

## Consumers want more marketing messages: Study

By [Giselle Tsurulnik](#)

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### **Jeff Hasen is chief marketing officer of HipCricket**

Growing consumer interest in mobile marketing and customer loyalty programs has created a significant opportunity for brands to connect with customers on their mobile devices.

The second annual HipCricket Mobile Marketing Survey shows that 37 percent of consumers would participate in a mobile customer loyalty program from a brand they trust. However, 83 percent say their favorite brand has yet to market to them via their mobile phone.

“As strange as this might sound, consumers aren’t receiving as many marketing messages as they want,” said Jeff Hasen, chief marketing officer of HipCricket, Kirkland, WA. “Mobile marketing programs succeed because, in most cases, the consumer initiates the interaction and is as involved as he or she wants to be.

“It is truly permission-based, all on the mobile subscriber’s terms,” he said. “As a consumer, I might respond to an offer, and then decide to further give you permission to market to me by joining a mobile club.

“Small opt-out rates prove we are giving consumers what they want. Obviously, the portability and personal nature of the mobile device are huge drivers for brands who literally can reach consumers anywhere and at any time.”

The 2009 [HipCricket](#) Mobile Marketing Survey is a national survey designed to provide insight into consumer attitudes towards mobile marketing and their mobile behavior.

The survey was conducted in September 2009 via email and is based on 511 respondents.

A key finding of the study is that mobile marketing campaigns are becoming significantly more influential and effective.

HipCricket found that of those consumers who have received mobile marketing offers, 47 percent have brand recall and 94 percent of those remember the specific call to action.

Aside from phone calls, 73 percent of people said they use their mobile device most for texting friends and 34 percent have received a marketing offer on their mobile phone via text message (up from 28 percent in 2008).

The study revealed that the mobile Web continues to be an increasingly important information resource for consumers.

A whopping 85 percent of respondents agree that the mobile Web is a valuable source for information that interests them.

Twenty-one percent of respondents access the mobile Web at least once per day and 37 percent access it at least once per week.

Additionally, 41 percent of respondents have visited a retailer's Web site from their mobile phone. The most popular reasons include:

- To find store locations – 70 percent
- To find store hours – 51 percent
- To get directions – 39 percent
- To look for coupons/promotions – 29 percent

HipCricket's advice to marketers:

"HipCricket advises clients to think of a mobile pyramid where brands use SMS as a foundation for reach, then build on richer brand experiences through the mobile Web, apps and social networking," Mr. Hasen said.

*Dan Butcher did the reporting for this story.*

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