



# Buyer (X)ccelerator™

Powering Your Offers with One-to-One Precision.

SKUx Buyer (X)ccelerator™ is a patented technology platform that powers brand's media and offers to build deeper connections with consumers. Powered by SKUx™, brands transform their offers into a personalized mobile engagement, with first party data trackable throughout the consumer's journey.

## Case Study: Strike Force Energy Drink



**Strike Force Energy transformed a static offer into a mobile engagement that captured 1st party data and enabled precise re-targeting.**

The Strike Force Energy promotion, Powered by SKUx™, captured 1st party data for the first time throughout the consumer journey enabling the brand to build their database for on-going use. SKUx provided buyer-level behavior insights and data for re-targeting, while incentivizing consumers with a secure mobile offer distributed with Strike Force media. Here's how they did it.

### BRAND OBJECTIVES:

- i) Drive awareness, consideration and purchase among a high potential target group: gamers and existing Strike Force Energy consumers.
- ii) Create a relevant 1st party database of gamers likely to buy.
- iii) Re-target interested buyers along the journey to drive closure.

## How it Worked

### 1. Your offer. Your media.

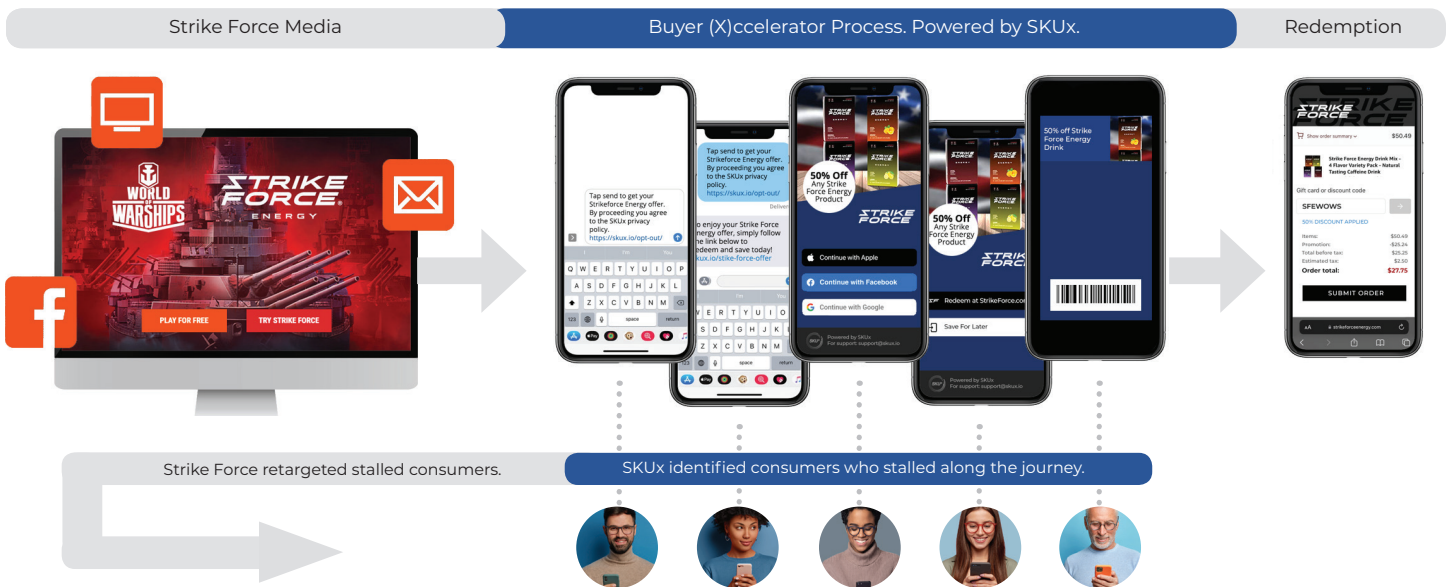
Strike Force Energy distributed a 50% discount offer via their website and email as well as through partner media, World of Warships, website, email and Facebook.

### 2. Privacy compliant.

Consumers clicked a link or scanned a QR code initiating a text message to receive the offer. They tapped "send" to agree to the privacy policy. SKUx logs this agreement.

