



## Sparkfly and Vibes work together to fuel personalized engagement.

### The Challenge

It can be hard to connect the delivery of mobile offers to the actual redemption — creating a challenge for brands that want to accelerate and optimize their customer loyalty capabilities.

### The Solution

Sparkfly and Vibes close the loop between mobile engagement and offer management. From an introductory mobile app download or wallet installation to offer delivery, validated transactions, real-time financial returns, and other instant data insights, **our partnership increases merchants' speed to market and customer intelligence.**





Successful marketing has always been about reaching the right audience, with the right message, at the right time. Thanks to the Vibes and Sparkfly partnership, brands can send special offers and other gifts to customers right on the device they use most and measure the effectiveness of the offers in real time.

–JACK PHILBIN, CHIEF EXECUTIVE OFFICER, VIBES



## Results

1.2M

OVERALL SMS OFFER REDEMPTIONS, GENERATING \$8.3M IN REVENUE

\$1M

WORTH OF FREE BURRITO OFFERS CLAIMED DURING CHIPOTLE'S VIRAL FREETING CAMPAIGN\*

120,000

FREE BURRITO OFFERS UNLOCKED DURING CHIPOTLE'S 2021 NBA FINALS CAMPAIGN\*

## Offer Capabilities



Text Message



Social Media



Email to Text



Print Media



Paid Media



## ABOUT SPARKFLY

Sparkfly is an offer management solutions company that helps marketers maximize customer acquisition and loyalty programs by connecting real-time consumer behavior with online and in-store sales.



SPARKFLY