

3radical

The Little Book of **Mobile Marketing**



Welcome to
our little book
on the big subject of

Mobile Marketing



Why read this book?

Digital connectivity has just reached a major milestone: the number of connected mobile devices has surpassed the number of people on Earth!

If you're not thinking mobile then you should be.

This book will give information to justify, plan and manage your mobile marketing strategy.

Contents



-  The Power of Mobile
-  What is Mobile Marketing?
-  The Advantage of Mobile Marketing
-  The Risks of Mobile Marketing
-  Why Do You Need a Mobile Strategy?
-  Recommendations for your Mobile Strategy
-  The Future of Mobile Marketing
-  The Top 10 Mobile Marketing Statistics Everyone Should Know
-  Case Studies



The Power of Mobile



Mobile is taking over!

There are officially more
mobile devices than
people in the World
and they're multiplying
5 times faster
than we are!



4.77 billion

The no. of mobile phone users
Worldwide in 2015

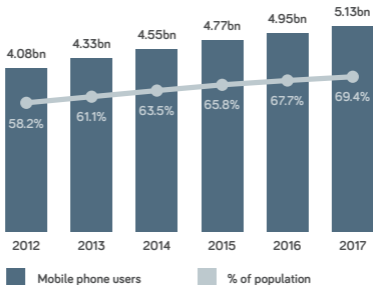
Source: eMarketer

...and the growth is set to continue

Between 2013 and 2017, mobile phone penetration will rise from 61.1% to 69.4% of the global population.

Mobile Phone Users Worldwide, 2012 – 2017

in billions and % of population



Source: eMarketer

Shift to Smartphones will drive further growth

Mobile phone users are rapidly switching to smartphones as devices become more affordable and 3G and 4G networks advance.

By the end of 2017,
global smartphone penetration among
mobile phone users will near

50%

Source: eMarketer



Smartphones are Always On, Always with You

The Power
of Mobile

90%

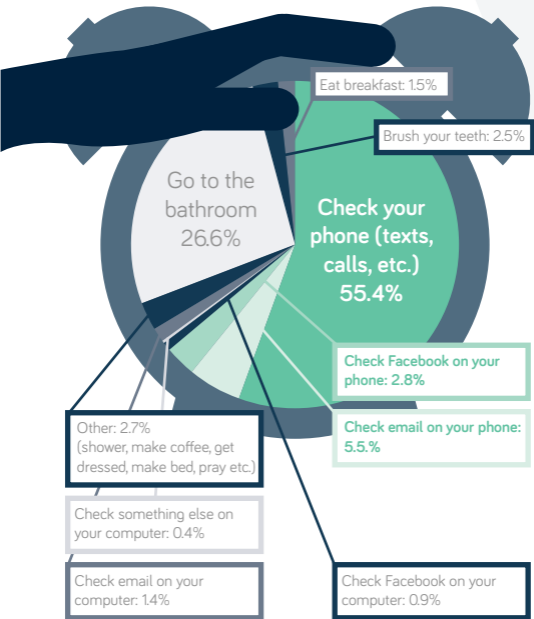
don't leave home without their device



Source: firetext

**...even when you
just wake up in
the morning**

The Power
of Mobile



Source: Hercampus - "Ultimate college life survey" (2013)

**Mobile devices
are peoples
'most
important'
gadget**

“ No other technology has impacted us like the mobile phone. It's the fastest growing manmade phenomenon ever - from zero to 7.2 billion [devices sold] in three decades ”

Kevin Kimberlin,
Chairman of Spencer Trask & Co.

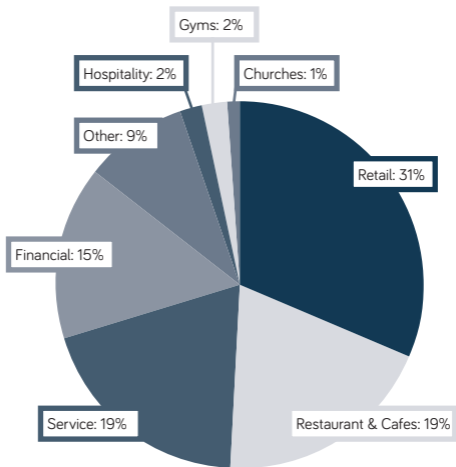
A personal hub of information

Mobile phones have become not just a communications device but a personal hub of information; an essential tool to daily life with calendars, alarms, photographs, social media and much more.

