

✓ Overview

Tastecard offers its 3.2 million members exclusive discounts of 50 percent off or '2 for 1' deals in over 6,500 restaurants throughout the UK, along with exclusive promotions on hotels, entertainment tickets, fine dining and days out.

🔍 Challenge

Tastecard were looking for a communication channel to increase new member acquisition, promoting their '£1 for 90 days membership' offer to non-members and lapsed members.

💡 Solution

Targeted, promotional SMS

SMS was selected as a channel that would not only reach customers directly, but also deliver vital membership information through short URLs. This helps customers make a fast decision and commit to becoming a member by purchasing a membership directly from their mobile handset.

Data segmentation

The data was made up of existing customers that signed-up to a free tastecard trial and those who didn't renew their annual membership. This was uploaded into Messenger and split based on usage - within the last 12 months or over 12 months; to give tastecard the ability to test different wording and scheduled times in order to deliver the best results for their campaigns.

Short link tracking

tastecard included a link in their SMS to a mobile optimised online sign-up page using Messenger's short link creator. By adding a simple tracking link like #LinkTrack#, they could also see which customers had clicked through, providing insight on interaction and engagement.

“ Textlocal demonstrated that SMS performs well for tastecard through an immediate increase in memberships, and re-engagement of expired members who had become unresponsive to emails. Due to this, we believe SMS is a great platform to choose for marketing purposes, and we regularly include SMS campaigns in our strategic marketing plans now. ”

Pippa Nash, Head of Online Marketing



📊 Results

Click through engagement

By adding tracking to short links in their text messages, tastecard saw up to a 10% click through rate to the mobile sign up form.

Increase in memberships

Since introducing SMS to their marketing channels, tastecard has seen a steady increase in membership purchases and an uplift in traffic to the website following an SMS campaign.

Driving customer retention

The customer re-engagement project was so successful for tastecard, they are now considering rolling out SMS campaigns to active members with special offers for their favourite restaurants.

Textlocal Case Study

Thousands of businesses like yours are using SMS for...



Business Mobile Messaging

Lead generation

Encourage potential customers to respond to your adverts by featuring a Short Code they can text for more information on new offers and promotions, allowing you to build up a database of contacts at the same time.

Customer retention

Contact lapsed and expired members to encourage them to renew their membership to your loyalty and discount scheme by driving them to your website, mobile landing page and SMS attachments.

Voucher delivery

Send members vouchers for offers and incentives via SMS to encourage visits, reward loyalty and increase footfall in particular restaurants and shops.

Customer updates

Keep customers informed on what discounts they are entitled to and where their membership can be used. This is great for keeping your brand at the forefront of their mind when choosing where to spend their money.

Products Used

SMS, Short Links

A little about Textlocal...

Textlocal is a leading provider of cloud-based mobile messaging services to business across the UK and Europe. Our award winning solution is at the forefront of business communications, allowing customers to harness the latest capabilities in mobile messaging to increase customer engagement and ROI.

Based in Chester and Malvern, Textlocal supports over 165,000 businesses including Debenhams, Paddy Power, Greenpeace, Groupon and P&O Ferries.

Find out how we can help your business grow:



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