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## **Mobile proves a safe bet for Cheltenham preview ticket sales**

Mobile messaging specialist Piri has achieved a remarkable 42% success rate in a new campaign for its award-winning client BetterBet.

What makes the response remarkable is not just the high take-up rate, but the fact that the clients who accepted the offer, were prepared to pay £10 per message to text their reply.

The campaign, which ran over the past two weeks, invited clients of BetterBet to attend a Cheltenham preview evening in central London. The event is being held in the run-up to the National Hunt racing festival and features celebrity pundits John Francombe, Robert Thornton and Peter Scudamore.

By replying to the text, BetterBet's clients were able to secure their place at the event and qualify for a free £10 bet.

Lee Bowden Managing Director of Piri said "The success of this campaign demonstrates the real power of mobile marketing. It underlines what we have always known, that a good offer carefully targeted can generate significant response and revenue. It also shows that consumers are more than willing to use SMS as a payment mechanism."

The successful mobile marketing campaign coincides with BetterBet achieving a clean sweep at the Betting Shop Awards 2009. The ceremony held at the Dorchester Hotel on 3 March saw BetterBet receive awards for Newcomer, Betting Chain and Bookmaker of the Year.

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## **Notes to Editors**

Founded in 2006 by media expert Lee Bowden (ex Mirror Group Newspapers and Northern & Shell) and computer software engineer Jay Puddy (ex IBM), Piri is a specialist provider of mobile communications technology.

It established its reputation initially by delivering bespoke mobile messaging solutions to publishers. Building on this success it has now developed its service for a number of sectors including retail, radio, TV and local government.

Piri is expert at supplying effective mobile messaging solutions to large multi-layered organisations with complex communication needs, as well as to smaller scale SME operations. It handles traffic volumes of more than 500,000 text messages a day between its clients and their customers.

Its clients include: in publishing: Future, Dennis, The BBC, Newsquest, Loot, The Big Issue, Ministry of Sound; in retail: The Carphone Warehouse, Specsavers, GAME, Currys and Better; in B2B: Opal Telecom, Guardian Financial Services, MediaEdge:CIA; among global brands: Wembley Arena, Nintendo, Xerox and Sony; and in the media: ITV, Channel 4 and over 50 radio stations nationwide.