Whether it's finding a place to eat, researching a product, communicating for business or pleasure or connecting via social channels, mobile devices are becoming our constant companions.



**People now use
their mobiles
almost
everywhere
they go**

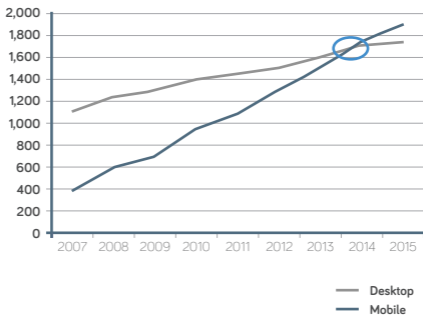


Source: supermonitoring.com

Times have changed

In 2014, the landscape in which businesses operate changed forever when internet usage on mobile devices exceeded desktop usage – the biggest shift since the internet began!

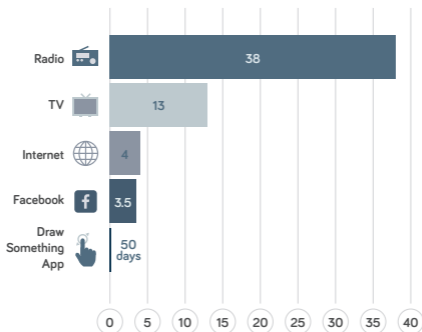
Number of Global Users (Millions)



Source: Morgan Stanley

**Mobile web
adoption is
growing
8x faster
than web
adoption
did in the
1990s
and early
2000s**

Time it took to reach 50 million users (Years)



More than 2 billion mobile devices will be shipped globally this year.



Source: supermonitoring.com



What is Mobile Marketing?



Mobile marketing

is marketing on or with a mobile device, such as a smartphone or a tablet. It provides the opportunity for marketers to offer customers time and location sensitive, personalised information that promotes goods, services and ideas.

“ Mobile is becoming not only the new digital hub, but also the bridge to the physical world. That’s why mobile will affect more than just your digital operations - it will transform your entire business ”

Thomas Husson, Vice President
and Principal Analyst at Forrester
Research

The most popular mobile marketing techniques include:



SMS – the use of text messaging via mobile devices.



eMail – A system for sending and receiving messages between email accounts electronically.



Mobile advertising – the communication of products or services via on screen advertisements to mobile devices.



Mobile Apps – an application specifically designed to run on a mobile device with custom functionality.



Mobile Web – websites adapted for mobile devices.



Proximity marketing – using beacon technology to trigger communications within close range.



QR codes – (quick response codes) a type of 2D bar code that is used to provide easy access to websites or other actions when scanned by a smartphone.



SMS

Advantages

- Messages sent and received in real time
- A high degree of interactivity is possible
- Companies can offer rewards for users' participation
- Can be expanded to incorporate graphics, audio and video messages for certain phones
- Integrates well with marketing campaigns directing users to websites etc.
- Works on basic phones as well as smartphones

Disadvantages

- Can be very intrusive
- Very restricted advertising space
- Consumers must generally opt in which is difficult to achieve for marketing SMS
- Messages sent without user's permission are usually discarded as spam
- High degree of regulation of marketing SMS in many countries
- High cost



EMAIL

Advantages

- Can target high numbers of consumers with single click
- Inexpensive and quick to create email campaigns
- Easy to measure and keep track of campaign success
- Can be used to direct traffic to your website

Disadvantages

- Difficult to get consumers attention as they are inundated with email
- Needs to be relevant and creative to stand out
- Open rates are declining
- Needs to be responsively designed to work on smartphones
- Opt in required in many territories



MOBILE ADVERTISING

Advantages

- Mobiles can offer the advantage of targeting ads based on specific demographic information
- Wide range of properties to advertise on.
- More options for hyper-targeted advertising campaigns than web advertising
- Wide range of different creative options including video and attention grabbing creative
- Opt in not generally required

Disadvantages

- Can be very intrusive on the users experience leading to negative brand perception
- Proliferation of mobile ads can drive users away
- Banner ads on mobile devices have notoriously low engagement rates



