



**Hipcricket:
2011 Mobile Marketing Survey
Research Brief**



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Research Brief 2011 Mobile Marketing Survey

The 2011 Mobile Marketing Survey is a national survey designed to provide insight into consumer behavior and attitudes towards mobile marketing. The survey was conducted in October 2011 via email and is based on 607 respondents. It is sponsored by Kirkland, Washington-based Hipcricket.

Survey Overview and Respondent Profile

The survey was completed by 607 respondents who were invited to participate via email by Zoomerang, an online survey services provider. Respondents were:

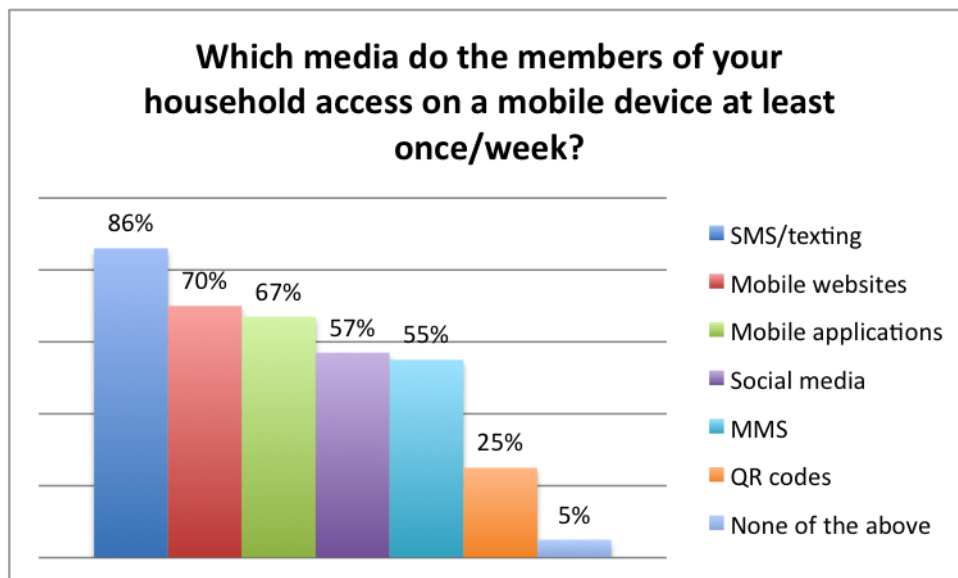
- Cell phone owners in the U.S.
- Distributed across 5 age categories (18-24, 25-30, 31-35, 36-40, 41-45)
- 49% male; 51% female
- 30% reside in the Northeast; 25% reside in the Midwest; 26% reside in the South; 19% reside in the West

The margin of error is +/- 3%.

