

## CASE STUDY

### Runner's World m-commerce site

#### Background and Client Objectives

In October 2010, Roundpoint worked with Runner's World – a National Magazine Company publication to develop an m-commerce and viral marketing microsite (<http://rwmobile.co.uk>) to sell its branded book Runner's World Complete Guide to Running. The Hearst Corporation, which owns The National Magazine Company has a strong track record in digital publishing and wanted to take advantage of mobile as an important new channel.



#### Roundpoint's Solution

As it was important that the book could be bought from all mobile phones, Roundpoint offered its m-commerce solution that gives customers the option to buy the book either via a secure java application (for older phones) or a through a secure mobile website (for smartphones).

Roundpoint recommended a text messaging campaign to notify customers of the offer, giving Runner's World an opportunity to engage personally with customers. Over 20,000 texts were sent containing a mobile internet link which once clicked on gave information about the guide which retailed at £9.99 including free postage and packaging. Customers could



simultaneously order a copy and fill in a mobile form to notify their friends of the offer. Talking about the microsite, Kate Thorniley-Walker, Direct Marketing Manager says “We are delighted to be selling Runner’s World Complete Guide to Running via mobile phones. We have already sold a Good Housekeeping recipe book via mobile and by offering fulfilment by credit or debit card we make it easy for customers to simultaneously complete an order and share the same opportunity with their friends. This text campaign has allowed us to reach our customers in a different and more personal way and given them an easy means to take advantage of a great offer. The fact that Roundpoint’s m-commerce solution works over all phones allows us to reach all our customers and not just those with smartphones.”

Roundpoint  
23 Science Park  
Cambridge  
CB4 0EY

<http://www.roundpoint.com>  
m.roundpoint.com

+44 (0)1223 437070  
Twitter: RoundpointLtd