MOBILE APPS

Advantages

- Can trigger push messages to the consumers phone (with permission)
- Keeps brand prominent in the marketplace
- Available offline
- Content can be targeted for different users
- Can be made easy to use for the specific purpose of the app
- Can be faster to load than mobile web
- Wide range of functionality can be included to keep users coming back e.g. timetables, menus, booking, account access
- Can gather substantial data on consumers activity

Disadvantages

- Consumers need to download the app to their phone
- Needs to be custom developed
- Needs to be made to suit each platform
- Require on-going care to keep content fresh and to handle technological updates
- Native apps built and maintained separately for each platform can be expensive



MOBILE WEB

Advantages

- No need to download or opt in
- Improved mobile user experience over desktop websites
- Great for keeping a consistent brand identity across channels

Disadvantages

- Difficult to give a great user experience for some activities
- Cannot be easily adapted based on location
- Hard to optimise for all screen sizes and devices
- Often requires separate maintenance to desktop website
- Requires internet connection
- Can result in limited functionality compared to desktop web, which can frustrate consumers



PROXIMITY MARKETING

Advantages

- Gives retailers an edge by reaching consumers in close proximity to their stores
- Proven to generate higher returns than traditional ads
- Messages and offers can be tailored based on location and behaviour

Disadvantages

- Communications generally need an app to be triggered
- Offers must be relevant to maintain customer loyalty
- Consumers need to have GPS or bluetooth (for iBeacons) turned on



QR CODES

Advantages

- Easy to use
- Incites mobile interaction
- Versatility - can be placed almost anywhere
- Trackable
- Can be used to link different marketing channels together, e.g. scan QR code to visit our mobile website

Disadvantages

- Lack of familiarity among certain audiences
- Users need to download a QR code reader
- Dependent on internet connection



The Advantages of Mobile Marketing

Proximity
Relevant
Fun
Personal hub of information
4.77 billion users
Most important gadget
Pervasive

Mobile Marketing

Customer engagement
Rewarding
Contextual
Consumer expectations
Personal
Always on

**10 reasons
why mobile
marketing
is more
effective
than other
channels:**



Instant

Most messages are opened within minutes, allowing for time-specific campaigns.



Reach

Reaches audiences and locations where other media does not.

Most people carry their mobile devices 90% of the time, including times when other media are not available.



Interactive

The opportunity for two-way communication makes it a powerful channel.



Location

Enables execution of location aware campaigns e.g. when a consumer walks into a store.



Brand Loyalty

Consumers tend to share reviews and refer products to their friends using mobile social media.



Cost effective

Can be less expensive than other, offline marketing channels.





Audience Selection

Traditional channels are not reaching certain audiences that mobile marketing can e.g. millennials.



Response rates

Research shows that response rates to mobile marketing are higher than other methods.



Opt-in

Consumers are increasingly opting in for discounts, coupons and information that is relevant to them via their mobile devices.



Measurability

Accurate metrics can be generated and analysed down to an individual level.



4

The Risks of Mobile Marketing



The Risks of Mobile Marketing

Yes, mobile marketing can reach a large audience. And yes, it can be a very effective marketing channel when used correctly

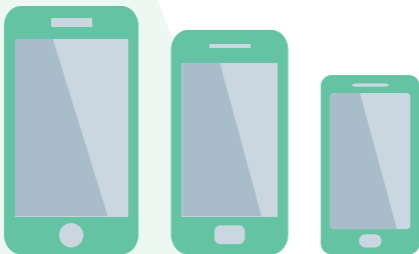


but

If you want to deploy a mobile marketing strategy, it's important that you have a full understanding of the risks...



Diversity



The Risks
of Mobile
Marketing

There are so many different types of mobile devices in use today, and not one common operating system. From tablets to smartphones, there are many different screen sizes and resolutions.

This can make it hard to create an effective marketing campaign, because what looks good on one phone may not look good on another.

You may need to have several creatives to cover multiple operating systems and mobile devices. Not only is this time consuming, but it's also expensive.



2

Privacy

The Risks
of Mobile
Marketing

Mobile marketers need to understand and respect the fact that users value their privacy online. They expect value in return for reaching them on their mobile, and poorly executed campaigns can be very intrusive.

Brands should only indulge in promotional activity if they have the user's permission for it, or else risk alienating their consumers for good – Marketers need to earn the right to leverage this channel!



3

Navigation

Navigation on a smartphone or tablet screen is not always easy for the user.

You may find that your campaigns are not as successful because users find it difficult to navigate your website or app to find the information they need.

