

## MarTech Interview with Alex Campbell, the Co-founder and Chief Innovation Office

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**Address: 301, Los Angeles, USA, Lake Los Angeles, Los Angeles**

**Price: Free**

MarTech Interview with Alex Campbell, the Co-founder and Chief Innovation Officer of Vibes: Alex, can you tell us a bit about your background and how you came to co-found Vibes?

I always wanted to start a company. Back in college, my co-founder Jack Philbin and I realized that marketing and mobile would intersect and when they did it would fundamentally transform marketing. As soon as we graduated college we started Vibes.

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As the CIO of Vibes, could you provide us with insights into the key strategies that have contributed to the company's success in the mobile engagement space?

Our success in mobile is all about understanding what makes mobile different from other marketing channels.

Mobile is a mission-driven device – meaning you take your phone out when you have a mission to accomplish like getting a ride or checking the weather. Marketing on the phone needs to help support the end user's mission. Bad mobile marketing is marketing that gets in the way of that mission.

The Container Store has witnessed significant growth since partnering with Vibes. Can you elaborate on the specific ways in which Vibes' mobile engagement platform played a role in driving this growth?

Our platform was built to help our customers easily enroll their audience into a database to receive ongoing marketing text messages. We built our software to be easily compatible so it can easily be integrated with the existing technology stack. Specifically with The Container Store they deserve the credit for building their SMS subscriber base because they were the ones that promoted it to their customers

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