Consumer Mobile Engagement Research Results

Shoppers share their preferences for receiving mobile coupons, messages and offers

Code Broker

About CodeBroker

CodeBroker's mobile marketing solutions are used by the world's most recognizable brands and retailers to engage consumers, drive purchases, and build loyalty.

CodeBroker Text Message Marketing with SmartJoin combines advanced SMS marketing capabilities with ease-of-use to help marketers rapidly build and market to quality SMS subscriber lists and loyalty membership, securely and at scale.

CodeBroker Digital Coupons drive purchases and customer engagement through on-demand offers, SMS list promotions and in-app promos.

The CodeBroker Mobile Loyalty Experience Engine gives loyalty marketers an omnichannel approach to mobile loyalty program member acquisition and engagement.

We invite you to learn more at www.codebroker.com.

Survey Overview

The United States is one the largest smartphone markets in the world, estimated to grow to more than 230 million in 2018, according to Statista. Therefore, it's no surprise that retailers are employing mobile at growing rates to engage consumers, drive store traffic and build loyalty.

Retailers have also learned that mobile is a platform that has a range of channels, and that each consumer has his or her own mobile engagement preference. As you will see from the following research results, retailers that appeal to each consumer's mobile engagement preference have the opportunity to drive much better results.

In this, the latest in CodeBroker's mobile consumer research series, CodeBroker surveyed over 1,500 consumers across the United States on a wide range of mobile engagement topics to gain an understanding of the mobile channels preferred most by consumers for receiving communications, including coupons and loyalty program rewards.

To access other CodeBroker research reports, please visit www.codebroker.com/resources.

About the Research Participants

1,552 U.S consumers participated in the research.

Age range:

18 to 21:	16%
22 to 37:	57%
38 to 53:	22%
54+:	4%

Gender:

Female:	53%
Male:	47%

Household Income:

$0 - $24,999	24%
$25,000 - $49,999	22%
$50,000 - $74,999	17%
$75,000 - $99,999	12%
$100,00 - $149,000	11%
$150,000 - $199,000	3%
$200,000+	2%
No Answer	9%

Key Takeaways

1. Mobile is a platform with multiple channels, and consumers have a range of channel preferences for engaging with retailers over mobile.

2. Retailers should realize a broader market reach and drive higher consumer engagement by employing a channel marketing mix over mobile.

3. SMS has surpassed mobile email and mobile app push as consumers' preferred mobile communications channel, including accessing loyalty rewards.

4. Consumers place high value on mobile coupons, and are even willing to provide personal information in order to receive a mobile coupon.

5. Though many retailers and brands make their loyalty programs available through a mobile app, many consumers indicate a preference for other mobile communications channels to access rewards.

The Results

Have you ever opted in to a retailer or brand text message marketing list?

60.44%
Yes

39.56%
No
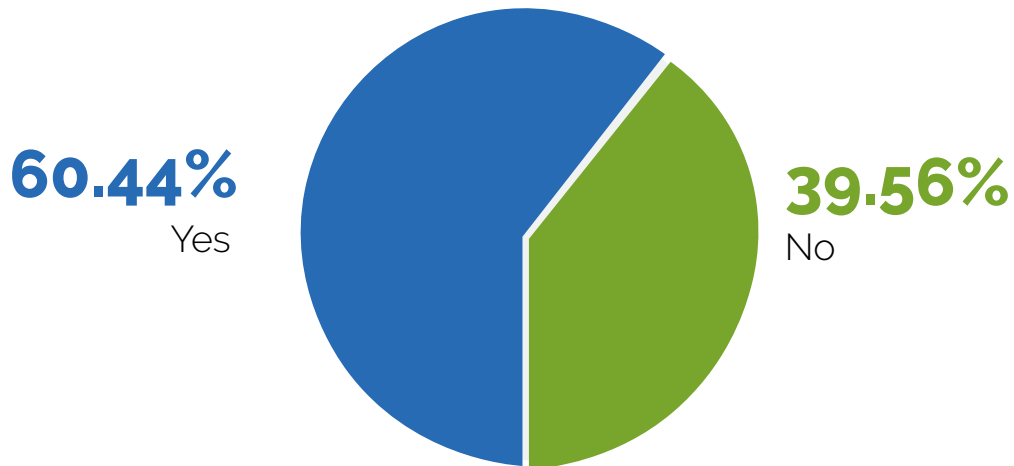
It is no surprise that text has become a key component in retailers' marketing mix and, according to the research, consumers are responding, with nearly two-thirds saying that they have opted in to a text message marketing list.

