

Sign Up & Save: Does Sign Up & Save Feature Help Build A Mobile Database?

Sign Up & Save is the most commonly used mShopper feature to increase sales and increase phone #s to your database.

Yes. The Sign Up & Save Feature was designed to help you obtain new customer's phone # at the time of purchase to help you build your mobile database AND increase sales and conversion. And if you give them a carrot (% or \$ off savings on a low minimum) more shoppers will likely sign up and save increasing your sales and overall conversion. (Discount only available once per shopper phone #)

Go to: Dashboard > Conversion Features > Sign Up & Save

How Does A Merchant Set This Up? (Image shown below)

- a) Change the Status from "Hide" to "Show" to appear live
- b) Name the promotional code
- c) Determine the type of discount, dollar or percentage (\$ or %)
- d) Quantify the amount of discount (\$ or % savings)
- e) Determine the minimum shopping cart amount (lower the better for more sales)
- f) Press save to continue

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- ▶ This recommended feature will increase sales while simultaneously increasing your sign-ups for your SMS campaigns.
- ▶ Shoppers on the Shopping Cart page can choose to sign-up to receive hot deals alerts. If they do, the promo code entered below will be applied to their order.
- ▶ To see what the shopper will see, you can view the [initial Shopping Cart page with offer](#), [the updated copy after a number is entered](#), the [verification text message](#), and the [updated Cart page with new order total](#).

Status:

Show ▾

Promo Code Name:

TestMobile5

Important: This promo code must ALREADY exist in your e-commerce system

Discount Type:

\$ ▾

Important: This will be applied to the total of all items in the cart, before shipping and sales tax.

Discount:

5

Minimum Shopping Cart Total:

20

Example: 50 or 75.

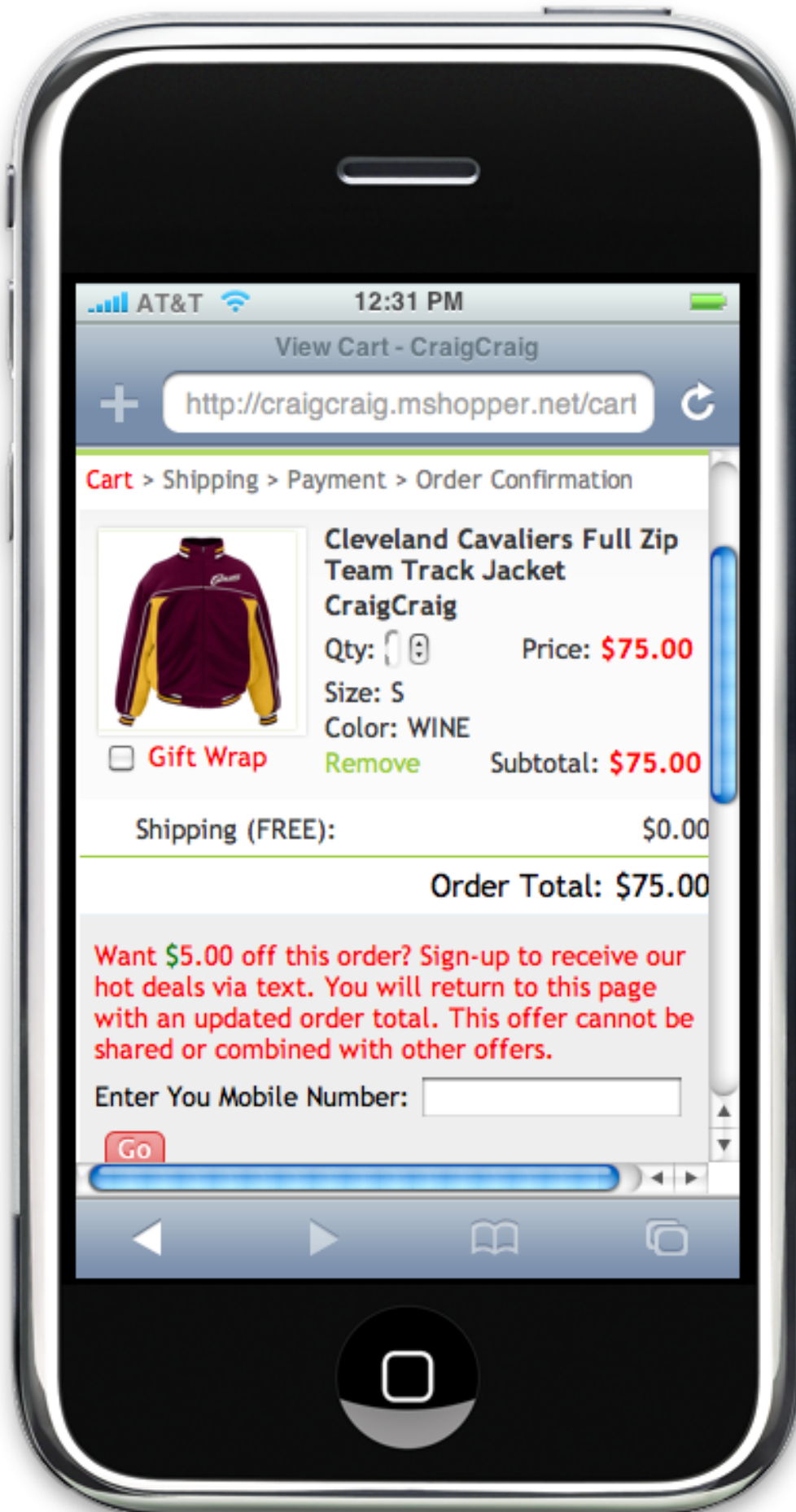
SAVE

- ▶ **Note: Shoppers must verify their mobile number before receiving this discount. They can only use once per order.**

What Does The Shopper See? (Image shown below)

- a) On the cart page the shopper will be asked to "sign up and save" to receive a discount off this order if they add their # to receive mobile alerts. Shopper enters valid 10 digit number and presses "go". (Discount only available once per phone #)
- b) Shopper immediately receives a text message with a new mStore cart hyperlink
- c) Shopper clicks the link and is taken to the updated mStore shopping cart and converts

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