel campaigns

Do you already have an email campaign going? Beef it up with Textlocal's email-to-SMS feature and conduct SMS campaigns with no additional effort.

Keep the network in the loop

Share new product demonstrations, the sales pitch, performance reports and brand guidelines with staff and franchises using SMS attachments.

DM-DESERT| 03:48 PM
Hello team, We'll be launching a new range of 4K TVs next month. Watch the product demo here: http://tx.gl/r/tL

Empower your franchises

Allow your franchises to conduct their own SMS campaigns while centrally managing purchases and locking down message templates using Textlocal's multi-user accounts.

Grab them online too

Use Textlocal bulk SMS campaigns to introduce your online shopping portal and garner new website visitors. With best-in-class delivery rates and robust technology infrastructure, Textlocal allows you to seamlessly scale while generating superior marketing returns.

Bespoke Solutions

Use Textlocal resources to tailor the right solution for your data needs, from setting up new campaigns to integrating with your CRM applications and delivering bespoke reports.

We work with over 225,000 businesses

www.textlocal.in

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