



# How your mobile strategy can drive offline revenue

## Meet our clients

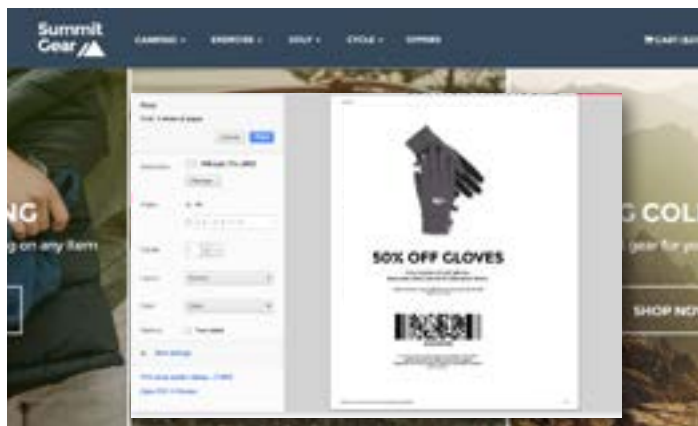
A chain of more than 135 specialty retail stores, our client wanted to add a mobile component to their offer strategy that would support online to offline attribution and drive store traffic.

**“Our customers are price-conscious millennial males who rely on their smartphones for everything. Clutch’s platform let us reach them on the go, adding value with smarter promotions while teaching us how they shop and why they buy.”**

**—Director, Mobile Strategy**

# Before Clutch

The client's website featured a variety of offers that a customer could print out and take into a store—but it didn't capture any data, like an email address or mobile number—that the retailer could use to link to the individual customer.



# After Clutch

The Clutch platform powered a Send to Phone option on the client's website.



Customers chose the Send to Phone option, provided their mobile number in the modal, which triggered the offer to be sent via mobile message. Our client acquired new subscribers at this stage with a mobile opt-in checkbox.



The platform supports innovative features, including:

A handy countdown timer to add urgency

A unique barcode to track channel attribution

# What Happened Next?

# The Results

**25K**  
Redemptions

Using historical coupon data, our client set a goal of 400 redemptions in 30 days. Our solution drove 60X the goal, with 25,000 redemptions in the first month.

**10%**  
Higher AOV

“Mobile is a new channel for us—and in just the first six weeks, we could attribute 7% of our revenue to it. We look forward to continued growth in the channel.”

**Director, Mobile Strategy**

**7%**  
Mobile-Attributed Revenue

The Clutch platform managed channel specific barcodes for our client’s mobile and print offers, allowing them to track spend by channel. The outcome revealed a 10% higher AOV for shoppers who utilized mobile offers.

Capabilities	Print Offers	Mobile Offers
First Party Data	—	x
Unique Barcodes	—	x
Channel Attribution	x	x
Connect Online & Offline	—	x
Customer Growth Attribution	—	x
Positive User Experience	—	x

Clutch’s platform allowed our client to capture critical customer data. Now they can create and deploy personalized campaigns based on this data, all from the Clutch platform.

This success could translate to any retailer with a website. Clutch can help grow revenue and drive store traffic for your brand, with a fast setup and minimal resources from you. Schedule your complimentary evaluation and start optimizing your current offer strategy.

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