PRESS RELEASE

# Transatlantic deals on mobile with Virgin Holidays and Incentivated

London, 6 June 2014

Leading mobile marketing company Incentivated is pleased to announce the launch of the Virgin Holidays mobile website, allowing consumers to browse, book and pay for holidays through their smartphone devices.  The mobile site (virginholidays.co.uk) contains all holiday destinations and offers available via the desktop site but presented in a way that specifically caters to consumer mobile demands.

This follows an earlier piece of consultancy work in which Incentivated advised Virgin Holidays about tablet use of the desktop site as well as delivery of the initial 'brochureware' mobile site.

Built and hosted by Incentivated the "transcoded" mobile website is a cost effective way of delivering content onto mobile without re-platforming the desktop site; adaptation for mobile devices is done in real-time using Incentivated's proprietary technology.  Automatic device detection and redirection is applied to the www. URLs, before the content is intercepted and re-purposed for most mobile devices whilst maintaining the session.  The manner of execution and hosting environment are both PCI-DSS compliant for security reasons.

**Ross Matthews, Head of Ecommerce, Virgin Holidays**: "We are thrilled to be working with Incentivated, as we look to improve our mobile customer experience. We are dedicated to providing the best online usage for our travellers across all devices, particularly those that have become vital to interacting with customers."

**Jonathan Bass, Managing Director, Incentivated**: "Mobile is fundamentally different to desktop, with smartphone devices requiring their own design and navigation to fully engage customers.  This is a great example of a company recognising the importance of tablets and smartphones, and so asking us to supply our specialised expertise and technology.  We are pleased to be working with Virgin Holidays as they take their first steps towards creating a complete mobile strategy.  Initial consumer engagement on the site shows that the mobile channel has become essential to all brands."

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## For further information

Jonathan Bass, Managing Director
Incentivated
+44 (0) 20 7392 2323

press@incentivated.com
www.incentivated.com

## About Virgin Holidays

Virgin Holidays has been arranging holidays since 1985 and are the largest, most successful transatlantic tour operator, and market leader for travel to the USA and the Caribbean.

We are truly worldwide so as well as USA and Caribbean we offer holidays to Canada, the Far East, South Africa, the Middle East, Indian Ocean, Mauritius, New Zealand and Australia, plus a well-established ski programme, so we can find your ideal destination.

Virgin Holidays believe you should "Ask for the World" because we're passionate about creating the best holidays in the whole wide world and going that extra mile to make sure you get exactly what you want, the way you want it.

## About Incentivated

Incentivated (incentivated.com) is an independent technology company and agency with over 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, App Push, IVR/'text to landline' and email) 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.

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