

NEW MARKETING PLATFORM DELIVERS OUTSTANDING RESULTS:

86% OF CAMPAIGN PARTICIPANTS MORE LIKELY TO PURCHASE PRODUCT AS A RESULT

A ground-breaking marketing platform that provides an innovative way for businesses to connect with customers has proven to be an outstanding success with global brands, with 86% of participants stating they were more likely to purchase the product after participating in the campaign.

Ziva's platform taps in to the Internet of Things (IoT) – the network of physical devices, appliances, vehicles and other items embedded with the technology to collect and exchange data – enabling brands to use the data to run innovative campaigns to engage with their customers.

The results released by Ziva today prove its platform can deliver outcomes that are far more effective than existing digital marketing strategies.

The Kellogg's 'Special K Fitness Challenge' saw participants share data from their wearable devices, and gamified their activity levels throughout the campaign period. In addition to a variety of personal challenges issued by AFLWomen's mentors, participants were rewarded with an entry into a competition to win an overseas holiday based on the number of kilometres they completed.

The campaign ran for a four-week period and achieved outstanding results including:

- 96% customer retention rate during the campaign
- 50+ % open rate for each DM sent during the campaign
- 99% said they would participate again

Importantly, 86% of participants said the campaign had increased the likelihood of them purchasing the product – undoubtedly one of the most critical factors in connecting marketing spend with revenue generation.

Using cutting-edge blockchain technology, the Ziva platform also has the ability to de-identify its data, ensuring customer's personal details remain private – no doubt a key driver for why 90% of participants said they had no problem sharing the data from their devices.

Ziva Co-Founder Issac Elnkave says the results demonstrate how its platform can deliver more effective marketing outcomes, whilst providing greater protection and respect for customers' privacy using its blockchain protocol.

"Today's customers don't want to be bombarded by irrelevant and mass marketed material. They are demanding experiences that are customised to their wants and relevant to their needs.

"Data plays a critically important role in this, as it helps marketers customise their approach and contextualise their interactions, so they can make the right offers, to the right people, at the right time.

"At the same time, people are starting to become more and more concerned about how their personal data is being collected and used. Marketers need to respect this and look at ways customers can be better protected when it comes to their privacy.

"This is exactly what the Ziva platform has been built to achieve – more effective marketing outcomes that are more respectful to the customer.

"But most importantly, Ziva's blockchain-based privacy framework places control of the collection and use of that data in the customer's hands. This heralds a new step forward in the protection of customer data, as well as a watershed moment in the marketing industry," Elnkave concluded.

CAMPAIGN RESULTS ATTACHED

SPOKESPERSON AVAILABLE FOR COMMENT

WWW.ZIVA.CO

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Special K - Pilot metrics



“This comp really did push me to get my kms up! The trip to LA was another incentive to walk or run that little bit further :)”



250,000km

Distance travelled collectively



50+%

Email open
Rates in 8 emails



96+%

Customer retention



20+

Different devices
Brands. 100+ Device
variations

Comments online

Now this is a way to get fit and win!!!

Silver101

Well at least if I don't win the voucher, I will be back on my feet doing my 10k steps again. Great incentive :)

Cherryskillet

Thanks gssusu :)
great post !!

Maaz

Great motivation

Kaspa

That's one way to get me doing 10k steps

Wildkat984

Great idea for a comp. :) Thanks for posting gssusu :)

Smiley

Fantastic! Thanks so much!

Kaz30

Survey snapshot



Inspire you?

70%

Were more active because of the campaign

Go again?

99%

Would participate in another Kellogg's campaign of the sort

Recommend?

94%

Would recommend to friends to join

Communication frequency?

89%

Perfect. Remaining said not enough!

Special K – Variety awareness

48%

Found out during the course of the campaign

Likelihood of Buying Special K?

86%

42% - Hell yeah.

Data sharing comfort?

90%

Were very comfortable

Paid to play?

53%

Hell yeah! I'd get involved and recommend to my entire village