

CHANNELmobile™



USSD Campaign Report 2013
Compiled by Channel Mobile

2009/223665/23

087 351 5225 - LANDLINE | 0860 104 671 - HELPLINE | 086 696 2163 - FAX NUMBER
35 ON ROSE, OFFICE 3, ROSE STREET, BO KAAP, P.O. BOX 21561, KLOOF STREET, 8008
INFO@CHANNELMOBILE.CO.ZA

www.channelmobile.co.za

Campaign Introduction

The USSD campaign ran for almost 14 weeks, commencing from the 1st November 2012 until 31st January 2013. The competition worked as follows: Consumers could enter by submitting in the USSD code (*120*4901#) found on the Parmalot product purchased in store. From those who competed, 10 winners were chosen daily each taking home R30 airtime.

Campaign Results Summary

Total entries: **13 391**

Average entries per month: **4464**

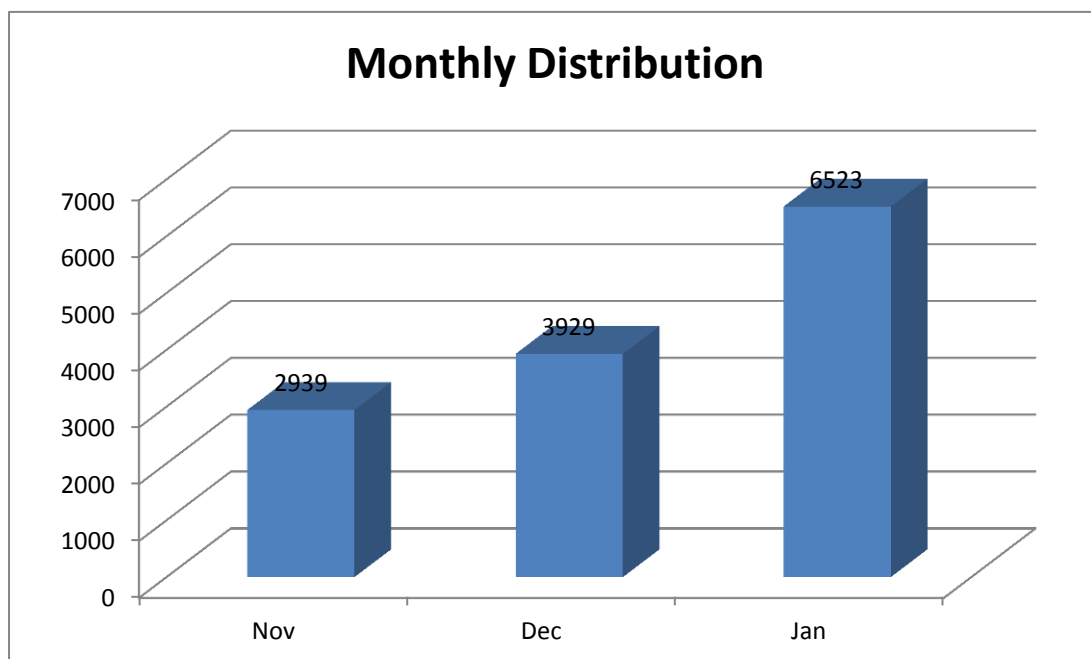
Average entries per week: **1116**

Number of winners: **907**

Total prize money spent: **R 28 697**

Total Entries Per Month

Table shows the total entries split by month for the USSD Campaign.



