



Choose a Hertz Monthly Lease
 • No money down • No financing
 BOOK NOW ►
 Hertz

- [News](#)
- [Phones](#)
- [Finance](#)
- [Shop](#)
- [Forums](#)

Search IntoMobile



 Submit News Tips

- [All News](#)
 - [Latest](#)
 - [Rumors](#)
 - [New Hardware](#)
 - [Hottest Hardware](#)
 - [Reviews](#)

ShopAlerts pushes location-based deals to any mobile phone

By [Wm Park](#) on Thursday, February 25th, 2010 at 11:12 AM PST

In [Announcements](#), [Mobile Payments](#)

- [iPhone \(Mac OS\)](#)
- [J:BlackBerry® Official Site](#)
- [L](#) Find More, Know More, Do More. Enhance Your Life With BlackBerry.
www.BlackBerry.com
- [P](#)
- [Symbian](#)
- [Windows Mobile](#)

[Buzz it](#)

• [Carriers](#)



Sure, it might be convenient getting coupons and other retail deals delivered to your mobile phone, but 1020 Placecast wants to take that convenience to the next level with their geo-fenced ShopAlerts service that sends retail deal alerts to your mobile phone when you come within eye-shot of a store. ShopAlerts will notify you, via SMS text message, of current deals and sales when you get within 500 feet of your fave stores. You, the consumer, simply sign up through ShopAlerts to follow your favorite retailer and the location-based service handles the rest. Today, ShopAlerts graduates from trial status and is opening its doors to any retailer looking to take advantage of geo-fencing.

Sections

- Tutorials

ShopAlerts represents the next evolution in retail marketing. Your mobile phone – it doesn't even have to be a smartphone – has the power to track your general location throughout the day. That gives retailers a unique opportunity to launch highly relevant marketing campaigns to potential customers. It's one thing to have a coupon delivered to your mobile phone every morning, but it's a completely new ball game when those coupons are delivered to you as you walk by a particular store. With ShopAlerts, consumers get more targeted, location-based retail deals, and retailers get the added benefit of driving more foot traffic through their stores.

And, since the retail alerts are sent through SMS [text messages](#), the ShopAlerts service is compatible with practically all cellphones, regardless of their cost or feature-set. You don't need a special app to get deals delivered right to your handset. All you need to do is keep your phone powered on and in your pocket as you walk around town.

This is how it works:



Interested? You can sign up to follow your favorite retailers through their individual sites (as long as they're part of ShopAlerts' network). For example, you can sign up for REI ShopAlerts [here](#) and The North Face ShopAlerts [here](#).

[Image credit: [NYT](#)]

Share this:

-
-
-



Related News from IntoMobile

- [Juniper Research: Retailers to send almost 3 billion mobile coupons by 2011](#)
- [Yowza! iPhone app makes coupon finding easy on the iPhone](#)
- [MobiQpons is another take on mobile coupons](#)
- [Location based coupons finally become a reality, in Japan at least](#)
- [Study: Half of holiday shoppers looked to mobile phones to research in-store purchases](#)

One Comment on “ShopAlerts pushes location-based deals to any mobile phone”

1. *Phillis* says:
[February 25, 2010 at 12:30 PM](#)

There are so many sites that support price alerts. I recently came across [Onewayshopping.com](#), [comparison shopping](#) site with simple search, that notifies any online shopper when the price of a particular product drops.

Ref: <http://www.onewayshopping.com>

[Reply](#)

What are your thoughts? Leave a comment...

Name (required)

E-mail Address (will not be published) (required)

Website

How do I change my avatar?

Go to gravatar.com and upload your preferred avatar

Submit Comment

Sign in with Twitter:





One Question Site Survey
YOU WILL NOT LEAVE THIS SITE

According to an ad from Verizon Wireless, why should you use Verizon Wireless?

SELECT ONE ANSWER:

- Provides wireless service in over 250 destinations
- Provides coverage in more than 220 countries
- Has global coverage in 185 countries

VOTE TO SEE RESULTS

POWERED BY SAFE & ANONYMOUS

Got news for us?
Call us anytime day or night
1 (800) 939-6259

Recent Community Activity

[BigAligata](#) answered a question on [Is anyone elses iPhone 3G slowing down a lot with age and the more applications that I install on it?](#)
about 1 hour ago

[Bakedcraypas1](#) added [HTC Google Nexus One](#) to their list about 1 hour ago

[Bakedcraypas1](#) updated their profile about 1 hour ago

[Bakedcraypas1](#) updated their profile about 1 hour ago

[BigAligata](#) asked a new question on [HTC HD2 \(Leo\)](#) about 1 hour ago

[Bakedcraypas1](#) joined intomobile about 2 hours ago

[dusan](#) posted a image on [Acer Liquid e](#) about 4 hours ago

[dusan](#) posted a image on [Acer neoTouch P400](#) about 4 hours ago

[dusan](#) posted a image on [Acer neoTouch P300](#) about 4 hours ago

[dusan](#) posted a image on [Acer beTouch E400](#) about 4 hours ago

Featured News

- [Video: Motorola DEVOUR in the flesh](#)
- [Samsung Wave proves Bada OS can be Bada-ass](#)
- [A look at the HTC Legend's aluminum unibody construction](#)

NOW'S THE TIME TO BE INGENIOUS.

