**WHY WE SHOULD WIN**

BACKGROUND

**Who is T-CETRA and What is VIDAPAY?**

[T-CETRA](https://www.tcetra.co) is a leading financial solutions enabler based in Dublin, Ohio. T-CETRA’s cash-to-cashless payment solution helps bridge the digital divide for the 84.8 million underbanked individuals in the U.S. We do this through our network of 10,000 independent prepaid wireless retailers who use our financial technology platform, VIDAPAY, to convert cash payments into auditable, cashless transactions. We also supply payment processing services and wireless products to those retailers. VIDAPAY allows the retailer to accept cash for cloud-based services that would normally only accept credit cards. This enables them to drive revenue and better serve their cash-preferred customers.

**Our Retail Network**

VIDAPAY is utilized by a network of 10,000 independently owned and operated prepaid wireless retailers throughout the United States and Puerto Rico; a large percentage for whom English is a second language. This group is notoriously difficult to target with traditional media, is highly fragmented and operationally siloed, and is located in underserved urban and rural U.S. communities. VIDAPAY competes with other payment processors used by these retailers, so it was critically important to capture mindshare during the Holiday sales period, where we generate 30% of our annual sales.

We were tasked with developing a Q4 promotion to drive sales and engagement on the VIDAPAY portal among our retail network in partnership with one of our largest prepaid wireless carrier partners, TracFone Wireless.

**Our Fortune 500 Partners**

Through partnerships with T-CETRA, strategic service providers such as Verizon, TracFone, Amazon, and Google can deploy their products and services quickly to millions of cash-preferred customers. It’s through these revenue-generating partnerships that Fortune 500 partners can immediately and efficiently open a fully secure channel to penetrate this underserved, cash-preferred market via our B2B network of independent merchants.

**Company Awards**

T-CETRA was recently honored for using its tech prowess to co-develop the [NeighborRelief](https://neighborrelief.org) program, earning us the Vanguard Award for Corporate Citizenship; our efforts in closing the digital divide in the business community enabled us to win the Diversity in Business Award; and our excellent workplace culture earned us the Top Workplace Award by Columbus CEO. The T-CETRA Marketing team is responsible for these successful award application submissions - something the company hadn’t ever pursued before.

**The T-CETRA Marketing Team**

The Marketing Team is the sole creative and logistical marketing engine for all B2B communication and promotions for both the T-CETRA and VIDAPAY brands. The 2 major audiences it serves is the aforementioned Retail Network and Fortune 500 partners.

In its 8-year history, the T-CETRA Marketing Team has grown from a one-person department to 9 full-time employees. During the time of campaign execution, the T-CETRA Marketing Team was comprised of 1 Vice President of Marketing and Growth, 1 Senior Marketing Manager, 1 Creative Marketing Manager, 1 Communications Manager, 2 Digital Designers, 1 Digital Video Producer, 1 Planner of Philanthropy, Growth & Marketing and 1 Marketing Campaign Strategist. The Campaign was conceptualized, designed, launched and executed entirely in-house.

The promotion’s success was heavily reliant on cross-departmental teamwork. The Marketing Team directed the campaign and worked collaboratively with the field sales team, data/IT, finance, product, logistics, and customer service teams on its execution.

**Campaign Overview**

On October 1, 2021, T-CETRA launched the “VIDAPAY ME! $100K Giveaway”, a 12-week gameshow-themed B2B promotion designed to drive revenue, increase retailer and master agent engagement, strengthen brand awareness, and create new buying behavior. Our overall goal was an 8% Q4 YOY sales lift.

The challenge we addressed when conceptualizing and executing a holiday sales promotion was how to keep the retailer base engaged over such a long period as well as how to drive incremental sales and VIDAPAY Marketplace purchases. Our retail base needed an incentive to continually transact on the VIDAPAY portal for their wireless product and service needs, i.e., wireless activations, top-ups, and/or device procurement. To achieve this, we developed a game show theme (“VIDAPAY ME!”) built upon the VIDAPAY name that could utilize numerous creative and gamified marketing assets throughout the promotion to incentive dealers to participate in the giveaway.

Because of retailers’ language barrier, the promotion also needed to be told visually. It also needed to relay an engaging story over time, attract the audience with personal stories from dealers, and conclude with a suspenseful ending. To achieve this, we created over 150 assets, including spotlight videos, emails, banners, and social posts highlighting weekly winners, all to excite dealers and inspire them to continue participating in the giveaway for a chance to win the grand prize of $20,000.

The wildly successful B2B promotion accomplished all of the above (for the first time) and ultimately exceeded all written expectations and goals, delivering tangible sales and record-breaking engagement results. Please see the accompanying supporting data that discusses specific results and KPI’s in-depth.

**How It Worked >>>> RESULTS**

VIDAPAY ME’s goal was to drive specific actions that resulted in company growth. Entries to the contest were strategically awarded based on these goals, ie, not every action was rewarded.

In order to be eligible for VIDAPAY ME!, dealers had to register their account ID on an event page on the VIDAPAY portal and accept the T’s and C’s of the promotion. This was a new requirement for them and represented a new challenge for our UX team. This promotion required clear, effective communication to ensure that dealers were aware of and executed on this new eligibility requirement. Entries were automatically tracked courtesy of our data team, which built the logic to track all results in real-time.