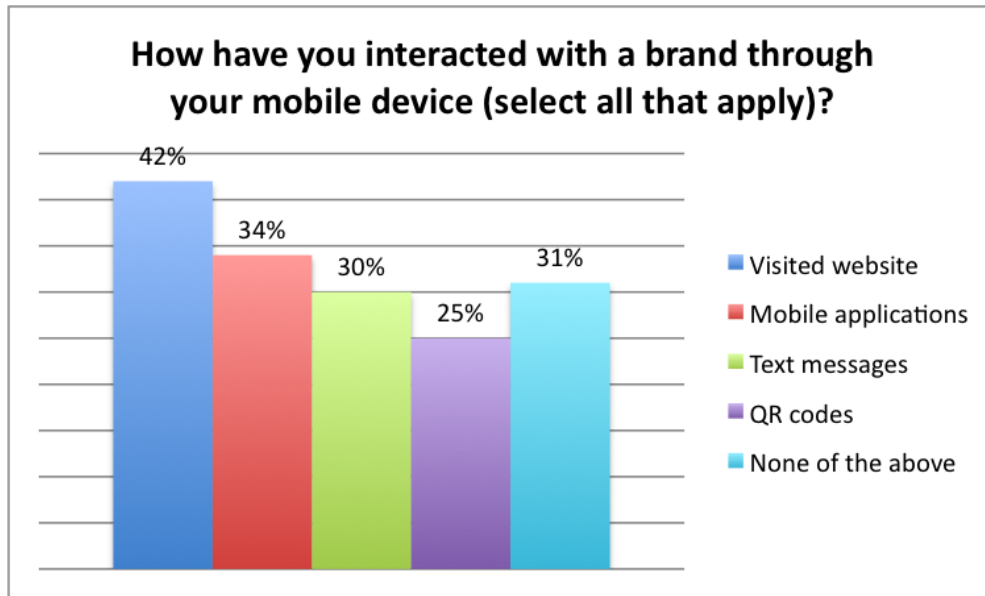
Key Findings

I. The Mobile Web—Particularly Mobile Retail Sites—Are An Important Tool For Consumers.

Seventy percent of all smartphone users regularly use their phone to access the mobile Web, second only to SMS/texting among media usage on such devices.

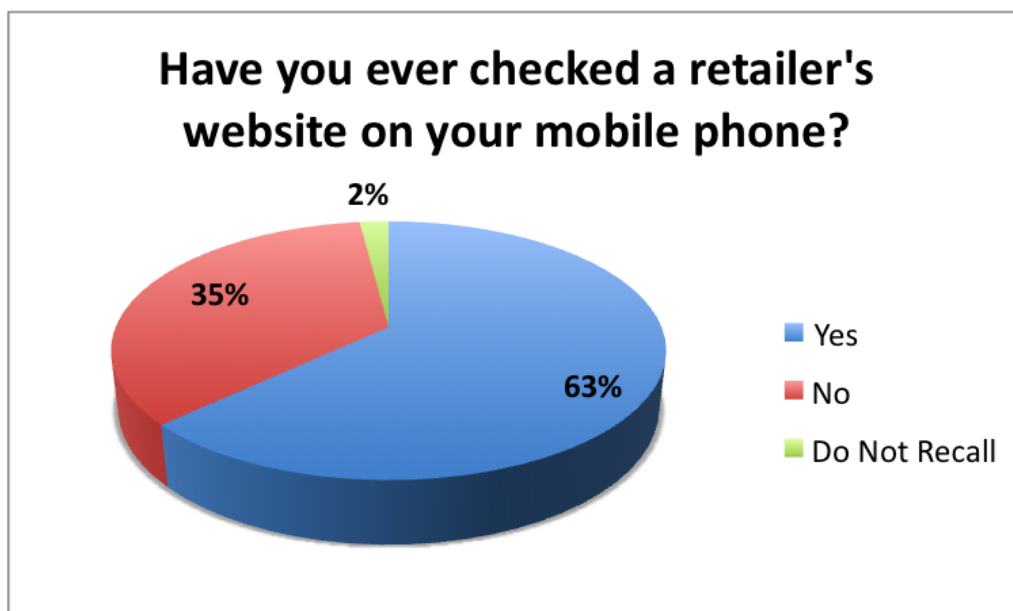


Among smartphone users, the highest percentage of consumers have interacted with brands through a mobile website, followed by applications, text messages and QR codes.



Consumers—particularly smartphone users—are turning to mobile retail websites as a critical instrument to find the products they want, search for coupons and special discounts, and even research prices at a competitor’s store. In general, the mobile Web has become an important tool for getting the products and services they want.

Sixty-three percent of smartphone users have visited a retailer’s website from their mobile device.

