

## How to collect e-pledges at AHA Start! Walk events Using smartphone data collection and email message delivery

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Events and conferences are uniquely powerful. Inside of an event, companies can personally meet customers and prospects, let them touch the brand, test products, understand value and ultimately complete a transaction.

Attendees are often left with a strong affinity for the brand and the cause. But, they cannot always fully engage once they return home from the event.

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Using the InterACT system, the American Heart Association and the Got Milk? Campaign can register attendees at AHA Start! Walk events, gather information and pursue lasting, 1:1 relationships. Using this system, all objectives for awareness, data collection, list compilation and e-pledge generation can be met.

### InterACT™

#### A simple way for customers to engage and pledge

InterACT software, deployed on smartphones, leverages the cellular network to easily implement a wireless registration process that links interested participants to your custom, interactive campaign.

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Enter your Contact Info

First Name: [Jeff]  
Last Name: [Bowden]  
Mobile #: [640211047545]  
Email: [jbowden]@board.net

[Next]

#### Connect participants to a custom, 1:1 Got Milk? campaign

Doing so is fun, intuitive and engaging.

**How it works:** When handed a smartphone by an event staffer, participants view a custom splash screen, enter their name and email address, commit to a pledge and hit "send". Their entry is instantly and wirelessly posted to a secure website. Anyone with proper permission can access this site, view data and generate export files.

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**What happens next:** The web post triggers an outbound email to everyone that registered during the event on InterACT smartphones. These emails will be designed to drive participants to [www.whymilk.com](http://www.whymilk.com) where an e-pledge kit can be downloaded.

**Promotions are endless:** InterACT enables The American Heart Association, the Got Milk? Campaign and partners to build a powerful, accurate database for future response campaigns to deploy surveys, rewards, advertisements, incentives, you name it. The strategic and creative possibilities are limitless.

**What Event Marketers can achieve:** For the first time ever, Event Marketers can easily and economically conduct instant campaigns and build a valuable database of engaged prospects that had been previously uncollectable.

With InterACT software for smartphones, the AHA and Got Milk? campaign can build prospect lists, launch 1:1 campaigns, conduct surveys and access data, in real time.

- ◆ Connect with consumers during events
- ◆ Engage, entertain and reward
- ◆ Extend, measure and mine your database
- ◆ Leverage event marketing to the max