

# Catching Consumers With Mobile Messages

July 13, 2010

- Mark Dolliver, Adweek

As marketers pursue a population that relies increasingly on mobile communication, they're hoping people will welcome sales pitches that catch them on the fly. Polling by Harris Interactive for 1020 Placecast (a company specializing in location-based mobile marketing) finds there is a willing audience.

The survey asked adults who own a cell phone/smartphone how interested they'd be (if they'd given permission to the marketer) "in receiving text alerts about new products, sales and/or promotions from your favorite merchants, restaurants or stores on your cell phone/smartphone." While just 8 percent said they'd be "extremely" or "very interested," 28 percent said they'd be at least "some-what" so. The chart here gives an indication of the kinds of messages that would appeal to them.

What do consumers do when they get such alerts? Among those who've signed up for them, 34 percent said the messages have made them more likely to visit the company's Web site for more information. Thirty-three percent said the messages have made them more likely to visit the store, 28 percent to make a purchase via the company Web site and 27 percent to make a purchase at the store.