Despite the new registration requirement, our goal for dealer registration was 2.600 total or 40% of total TracFone retailers that use VIDAPAY. We achieved nearly DOUBLE that amount – 5.060 dealers registered and participated in the promotion – a **78%** participation rate!

Also new to this promotion was the opportunity for our dealers to earn additional entries upon completing an 8-question survey. This survey supported a company-wide Know Your Customer initiative designed to help us better support our dealer base moving forward. We received 980 completed surveys resulting in the best-performing survey in company history.

Entries awarded on qualifying transactions were tracked on the VIDAPAY portal, which was updated daily to encourage frequent repeat visits. Our goal was to generate 500,000 entries (we benchmarked the amount to a past Tesla Giveaway promotion). The result was nearly 1.9 million total contest entries – nearly QUADRUPLE our initial goal, with an average of 368 entries per dealer. Our top-selling product was the SIMPLE Mobile $50 plan, which increased TracFone’s average ARPU (average revenue per user) of just under $35 to $50 – a **43% increase**!

**Refreshed, Convenient, And Engaging Messaging**

In order to further increase engagement, all assets, including landing pages, videos, emails, text message, scripts for customer service, social media, website banners, and more, were gamified. Gamified assets included a digital “Spin the Wheel” on the “Secret Sale” banners, game show digital “doors” revealed weekly winners, and Bonus Rounds during the critical selling periods such as Black Friday-Cyber Monday that allowed retailers to earn double entries and a special $3,000 prize for that weekend only.

Assets were continually refreshed throughout the promotion, including two subsequent logo updates after launch. Assets were segmented by dealer group, and messaging was adapted to each unique dealer subset. In total, approximately 250 unique marketing assets were created over the course of 12 weeks.

**Something For Everyone**

Based on feedback from previous giveaways, VIDAPAY ME! was designed to “spread the wealth” and provide numerous opportunities for small market retailers to win. There were 52 weekly winners drawn over 10 weeks for a total of 524 winners. Prizes included a $20,000 Grand Prize, a $10,000 First Place round trip Prize for four to Los Angeles (home of game shows), a Most Entries prize, and a separate $3,000 Bonus Round prize over Black Friday-Cyber Monday weekend.

Winning retailers hailed from Seattle to Puerto Rico and virtually everywhere in between, from small towns like Albertville (AL), Des Moines (IA), Springfield (IL), Sylvania (GA), and Paducah (KY) to major markets like New York City and Atlanta.

Weekly award videos were filmed on-location by our field sales team and we repurposed the content to reveal who was one of 52 weekly winners on our promotion Event page, which led to social media sharing by the dealer and their master agent. Each week, the Marketing Team selected 3 lucky weekly winners to feature in retail digital assets, VIDAPAY web banners, retailer emails, the Master Agent VIDAPAY ME! Hub website and social media.

**Training Buying Behavior**

VIDAPAY ME! presented the unique opportunity to drive desired buying behavior by rewarding certain transactions with more entries. For example, $50+ prepaid plans received entries into the sweepstakes, and the result was a 43% increase in Average Revenue Per Unit (ARPU).

Also new to this promotion was a “Secret Sales” sub-promotion for our dealers specifically devised to drive handset sales. branded as “Every Monday is Cyber Monday.” These “Secret Sales” were held every Monday at 1 pm EST (to encourage our West Coast retailers to participate) and were only accessible via temporary banners on the VIDAPAY portal. The banners linked to a secret page on our VIDAPAY portal, which unveiled secret sales on select wireless devices. Dealers were trained to look for handsets on the VIDAPAY Marketplace and were rewarded for their Secret Sale purchases with double entries in the VIDAPAY ME! $100K Giveaway.

This gamified strategy kept dealers hooked and coming back every Monday for special handset sales on a limited number of products. It resulted in an **average sales lift of 790%** every Monday.

**Conclusion**

VIDAPAY ME! ultimately became the most successful promotion in our 15-year company history, boasting a 78% participation rate among VIDAPAY retailers. The typical retail participation rate with carrier promotions is approximately 40-50%. This engagement drove 1.9 million performance-based entries, which drove handset sales, activations on $50+ service plans, purchases on VIDAPAY Marketplace, and aided our Know Your Customer efforts via our most successful dealer survey in the history of our company (980 completed, 1,220 partially completed).

Importantly, we analyzed the sales data across all dealers and those who did NOT participate in the promotion saw a –20% drop in sales for the time period versus those who did participate in VIDAPAY ME! (up to a + 30% increase in sales). This promotion is the reason T-CETRA surpassed its Q4 sales goals.

We exceeded expectations and raised the bar for B2B fintech marketing. The VIDAPAY ME! $100K Giveaway contributed to a 9-12% overall increase in sales lift/forecast (Q4, YOY) across top up, activation and handset sales and contributed **$46 Million in sales** for the quarter and drove the highest level of retailer engagement in the company’s history.

For these reasons, we at T-CETRA believe we deserve the Team Achievement Award. We shelled the proverbial “tough nut to crack”, telling a visually appealing, engaging story to a fragmented audience with record-breaking sales and engagement results.