

WEDNESDAY, MARCH 18, 2009

Expect a Spike in Mobile Coupons

Source: Mobile Marketing Watch

Posted: 17 Mar 2009 01:23 PM PDT

Nothing looks quite so good during a recession as a coupon.

Lucky for us, the redemption value of mobile coupons will increase better than 30% by next year.

Juniper's research reveals that the twin effects of shoppers essential to a healthy economy and merchants aware of the need for discounts to drive sales will increase the presence and value of mobile coupons significantly in the months and years to come.

In other words, the mobile coupon may very well be the next big thing.

With greater than one-hundred million mobile phone users expected to use mobile coupons in 2010, Juniper foresees massive growth in mobile marketing across North America, Western Europe, the Far East and China.

With this opportunity, of course, comes a few challenges, specifically the lack of suitable point of sale (POS) infrastructure at the supermarket checkout, where most mobile coupon users will hope for and expect the prompt redemption of their coupons.

Nonetheless, as Mobile Coupons Report author Howard Wilcox explained: We believe that merchants will see targeted, quick one-to-one marketing campaigns via mobile coupons as a valuable marketing weapon. Considering that mobile coupons offer much better redemption rates and are more cost effective, they represent a win-win approach for innovative retailers.