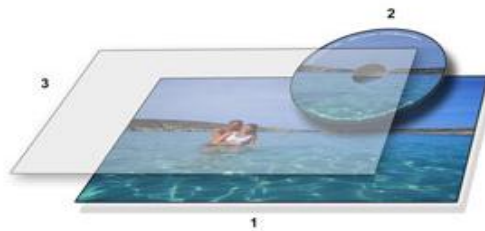


XDmailcard®

uses for the XDcode

XDmailcard®:

Merchandise/Souvenir Card/Communications Tool/Retail Product



What is an XDcode?

An *XDcode* is a maximum eight digit carbon-printed code, found under the secure placing of an *XDmailcard®* CD/DVD.

What extra sales dimension does the XDcode give to the XDmailcard®?

The *XDcode* is your ticket to a world of sales opportunities, market knowledge gathering and added value.

But how can it do this?

The *XDcode* enables you to identify your customers and improves the communication which you have with them. The *XDcode* can be connected with online marketing efforts, by inviting customers to visit a designated webpage. This opens some exciting one2one marketing possibilities and also gives further incentive for sales and distribution growth. The *XDcode* can also be used in tandem with mobile phone marketing, mobile phone top-up schemes, and make the *XDmailcard®* an interesting alternative to a standard lottery ticket.

In short, the *XDcode* in combination with the *XDmailcard®* can offer:-

- A combination of offline and online features
- A unique platform for the encouragement of mobile phone activity
- A higher value product
- A higher consumer motivation for the purchasing of original disk work
- An increase in disk sales
- An increase in cross sales
- An increase of traffic to a web site
- A means to reward loyal consumers
- A means to collect consumer data
- A means to encourage cross marketing with partners
- A means to create exciting promotions with high response rates



Is it easy to encourage people to visit my website or respond to me by SMS?

Of course; by providing features, benefits, customer top-ups and prizes, you give customers all the incentive they need. In fact, practically anything that's deemed as an attractive bonus will draw in a quick response.

How do I know that the *XDcode* is secure?

Each code is made with an individual pattern of digits. These are supplied to us by you on a simple Excel sheet. The upper components of the *XDmailcard®*, being the disk and laminate, ensure that the code can only be read by the recipient or end-user of the product. Only when the laminate and disk are removed, can the code be retrieved.



Why not use automated software, rather than a manually inputted code?

1. Firstly, automated software can only be used with a disk inputted into a PC; thus making mobile phone marketing, or over-the-counter winning lottery numbers, a void product option.
2. The use of auto-run software is highly sensitive, especially in an age where the covert image of 'Big Brother' and uninvited spam is a concern to many. With a manually typed code, it is the recipient who takes the initiative for interaction, rather than finding themselves unfairly hijacked by automated software. To force people into your website using surprise tactics, can be hugely evasive; it's certainly no way to obtain trust from your customers!

XDcode applications:

1. **Market knowledge gathering:** Get to know your customers, ask them to fill in an on-line form when accessing a webpage to fill in their *XDcode*. Guiding customers to a website is the perfect means to collect valuable data for effective one2one marketing campaigns, and for the strengthening of a client database.
2. **Increase sales:** It's no great secret that extra promotion can bolster sales of a product, and heighten brand awareness and communication effectiveness.
3. **Add value:** For you and the customer, the benefits of the *XDcode* are transparent. Your customer has an overall sense of being appreciated, which in turn improves the general perception of your product/promotion. And importantly for you, it improves market effectiveness through greater understanding and more promotion options.