



«ATH Messenger» Απογείωση... μέσω Facebook



MPASS

MPASS

Success stories in Customer engagement



A young man and woman are smiling and looking at a smartphone together. The woman is on the left, leaning her head against the man on the right. They are both wearing blue shirts. The background is blurred, suggesting an outdoor setting.

MPASS delivers customised marketing solutions, to boost **Customer Engagement** for building a long and profitable relationship between Brands and Consumers,

by using:

- Loyalty Marketing
- Gamification
- Omnichannel Marketing

A photograph of two young women with long hair, smiling and looking at a smartphone held by one of them. They are outdoors, wearing summer clothing like a straw hat and sunglasses. They are holding several shopping bags, including a large yellow one. The background is a blurred city street with buildings and trees.

OMNICHANNEL MARKETING

...BRANDS ARE THE EXPERIENCE THEY DELIVER

Modern consumers start, continue and finish the shopping journey by using a series of different channels, mobile taking the lead.

They are experiencing the whole brand, not the channel they use, so they demand this multichannel experience to be seamless, consistent and personalized.



MPASS IN OMNICHANNEL

MPASS solutions exploit personalized content marketing and sophisticated campaign management, for a **channel-less customer experience**.

For each campaign we calculate consumer's location, channel preference, shopping behavior, demographics and insights, so to maximize:

- communication impact,
- customer satisfaction,
- revenue and profit per consumer



To further boost the critical role of Social Media in Athens' Airport's integrated Omnichannel Strategy, MPASS developed the «ATH Messenger».