

DealNet unit completes mobile marketing contract

Mr. Bob Cariglia reports

DEALNET POWERS MAJOR BRAND'S ENGAGEMENT STRATEGY

DealNet Capital Corp.'s mobile technology subsidiary, Impact Mobile Inc., has successfully concluded a second annual mobile marketing engagement with an international consumer package goods (CPG) company.

For the second successive year, Impact Mobile has executed on a national strategy to turn a major brand's product into a live mobile vote allowing their consumer loyalists to select a new favourite flavour. Impact Mobile continues to innovate, providing leading-edge engagement services to a wide variety of brands, carriers, retailers and loyalty programs.

"Impact Mobile is a market leader in leveraging CPG packaging for loyalty campaigns," says Gary Schwartz, chief executive officer of Impact Mobile and senior vice-president of business development for DealNet. "For 12 years, the company has delivered unique promotional [personal identification numbers] to embed in the products of global brands. This drives sales and mobile consumer engagement. In cases where affecting packaging is too difficult for the CPG brand, Impact Mobile holds a patent pending on the use of a unique mobile PIN to reward consumers following the purchase of the product."