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Thirsty Camel Leads The Charge in The Australian Liquor Retail Sector by Adopting OtherLevels Cutting Edge Web Notification Technology

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") and Thirsty Camel have today released the results from the first 'web notification' program to be executed in the Australia Retail Liquor sector.

Early results include a **21% increase in Hump Club memberships**, as well as a **4x higher click-through rate** compared with industry standard for other paid digital media channels.

Innovative liquor retailer Thirsty Camel bottleshops, known for their disruptive marketing strategies in the marketplace, engaged OtherLevels to implement a new cutting edge digital messaging format, 'web notifications', or 'web push', that enables sites to deliver offers and content directly to a customer's desktop browser, or Android mobile browser, without the need to download an app. This reach, together with a single click opt-in, expands the audience, and generates higher opt-in rates. The result is increased conversion and thus lower acquisition spend, as well as reduced on-going re-targeting costs using paid media.

OtherLevels marketing strategists have been working with Thirsty Camel to deploy web push and a second message type, to deliver special offers and seasonal promotions to their customers as part of an omni-channel digital program.

Leah Grinter, Head of Marketing for Thirsty Camel commented, "We are delighted to be the first Liquor Retailer in Australia to utilise OtherLevels cutting edge technology. Thirsty Camel have always been innovators in the digital space, especially when it comes to communicating exceptional value to our customers. This technology, along with the ability to segment our audience using browsing behaviour and control groups, has allowed us to send highly personalised special offers to them in real time. In addition to this, web notifications technology is a fraction of the cost of other types of digital media, and we have already seen a **97% uplift in WAU**, a **67% uplift in repeat visits**, and have gained valuable insights into the use of our irreverent brand tonality in new channels. We are very buoyed by these early results and look forward to refining our approach as the project continues.

Brendan O'Kane, OtherLevels CEO commented "We are very excited to be working with Thirsty Camel to launch these cutting edge capabilities into the Australia Liquor sector, and help them build their Hump Club loyalty program. These results demonstrate that web notification technology needs to be a critical component in the omni-channel marketing mix, and we look forward to working with Thirsty Camel to further expand their reach and personalisation options. It confirms OtherLevels position as the foremost innovator in sophisticated omni-channel messaging solutions in the Australia and New Zealand market."

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps.

For more information, please visit <http://otherlevels.com>

About Thirsty Camel Bottleshops

Thirsty Camel bottleshops is a leading independent liquor retail banner with over 400 bottleshops across Australia. Focusing on convenience retail, Thirsty Camel pride themselves on offering customers exceptional service and value, as well as their irreverent and innovative digital marketing and loyalty programs. www.thirstycamel.com.au

For media enquiries please contact media@otherlevels.com.