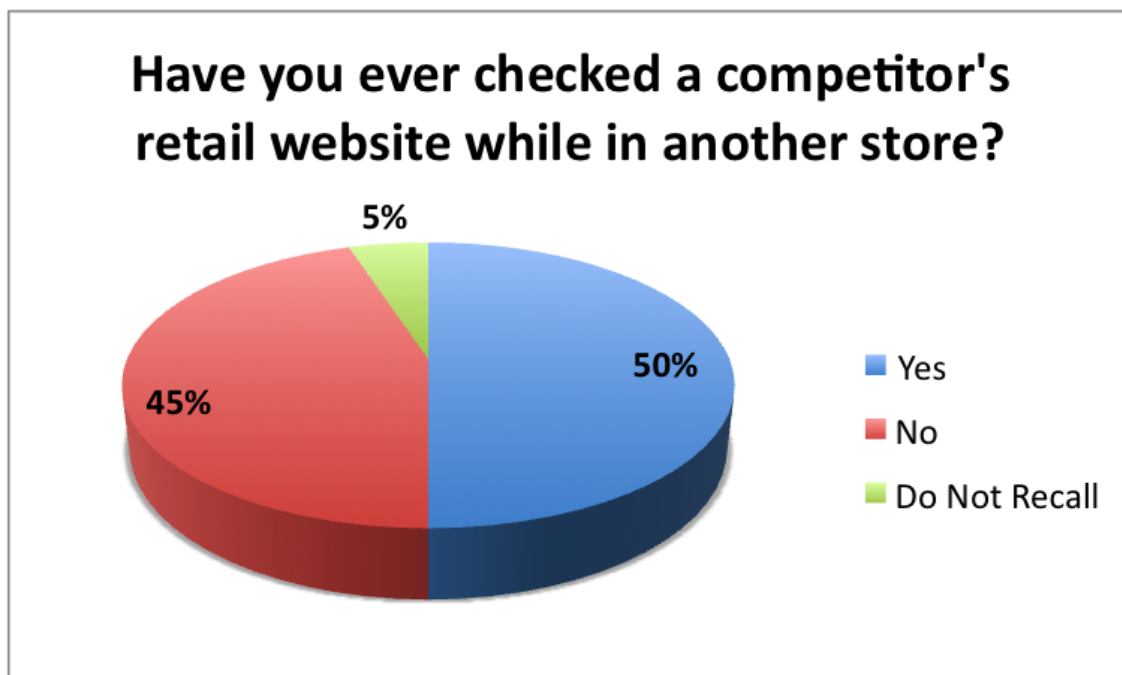


Increasingly, the mobile Web is becoming an important tool as smartphone owners shop:

Forty one percent of smartphone users are visiting mobile retail sites while in the store.

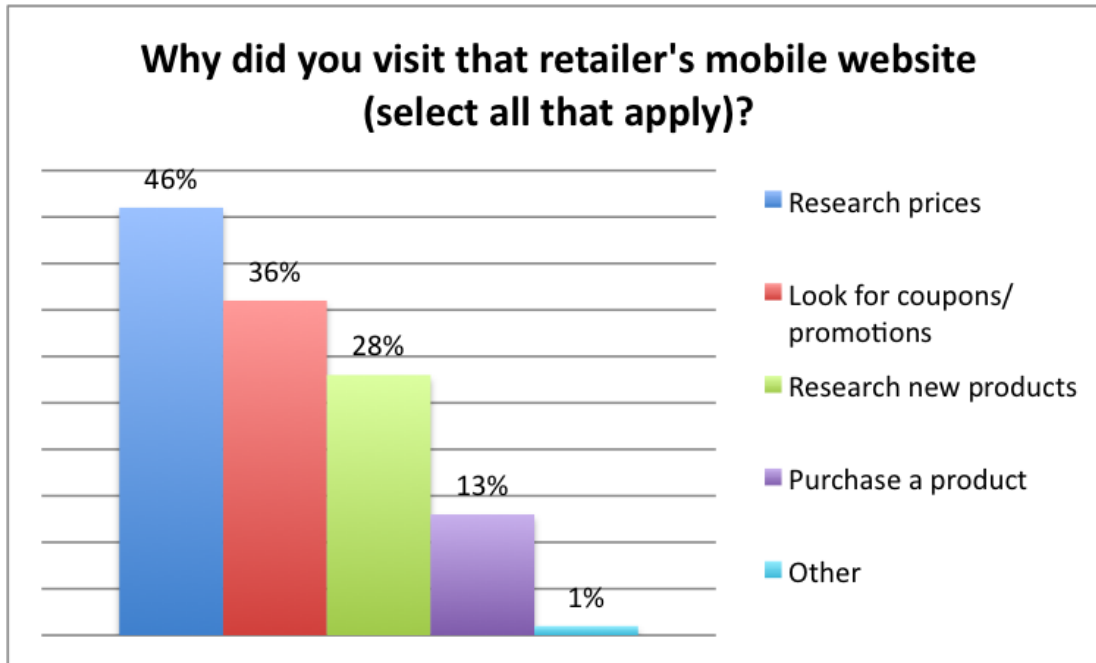


And 50 percent have checked a competitor's mobile retail website while in another store.

