

Hipcricket debuts Hispanic Mobile Marketing Network

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Mobile marketing company Hipcricket has launched a mobile marketing network composed of Hispanic media properties.

With this launch, [Hipcricket](#) is giving brand marketers targeting Hispanics a means to deliver targeted ads to opted-in mobile users who are part of the \$860 billion Hispanic consumer market.

“One of the things we’re doing with the Hispanic community is to build a social network for the Hispanic community,” said Jeff Hasen, chief marketing officer of Hipcricket, Kirkland, WA.

Hispanic media companies Bustos Media, Lotus Communications and Davidson Media Group are among the first to join the network. The footprint currently covers 50 percent of the most populous Hispanic communities nationwide, including agriculturally impacted states such as Washington, Texas, Florida, New York and Oregon.

Brand marketers will be able to choose the markets, stations and the demographics to develop a sophisticated media buy that pinpoints their target audience.

“We’re targeting anyone in this brand marketing world who wants to target the Hispanic market,” said Ivan Braiker, CEO of Hipcricket.

Hispanics are this country’s most rapidly-growing demographic. They are heavy users of mobile technology and text messaging.

In fact, a recent [Mobile Marketing Association](#) study reveals that Hispanic consumers are highly receptive to mobile advertisements, with 32 percent of those surveyed indicating they are moderately or highly receptive to mobile marketing messages.

Additionally, 75 percent of Hispanic consumers reported they own mobile phones and use them regularly. More than half regularly use text messaging.

The number of Hispanics responding to text message ads has increased by 20 percent in the past year.

Hipcricket's Hispanic Mobile Marketing Network is permission-based, so consumers only receive the text messages, alerts and other mobile interactions they request.

Additionally, all mobile messages are customized based on the consumer's preferences and needs.

Hipcricket will assist companies with mobile messaging and marketing campaigns and provide help in building a loyalty club that can provide special offers to opted-in members.

"We're filling a need for reaching a wide area of Hispanics," Mr. Hasen said. "These are folks who've raised their hands and are open to offers from advertisers."