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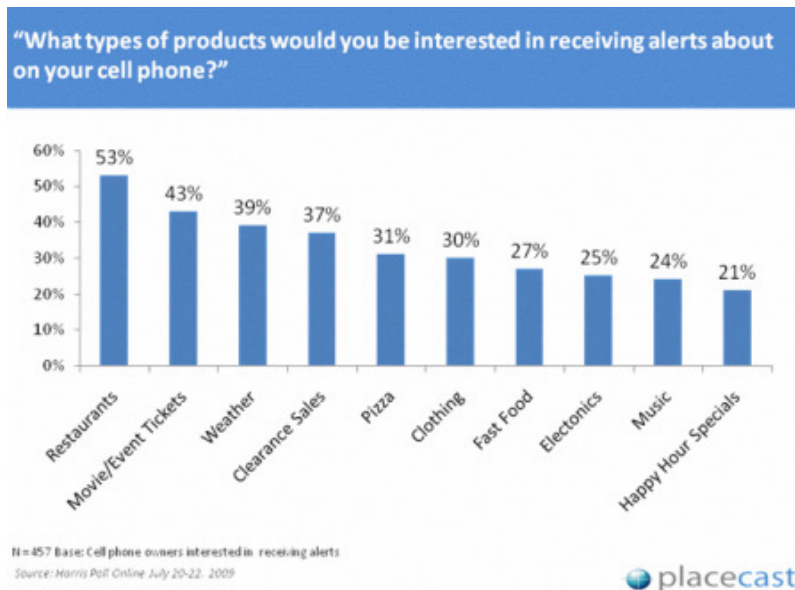
Greg Sterling's Thoughts on Online and Offline Media

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Placecast Survey: 42% Interested in LBS Offers

By Greg Sterling

1020 Placecast has been doing the great “[alert shopper](#)” series and now has released online survey data on mobile shopping behavior and consumer interest in deals/alerts on mobile devices. I've [written the data up at Internet2Go](#) (formerly LMS). What the study finds is that a large percentage of mobile users (18-34) are in fact open to influence via deal alerts on their mobile handsets.



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1. [Placecast Survey: 42% Interested in LBS Offers](#) « [Business News](#) Says: [October 15, 2009 at 11:19 pm](#) | [Reply](#)

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