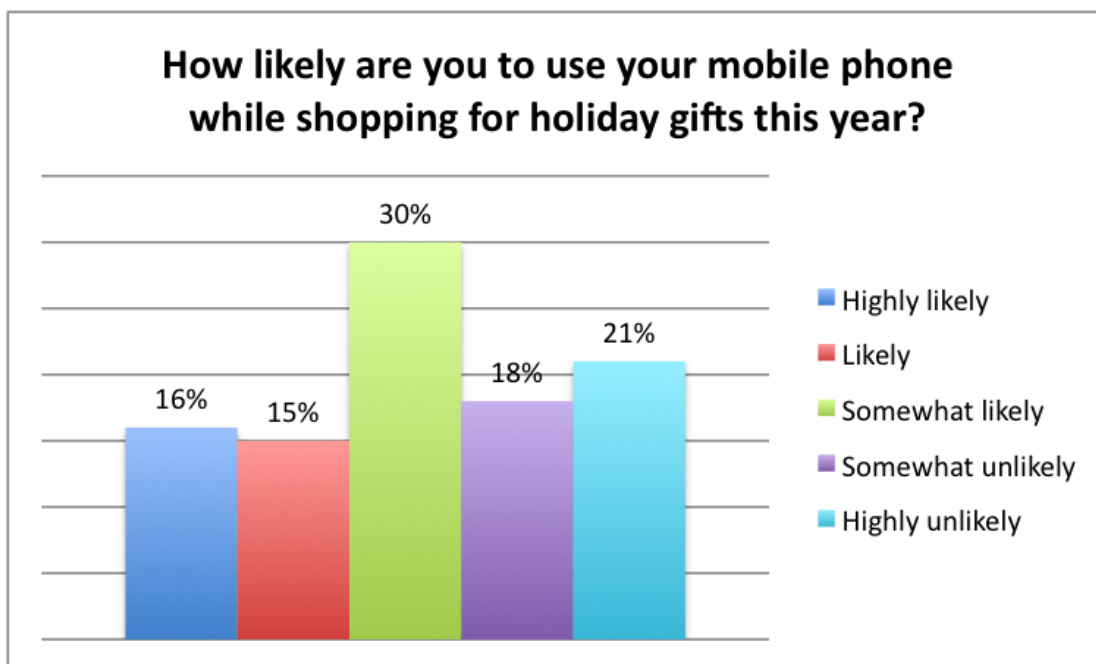


Mobile retail websites are more than “brochures” for stores—they are valuable research tools. Beyond researching store locations, directions and hours, smartphone users are visiting mobile retail websites to:

- Research prices (46 percent)
- Search for coupons and offers (36 percent)
- Research products (28 percent)
- Purchase products (13 percent)

