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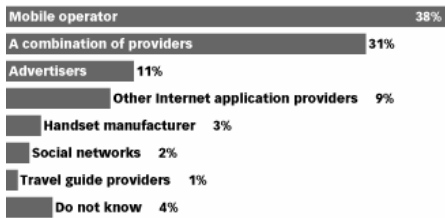
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**Best\* Source of Mobile Shopping Services\*\* According to Mobile Phone Users Worldwide, November 2009 (% of respondents)**



Note: \*considered most appropriate; \*\*as part of smart mobile services to be offered in the future  
 Source: Tellabs survey conducted by The Nielsen Company, February 11, 2010

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US marketers have already begun experimenting with exactly this type of smart shopping service. "Geo-fencing" provides personalized marketing messages to shoppers based on their location or proximity to a marketer's store. 1020 Placecast, for example, piloted a ShopAlerts program that was embraced by mobile users:

- 60% said the location-triggered messages were "cool" and "innovative."
- 79% claimed to be more likely to visit a store.
- 65% made a purchase.
- 73% were likely to use the service again.

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