

Location Labs taps Placecast for ShopAlerts

A new mobile initiative could put brands in touch with about 60% of the US consumer base. Permission based marketing platform Placecast will serve ShopAlerts to consumers tapped into location as a service mobile marketer Location Labs. When consumers enter a specific location, such as a storefront, ShopAlerts are texted to their mobile phone from brands.

by [Kristina Knight](#)

Consumers opt in to the [ShopAlerts service](#), making the text alerts even more valuable. Placecast estimates that brands will be able to reach up to 180 million consumers through the service, giving the alerts a larger reach than any mobile app currently in the marketplace.



"We are delighted to be working with Placecast to help brands and retailers incorporate location based marketing into their customer acquisition, retention and loyalty programs," said Tasso Roumeliotis, [Location Labs](#) founder and CEO. "We believe that with our partnered solutions these companies are well positioned to make the most of the mobile marketing opportunity."

Brands and retailers enable ShopAlerts for their location, delivering mobile text messages about their products in real time. Consumers who have opted in to receive the messages through social networks, text messages or in-store promotions are then notified via SMS text message about the offers available. Because users opt in to the platform, brands have a better chance of engaging the consumer and because the offers are real time consumers can take advantage at the time the alert is given rather than waiting.

"We're excited about our partnership with Location Labs, as it enables us to bring massive reach and scale to retail brands seeking to connect with customers on most phones, without an app," said Alistair Goodman, Placecast CEO.

You can watch a video of the ShopAlerts platform here:

<http://www.bizreport.com/2010/08/location-labs-taps-placecast-for-shopalerts.html>

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