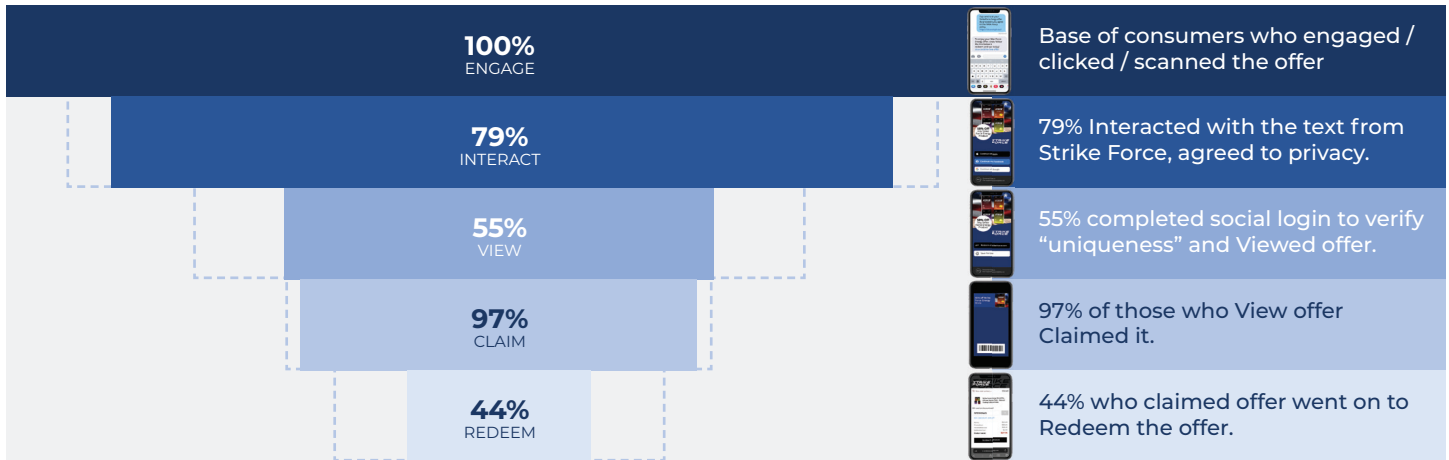
### 3. Claim to buy or save.

Consumers logged in with a social account to claim, redeem, or save the unique offer code for use on the Strike Force website. With two-factor authentication, SKUx validates that each user is unique; providing a serialized code.



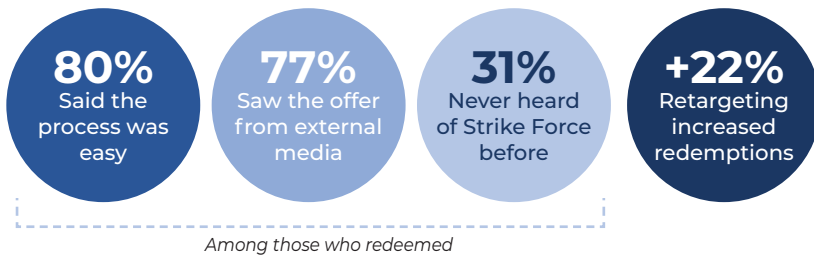
# Results

**1. Relevant, 1st party data, at each step of the journey - disrupting industry norms:** SKUx technology provided this data in near-real time. This allowed Strike Force to retarget those considering but not buying; consumers often lost with a traditional offer.



Potential to further increase with retargeting

**2. Re-targeting resulted in increased engagement at every step of the journey:** Strike Force sent customized reminder texts to those stalled along the journey.



**3. Broad distribution of high-value offer – virtually fraud free:** Each serialized code, was linked to a specific mobile number, preventing duplicate redemptions.

## Benefits

- Access to offer performance at 5 key points of consumer interaction in near-real time. Each data point corresponds to a specific mobile#, IP, email and name.
- Data-rich learning on individualized buyer behavior e.g., “when” and “who” drop out along the journey.
- Each data point captured for each user that interacted with the offer provided a database of current, interested users for the Brand.

## Future Plans

Based on strong results, Strike Force is scheduled to launch two additional promotions utilizing Buyer (X)ccelerator.

**“Buyer (X) allowed us to personalize, retarget, and create one-to-one relationships with hard-to-reach potential buyers considering our brand.”**

*Bruce Schlee  
President & Owner  
Strike Force Energy*

**“The link worked well and the instructions were easy to understand. It all flowed together.”**

*~ Consumer*

**It’s Easy. You’ll see.**  
Scan the Code to demo Buyer(X).



**Want to learn more about Buyer (X)ccelerator?**

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