

Veoo launches game changing new Mobile Wallet solution

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- Veoo's Mobile Wallet solution enables brands to leverage Apple Wallet and Android Pay for successful mobile marketing
- In addition to being able to pay by phone, Veoo's Mobile Wallet solution enables consumers to store loyalty cards, offers, boarding passes and much more

London, 28th April 2016 – Veoo, a global mobile consultancy and leading provider of mobile messaging solutions, is delighted to announce the launch of its new Mobile Wallet solution. Available immediately, the Veoo Mobile Wallet solution harnesses Apple Wallet and Android Pay app functionality, already available to nearly 100% of smartphone users, to revolutionise the way brands and retailers engage with their mobile customers.

Veoo's Mobile Wallet solution provides marketers with a new way to create and deliver branded content like offers, coupons and loyalty cards to their customer base, across virtually every online and offline channel. Simultaneously it leverages native communication functionality within Apple Wallet and Android Pay, the enables marketers to deliver time or location sensitive prompts directly to customers' mobile devices, similar to push notifications but without the need for consumers to download an app.

Launched today, the Veoo Mobile Wallet solution is set to maximise on the significant opportunity in the rapidly growing mobile wallet market, by allowing consumers to save and organise offers and loyalty cards in a simplified way whilst also arming marketers with trackable, updateable and location-aware content to help drive in-store visits, redemptions and ROI. Veoo's VP of Corporate Sales, Gillian Hughes, commented, "The Veoo Mobile Wallet solution will be an absolute game changer for consumers and marketers alike. Thanks to mobile consumers today are more sophisticated than ever before and when they decide to engage with their favourite brands, they expect to be marketed to on their terms and want messages that are timely, personalised and relevant to them."

"We envisage the Veoo Mobile Wallet solution becoming the platform of choice for the UK's most recognisable brands to set up, launch and measure mobile wallet programmes, as our solution gives marketers a holistic, full suite of mobile wallet capabilities to help them capitalise on mobile's fastest growing channel."

The Veoo Mobile Wallet solution enables marketers to create and design their own branded content, such as offers or loyalty cards, then distribute this content via a number of different channels, i.e. SMS, web, mobile ads and many more. The user then taps on the ad, which auto previews and allows them to instantly save the corresponding offer to their mobile wallet. Once saved by consumers, this branded offer becomes a dynamic and persistent presence in the mobile wallet and is infinitely updateable.

As mobile wallet adoption continues to rise, 'mobilised' offers and coupons give brands and retailers the opportunity to grow their mobile customer relationships. Mobile wallets also add a new dynamic to existing mobile strategies, and offer marketers a powerful tool to drive and track in-store traffic and incremental sales.

Veoo has developed this solution using technology from US mobile marketing leader, Vibes, which has partnered exclusively in Europe with Veoo. Vibes has seen the solution already achieve considerable success in the US, where it is being successfully used today by brands such as Honda, Chipotle, Gap and Old Navy to improve engagement with mobile users.

Matthew Winters, CEO of Veoo, commented, "The Veoo Mobile Wallet solution not only provides a more streamlined and simplified way for consumers to organise offers and loyalty cards, ensuring that they never have to worry about forgetting to bring physical versions of this content in-store ever again, but it also provides marketers with trackable, updatable and location-aware content that is standardised by Apple and Google. These mobile wallets were built to help brands drive in-store visits, redemptions and ROI, and statistics suggest that the vast majority of customers say their opinion of a brand would improve if given opportunities to save offers and loyalty cards to Apple Wallet and Android Pay.

Brands looking to maximise the mobile wallet potential need to ensure that they partner with an organisation that has both the technology and expertise. At Veoo, our goal is to help marketers unlock new revenue by arming them with the solutions they need to succeed in mobile marketing and the mobile wallet is central to that. We are in dialogue with some of the UK's leading brands and we welcome dialogue with any retailer who thinks the Veoo Mobile Wallet solution would be a good fit for them."

To learn more about Veoo, please visit <https://veoo.com/> (<https://veoo.com>)

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Notes to editors:

About Veoo

Founded in 2011, Veoo is a global mobile consultancy and SMS aggregator providing a cloud communications platform and one-stop-shop for any business looking to implement mobile. With a strong pedigree in both mobile payments and the online entertainment industry, Veoo is breaking new boundaries and challenging the status quo. A global player, Veoo has offices in seven different territories around the world and is rapidly expanding, soon to become eleven. With a portfolio of over 150 large-scale customers, Veoo works across a variety of industries including retail, financial services, online entertainment and many more. To learn more about Veoo, please visit <https://veoo.com/> (<https://veoo.com>)

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