Ads and call to action buttons often go untouched as users do not want to look at the detail on their small screen.

You will need to bear this in mind when developing your user experiences.



4

Customer Complacency

The Risks
of Mobile
Marketing



20%

of apps are only opened once before
being abandoned

Source: Localytics

It can be very difficult to keep customers engaged through mobile marketing. Many customers only sign up to a campaign to take an advantage of an offer. Once received, they will often opt-out.

Encouraging customers to sign-up to your mobile communications is one thing, but your strategy will also need to consider how you will keep customers engaged.



5

It's not like Desktop

The Risks
of Mobile
Marketing

Mobile is much more immediate.
Creative needs to be different. Timing
and content needs to be relevant to the
mobile moment.



6

Mobile needs a strategy of it's own

You cannot easily retro-fit mobile marketing into an existing marketing strategy.

Understanding your customers, both now and in the future, when, how, and where they want to interact with you is critical. From this it becomes clear which parts of your marketing communications may be mobile, which must be mobile, and which should not be.

Creating an integrated messaging strategy is time consuming and difficult but critical if you want your marketing strategy to succeed.



5

**Why Do You
Need a Mobile
Marketing
Strategy?**



Why Do You Need a Mobile Marketing Strategy?

Why Do You Need
a Mobile Marketing
Strategy?

We would say that mobile is the future of marketing, but really the era of mobile has already arrived.

If you're not implementing some kind of mobile marketing strategy, you're already trailing behind!

**Mobile is
arguably the
closest you
can get to the
consumer.**

Why Do You Need
a Mobile Marketing
Strategy?

There is no other device that is as personal (people have has their own phone), as pervasive (which is with you all of the time), and provides the opportunity for proximity.

Customers can almost ALWAYS be reached.

Mobile
– right now –
is a great deal!

Why Do You Need
a Mobile Marketing
Strategy?

As marketers, we are supposed to “go where the consumers are and get there first”.

Consumers are looking to their mobile device for shopping, searching, entertainment, socialising and brand interaction.

Now is the time to engage.

5 Reasons why brands need a mobile strategy:

Why Do You Need
a Mobile Marketing
Strategy?



Mobile internet is set to soar

“ I predict that B2B marketers will see their audiences cross over to “mobile first” for the first time in 2015 where greater than 50% of their marketing content will be consumed on mobile or tablet device. ”

Russell Glass, LinkedIn



You need to get ahead to stay ahead

Why Do You Need
a Mobile Marketing
Strategy?

“If you're not using mobile marketing to attract new customers to your business, don't worry — your competitors are already using it and are getting those customers instead.”

Jamie Turner, 60SecondMarketer.com

“If your plans don't include mobile, your plans are not finished.”

Wendy Clark, Coca-Cola



Mobile budgets are growing!

Why Do You Need
a Mobile Marketing
Strategy?



70%

of B2B marketers surveyed
and 86% of B2C marketers
surveyed plan to increase their
investment in mobile next year.

Source: Marketingsherpa.com



**“Mobile moments” are
critical in your customers
journey with you**

Why Do You Need
a Mobile Marketing
Strategy?

The mobile mind shift is customers' expectation that they can get what they want in their immediate context and moments of need.

Serving customers in these “mobile moments” is leading nearly every company on the planet to invest in mobile technologies.

Source: Forrester, Oct 2014 – Mobile moments require a new technology strategy.



**Consumers now
expect a good mobile
experience...**

Why Do You Need
a Mobile Marketing
Strategy?



61%

of people have a better opinion of brands when they offer a good mobile experience.

Source: Latitude Next Gen Retail Study



Recommendations for your Mobile Strategy



Brands are behind

Never before have marketers had a tool as powerful as mobile to ascertain their customers' behavior.

Through mobile, brands have the ability to be present at the exact moment a consumer is seeking a solution.

Yet, they have not yet come close to cracking it!



41%

of marketers don't currently
have a mobile strategy

And only

3%

are a mobile first organisation.

Source: Adobe

So how do you crack mobile marketing?

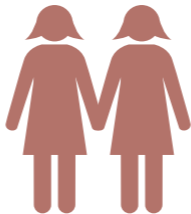
It boils down to this...

For mobile marketing to be a success brands need to focus on:

1. Getting invited in



2. Staying in



How?

