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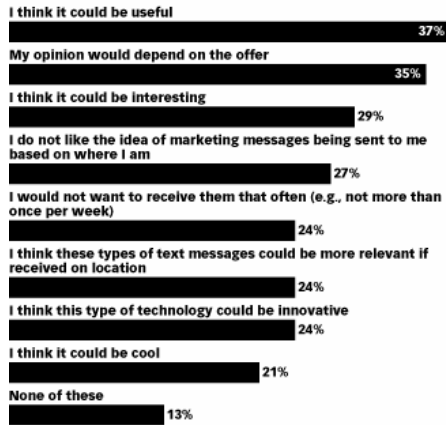
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promotions from grocery stores and restaurants. Respondents who had signed up for text alerts said it made them more likely to visit the company's website (34%), visit the store (33%) and purchase the product being promoted, either in online (28%) or in the store (27%).

Many agreed that making those text alerts location-based, so that recipients would get the right offer at the right time, could make the channel more useful or interesting.

Attitudes Toward Location-Based Alerts, May 2010
(% of US mobile phone users*)



Note: n=591; *who signed up to receive texts from retailers/merchants
Source: 1020 Placecast, "The Alert Shopper II: Consumer Receptivity to Location-Based Marketing" conducted by Harris Interactive, Jul 1, 2010
117071 www.eMarketer.com

While awareness of location-based text alerts is still building, there is the potential to reach a broader audience than with check-in apps such as foursquare or Gowalla, which are designed with smartphone owners in mind. And despite negative attitudes of many mobile users toward SMS marketing, Placecast reports low opt-out rates among recipients.

"The brand faithful view these kinds of alerts as a service, not just marketing or an intrusion," Placecast CEO Alistair Goodman told eMarketer.

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