

Keeping It Personal: Marketing Success in a Mobile World

Research report finds that retailers and marketers have an excellent opportunity to increase customer loyalty and satisfaction with real-time mobile marketing and location-based offers.

PERSONALIZATION MATTERS

Interested in receiving personalized promotions on their smartphones.



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CUSTOMER LOYALTY

47% Would be more likely to return to a store that offers personalized promotions on smartphones.



ELECTRONIC PERSONAL SHOPPER

Most Canadian consumers want a tailored shopping experience on their mobile devices.

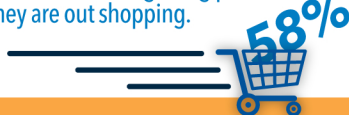
Find it helpful to get product or service information on their mobile devices while browsing in a store.



Have purchased an item via their mobile phone using the browser or an app.



Would be interested in getting promotions when they are out shopping.



71% Would make some sort of purchase if presented with a promotion on their smartphones for a complementary product.

38% Would buy more (they would buy both) if they received promotions for complementary products while they shopped.

A PROFILE OF WOMEN SHOPPERS

Tailored promotions provide greater up-sell opportunities with female consumers.



51% Will return to the store.

44% Will purchase the intended item as well as the promotional one.

* Sources: Research sponsored by SAS and conducted by Leger, The Research Intelligence Group, May 6-11, 2013. | 15,006 Canadians with a smartphone were surveyed.



THE
POWER
TO KNOW.