

Victoria's Secret enters mobile commerce arena

By Giselle Tsurulnik | May 22, 2009

Victoria's Secret is very good at keeping secrets. The retailer quietly launched a marketing initiative that uses the mobile Web and SMS text messages to promote its products and shopping on-the-go.

Victoria's Secret has launched a dedicated mobile Web site and is also targeting its mobile database of opted-in consumers with exclusive offers, event coverage and new product information.

"With so many consumers (94 Million in the U.S.) using their handhelds to read email, search for products (9 percent of Google searches are now on mobile devcies) and browse Web sites, it is a basic expectation that a mobile user will have a successful experience when they visit a company's Web site," said Jason Taylor.

"Having a specialized mobile-optimized site allows users to get to and purchase the products they want fast," he said.

Consumers can sign up for alerts on the mobile site at <http://mobile.victoriasecret.com> or text the keyword START to the short code 26435(ANGEL).

All text message communication with consumers will include a link to the mobile site, in an effort to drive users there.