

## Smart Coupon by Info Salons Group

**Smart Coupon** is a WeChat based application developed by Info Salons Group in China.

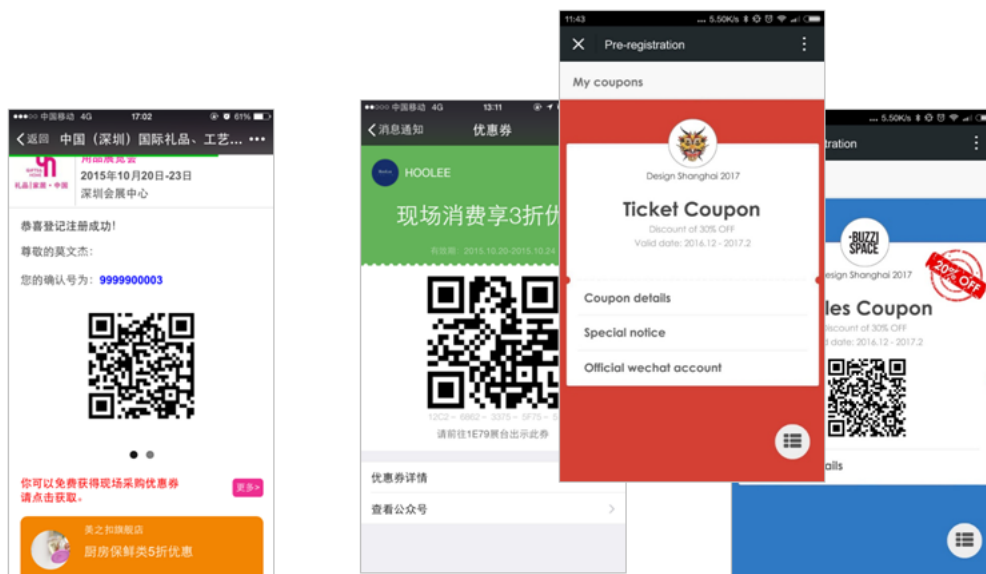
**Smart Coupon** was launched at Reed Huabo Exhibitions' GIFTS & HOME Shenzhen show in October 2015. Reed Huabo acknowledged **Smart Coupon** as one of the most valuable tools for exhibitors and visitors, and a truly effective application to increase pre-registrations and turn-ups.

The application facilitates additional interaction between exhibitors and visitors, by offering the opportunity for exhibitors to promote coupons for entry to the event and activities during the show. With **Smart Coupon**, the online interaction is extended onsite at the show.

**Smart Coupon** features the following -

1. Increase the event's WeChat followers very quickly;
2. Capture visitors' behaviour data;
3. Capture the interactions between exhibitors and visitors based on coupon recipient and redemption;
4. Better engage with exhibitors and encourage them to nominate more trade visitors;
5. Catch the interest of visitors and help them identify exhibitors that could fit their needs;
6. Enable online payment to ease manual collection;

Smart Coupon solutions can be used for different types of events. Whether it's B2B, B2C or B2B2C events, the usage can be customised based on each project.



**\*\* All images show the screen shots of the Smart Coupons application from a mobile phone \*\***

- **What drove you to develop a new programme/tool?**

The Internet has greatly changed the behaviours of human beings. Many industries have developed online solutions to respond to such change, so too has the exhibitions industry. Info Salons, as the leading technology provider for the exhibition industry, has been researching how the widely used WeChat application in China could make exhibitions smarter. One of the latest features offered by WeChat is the “Coupon” feature which was developed to help online retailers to engage with consumers. Using the same rationale, Info Salons developed **Smart Coupon** to motivate the interactions and promote trade between exhibitors and visitors onsite at the show.

- **What were the main objectives?**

Increase pre-registrations and turn-ups, and facilitate effective trade at the show.

- **Which value added services did you seek to provide?**

**Smart Coupon** is not only a promotional tool to increase pre-registrations, but also a trade platform that helps exhibitors to monitor sales leads and record business done at the show. Exhibitors see a monetary measurable ROI from sales/leads at the show.

- **What measures did you take to reach those objectives?**

Info Salons creates a mobile registration page within the show’s WeChat marketing channel or official account. On completion of their mobile registration, visitors received a confirmation with their unique QR code. At the same time, the Info Salons system automatically sends exhibitor coupons to the registrant based on their interested products / exhibitors / or product categories indicated during the registration process. These coupons are sent via the WeChat platform. Visitors can then immediately shop the exhibitors’ deals or attend various activities at the show using the coupon. Once the coupon is redeemed, it can be shared with peers or friends, however one needs to complete a show registration to activate the coupons received.