Here are our Top 10
recommendations for your
Mobile Marketing Strategy



Recommendations for
your Mobile Strategy

1. Have clear objectives
2. Engage, don't interrupt
3. Integrate, don't isolate
4. Keep your customers engaged
5. Master immediacy
6. Focus on simplicity
7. Create context
8. Be relevant
9. Be fun
10. Be rewarding



Have clear objectives and goals

Having clear objectives will help you focus your efforts and determine the best and most cost-effective way to achieve your goals.

Determine if you want to:

- Stimulate and increase engagement with your brand
- Increase brand awareness
- Drive indirect or direct sales
- Provide customer support
- Build customer loyalty
- Appear innovative

Make sure you understand the metrics that will allow you to track the goals/objectives you decide to pursue.



Engage, don't interrupt

Many consumers see their mobile as a personal device, and as such, can find mobile messages intrusive.

To be effective, marketers need to exercise mobile marketing techniques with care and sensitivity. Messages sent to consumers' mobile devices should be **relevant** and **contextual**.



Integrate, don't isolate

Make mobile part of your overall marketing strategy. Integrate it with the other forms of marketing you already do.

Create engagement opportunities that can increase the effect of your other marketing channels, for example, you could try:

- QR codes to invite customers to join your newsletter
- Mobile ads to encourage people to visit your website
- Apps with location based push/rich-push messages to invite people to visit your store.



Keep Your Customers Engaged

Once you've been invited in, you will need to focus on keeping customers engaged and receptive to your brand.

From location-based targeting to personalisation, it is now possible to make each user's experience unique and engaging.

However, each engagement must provide a value add. Give them a reason to interact with you e.g. a special offer for responding to your mobile campaign, or even better, give them reasons to engage all the time...
not just once.



Master immediacy

The mobile mind shift condenses everything marketers have known about a path to purchase into a matter of seconds or minutes.

In fact, according to Google, 63% of mobile search-triggered actions happen within one hour of the initial search.

With the right combination of data, analytics and platform you can make sure your message is available at exactly the right moment.



Focus on simplicity

Mobile users are in a rush. So much in fact, that 40% will abandon a website if it takes more than 3 seconds to load. (Source: MarketingProfs.com).

Information must also be easy to digest. On a desktop, we have the time to click on small links or fill out a form. However, when using a mobile that is not the case.

Strip the fat out of your mobile site or app. Present only the information customers need e.g product information, store location, or a simple customer service form.

Similarly, SMS and advertising messages should be easy to digest at a glance. Get to the point, then get out of the way!



Create context

Data and analytics play a big role in providing the context for engagement.

By co-ordinating customer databases, mobile opt-in lists, customer purchase history, and geo-location technologies, you can serve relevant and contextual mobile content.

If you can create context, you can serve the correct ad or message that fits the consumer's needs.



Be relevant

The key to effective mobile marketing is relevance. However, the ability to deploy relevant campaigns to a customer's preferred device in real time is not that easy!

Use a powerful mobile marketing platform that can do this in real time.



Be fun

58%

of consumers want
brands to be fun and playful

Source: DailyTekk

Give customers a fun experience through your mobile marketing and they will remain engaged and loyal.

Gamification programmes, which use game mechanics to impact customer behaviour and increase engagement are being adopted by many leading brands to drive fun and rewarding experiences for their customers.



Be rewarding

Traditional marketing techniques are

“failing because people today are seeking more reward and more engagement from experiences than ever before”

Gabe Zickermann, Gamification.co.

Customers now expect rewards for being loyal customers and engaging with brands.

With our mobiles constantly by our sides, mobile marketing is better placed than any other channel to offer well timed and relevant rewards.



The Future of Mobile Marketing



THE
FUTURE

What next?

The Future
of Mobile
Marketing

As mobile marketing goes from strength to strength, we believe the following trends will only drive further growth:

Geo-targeting technology

The Future
of Mobile
Marketing

With GPS and iBeacons brands, can know exactly where a customer is.

This provides an opportunity to send customers highly contextual, hyper-local, relevant messages and advertisements on their smartphones.

This technology is predicted to bring about a paradigm shift in the way brands communicate with consumers.

Image recognition

The Future
of Mobile
Marketing

Image recognition will become a must have for comparison shopping.

Customers will expect to scan a product to compare price, availability (in-store, nearest store or online) and related recommendations.