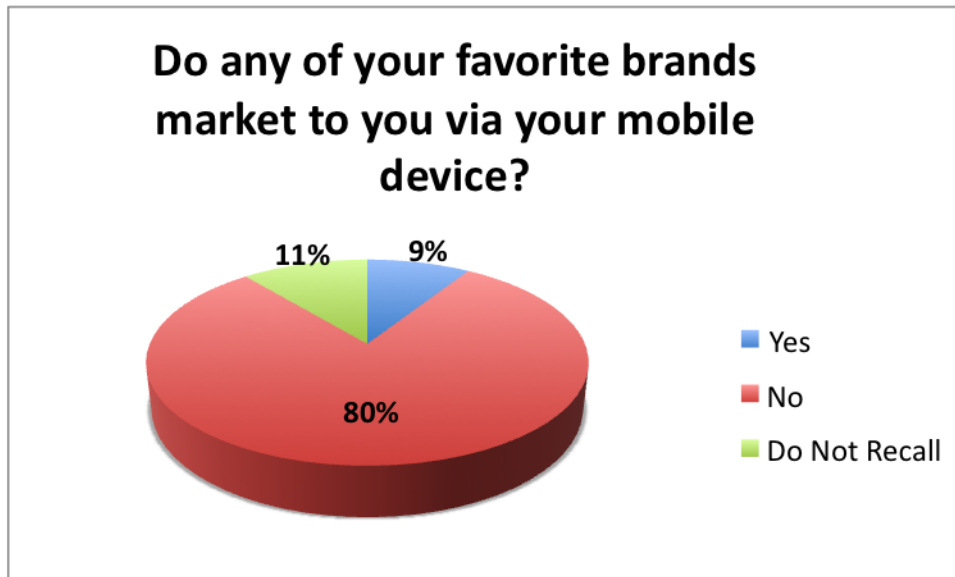


Sixty-one percent of smartphone users are at least somewhat likely to use their mobile device while shopping this holiday season.

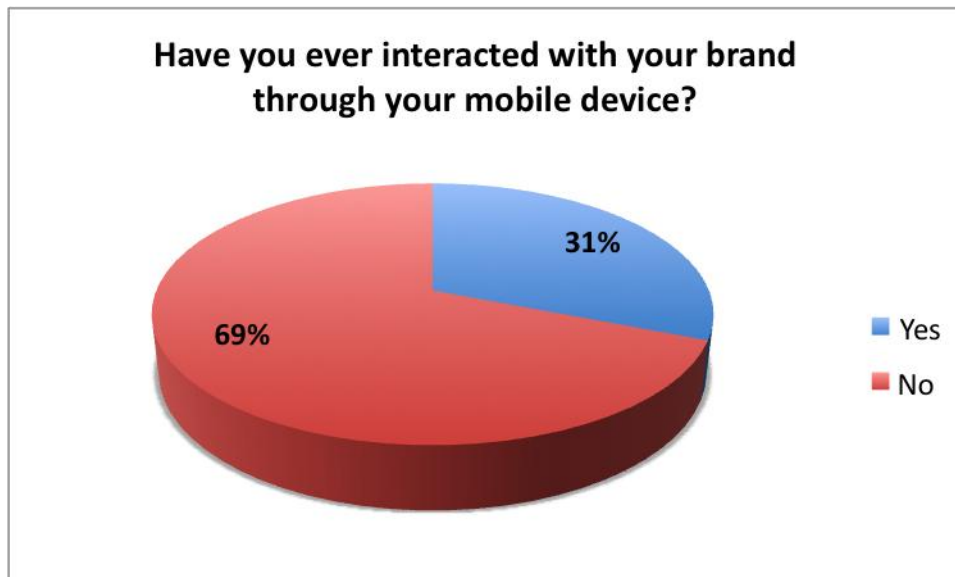


II. Mobile Marketing Opportunity is Still Largely Untapped

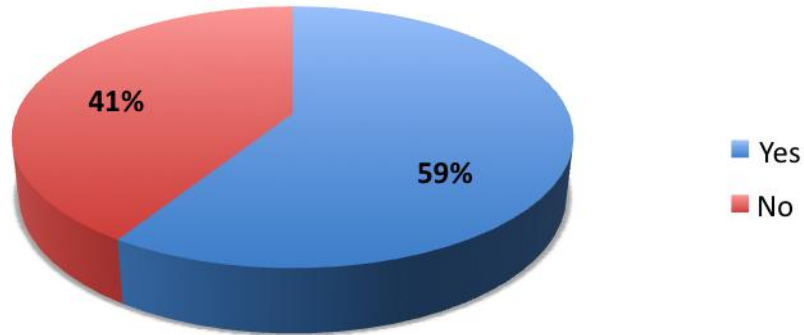
Despite growing consumer interest, the survey found that just 9 percent of respondents stated that they have been marketed to by their favorite brands via their mobile device—holding steady with figures from 2010.



In 2011, 31 percent of all mobile phone users have interacted with a brand through their mobile device (up slightly from 30 percent in 2010); fifty-nine percent of smartphone users have done so.