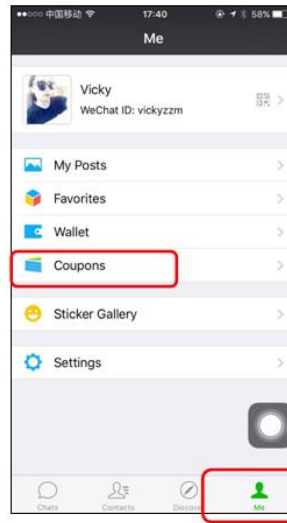
Mobile pre-registration page



Coupon claim page



Different kinds of coupons



Share the coupons to your WeChat friends

All the redeemed coupons are saved in your WeChat account

Each exhibitor can log into the Coupons verification backend with their own username and password through the bottom menu of the same WeChat account. It can be the show's official WeChat account. Real time reports are created & displayed through this administration backend as well.



### Verification methods

Scan the coupons

Enter the coupons number

Cancel after verification function

- **What were the specific challenges faced? How were these overcome?**

To collect the special offers/deals offered by the exhibitors was a big challenge, since each coupon needs to be verified by the WeChat backend before going live. To ensure the process went smoothly, we designated customer service staff to pre-verify the contents and make necessary corrections. This meant every submission needed to be overseen by the dedicated Info Salons service staff. We are also in the process of developing a backend platform so that exhibitors can submit the content for the coupons in a much easier and more systematically automated way.

- **Were your objectives reached?**

The registration report from GIFTS & HOME as well as the feedback collected onsite, has proven **Smart Coupon** to be an incredibly effective tool.

*“Info Salons’ Smart Coupon leveraged the most commonly used social tool WeChat, to circulate exhibitors’ and event’s features to a much broader audience, with minor costs and labour. For organizers, it is a great story to tell to their customers, that they are exploring latest offering to accelerate exhibitor’s invitation to customers and get additional exposure.”*

**Helen Sheng - Vice President - Reed Huabo Exhibitions**

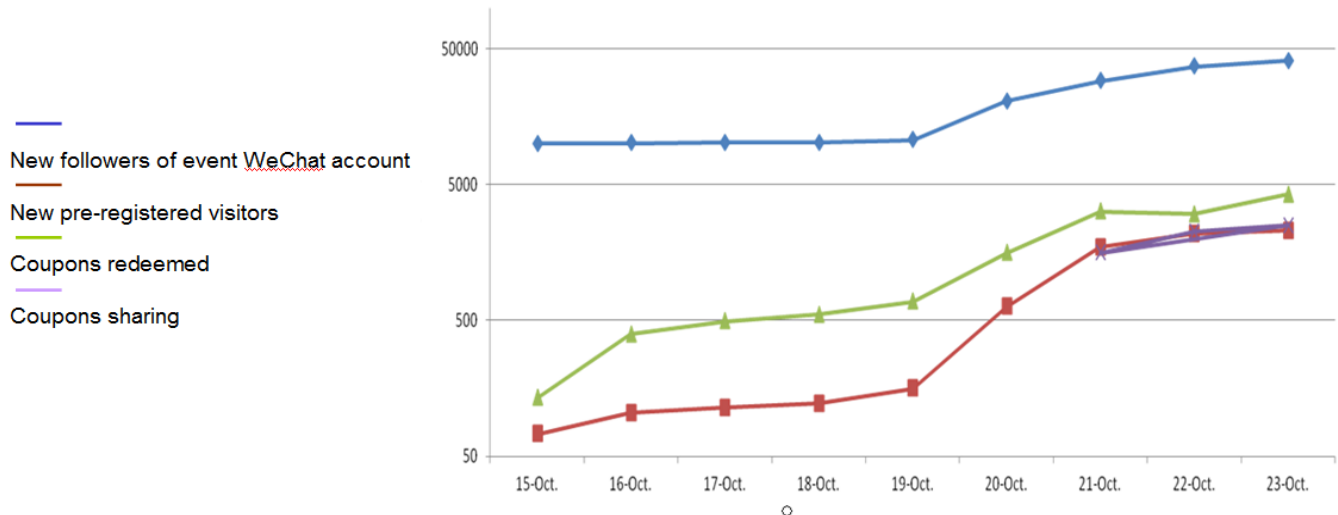
The results far exceeded our expectations, because for the first time, organizers were able to provide exhibitors with a tool to deliver special deals to specific interest groups, and see these interactions thrive onsite at the event.

Our original concept to provide a platform to enable exhibitors to invite their clients and create a true viral community and buzz around the event, was far exceeded by the actual results.

Not only did the pre-registrations increase, but the no-shows decreased, and the interactions and facilitation of actual transactions onsite multiplied beyond our anticipation.

- **What relevant results can you share?**

The coupons promotion went live on 15<sup>th</sup> Oct, 2015. The chart below shows the statistics based on the **Smart Coupon** application for your information. The results well exceeded Reed Huabo and our own expectations. We are now working on optimizing the application. We believe **Smart Coupon** Solutions can bring a benefit to our organizer clients that has never been delivered before.



Staggering results shown in the chart above:

1. New followers of the show’s official WeChat account increased almost 10 times (from 5,000 followers to 50,000 followers)
2. New pre-registered visitors increased almost 100 times (from 50 to 5,000) within a week of launching the **Smart Coupon** application
3. Coupons were redeemed daily growing to 5,000 redemptions on the day before the close of the show
4. Almost 4,000 coupons were shared with peers & colleagues