

Placecast Unveils ShopAlerts Self-Serve, B2B Solution that Enables SMBs to Launch Location Based Mobile Campaigns Quickly

ShopAlerts Self-Serve Makes it Easy to Create, Deliver, Track Redemptions of Geofence Mobile Marketing Promotions

SAN FRANCISCO – (July 21, 2011) – Location-based mobile marketing leader Placecast this week announces the release of ShopAlerts Self-Serve, a simple tool that enables merchants to create, deliver and track redemptions of mobile promotions. For the first time, the ShopAlerts platform will be accessible on a self-service basis for a broader range of marketers looking to run location-based marketing programs at scale.

ShopAlerts Self-Serve is not directly open to small businesses, but rather larger vertical companies like mobile operators, yellow-page providers, retailers, financial institutions or deal services that work with SMBs and can deploy this tool for their customers.

ShopAlerts Self-Serve delivers a complete, white-label geofencing solution for businesses that want to deliver geo-triggered offers to their customers on their mobile phones. Geofences are virtual areas set around physical locations; when an opted-in consumer is inside a geofenced area, she receives a message from a business, including a discount, notice of a sale, directions to a store or other content.

“This simple tool can be used by any business – from sole proprietor to large retail chain – to create and run their own geofence mobile promotions easily, and fully protect consumer privacy due to the double opt-in nature of the service,” stated Alistair Goodman, CEO of Placecast.

Unlike other location-based consumer services that require an app, ShopAlerts is the only solution that can reach all of the 268 million phones currently in operation across the AT&T, Sprint, Verizon and T-Mobile networks. For the first time, businesses can create and track real-time location-based offers quickly and efficiently across all mobile devices, from smartphones to feature phones; with just a few clicks, a marketer can use ShopAlerts Self-Serve to create and manage his own geofencing promotions.

ShopAlerts Self-Serve was unveiled on Tuesday at BIA/Kelsey’s Deals 3D conference in San Francisco. “ShopAlerts has been a powerful tool for brand advertisers and retailers to manage mobile deal alerts,” said Michael Boland Senior Analyst for BIA/Kelsey. “Enabling Placecast partners to open this up to self-serve should democratize the platform and allow it to scale to the long-tail SMB segment where there is growing interest in location based mobile marketing.”

ShopAlerts Self-Serve offers the following:

- Upload and manage store locations and information
- Create geofences – a super-simple way to generate zones around a location
- Create a real-time promotion, including store location, time of day, day of week and other variables

- Opt-in users via text message
- Track coupons or redemption codes
- Record and report analytics on all aspects of program performance – participants, geofences and ROI
- Change messages frequently in real-time. For example, if a large outdoor customer appreciation day is planned and it starts raining, a message could be:

Our event has moved inside the store – join us and get a rainy-day gift prize + 20% off entire store!

Placecast launched ShopAlerts in 2009, and the platform has become the only industry standard geofence marketing platform for major carriers and brands in North America and Europe. ShopAlerts Self-Serve is a simple version of the more comprehensive platform that Placecast is currently licensing to partners like AT&T in the U.S. and, O2, a major carrier in the UK owned by Telefonica, and others.

Messages can be rendered as either an SMS/MMS or a push notification from an app. Placecast has found that these sorts of messages cut through the clutter and grab immediate attention, versus an app that has to be downloaded and powered on by consumers.

According to Placecast research, 60 percent of participants found ShopAlerts messages to be “cool and innovative”; 79 percent said it increased their likelihood to visit a store; 65 percent made a purchase as a result of a ShopAlerts message; and 73 percent of participants would “definitely” or “probably” use it in the future.

For more information, please visit www.placecast.net

About Placecast

Placecast is the first location-based platform specifically designed to use mobile marketing to drive consumers into physical environments. Comprised of a team of experts in digital marketing, mobile solutions and location technology, Placecast offers ShopAlerts as a white-label service for retailers and operators and also licenses the Placecast Platform technology for the delivery of other types of location-based services. The ShopAlerts™ geofence marketing service has transformed the mobile industry; brands such as The North Face, L’Oreal, Starbucks and Chicos are all delivering location-based mobile offers to customers near their stores on any mobile phone. Operators like O2 in the UK deploy the company’s service and have enrolled subscribers in their location-based marketing program, opening new sources of revenue and reducing churn. The ShopAlerts service received significant recognition in 2010, taking home the prize for innovation awarded by the National Retail Federation, as well as garnering honorable mentions at the Mobile World Congress, Webby Awards and CTIA. The company is backed by Quatrex Capital, ONSET Ventures and Voyager Capital.

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