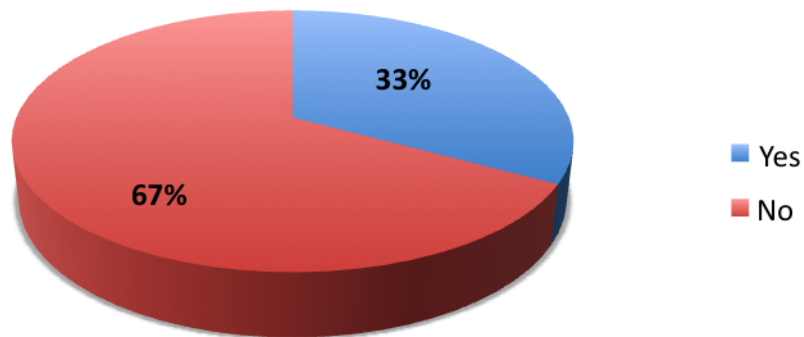
Do any of your favorite brands market to you via your mobile device? (smartphone users)



III. Strong Interest in Mobile Loyalty Clubs, Local Offers

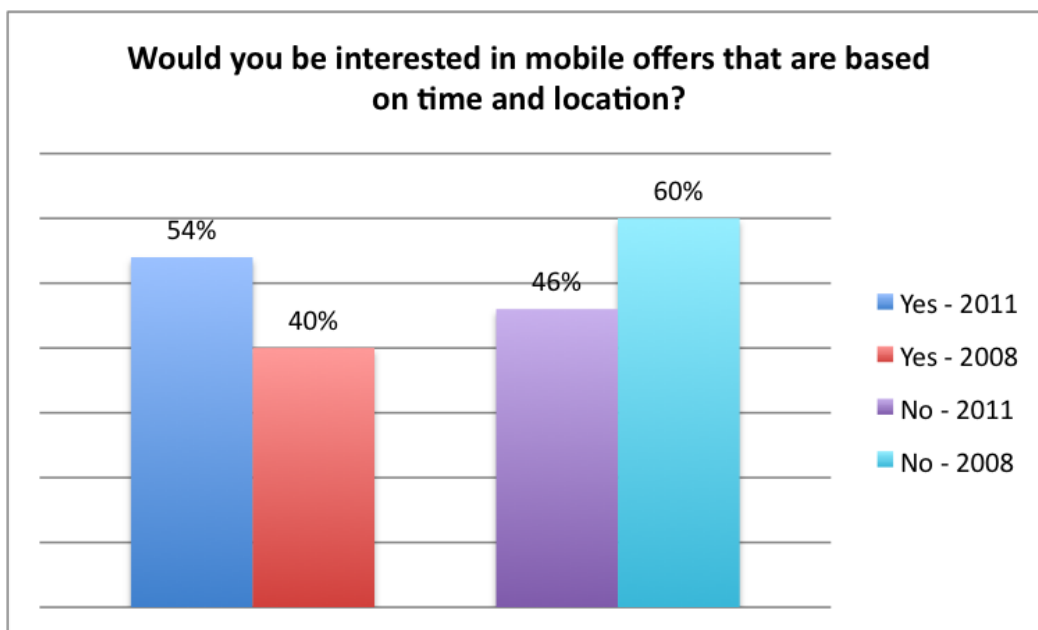
The survey found that both interest and participation in mobile loyalty clubs remained relatively steady for the third straight year, at 33 percent and 12 percent respectively (vs. 35 percent and 9 percent in 2010).

Would you be interested in participating in a mobile loyalty program from a trusted brand?





Marketers should take advantage of the synergies between location-based services and mobile marketing—54 percent of smartphone users would be interested in receiving a time-sensitive, location-based offer. This is up from 40 percent in 2008, the last time the question was asked.





About Hipcricket Inc.

Hipcricket (www.hipcricket.com), owned by Augme Technologies, Inc. Inc. (OTC.BB: AUGT - News), is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales. Hipcricket's customers connect with consumers across every mobile channel, including SMS, 2D/QR codes, mobile websites, advertising networks, social media and branded apps. Hipcricket's proven technology, strategic and marketing services and experienced account management teams have provided measurable successes across an industry-leading 130,000 campaigns for such clients as Macy's, MillerCoors, Nestle, KFC, and Clear Channel. The company has also created the first comprehensive permission-based mobile ad network that taps into the buying power of the mass market with industry-leading capabilities to target customers via location and highly-specific demographic information across SMS, display, rich media and video.

Hipcricket is based near Seattle with operations in New York, Dallas, Chicago, and Los Angeles.