Retailers will benefit by being able to deliver in-store contextual experiences to drive increased purchases by recommending what goes well with a product and using tools like virtual reality to help the consumer visualise themselves with the product.

Mobile search

The Future
of Mobile
Marketing

Mobile search is quickly on its way to becoming the primary search vehicle, with over half of local searches already performed on a smartphone.

Given how quickly users react to local search, you will need to be ready to capture these opportunities by offering timely information and offers.

Gamification

The Future
of Mobile
Marketing

Leading brands are achieving unprecedented levels of customer engagement by applying gamification strategies and techniques to their mobile marketing.

Gamification is bringing game mechanics such as challenge and reward into a real world context.

Gamification is win-win – brands get and keep customers' attention and gain loyalty, whilst customers get a fun, rewarding and enjoyable experience.

eWallets

The Future
of Mobile
Marketing

Although we will not be disposing of our cash and credit cards any time soon, mobile payments are already starting to change the way we buy.

Millenials are already paying their bills with apps like Venmo and Square Cash, and one-touch payment will be driven by the recent launch of Apple Pay and the wearables revolution.

According to Forrester Research, mobile payments will amount to \$90 billion in the coming year, and retailers must be ready for this huge change.

Wearables

The Future
of Mobile
Marketing

Wearable technology is set to become the next big thing in consumer tech. Whilst the market is currently led by activity trackers, watches and glasses will start to gain share this year.

The implications and uses of wearables are far reaching. The technology promises great influence on the gaming and entertainment sectors over the next few years.

Predicted growth is huge. Worldwide spending on wearable tech will increase from \$1.4 billion in 2013 to \$19 billion by 2018 (Source: ShotTracker).



The Top 10 Mobile Marketing Stats Everyone Should Know!



Our Top Ten

The Top 10 Mobile
Marketing Stats Everyone
Should Know!

We've picked out 10 of the best mobile marketing statistics for your interest and to use in talks and presentations

**Globally, more
people own a
mobile phone
than own a
toothbrush**

— The Top 10 Mobile
Marketing Stats Everyone
Should Know! —



Source: WeAreSocial



— The Top 10 Mobile
Marketing Stats Everyone —
Should Know!

1.7 billion
the number of smartphones
in use in 2014.

That's
1 in 7
people worldwide.

Source: WebDAM

**More people
have access
to a mobile
phone than a
toilet!**

— The Top 10 Mobile
Marketing Stats Everyone —
Should Know!



Source: UN

**Smartphones are
set to become
our primary
way of
connecting
to the
internet**

The Top 10 Mobile
Marketing Stats Everyone
Should Know!

By 2017

2.97 billion

users are expected to use the internet via their smartphone

Which is equal to

91%

of total internet users

Source: Dazeinfo, 2014

91%

of smartphone owners have
their phone within reach 24/7



Source: Morgan Stanley

The Top 10 Mobile
Marketing Stats Everyone
Should Know!

4 out of 5

consumers use
smartphones to shop

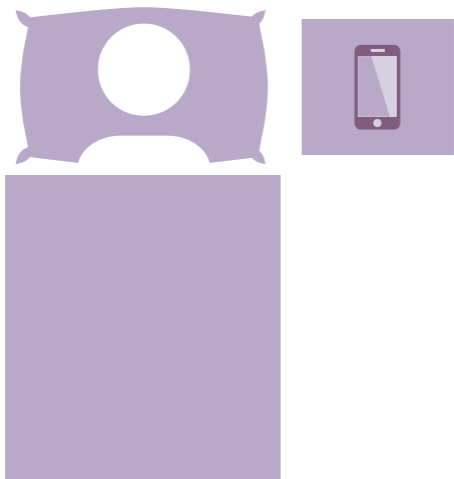


Source: Convince and Convert

44%

of mobile phone users have
slept with their cell phone by
their side so that they didn't
miss a notification

The Top 10 Mobile
Marketing Stats Everyone
Should Know!



Source: Pew Research Centre

1 in 4

Online searches are
conducted on mobile devices.

