

HipCricket Expands to Mexico

HipCricket is expanding internationally beginning with a strategic partnership in Mexico that has brought the first mobile marketing solutions to that country's mobile operators, broadcast stations and brands.

The company is teaming with prominent Mexican investors Pablo Peralta and Enrique Lopez-Negrete, executives in the Mexican telecom and media sectors for more than 10 years.

HipCricket de Mexico will produce measurable, ROI-driven programs for entities seeking to reach Mexican consumers. There are nearly 78 million mobile subscribers in Mexico, according to statistics provided by mobile operators.

According to the latest attitude and usage study from the Mobile Marketing Association (MMA), many Mexicans regularly send text messages and are open and eager to receive offers and information from brands and other groups. In fact, 70 percent are either highly or moderately interested in mobile marketing.

The study also found that 67 percent of Mexicans text on a daily or weekly basis and 30 percent are likely to opt in on mobile marketing campaigns.

"The timing is right given the Mexican consumer's mobile phone interests and habits," said Lopez Negrete who is serving as HipCricket de Mexico CEO

Looking beyond Mexico, HipCricket intends to expand into other Latin American countries. Mobile penetration in Latin America is six times computer penetration, according to the MMA.

In September 2008, global analyst firm Frost & Sullivan said HipCricket "has taken an early lead in the U.S. mobile marketing space." The firm named HipCricket the winner of the 2008 Market Penetration Leadership Award.