

Mobile Marketing Alerts Drives 1/3 of Recipients Into Stores, 27 Percent To Make Purchases According to New Survey by Placecast

Survey concludes women ages 18-34 are one of the fastest growing interest segments and that texting beats apps when it comes to valued mobile services

San Francisco, CA ([PRWEB](#)) July 1, 2010 -- According to a May 2010 online survey conducted by Harris Interactive® and commissioned by Placecast, consumer receptivity to opt-in mobile marketing is growing as is intent to visit stores. One-third of Americans who currently have signed up for mobile marketing alerts indicate that such services impact their decision to go into stores and 27% report that such programs have impacted their decision to buy products in physical retail locations.

Since the first survey on location-based mobile marketing and advertising in the Summer of 2009, overall consumer interest in such programs increased with 'somewhat interested' consumers growing by 2 percent to 28% of all cell phone owners. As in the first survey, interest is most pronounced among the youngest cell phone owners: 42% of those ages 18 – 34 are at least somewhat interested. Interest grew 6 points to 40% among women ages 18 – 34 from the survey conducted in 2009. Interest levels between men and women are now about equal overall.

Food dominates demand overall; interest categories vary for men and women

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. Women skewed higher than men when it came to interest in offers/promotions for groceries and apparel, while men skewed higher in interest for electronics and sporting goods products.

Texting significantly more valued than app-based services

One data point across all cell phone owners is the importance of texting; considering texting more important than other activities on their mobile phones. An average of 40% of all cell phone owners say that texting is "extremely" or "very important" to them. Even with the buzz of services like Foursquare and Gowalla, only 7% of men showed the same level of interest in these types of social networks, and only 3% of women.

The survey also delved into consumer attitudes about using the location of their phones to trigger opt-in marketing messages. Thirty-seven percent of those who have opted to receive text alerts thought location-based texts could be useful, 29% thought they would be interesting and an equal percentage (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." The survey forms part of a larger body of research work entitled, "The Alert Shopper" (<http://blog.placecast.net>) which is focused on understanding consumer attitudes towards mobile marketing messages.

Methodology

This 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. For complete survey methodology, including weighting variables, please contact Rachael Himsel of VSC Consulting on behalf of Placecast PR at Rachael@vsconsulting.com

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

About Placecast

Placecast is the first location-based platform specifically designed to use digital marketing on mobile to drive consumers into physical environments. Placecast's ShopAlerts service has transformed the location-based industry, taking home the top prize for innovation given by the National Retail Federation known as the 2010 RACie award, and demonstrating that mainstream brands like the North Face, Sonic, and American Eagle are embracing location-based mobile marketing. Placecast recently launched MatchAPI, a tool that enables providers and developers to refer to a location in any number of ways and validate that those references resolve to one true location on the planet. The company recently raised \$8 million in Series B funding from Quatrex Capital and existing investors ONSET Ventures and Voyager Capital.

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