

1. Would people in the U.S. like to receive offers on their cell phones?

Yes!
70%

of smartphone users would be interested in receiving offers on their cell phones.



2. What kind of offers?

45%

of cell phone owners would accept a marketing alert directly from a **known and trusted third party brand**

28%

would feel most comfortable receiving offers from their carriers

Only 4%

would feel comfortable receiving offers from third-party deal sites like **Groupon** or **Living Social**

promotional messages about all kinds of products

free demos and notifications about brand new services

proposals for a cell phone upgrade

of smartphone users are positive towards discounts, special offers and general services that fit their needs

of smartphone users would like to receive suggestions for plan upgrades

OFFERS ON MOBILE

THE U.S. SURVEY

3. So, is it really a question of trust?

ABSOLUTELY And **carriers are the most trusted** to provide offers.

33% of smartphone owners trust their mobile service providers more than other offer sites.

WHILE ONLY 12% prefer sites like Groupon or Living Social

4. So how should these offers reach them?

41%

36%

41% of all cell phone owners prefer receiving offers via SMS. That's **5% more** than those who say they prefer email.

9%

14%

NO PREFERENCE

5. So SMS offers work like email offers?

NO!

THE CELL PHONE IS AN INTIMATE, PERSONAL MEDIUM

59% of smartphone owners would prefer having the opportunity to **specify the number of notices** they receive

6. What's that number?

74%

of smartphone owners would accept offer notices

2 TIMES A MONTH OR LESS

Each month, carriers have at best **two opportunities** to carry out a successful offer to their users. So they better make them count!

7. What happens if they exceed that number?

84%

OF ALL CELL PHONE OWNERS WOULD BE INTERESTED IN BLOCKING INCOMING MARKETING NOTICES.

56%

would **change provider** if they were contacted more than they desired.



upstream
We switch your customers on.

LUTH
research

info@upstreamsystems.com
Source: Luth Research
Total Sample: 2,007 American adults (aged 18+).
Dates: June 2-7, 2011. | The survey was conducted online