

## Mobile marketing network aimed at Hispanics

BRIDGET CAREY

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Hipcricket, a 4-year-old mobile marketing company based in Washington, has announced the launch of a Hispanic-focused mobile marketing network. Hipcricket will work with several Hispanic media companies and brands to send out interactive messages to targeted mobile devices.

Hispanic media companies Bustos Media and Lotus Radio are among the first to join Hipcricket's Hispanic marketing network. Hipcricket announced the news as part of its visit to the Voz Latina Hispanic Marketing Conference on Thursday at the Seminole Hard Rock Hotel & Casino in Hollywood.

"Brands want a one-stop shop and an ability to tap into a network of opted-in audience or consumers," said Ivan Braiker, chief executive of Hipcricket.

Hipcricket has done more than 17,000 mobile marketing campaigns, and each time customers have to agree to receive the texts. The company reports that Hispanics have been among the most responsive to mobile marketing campaigns, with 32 percent saying they are interested or very interested in mobile marketing messages.

A recent M:Metrics study reports that Hispanics responding to text message advertisements has increased by 20 percent in the past year.

Users typically opt-in to a mobile marketing program by texting a code to a short string of five or six digits so they can receive information via text messages. Braiker said users can opt out of any mobile marketing program at any time by texting a word such as stop or out.

"Overall I think they are going to see their experience is going to be a pleasant one. Our opt-out rate overall is just slightly over 1 percent," Braiker said.