

Mobile modernises Tate's visitor engagement strategy

Business need

To improve the **speed and accuracy** of Tate's data capture process for visitors via **mobile**.

TATE



The solution

To complement an electronic sign-up form at the ticket desk (hosted on an iPad) which has replaced the paper-based system.

Visitors are asked to **provide their email address by SMS and sign up for e-newsletters** from Tate.

Posters advertising the Gauguin exhibition, tickets for the exhibition and promotional materials at Tate itself will all include the option to sign up for **Tate information** and the chance to enter a free prize draw for a Gauguin-inspired holiday. Customers simply text **TATE** followed by their **EMAIL** to **84420**.

Results

- Over 1,000 email addresses and mobile numbers were entered and validated into Tate's database within four months.