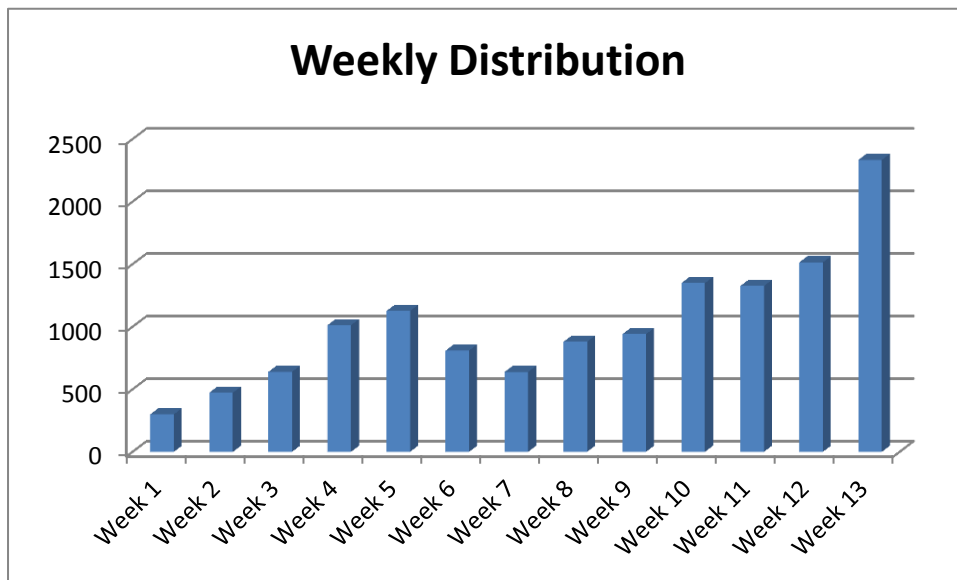
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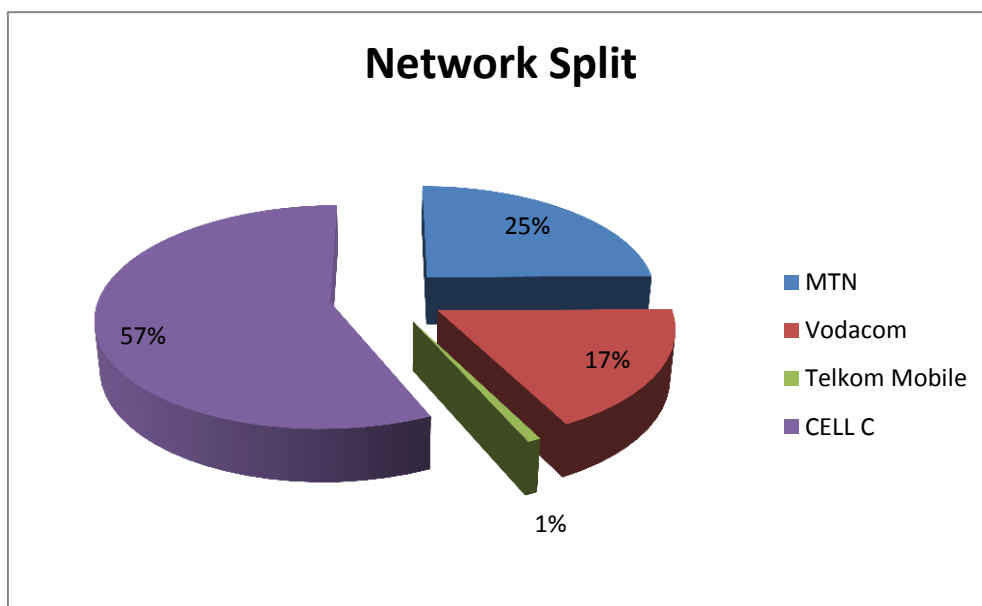
Total Entries Per Week

Table shows the total entries split by week for the USSD Campaign.



Network Split

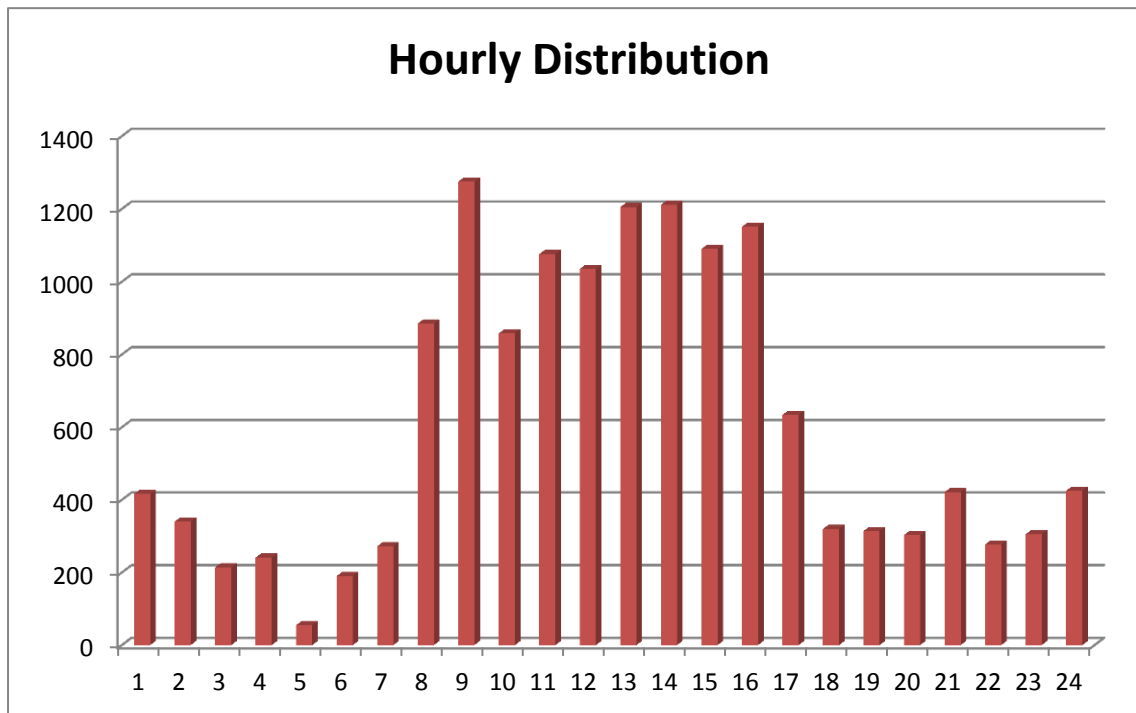
The graph below illustrates the percentage split of mobile users across the South African Networks namely: MTN, Vodacom, CELL C and Telkom Mobile.



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Entry Distribution

The highest distribution of entries occurred at 09:00am



Comments

This was our first campaign with regards to using airtime vouchers as a prize. Apart from a few minor issues that were ironed out front, we believe that the campaign performed effectively. Within the small proximity at which the campaign was distributed, it did extremely well and generated a lot of traffic. As seen in the graphs, traffic grew exponentially each month illustrating the effectiveness of the platform to push sales, gather valuable information and incorporate a reward system.

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