

- [Skip to the main content](#)

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## Where media buyers start online



## Navigation

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

## Supplementary Navigation

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

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

## Placecast Geo-Fences In Location-Based Marketing

Written on

Feb 25, 2010

Author

[Gavin Dunaway](#) |

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ADOTAS – Mobile couponing has broken new ground via offerings from location-based mobile social networks such as [Foursquare](#) and [Loopt](#), but Placecast’s ShopAlerts takes it a step further by enabling retailers to give deals to consumers while they’re in a store.

Through using opt-in geo-fences, virtual boundaries that can be targeted using location-based marketing, retailers can reach out to customers with customized messages based on sign-up preferences when they’re near a store or actually inside it. Offers will appear on mobile websites or social networks such as Facebook, or can be sent via SMS for non-smartphone users.

Pilot programs with fast-food chain SONIC and retailers American Eagle Outfitters and REI had promising results, with 65% of surveyed participants making a purchase as a result of a ShopAlerts message. Nearly 80% of respondents said ShopAlerts increased their likelihood of visiting a store while 73% said that would likely use the service in the future.

Here’s a dramatization of how it all works:



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**Tags:** [geo-fence](#), [location-based](#), [mobile](#), [mobile couponing](#), [mobile social networks](#), [placecast](#) and [shopalerts](#)

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Have you been converted to audience targeting?

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- **Gavin Dunaway:** [Nah, it's a suspended sentence, which means no one goes to jail. In other words.](#)
- **NookSurfer:** [Wow...the sentence they've received is just too extreme for the situation. It would warrant a](#)
- **John McCarthy:** [WordPress Guru, Thank you and appreciate your feedback. I agree 100% that every case is](#)



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