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Digital Content Today: Placecast Launches GeoFence

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A lot of companies would like to lay claim to the “next frontier” of mobile technology. One of them is Placecast, which today launched ShopAlerts to put a stake in the ground for [geo-fence technology](#).

ShopAlerts geo-fences are virtual boundaries that can be targeted via location-based marketing. Using geo-fencing, the service enables retailers to talk to their customers when they are near a store, shopping nearby, or doing other things they enjoy. Geo-fences can be created around any location and are set to trigger a personalized marketing message to opted-in consumers entering the defined area on their mobile phones. Customized messages are created and delivered automatically to shoppers creating a trusted, one-to-one communication channel based on place and time.

With ShopAlerts retailers create their own version of the service; then consumers choose the brands they love, and may opt-in through many ways - at the store, online, via text-message, mobile website, or social network (like Facebook). Once ShopAlerts is activated, consumers go about their day and the service automatically alerts them when they are near a location that they are interested in or when the brand is offering sales and specials.

Placecast says ShopAlerts has already demonstrated promising results for retail marketers.

Since September 2009, the ShopAlerts service has run pilot programs across the U.S. with several major retailers including SONIC, American Eagle Outfitters, and REI. Consumers reacted positively with 79 % saying it increased their likelihood to visit a store and 65% making a purchase as a result of a ShopAlerts message.

Unlike many new mobile advertising innovations available only as applications on smartphones, ShopAlerts works on *any* phone, which is a benefit for retailers who wish to reach the 196 million Americans who do not own smartphones but are interested in such shopping deals.

“SMS is already very effective marketing platform and by adding location to the proposition you'll see even greater consumer response,” said Greg Sterling, senior analyst for Opus Research's Internet2Go program.

ShopAlerts is designed to work easily and efficiently within the existing marketing structure and needs of retailers. The program is seamlessly integrated into retailers' CRM and marketing programs; message content can mirror retailers' existing marketing calendars, current promotions or on-the-fly events opted-in consumers find relevant.

Tags: [GeoFence](#), [Shop Alerts](#)

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