



Report: Mobile/SMS Marketing Yields Higher Results

A recent survey sponsored by Hipcricket has revealed that marketing campaigns done through mobile/SMS have yielded higher results for advertisers than any other medium.

The 2008 Mobile Response Survey calculated the recall rates for advertisements in various forms of media.

Hipcricket is a mobile marketing software and solutions company which produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising.

The 2008 Mobile Response Survey is a national survey designed to provide insight into consumer attitudes towards mobile marketing and their mobile behavior. The survey was conducted in August 2008 via email and is based on 517 respondents.

The survey has revealed that when an ad is sent via mobile/SMS there is a ninety six percent chance for a customer to remember that ad and more than a third of them would seek to buy that featured product. Attesting to the viral nature of mobile marketing, 37 percent told a friend about the message and 6 percent forwarded the promotion to a friend.

The survey also found that 58 percent of consumers are interested in receiving mobile coupons and nearly 40 percent would be willing to receive location-based, time-related offers and coupons (e.g. pizza coupon during the commute home from work). Forty-seven percent of those surveyed said if they received a mobile coupon it would be 'likely' or 'very likely' that they'd redeem it, with 70 percent of those respondents expressing interest in redeeming mobile coupons both online and in-store.

When surveyed about which products customers wanted more than half of the respondents wanted ads about foods and beverages. Entertainment media, Retail, Apparel and Mobile Carriers followed Foods and beverages.

Hipcricket says that the reason for higher recall rates for SMS is that it is used widely by more than 136 million Americans. There is also an advent of technologies and products that make it easier for the customers to be attached to their mobile devices to stay connected all the time and products like iPhones provide the advantage of promoting through graphic ads to the customers.

According to Hipcricket officials, Mobile advertising is a great complement to many of their multi-faceted mobile marketing campaigns.