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## New Study & Video: 'The Alert Shopper,' Where Real People Talk about The Role of the Mobile Device in Commerce, Marketing and Coupons

1020 Placecast Announces Series 2: The Mobile Mom of Six-Part Study, 'The Alert Shopper,' Where Real People Talk about The Role of the Mobile Device in Commerce, Marketing and Coupons

Today 1020 Placecast launched [the second of a six-part series](#) exposing the realities of American moms and how they use their mobile device when it comes to shopping, mobile advertising, coupons and location-based services.



**The Alert Shopper** is an online series that is located at <http://blog.placecast.net/>, features both first-person and third-party research in conjunction with Harris Interactive on consumer [shopping](#) habits and interest around the use of mobile devices and alerts when shopping.

According to DMNews, [moms](#) comprise 75 million Americans with \$2 trillion a year in spending power. Placecast sought out to talk to this group and provide a first-hand look at their preferences and shopping habits. Despite the economic downturn, moms plan to spend the same amount this year compared to last year, though moms are likely to spend more money if their kids are older, according to **The Marketing Moms Coalition**.

Additionally in the mobile mom series, viewers will meet Irina, a **38-year-old mom**, who thinks researching purchases before her shopping trip is very important, especially when [budgets](#) are tight. She frequently conducts research on her phone while shopping, and finds smartphones very helpful in searches for sales and specific products.

The series also features **Joni, a 46-year-old mom**, who finds shopping research helpful only if she's searching for something very specific; this leaves her occasionally feeling like she missed out on [good deals](#). While shopping, she often brings her phone with her and checks

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Video of Moms who bargain shop and those who don't.

These real American mom profiles are supplemented with research from various sources, focused on gauging interest levels in different types of mobile marketing, as well as a broad range of retail categories.

The Alert Shopper series covers trends as they relate to multi-location retail outlets like Target, Walmart, Kroger, Safeway, Best Buy, Kohl's, Home Depot, Walgreens, Lowes, CVS, Sears, SuperValu, Rite Aid, Macy's, Publix, JC Penney, GAP, Meijer, Staples, Toys 'R' Us, Office Depot, Nordstrom, Whole Foods, Menards, Dillard's, Giant Eagle, Auto Zone, PetSmart, Neiman Marcus, The Shack, Sheetz, Starbucks, and Dick's – to restaurants like Sonic, Applebee's, Chili's Olive Garden, Red Lobster, Friday's, Burger King, McDonald's, Jack in the Box, KFC, Taco Bell, Pizza Hut, Subway, Wendy's, Outback, Arby's, Chick-Fil-A, Quiznos and The Cheesecake Factory .

Also the series will take at look at specialty stores such as REI, American Eagle, Pottery Barn, Williams Sonoma, Crate & Barrel, Children's Place, Brooks Brothers, Coach and Chanel.



The second installment of the **Alert Shopper** can be found here: <http://blog.placecast.net/> and new installments will appear monthly on the site. To sign up for alerts on new installments, follow the series by adding @placecast on **Twitter**.

Check this out people- it's really interesting to see what goes on. I don't know about you but I use a lot of coupons and subscribe to various newsletters to shave bucks off grocery shopping as well as coupons for stores where I like to shop! If you follow this blog, I feature a lot of sample sale alerts as well as have some key special sales like ones featured below (beauty.com text link to get \$10 off \$60.00 purchase). I think the value add of saving

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Stevie Wilson

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