

# Act - Location-Based Marketing

loyalTXT: A "card-less" loyalty system

**SUNDROP**  
MOBILE. SOCIAL. LOCAL.

Reward Card Wallet makes all of your customers' reward cards easily accessible without adding bulk to their key chains! Their reward card information is stored digitally on their mobile device, available for scanning at the point of sale on most bar code equipment.

Reward Card Wallet offers merchants two great benefits:

- **Location Based Marketing** - Present offers automatically to your customers when they are nearby
- **Affiliate Network** - Attract new customers through the growing network of Reward Card Wallet users

An offer can only be claimed when the customer completes the registration process on their mobile phone.

According to a March 2010 survey by the Mobile Marketing Association

- One in four U.S. adults use mobile location-based services. And nearly half of those users responded to location-based ads.
- Ten percent of all mobile phone owners use location-based services at least once per week.
- Adults ages 25-34 are frequent users of location services - 22 percent using them at least once a week.
- Respondents said they use these services most frequently to "locate nearby points of interest."
- Consumers are interested in allowing their phone to automatically share their location in exchange for perks, such as free use of mobile applications and mobile coupons.



***Drive new customers to your business with location-based marketing!***



Text Messaging



Email Marketing



Social Media



Location Based Marketing

