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Consumers keen to be kept abreast of deals via mobile

Few mobile users currently receive alerts about specials, deals or sales being offered by their preferred outlets via their devices but, according to a new survey by Harris Interactive and 1020 Placecast, many would be interested in such a service.

by [Helen Leggatt](#)

Just 1% of the 2,029 U.S. adults surveyed for the study currently receive notification by email of deals being offered in their area by bricks and mortar stores, restaurants or entertainment centers.

Yet, on average, over a quarter (27%) said they would be keen to receive such notifications, providing they were on an opt-in basis, [found Harris/Placecast](#).

Younger mobile users, 18 to 34 year olds, were more receptive to the idea than those aged 35 to 44 (42% vs. 33%) while men were more interested than women (51% vs. 34%).

Food and drink [featured](#) highly on the list of products or services that mobile users want alerts for with 53% citing restaurants, 31% pizza, 27% fast food and 21% happy hour specials.

Marketers can further capitalize on the propensity of mobile users to "impulse buy" by providing location-triggered messages or mobile broadcasts timed to coincide with rumbling stomachs.

"Opt-in mobile marketing has an enormous potential if done responsibly and is specifically focused on the stores/restaurants that matter to each consumer," said Alistair Goodman CEO of 1020 Placecast. "There is an opportunity to design an opt-in service for consumers that alerts them about the brands they are interested in when they are near that brand's physical location."

Tags: [location-based marketing](#), [mobile marketing](#), [mobile phones](#), [opt-in alerts](#)

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