100% of millennials who participated in the survey have opted in to a text message marketing list.

What is your preferred way to receive retailer messages promoting sales, discounts, and coupons on your mobile device?

Email **41%** | **38%** Text Message | **21%** Push Message (App)
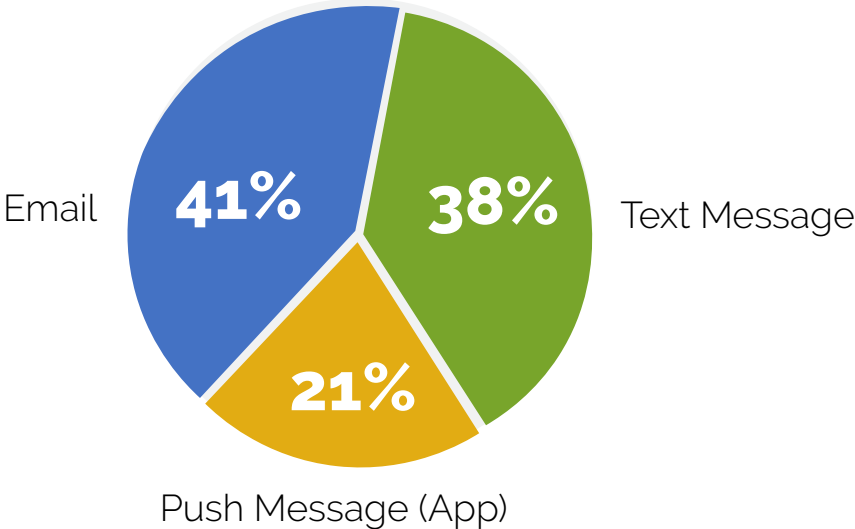
A growing number of consumers read their emails from their smartphones, which makes email still an important mobile engagement channel. Text message is a close second, cited by consumers for its convenience, as well as for its visibility, so they don't miss out on a special deal. Push message is a distant third place.

The data support the need for retailers to employ a complete mix of mobile channels, as one channel only addresses a single segment of the market.

Which type of text message do you find most valuable to receive from a retailer?

53.29%
Coupon Offer

34.82%
Sale or discount

**6.52%**
New product

5.36%
Special Event
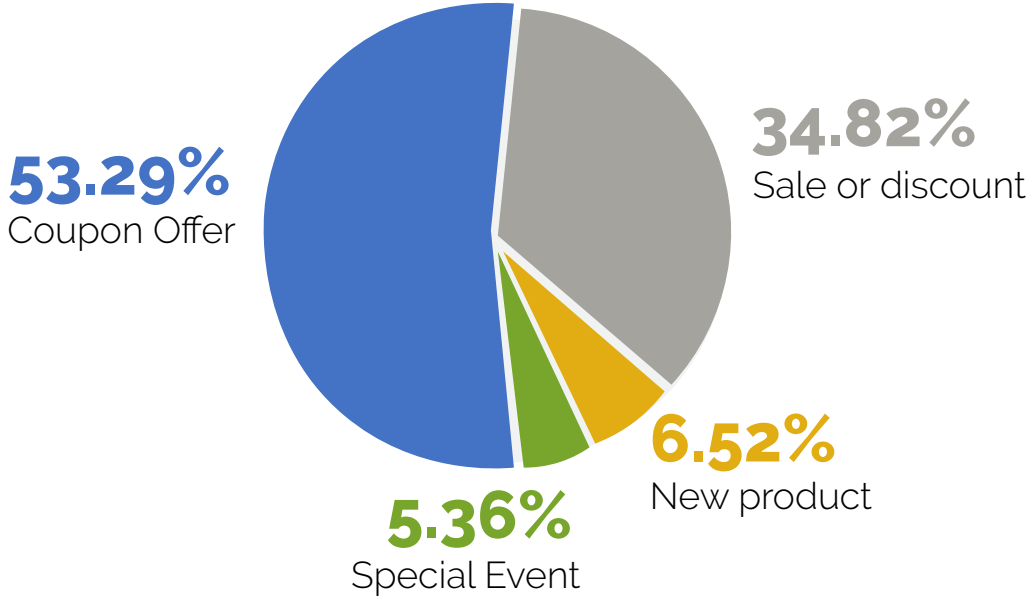
It should come as no surprise that consumers place the highest value on text messages that impact their wallets, with coupons and sales/discounts combining for 88% of what consumers want from retailer text messages. Coupons lead the way significantly, preferred more than receiving messages about sales or discounts by nearly a 60% margin.

