

Marketing and Engagement Solutions Platform



Phil Okun
CFO &
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CEO CFO: Mr. Okun, what is the concept behind Quikly?

Mr. Okun: Quikly is a marketing and engagement solutions platform. We have an innovative way of motivating consumers in certain ways. We harness and maximize the power of a brand's consumer following using gamification marketing in the social media, email, SMS, and web spaces all at once. The result being revenue, brand engagement and advocacy, customer analytics, and much more. Right now, brands are hurting themselves with over-communication to consumers. Consumers are tired and annoyed by the amount of meaningless email they get from brands. The idea of Quikly is to provide consumers of brands with an engaging experience that gets them more of what they want, when they want it.

CEO CFO: Is the industry aware that they are sending out too much with too little specificity? Is there a general awareness that more is not always better?

Mr. Okun: It depends on what level you are in the company. I think the manager of the CRM program knows that it is a problem. They have a quota they need to hit, so they are encouraged to over send anyway. I think it's the CEO and even the CMO who are not aware. I do not think executive leaders would allow over-communication to consumers; it's ineffective and erodes the value of a brand.

CEO CFO: How does Quikly work?

Mr. Okun: Quikly allows brands to captivate consumers at a significant rate using consumer psychology. We help build anticipation, urgency to act, and purchase intent. Brands can leverage the Quikly platform to push out a limited batch of rewards. Consumers of a brand are notified of a campaign release and can opt-in. Participants can gain a heads-up on others by inviting friends on social media and taking other actions before a release. When the campaign goes live, a secret link is sent via email or SMS and is available to be claimed. The consumers who are the fastest to claim get the best rewards.

CEO CFO: What types of brands are using your service?

Mr. Okun: We work with Fortune 1000 consumer-facing brands, like Microsoft, Pet Supplies Plus, Domino's, Tim Hortons, Ann Taylor Loft, Godiva and Zumba, to execute unique and memorable promotional campaigns for consumers. Quikly is a solution for most industries, including retail, food, automotive, CPG, travel and destination, and entertainment and movies.

CEO CFO: How are you reaching out to the various brands? What are you competing against?

Mr. Okun: We are doing traditional sales outreach; public relations to increase brand awareness; and marketing, specifically digital/social promotion and content marketing. Our website, www.movequikly.com, re-launches on April 13 and it will feature a sales content library. Who we compete against is anyone who can tackle consumer engagement and conversion goals. We have a very engaging platform that drives revenue. That is why brands are signing multiple contracts with us.

CEO CFO: When you are working with a company do you help them craft the offer and design the campaign or are you providing the nuts and bolts of getting out the offer? Or both?

Mr. Okun: The answer to that is actually both. Most brands care about return on investment. We have fairly accurate ROI models. When a brand gives us an understanding of the size of their CRM system, social audience, and average basket size, our models will tell them with fairly good accuracy what their return on investment will be. With every campaign we run with a brand, we use the results to improve the model, which increases the accuracy.

CEOCFO: Will you be making the platform available through other entities? Will you be licensing it out in any way other than to the brands themselves?

Mr. Okun: It is absolutely possible in a number of different forms. However, we are not there yet. It is absolutely possible that we might work with agencies, and agencies could be essentially a reseller or a channel for us. There are certain things that our technology does incredibly well that people might want to put into their own ecosystem and we would consider that as well – licensing the IP. On both of those, we are not there yet.

CEOCFO: What has changed from your initial concept? What have you learned along the way?

Mr. Okun: Our solution had to be and is very transparent. It has to be and is very turnkey. For the marketers who use us, it has to be unbelievably easy. They give us some very basic information, an hour of their time, and the campaign is up-and-running. The other thing is that everything has to be transparent. Brands want to make sure that they are getting value from any money they spend on marketing. And for the consumers, it should be a fun, engaging experience that they are sharing with other people – the concept of togetherness.

CEOCFO: If a company was to do three or four or five campaigns with you, how are you able to have a fresh look and feel or will it become something that people know and like even better, because it is the same each time?

Mr. Okun: It is never exactly the same each time. The people that play it love Quikly, and the mechanic is always the same. What changes are the rewards that are given away. For example, it could be an interaction with a celebrity or it could be a coupon. It could be early entry into an end-of-season sale that has limited inventory, and you get in four hours before everybody else. The way that we are really changing it up is what keeps it fresh for consumers – not by changing the mechanics, look, or feel of how a Quikly works.

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CEOCFO: Does it depend on the product or how they sell?

Mr. Okun: Again, brands care about driving revenue, acquisition of new customers, collection of data and brand engagement. We have not come across an industry where it does not work. It is always engaging across all demographics. When you have a brand that is less popular the way that we deal with that is by what we are giving away – the rewards. You will want to offer something that is a little more exciting.

CEOCFO: What might be different a year from now at Quikly?

Mr. Okun: Technology is moving at the speed of light. At its core, Quikly is a tech platform, which will continue to evolve and scale to support the needs and wants of the brands we work with, so they can build stronger and sustainable relationships with their consumers.

CEOCFO: How is business these days?

Mr. Okun: We are doing well – very well, in fact. Our team has grown, probably 100 percent each year, from 2012 to-date. Our biggest problem is that what we are doing is still a little bit new. We just need more feet in the street. We are not having problems closing deals, but we are not well-known yet. We are working on that, however, with our marketing and PR efforts. We are really excited about the results we are seeing; the deals that we are closing; and the revenue that we are driving.

CEOCFO: Why choose Quikly?

Mr. Okun: Our mechanics, predictive ROI modeling, and consultative approach set us apart. We deliver a 50 percent consumer/customer conversion rate on average. We’re more effective and cheaper than promotional agencies and we’re less work than digital platforms with DIY contest dashboards. I think the most powerful element of what we are doing beyond the transparency is we have figured out how to take social media and email and turn it into this word-of-mouth experience to allow brands to acquire of new customers that are demographically correct and get those customers to spend money.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: www.quikly.com