



## CUSTOMER REFERENCE

Category: Promotions

Customer: Windsor Circle CEO, Matt Williamson

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### What does Windsor Circle do?

Retention Automation Platform helps online retailers keep their customers through data-driven, personalized and automated customer loyalty programs.

### How do you use the ELF?

We call it the "Attention Automation Mobile". We wrap it in our company logos and raffle it off at trade shows.

### How has the response been?

We were looking for something outside the box and we got it. The traffic it generates at our booth eclipses any other display.

### How is the ELF utilized in the booth?

To be enrolled in the raffle, people have to submit their contact information so we're generating a massive amount of leads, 3 to 4 times what we would normally receive. We also give out Margaritas made off of the ELF's rear wheel!

### How do the people respond?

They're ecstatic, they didn't know something like the ELF was even possible. We let them sit in the ELF and use their phone to take their picture and have them share and Tweet. The trade shows have jumbo screens showing live tweets and they are continuously dominated with pictures of the Windsor Circle ELF.

### Any closing comments?

Companies might think an ELF is an expensive giveaway compared to an iPad, but in terms of response, it's very cheap. The results we get are phenomenal and is extremely cost effective.

Side Note: Windsor Circle recently won the "Google for Entrepreneurs National Pitch Day" and received a spur of the moment investment from Steve Case.

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