



Placecast Partners With Location Labs To Expand Reach Of SMS Marketing Campaigns

by Leena Rao on Aug 18, 2010

Text-message advertising startup **Placecast** is partnering with **Location Labs** to potentially extend the reach of Placecast's ShopAlerts service to over 180 million potential consumers in the US. Location Labs **offers developers** an API that gathers location data from carriers such as AT&T, Sprint, and T-Mobile.

Location Labs' API will be used for Placecast's **ShopAlerts**, which are location-triggered mobile text messages sent from brands to consumers. Consumers can opt-in to receiving text messages in a variety of ways—at the store, online, via text-message, mobile websites or on Facebook.

Once the technology has been activated, consumers will be alerted when they are near a location that they are interested in or when the brand is offering sales and specials. ShopAlerts' technology uses "geo-fences," which are virtual boundaries that can be targeted via location-based marketing. Retailers can customize alerts to fit their brand and strategy.

Location Labs' APIs will allow Placecast access carrier location for both feature and smartphones of opted-in users. Placecast will source location data is from Location Labs' wireless carrier partners. Of course, access to Location Labs' APIs come at a price, but Placecast declined to reveal the financial terms of the agreement.

Placecast says that North Face, which was a pilot partner of ShopAlerts, is already using the new service. While Placecast is **betting big** on SMS as an effective marketing campaign for stores and brands, other startups, such as **recently launched Shopkick**, are using location-based mobile apps to help consumers find deals in retail stores, including **Best Buy**.

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