

# Mobile Marketer

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## Acuity Mobile, G.A. Wright partner for loyalty programs

By [Gabrielle Kalika](#)

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**Alan Sultan is president of Acuity Mobile**

The G.A. Wright Marketing agency has partnered with Acuity Mobile to provide its clients with mobile services for loyalty marketing.

Acuity can also access G.A. Wright's direct marketing campaign management services for its clients. The partnership will ensure that clients of both companies can achieve message continuity and generate return on investment from their loyalty programs.

"[Acuity's strategy is to provide] high-level mobile marketing capabilities to casinos and resorts, which generally have a lot of customer data and conduct sophisticated loyalty programs," said Alan Sultan, president of the Washington-based firm.

"G.A. Wright believes that Acuity's Spot Relevance platform – which serves customized mobile offers that combine the time and location of the user with demographic and preference data – is the technology that best utilizes their clients' customer data to provide customized offers," he said.

"As part of the G.A. Wright suite of offerings, they can work with creators of content for other mediums to ensure consumers are getting consistent messaging from all channels."

[Acuity](#) will manage G.A. Wright's entire mobile service offering, including WAP, text and custom applications. This will serve as an extension of existing loyalty programs which leverage customer data and specialized location targeting to ensure that casino and resort guests receive content targeted specifically towards them.

For example, a customer who is identified as a blackjack player can be notified when a new blackjack table opens up, a customer may receive a discount on a hotel suite toward the end of the night or receive coupons for a free meal as he or she is walking by a new restaurant at the resort - all through text or multimedia messages.

This content targeting service, called Spot Relevance, allows gaming and hospitality organizations to send notifications and offers via SMS and MMS messages and streaming video. It operates on Acuity's Embedded Mobile Advertising Platform (EMAP).

[G.A. Wright](#), Denver, CO, specializes in the gaming and hospitality industries. The agency offers a full range of services, from strategic consultation and market research to data analysis, direct mail, email and Web site development.

"Casinos and resorts want to be sure they send the right offer to the right person at the right time and place - leveraging their customer data - to ensure their marketing dollars are spent right," Mr. Sultan said.

"Also, they are looking for new customer acquisition techniques which appeal to younger demographics," he said. "They are looking to make their other media actionable by enabling redemption and participation by the mobile devices i.e. text to short code on outdoor signage."

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