

# SMSU Increases Active Mobile Users by 775% with New Platform



## Beyond Basic Messaging

Southwest Minnesota State University (SMSU) recognized that mobile was a great way to instantly communicate with students, alumni, staff, and their community. A 4-year public university that offers a high-quality liberal arts education, they started out using mobile to contact students—but quickly realized that they needed to move beyond basic mobile messaging.

## Boosting Event Attendance

SMSU wanted to boost event attendance and reach new audiences. They also wanted to provide new offers to that audience from their top 3 sponsors—Pepsi, Hy-Vee, and Aramark. Moblico created a mobile loyalty engagement and monetization platform that incentivized fans to check into athletic events with a mobile app.

## Individualized Sponsor Offers

SMSU can now instantly offer individualized communications and marketing campaigns that reward different groups—such as students, parents, boosters, staff, and local citizens. With Moblico's help, the university now profiles individual app users, evaluates their usage, and provides rewards and incentives that they love. They can also tie in promotions from all 3 sponsors and reach fans with specific demographics, behaviors, and interests. Because the offers are constantly changing, the programs are highly interesting to fans and sponsors alike.

## Sponsors Get Better ROI

SMSU's sponsors can also quantify their ROI and adjust their marketing investments to further increase value. For example, when a store offers free soda to the first 30 fans who check in, both the store and soda vendor can see how fast the promotion reaches its max. They can also see which types of fans claimed the prize—and how much those customers spent in the store as a result of the promotion.



SMSU fans can now check into athletic events and get rewards from sponsors like Pepsi.

### Results

- ↑ 775% active users
- ↑ 74% push rates
- ↑ 66% text opt-in
- ↑ 67% email opt-in
- ↑ 30% incentive response

“Of all the mobile solution providers we evaluated, Moblico was the only one capable of helping us truly target and effectively market to different groups, as well as meeting the needs of our business partners. Our mobile efforts have been enthusiastically embraced by our sporting fans.” —Tim Steinbach, Athletic Development Director, SMSU

