

- [Skip to the main content](#)

# [Adotas](#)

## Where media buyers start online



ad:tech new york november 4-5, 2009

KEYNOTE SPEAKERS:

 Martin Sorrell  
WPP

 Jimmy Wales  
Wikipedia

LEARN MORE!  
SAVE 20%  
BRNYZ4

## Navigation

- [Front](#)
- [News](#)
- [Features](#)
- [Spotlight](#)
- [Events](#)
- [Jobs](#)
- [Research](#)
- [Display](#)
- [Search](#)
- [Email](#)
- [Affiliate](#)
- [Finance](#)

## Supplementary Navigation

- [Advertise](#)
- [Contact Us](#)
- [About Us](#)
- [RSS](#)

Select category  Browse by author

Search

Subscribe to the **free** Adotas.com Newsletter



**ad·tech**  
**new york**  
november 4-6

the event for  
digital marketing

- conference
- exhibit hall
- networking

keynotes:

 **Martin Sorrell**  
WPP

 **Jimmy Wales**  
Wikipedia

 **Jonathan Miller**  
News  
Corporation

SAVE 20% ON A  
CONFERENCE PASS.  
USE CODE: BRNYZ4

LEARN MORE!

---

## News

- [Comment](#)
- [Print Article](#)
- [Email](#)
- [Permalink](#)

# Deals shot to your cell

Written on

October 16th 2009

Author

by [Gavin Dunaway](#) |

Feed

[XML Feed](#)



ADOTAS - As the “real-time deals” phenomenon continues to heat up, [a new survey by Harris Interactive and Placecast](#) suggests that a growing percentage of mobile device users would be interested in receiving news about sales or coupons on their phones.

While only 1% of the 2,029 adults surveyed currently receive alerts about specials at their favorite establishments on their mobile devices, 27% of those surveyed said they’d be keen on the idea, as long as it was permission-based. A little more than half of that group would be particularly interested in nearby restaurant deals.

By age, 42% of 18- to 34-year-olds and 33% of 35- to 44-year-olds are at least somewhat interested in receiving opt-in alerts on the mobile. Also, interestingly, 51% of men ages 18 to 34 were interested in receiving deals on the cell, compared to 34% of women in the same age range.



### Reader Comments.

No comments yet

### Leave a Comment

Add a comment

Name

Email Address

URL

Comment

•

Tags: [mobile](#) and [opt in](#)

- [Comment](#)

- [Print Article](#)
- [Email](#)
- [Permalink](#)

#### Article Sponsor



#### More News

- [IAB goes ballistic on FTC blogger guidelines](#)
- [Industry Roundup](#)
- [Internet search continues expansion on local front](#)
- [Google's earnings speak to advertising rebound](#)
- [Digg aims for real time with WeFollow acquisition](#)

A blue banner for the 'ad:tech new york' conference. At the top, it says 'expo: november 4-5' and 'conf: november 4-6'. Below that, the event name 'ad:tech new york' is written in large white letters. Underneath, it lists 'KEYNOTE SPEAKERS:' followed by two headshots: Martin Sorrell (WPP) and Jimmy Wales (Wikipedia). To the right, a circular badge says 'SAVE 20% ON CONFERENCE WITH CODE: BRNYZ4'. At the bottom right, there is a 'LEARN MORE!' button.

Will Doubleclick Ad Exchange radically change the online advertising landscape?

- Yes, with its reach and size, the ad exchange will corner the long-tail market.
- No, there will still be room for experienced, nimble players.

[View Results](#)

[Polls Archive](#)

#### Latest News

[Get the adotas Widget](#)

- [IAB goes ballistic on FTC blogger guidelines](#) *October 16th 2009* ADOTAS - "Mr. Leibovitz, rescind these guidelines!" Okay, maybe IAB President [...] [more](#) »
- [Industry Roundup](#) *October 16th 2009* ADOTAS - FetchBack, has introduced Engagement Mapping for

Retargeting, which [...] [more »](#)

- [Deals shot to your cell](#) *October 16th 2009* ADOTAS - As the “real-time deals” phenomenon continues to heat [...] [more »](#)
- [Internet search continues expansion on local front](#) *October 16th 2009* ADOTAS - The dust appears to be settling on the [...] [more »](#)
- [Google’s earnings speak to advertising rebound](#) *October 16th 2009* ADOTAS - On the eve of its third-quarter earnings report, [...] [more »](#)
- [Digg aims for real time with WeFollow acquisition](#) *October 16th 2009* ADOTAS - Trying to squeeze a bit closer to Twitter [...] [more »](#)
- [PageRank is dead; long live PageRank](#) *October 15th 2009* ADOTAS - Forever and a day it seems Google has [...] [more »](#)

## [News Archive](#)

## Features

- [Semantic advertising: Digging deeper for context](#) *October 16th 2009*
- [Web 3.0: Converging the cloud and the web](#) *October 15th 2009*
- [Taking a bite out of cyber crime](#) *October 14th 2009*
- [Cyber security: Marketer as advocate](#) *October 13th 2009*
- [The data game: Live from Ad Revenue 2009](#) *October 13th 2009*

## [Features Archive](#)

## Spotlight

[A Conversation With Lyris - The Pros Speak Out](#) ADOTAS — With over 15 years in the industry under its belt, Lyris is no stranger to integrative online marketing. [...] [more...](#)

## Reader Favorites

## Classifieds

- [Data / Production Analyst](#)
- [Account Executive](#)
- [Internet Advertising and Account Manager](#)
- [Email Systems Analyst](#)
- [Research/Grant Internship Availabe - Renewable Ene](#)

## Recent Comments

- **Brandt Dainow:** [I have been doing Search Engine Optimisation for 13 years. Page rank does not](#)
- **Richard Stokes:** [Thanks for the coverage! I want to let your readers know that they can download](#)
- **Trip Foster:** [As we are seeing with the Obama administration's focus on protecting the consumer, the advertisers](#)
- **RantingO:** [Pathetic. I'm sure this echoes the pointless rants from decades past against highway billboards](#)



## Footer

- [Print friendly version](#)
- [Send this page to a friend](#)
  
- [About Us](#)
- [Contact Us](#)
- [Advertising](#)
- [Privacy Policy](#)
- [Copyright & Usage Policy](#)

Copyright © 2005-09 Adotas.com. All rights reserved. Website produced by [Adotas](#) .