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Groceries, dining top user interest in mobile marketing alerts

July 6, 2010 — 10:22am ET | By [Jason Ankeny](#)

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Twenty eight percent of U.S. wireless subscribers say they are "somewhat interested" in opting in for location-based mobile marketing and advertising offers, up 2 percent year-over-year, according to a new study conducted by Harris Interactive and sponsored by location solutions provider Placecast. Younger consumers lead the way: 42 percent of users between the ages of 18 and 34 express some level of interest in mobile offers. Among users receptive to mobile marketing, 68 percent say they would like to receive discounts on groceries, with 64 percent desiring promotions and offers from nationwide restaurant chains--58 percent want alerts tied to entertainment products and availability (e.g. movie tickets and concert tour dates), and 50 percent hope for promotions tied to fast food. Women skew higher in expressing interest for promotions tied to groceries and apparel, while men skew higher in interest for electronics and sporting goods products.

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Harris reports that about a third of Americans already signed up for mobile marketing alerts indicate such campaigns shaped their decision to visit a business. Twenty seven percent credit alerts for impacting their purchases.

For more on the Harris Interactive study:

- read this Placecast [blog entry](#)

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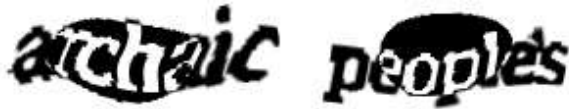
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