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Hospitality News

Use Mogreet MMS to Fill Your Hotel's Events



LOS ANGELES — Mogreet, Inc., the company behind the world's first mobile video marketing platform, today announced impressive results for a recent ground-breaking campaign for Hotel Casa del Mar in Santa Monica demonstrating the power of mobile video marketing.

The campaign resulted in a 27% redemption rate, and Hotel Casa del Mar reported generating substantial revenue from the program. More important in the long-run, the hotel has built a database of local customers and "staycationers" that the hotel can reach to drive revenue through hotel services, such as food & beverage, spa treatments, etc.

An analysis of total message sends reveals 72% of all messages were sent to cell phones in the Los Angeles metro area with the greatest number going to phones in the 310 area code alone, which is precisely the hotel's target consumer. The campaign ran for total of 5 weeks, concluding on November 22, 2009. Hotel Casa del Mar successfully built a substantial mobile database and recorded nearly 250 "mobile offer" redemptions.

"The results of this campaign clearly show how mobile can be incredibly valuable for advertisers trying to reach local consumers. In a fraction of the time, the business built a mobile database nearly as big as their Facebook and Twitter presence, which resulted in REAL revenue," commented James Citron, CEO, Mogreet.

Located just down the coast from the Santa Monica pier with a beautiful Pacific-facing terrace, the hotel's locally targeted Mogreet mobile video marketing campaign enticed consumers to join into the hotel's mobile loyalty club, in return for a special offer (in this case, free unlimited Bloody Mary's or champagne during Sunday Brunch).

Note: For additional information, please visit http://www.mogreet.com. You can experience the campaign by texting 'casa' to 21534.

About Mogreet, Inc. Mogreet is the world's first mobile video marketing platform, enabling marketers to combine the expressiveness of video with the ubiquity of text messaging to create the most effective way to communicate to over 200-million mobile phones across all major carriers in the United States. Founded in 2006, the company has raised \$7MM USD in venture capital from Ascend Venture Group, Black Diamond Ventures, DFJ Frontier and Spyglass Ventures. Mogreet is headquartered in Venice, California.

Company information: No company information available

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