

PRESS RELEASE

Mitsubishi Motors in the UK chooses Incentivated to build iPad app

London, 3rd May 2012

Leading mobile marketing and technology company, [Incentivated](http://www.incentivated.com), is delighted to have been chosen by Mitsubishi Motors in the UK to build an iPad-only sales lead capture app.

The app will be used by Mitsubishi sales teams at promotional events up and down the country to showcase their entire range of cars and as a way of overcoming the typical unintentional damage and inaccuracies inherent in paper-based interest capture forms completed at external events.

Mitsubishi hopes to improve both the accuracy of recorded contact details of potential customers (e.g. immediate and automatic PAF confirmation of postal address details can be carried out as the form is completed) and securely communicate the leads captured by field sales teams. Once completed, the forms can be sent electronically via the 3G or wi-fi network, or be cached for sending later if offline, straight to Mitsubishi's central marketing database for onwards sales funnel management.

In addition, interested customers will receive an immediate SMS receipt of their conversation and ongoing updates as they progress their purchase of a new car.

Katheryn Davies, Customer Communications Manager, Mitsubishi Motors in the UK:

"Incentivated were absolutely the right choice to build this app for Mitsubishi UK. Their technical and creative expertise and instinctive mobile marketing knowledge shone through in their proposal."

Jason Cross, Marketing Director, Incentivated: "We are pleased to be working with Mitsubishi Motors in the UK on this app and to show how using mobile technologies to deliver a targeted, specific and completely functional app like this can have far reaching business impact."

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For further information:

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About Mitsubishi UK

For further information, images and video content please contact the Mitsubishi Press Office on 01285 647 200 or see www.mitsubishi-press.co.uk

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About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



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