— The Top 10 Mobile
Marketing Stats Everyone
Should Know! —

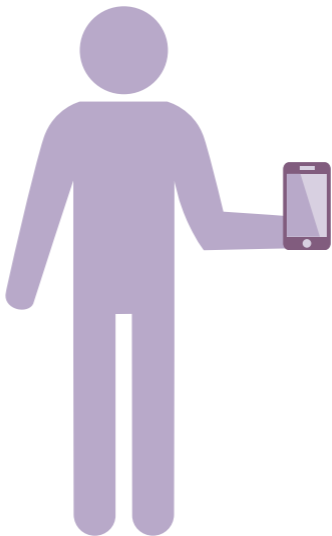


Source: WebDAM

Number of times people
look at their phones

150 times
per day

— The Top 10 Mobile
Marketing Stats Everyone —
Should Know!



Source: Kleiner Perkins Caufield



Mobile shoppers convert with increased immediacy

— The Top 10 Mobile
Marketing Stats Everyone —
Should Know!

Nearly
50%
are looking to purchase
within a day



30%
are looking to purchase
within the hour



Case Studies





One of the leading retailers of outdoor apparel used geo-fencing to lure more customers into their stores.

Solution

Customers could sign-up by providing their mobile number and activating their GPS. As they came within ½ mile of a store they would receive a message reminding them to call in.

The company were able to target specific customers with certain promotions, based on location and weather.

Result

79% of customers increased their store visits after they started receiving reminders, and 65% made a purchase as a result of a reminder.



Dell captured the imagination of Singapore consumers with mobile gamification.

Solution

3radical enabled Dell to deliver a “gamified” engagement campaign through a branded customised App and the development of 2 new games built around the 2014 Football World Cup.

Players earned Coins - used for level ups in the games - by reading content about Dell's new products, liking the Dell facebook page, visiting Dell resellers and by sharing Dell content with their friends on facebook.

Result

Half a million impressions of peer shared content were delivered by consumers sharing news about Dell Engage SG and Dell products and a vibrant community created.



Back in 2011, Starbucks began accepting mobile payments via its mobile app.

Solution

All customers had to do was download the app and load currency onto the mobile card.

Result

In just 3 months, the app registered over 3 million users. Success of the app was not only based on the fact that it was easier to pay for your coffee, but also in that it encouraged repeat visits and promoted customer loyalty.

Customers also got to engage with the Starbucks brand in an innovative way.



McDonald's launched its 'Share your biggest Instagram moments' campaign encouraging customers to share photos of their favourite meals.

The campaign was launched via in-store promotions and mobile advertising.

Result

The campaign was a success, not only in broadening the brands' Instagram presence, but also by bringing new attention to old products.

It also generated a huge amount of user generated content, which is more influential on customers.



Singapore Shopping Mall, Parkway Parade, extended the reach of their Christmas promotion using mobile gamification.

Solution

3radical enabled Parkway Parade to deliver personalised and relevant “gamified” engagement inside the Mall and at home through a customised App.

The App encouraged consumers to go on a treasure hunt around selected stores , take up seasonal offers from retailers and share news about the Mall’s promotional activities on social media.

Result

More than 20% of the Singapore population was reached with social shares and many participating stores reported an uplift in revenue. Overall, the uplift in sales reported by participating retailers over the period alone covered the cost of the 3radical platform.



Ordinary mobile ads generated
extraordinary results

Solution

LandRover's target audience is high net worth males. The company ran mobile ads on websites tailored for this sector.

On clicking on the ad, prospects could watch videos of the cars, view an image gallery, select their favourite colour and download an image as their wallpaper.

They could also look up their nearest dealer, request a brochure or click to call for a test drive.

Result

The campaign generated 45,000 video views, 7,400 wallpaper downloads, 128,000 gallery views, 5,000 dealer look-ups, 800 brochure requests and 1,100 click to calls.

About 3radical

3radical

About 3radical


3radical has created a new way for Brands to get and keep consumers attention.

3radical Voco is the first cloud based mobile marketing platform that includes a full range of individually targeted gamification techniques to engage consumers.

Using Voco leading Brands across the world are achieving unprecedented engagement levels, driving uplift across the whole customer journey and creating significant return on investment. Consumers engage because they have a fun, positive, rewarding experience that creates a true value exchange.

3radical and Mobile Marketing

About
3radical



Here at 3radical, we don't just implement our mobile gamification platform, we provide gamification ideas across all channels.

We also deliver consultancy services for our clients and ensure they reach their desired business goals.

Visit our Resource Library...

For our other resources on Mobile Marketing and Gamification, including infographics, videos and webinar recordings, please visit:

★ www.3radical.com/resources

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