How do you prefer to receive mobile coupons from retailers?

34.85%
Text Message

22.92%
Push/App

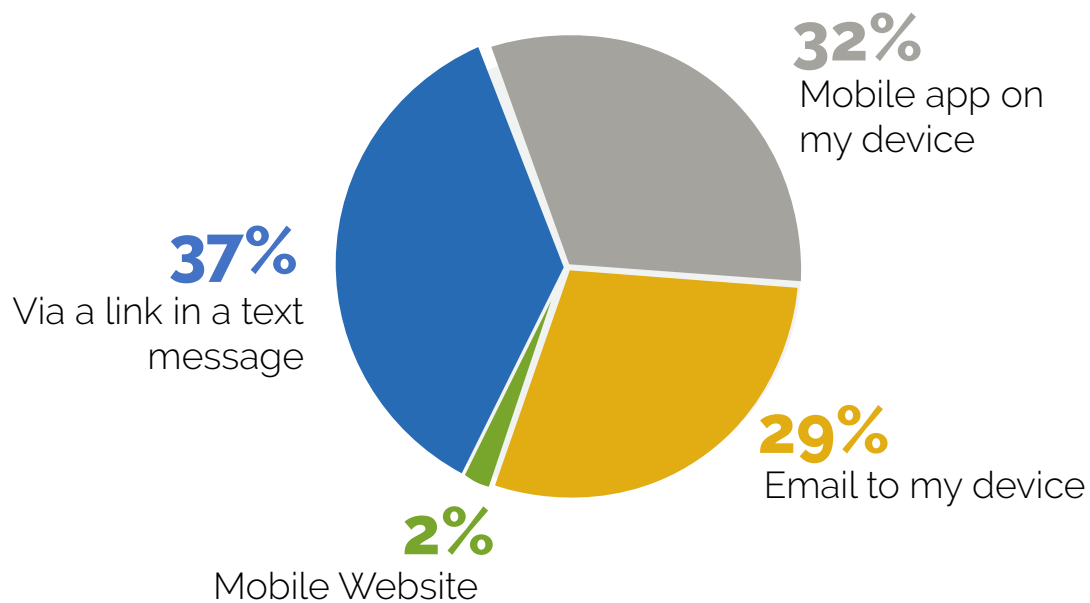**6.98%**
Website

35.24%
Email
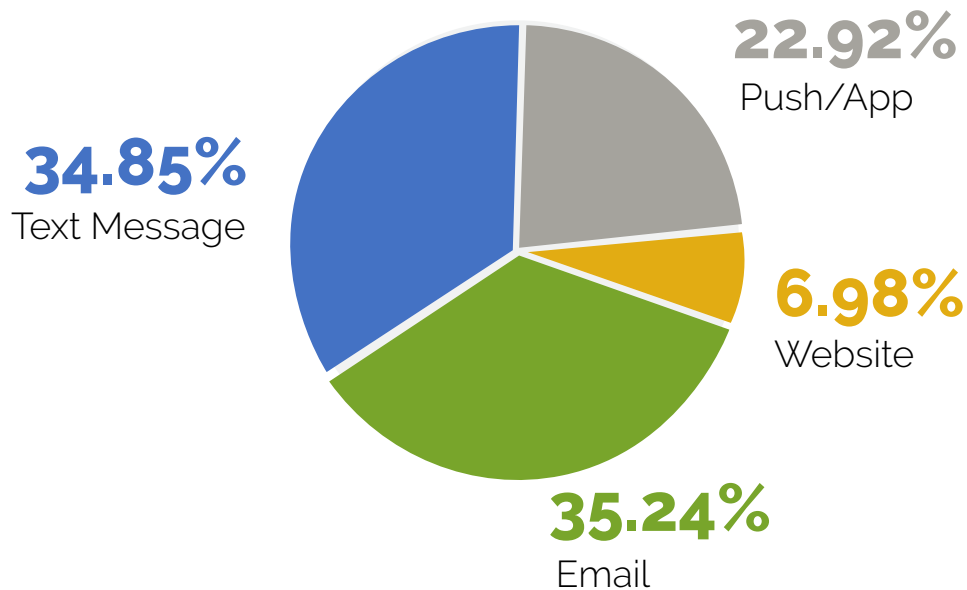
As we can see from the research, text message is about to overtake email as the preferred way consumers wish to receive coupons to their mobile devices. In addition, according to CodeBroker's recent mobile coupon research report, 85% of consumers use a coupon they receive via text within one week – and 25% use them within three days. This is good news for retailers looking to create urgency and drive short-term revenue.

