

SplashPlay Thoughts #7



LOCATION...LOCATION...LOCATION

You've Been Splashed!®

Local Mobile Strategies Boost Traffic

Breaking News

IHOP, the fast-casual restaurant chain with 1,650 locations worldwide, nearly doubled its foot-traffic at its "Pancake with a Purpose" fundraiser in March 2017, which the chain promoted as National Pancake Day.

IHOP's mobile-promotion offered a free stack of pancakes to customers in exchange for a donation to the Children's Miracle Network Hospitals.

As a result of IHOP's mobile based promotion, they realized an 89% boost in foot-traffic over the prior week. Clearly a good message combined with a mobile marketing initiative is powerful and yields results.

The Mobile Market

The role of mobile devices in marketing is surging at an incredible rate. In a recent survey by Technavio, the United States Mobile Location Based Services (MLBS) market was **\$11 Billion in 2016** and is projected to grow to **\$59 Billion by 2021** - an astounding 40% Compound Annual Growth Rate (CAGR).

Technavio said the growth is driven by the surging number of mobile devices in the hands of consumers. More importantly, these consumers are demanding navigation services as well as the integration of location-based search and product opportunities into their online activities ranging from social media to gaming.

The mobile location information service, PlaceIQ, observed IHOP's substantial spike in foot-traffic for its free pancake charity drive demonstrated how mobile marketing yields measurable and immediate returns on mobile marketing investments and efforts.

What about Privacy

When it comes to mobile marketing, the single factor that concerns marketers is the possibility of running afoul of laws governing the use of geolocation tools. Basically, to tap into a mobile device user's geolocation information without their permission is illegal.

Regardless of the risk, brands' interest in tapping into these tools has grown dramatically. The bottom line is, marketers are embracing mobile because they are realizing meaningful insights and opportunities offered by mobile devices. Everyone knows that mobile marketing works!

SplashPlay and Privacy

Unlike most MLBS marketing strategies, SplashPlay does not invade the privacy of its game players. In fact, to ensure players' peace-of-mind and privacy, SplashPlay Game Sponsors are not provided information about a game player unless the player redeems a Game Sponsor's deal or rewards points.

SplashPlay's mobile strategy is unique in that our location targeting is the result of "local" Game Sponsors engaging their "local" audience with their SplashPlay game. As such, SplashPlay is intrinsically location targeting without having to violate the law or individual privacy.

The Trend is Clear and SplashPlay is Perfectly Positioned

Clearly, mobile is a significant business opportunity for SplashPlay's Gamification Agents today and in the coming years.

More importantly, SplashPlay is a business opportunity that 30 million businesses, 2 million charities and hundreds of thousands of schools, clubs, churches, temples, and organizations throughout America are eager to embrace and integrate into their new-age marketing plan.



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