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## 27% Receiving Mobile Marketing Say Messages Influence Retail Buying

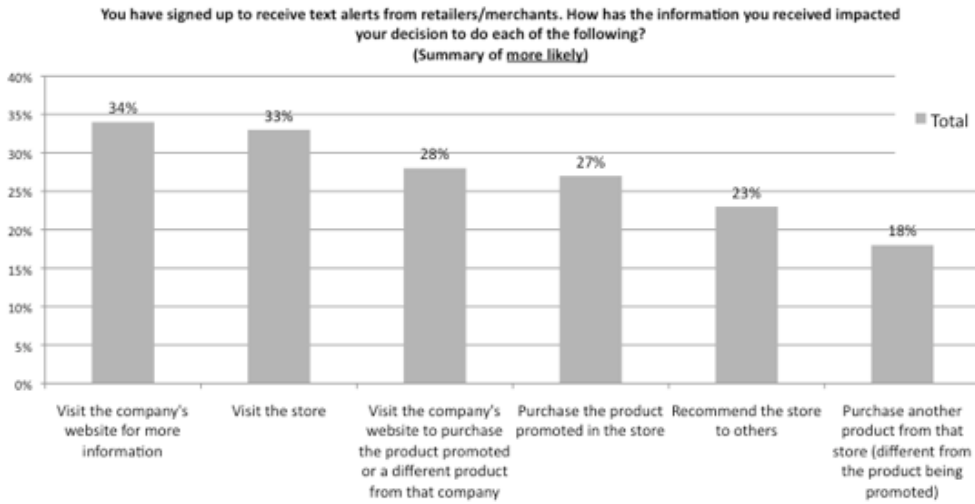
Posted by Neil Glassman on July 6th, 2010 3:30 PM

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You get a text from one of your favorite shops about a great new gizmo or special promotion. Should you buy it from its website or from a physical shop? According to a just-released report, the the odds are just about even. The survey, conducted by [Harris Interactive](#) and commissioned by [Placecast](#), indicates that consumer receptivity to mobile marketing alerts is high, with a third of those receiving marketing messages more likely — due to the messages — to visit the promoting company’s website (34%) or retail location (33%). Further, the study reports, 28% are more likely to make a purchase from the company website and 27% from one of its store.

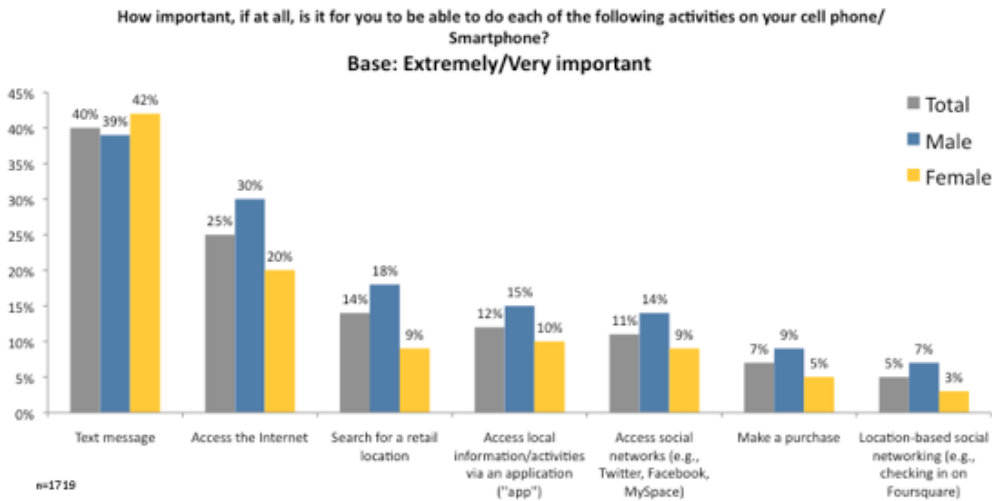


Comparing the findings of this May 2010 data with results of a similar study conducted about a year ago, overall consumer interest in such programs increased with “somewhat interested” consumers growing by two percent to 28% of all mobile phone owners. As in the first survey, interest is most pronounced among the youngest cell phone owners: 42% of those ages 18 to 34 are at least somewhat interested. Interest levels between men and women are now about equal overall, due, in large part, to the growth by six points to 40% among women ages 18 to 34 from the survey conducted in 2009.



Interest in food dominates. Groceries (68%), national restaurant chains (64%) and fast food items (50%) took three of the top four most popular segments for those who are at least somewhat receptive to overall opt-in mobile marketing. According to the study, women, perhaps reflective of their role as primary household shoppers, are both the most promotionally sensitive and most interested in grocery, beauty and apparel marketing alerts. Men are most interested in electronics and sporting goods.

An average of 40% of all cell phone owners say that texting is “extremely” or “very important” to them. The survey also delved into consumer attitudes about using the location of their phones to trigger opt-in marketing messages. 37% of those who have opted to receive text alerts thought location-based texts could be useful, 29% thought they would be interesting and 24% thought they could be more relevant and innovative.



“Our findings demonstrate that if done correctly and on an opt-in basis, location-based mobile marketing is resonating with consumers,” says Placecast CEO Alistair Goodman. “I think now that more data is becoming available to retailers, more exciting and valuable programs will be created now that the technology and market receptivity is there.” Placecast a location-based platform designed to use digital marketing on mobile to drive consumers into physical environments.

The survey was conducted online within the United States by Harris Interactive on behalf of 1020 INC. from

May 17-19, 2010 among 2,046 U.S. adults ages 18+ of whom 1,710 own a cell phone and/or a Smartphone. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. More survey details can be found on [Placecast's blog](#).



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mobile messaging can increase the sales, and simultaneously it brings customers in real time. But in most of the cases people prefer to buy their products from physical shops after seeing only..its depend on product also what they are buying.  
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October 7, 2010 | The New Yorker Hotel, New York City



Social Ad Summit is a full day conference held in New York City focused on strategic issues driving the growth of advertising on social platforms.

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