
Are you looking for a novel and exciting way to communicate to your clients and prospects...?

The Digital Key is a cost effective, branded USB device that uses a patented technology to repeatedly drive the end user to an online location. It has been developed to intensify the response of your sales, marketing or promotion plan because of the engaging way it communicates with your customer.



DIGITAL KEY™

The response intensifying device



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In today's world of constant change, companies are always looking to evolve from their current methods of marketing and communicating to clients. With the challenge of increased competition and falling market pricing, it is now more important than ever to improve the way that your products and services are presented to prospects and customers.

We have developed the Digital Key as an innovative and effective way to deal with these challenges and help communicate with your important people in a new and novel way.

Typical Applications



- There are a broad spread of applications for the Digital Key, including: direct mail, retail (in-pack / on-pack), events & exhibitions and as membership and loyalty cards

CASE STUDIES:



- A UK Phone company sent out 300,000 Digital Keys, to get users to go on-line to their new music service.
 - 40% conversion rate on those who received it with new phones
- Children's store provided them as discount cards when clients left the store
 - 35% went on line, 75% became repeat clients

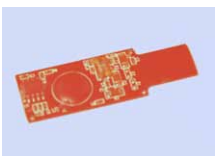


- Typically direct mail campaign response rates can increase from <3% for traditional methods to potentially over 20%* with the Digital Key. The Digital Key is part of an on-going relationship with the client, not a "one off action". This makes it an extremely cost effective solution

The Digital Key is new and unique



- This patented technology has no known compatibility or security issues and takes the user directly to a website URL. You can update this URL at any time.
- The unique ID on the key, allows:
 - Registration on first time use
 - Personalised landing page / URL's (e.g. Welcome Mr Smith)
 - As each key can be linked to an individual or groups, you can have specific discounts and campaigns for demographics within your database
 - The key to act as a security device for secure access to a website URL



- The back-end reporting allows you to see who and when people have used the keys; allowing you to measure the response on campaigns



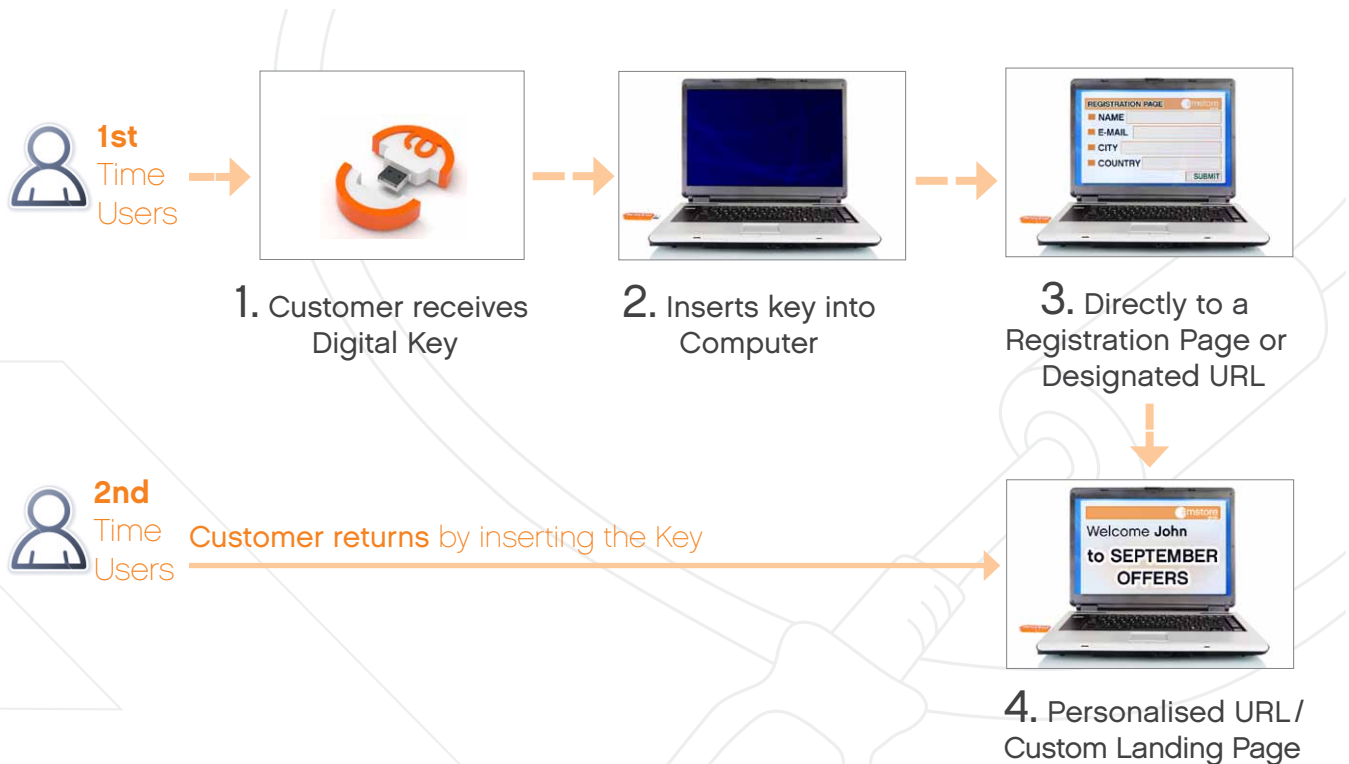
- At registration you can carry out basic Market Research, providing invaluable demographic data about your clients
- Through our back-end CMS (Content Management System), you can update campaigns and change target website URLs in seconds

* Estimation based on anecdotal evidence



User Experience:

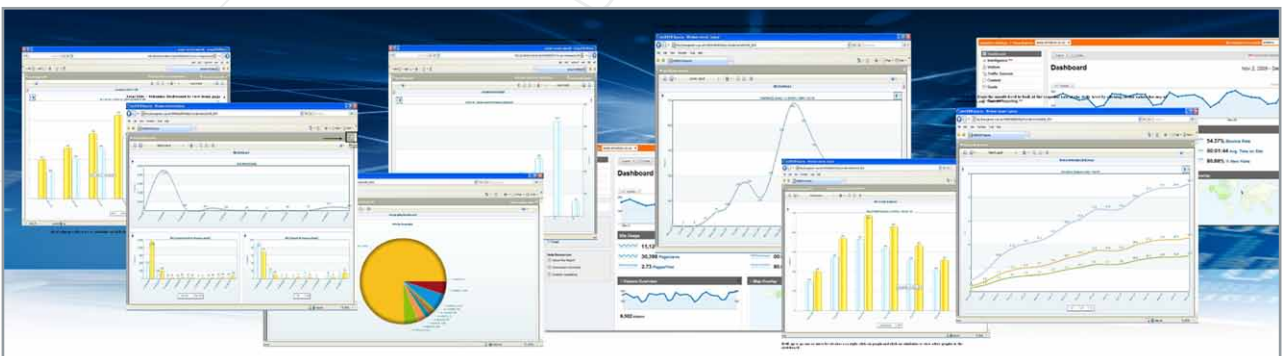
(An example of a customer journey)



The Unique codes on the USB device allows our on-line management system to specify which website URL they are pointed to, as well as gathering and tracking client activity to provide marketing information in real time.

- **Campaign Analytics**

All data is tracked through a web portal with a number of standard reports



- **Management and Control**

Change target URLs and update campaigns



Custom shapes for your product or brand



All trademarks are acknowledged. These images are conceptual designs only that we have produced on the request of brands or agencies.

We have provided USB products, solutions and services for:

