



Press Release

ONLINE PLATFORM JUST THE 'TICKET' FOR RETAILERS Digitally driving footfall to local businesses

TreatTicket.com, a daily deals provider headquartered in Newtownabbey, has developed an app which will revolutionise how high street retailers interact with local consumers, and how customers can locate discounts and offers in their location.

With many local businesses feeling the heat from online competition, TreatTicket Mobile has been heralded by the NIIRTA as a completely affordable digital marketing tool that has the ability to digitally drive significant footfall to the high street and local retailers.

TreatTicket Mobile provides all businesses - from large multi-nationals to small retailers – with a digital platform to upload offers to a mobile directory of 'deals' visible to those who have downloaded the free app.

All types of businesses including, hotels, restaurants, pubs, cafes, spas, hair salons and retailers on and off the high street use the app to upload offers to drive trade on quiet days or get rid of unwanted stock.

With 43% of shoppers in the UK now using smartphones*, Mary McCall, TreatTicket Managing Director cites digital shopping as the inspiration for the app:

“Digital is now an integral part of the way in which we shop. A recent survey ** found that more than half (55%) of consumers now prefer to shop online rather than in-store for a variety of reasons.

“The introduction of TreatTicket Mobile will allow these consumers to continue to ‘browse’ online and drive footfall in-store to local business which of course will financially supporting the Northern Ireland economy.”

Mary McCall, who has already raised almost £1million private investment for her company since leaving her civil service job 18 months ago, continued:

“TreatTicket Mobile presents local businesses with a unique opportunity to communicate with a mass digital and mobile market, in real time and in a cost effective manner.

“The internet doesn’t have to be the enemy of local businesses. The TreatTicket app allows them to take advantage of the digital technology available to us and use it to drive customers and sales in-store.”

TreatTicket Mobile provides shoppers with the best of both worlds – actively hunting for an offer online *and* letting the offers find you by utilising ‘push’ technology.

The geo-targeted elements of the TreatTicket app allow consumers to find the best offers, via sector or business name, closest to them at any given time.

The technology has received backing from Northern Ireland Independent Retail Trade Association (NIIRTA) Chief Executive Glyn Roberts. He said:

“Treat Ticket Mobile has the ability to bring ‘digital’ spend back into the high street.

“The ease and convenience of online shopping presents a threat to independent retailers based on our local high streets and in our town centres. But I urge all local businesses to fight back and make ‘digital’ work in their favour.

“The TreatTicket team have developed a platform that will allow retailers in Northern Ireland to use ‘online’ technologies to their advantage, driving sales and footfall back into our local streets, rather than to online competitors.”

One boutique hotel already signed up to TreatTicket Mobile and looking forward to the launch of the app is Julie Lynch, Business Development Manager at Malmaison Belfast, explains:

“We’re excited to be working with TreatTicket Mobile. We often have promotions and this technology helps us push existing offers to a huge audience in the local area. We particularly like the flexibility of the technology which lets us choose when to start and end an offer, in real time.

To find out more download the free TreatTicket app now (available for Apple and Android), visit www.TreatTicket.com/Mobile or contact: 028 9084 5200.

*Figures according to Econsultancy report, September 2012

** According to a recent survey conducted by Riverbed Technology

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Benefits of TreatTicket Mobile

For Businesses	For Consumers
<ul style="list-style-type: none"> Allows small businesses to effectively promote their products and services without big budgets. Licences start at less than £6.50 p/wk 	<ul style="list-style-type: none"> Provides visibility of offers that may prove difficult for consumers to find unless they walked in store
<ul style="list-style-type: none"> Offers an excellent platform to sell unwanted stock and minimise wastage 	<ul style="list-style-type: none"> Enables shoppers to find deals in their location
<ul style="list-style-type: none"> Presents an opportunity to extend market and reach new customers 	<ul style="list-style-type: none"> Users can search for location, brand or business sector (restaurants, hair salons, etc) to find what they want
<ul style="list-style-type: none"> Drives footfall in to the store 	<ul style="list-style-type: none"> Users have control over when they want to receive 'alerts' from the app and what they want to receive alerts for
<ul style="list-style-type: none"> Business has control over the offer and the live/expiry dates of the deal 	<ul style="list-style-type: none"> Encourages users to visit shops they may not have otherwise considered

For more information or for interview opportunities with Mary McCall and Glyn Roberts please contact: Alyson English, Lighthouse Communications: Alyson@lighthouseni.com or 07740513547

Notes to Editors

About TreatTicket.com

- The free TreatTicket app can be downloaded for Android and Apple devices
- TreatTicket is a fast growing national daily deals website headquartered in Newtownabbey
- Launched in May 2011 (with private shareholder funds)
- Daily deals are currently offered in seven locations (Belfast, Newry, Derry, Glasgow, Liverpool, Manchester and Birmingham)
- National deals are offered to a total of 31 cities throughout the UK
- TreatTicket uses collective buying power to negotiate discounts on restaurants, hotels, spas, incredible local experiences and products for a targeted list of opt-in subscribers ('TreatTicketers')
- 140,000+ subscribers
- 30% of subscribers have bought 5 or more treats
- Won the DANI award for Best B2C campaign in 2011; finalists in the 2011 CIM Awards Best B2C campaign; Winner of 'Best New Product/ Service Campaign' at the 2012 CIM Awards
- Over £1M of savings achieved for TreatTicketers since launch