When signing up for a retailer's text message marketing list, are you willing to provide your name and address if you receive a high-value mobile coupon in return?

24.51%
No

75.49%
Yes
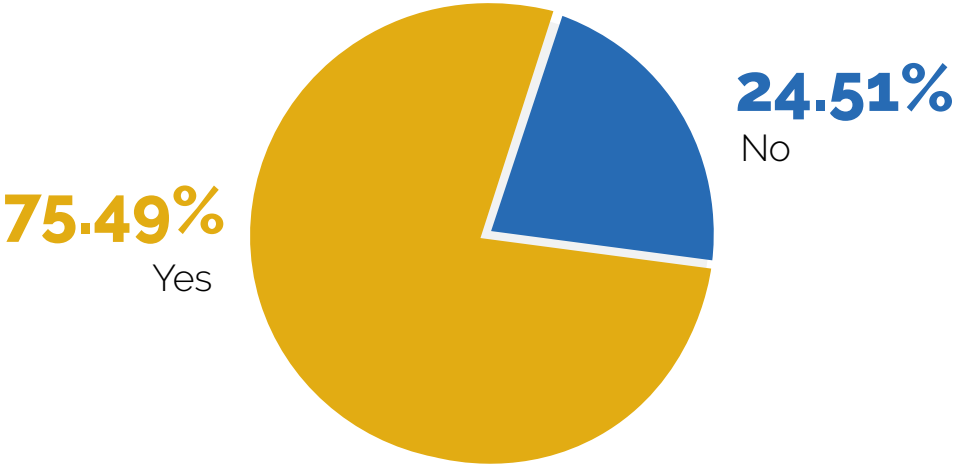
More than 75% of the survey respondents are more than willing to fill out a form when they are offered something of value in return – such as a mobile coupon. In fact, CodeBroker's clients regularly see sign-up rates between 85% and 90% when collecting full demographic records. This is good news for retailers looking to build high-quality SMS marketing lists, rather than just collecting a phone number. By offering a high-value mobile coupon, retailers can collect demographic information during list sign-up, and can add the record to the CRM system, to target text messages more granularly, such as by location – and also augment text marketing with other channels, such as direct mail or email.

How do you prefer to access loyalty rewards from your mobile device?

32%
Mobile app on my device

37%
Via a link in a text message

29%
Email to my device

2%
Mobile Website

According to CodeBroker's recent Mobile Loyalty Research Report 75% of consumers said that they would be more likely to participate in a loyalty program if they could access their program info from mobile. Many retailers and brands have employed their loyalty program via a mobile app in the belief that they have a mobile loyalty program. As we see from this research, consumers have different ways they prefer to access their rewards via mobile.

To engage all members effectively, loyalty programs must give each member program access via his or her preferred mobile channel. By employing the right contact strategy for each member, loyalty marketers can improve member insights into rewards status and drive higher levels of engagement and ensure more relevant, consistent messaging across channels.

Where to Go from Here

If you are looking to expand your mobile marketing mix, CodeBroker invites you to learn about our enterprise-class mobile marketing solutions for SMS marketing, mobile coupons and mobile loyalty. CodeBroker's mobile marketing solutions are used by many of the largest retailers and brands to enable an omnichannel approach to mobile marketing, with exceptional customer engagement and revenue results.

Contact CodeBroker today to learn more.

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