**BUSINESS SOLUTIONS
TECHNOLOGY
OUTSOURCING**

SEE HOW

Meet the Editors

[process](#)

- [This is the Motorola CLIQ XT](#)
- [Hands-on with the First Else smartphone](#)
- [Want iPhone Tethering? Try redsn0w 0.9.3!](#)
- [Forget iPad - NVIDIA Tegra-powered Android tablets! \[Video\]](#)
- [The Women of CES 2010 \[Booth Babes\]](#)
- [Google's Nexus One 'superphone' gets unboxed, handled by us](#)
- [Review: BlackBerry Bold 9700 \(Onyx\)](#)
- [Video: Unboxing T-Mobile's Samsung Behold II](#)
- [Video tour: Verizon's Motorola Droid \(in HD\)](#)
- [Google Maps Navigation - Turn-by-turn GPS guidance with the Motorola Droid!](#)



MEET THE EDITORS

Dusan

[Posts](#)
[Bio](#)

Stefan

[Posts](#)
[Bio](#)
[Twitter](#)

Will

[Posts](#)
[Bio](#)
[Twitter](#)

Ben

[Posts](#)
[Bio](#)

James

[Posts](#)
[Bio](#) [Twitter](#)

Simon

[Posts](#)
[Bio](#) [Twitter](#)

Daniel

[Posts](#)
[Bio](#)

Blake

[Posts](#)
[Bio](#)

Marin

[Posts](#)
[Bio](#)

Breaking News

- [WIND Mobile Launches in Edmonton](#)
- [Continental Airlines expands its Mobile Boarding Pass option to](#)

[London](#)

- [Skullcandy 50/50 Launches at Apple Stores](#)
- [Hamptons International Property Search App arrives on iPhone for UK users](#)
- [Yo yo yo! Check out my Flo \(Battle Rap\)!](#)
- [ShopAlerts pushes location-based deals to any mobile phone](#)
- [Chorus keeps growing, brings iPhone app discovery to 90 new countries](#)
- [Almost all iPhone users would recommend phone, gender split nearly equal](#)
- [Adobe kills Flash Player 10.1 for Windows Mobile 6.5, smitten with Windows Phone 7 Series](#)
- [Microsoft allows Windows Mobile apps to be installed on memory cards \(take that, iPhone\)](#)
- [Samsung Jet 2 announced in India: Looks like the original Jet](#)
- [Hi, I'm Marin and I'll be your editor](#)
- [Status Update: I'm the new editor for IntoMobile!](#)
- [Titanium alloy + CAD design = Titanium iPhone 3GS with killer MacBook Pro looks](#)
- [Philips' GoGear Connect PMP packs Android 2.1](#)

Recent Reader Comments

- Jen on [Hello Kitty touchscreen mobile phone – seriously](#)
- sell home fast on [Hamptons International Property Search App arrives on iPhone for UK users](#)
- Andrew on [T-Mobile rolls out 1.3.18 update for Motorola CLIQ](#)
- pee harris on [MetroPCS planning 3G service in seven markets](#)
- edward on [HP Compaq AirLife 100 smartbook rocks Snapdragon, Android](#)
- Phiillis on [ShopAlerts pushes location-based deals to any mobile phone](#)
- Rusty Shackelford on [Apple rolls out iPhone OS 3.1.3, plays with our emotions](#)
- AusFest on [Adobe kills Flash Player 10.1 for Windows Mobile 6.5, smitten with Windows Phone 7 Series](#)
- Nick on [Status Update: I'm the new editor for IntoMobile!](#)
- Ahmed Eltawil on [Status Update: I'm the new editor for IntoMobile!](#)
- Ahmed Eltawil on [Hi, I'm Marin and I'll be your editor](#)
- AusFest on [Status Update: I'm the new editor for IntoMobile!](#)
- AusFest on [Hi, I'm Marin and I'll be your editor](#)
- just some dude on [HTC Sense ROM for Nexus One now available](#)
- Rajesh on [Status Update: I'm the new editor for IntoMobile!](#)

Site Links

[Mobile Phone Database](#)
[Industry Financial Info](#)
[Mobile Phone Shop](#)
[Mobile Phone Forums](#)

Special Sections

[Reverse Phone Lookup](#)
[Mobile Business Directory](#)
[Mobile Industry Jobs](#)
[Mobile Accessories Shop](#)

About IntoMobile

[About Us](#)
[Advertise](#)
[Contact Us](#)
[Partners](#)

[Mobile Games Shop](#)
[Mobile Software Shop](#)

[Privacy Policy](#)
[Sites We Recommend](#)

Copyright © 2005-2010 IntoMobile. All rights reserved.