

# Gordon's Gin & Tonic

## DRIVING PURCHASE

In an industry first, Weve integrated a National Rail API feed into its delivery mechanic - sending an MMS to verified 18+ adults who were known commuters when their train was delayed.

**21%** 

PURCHASED GORDON'S GIN & TONIC, OR NOW INTEND TO

**60%** 

UPLIFT IN FUTURE PURCHASE INTENT FOR THOSE RECALL THE MESSAGE

**64%** 

AGREED THE MESSAGE TIMING & LOCATION MADE THEM MORE LIKELY TO PURCHASE

