



## If you want consumers to love you, send them promotions via email.

When it comes to receiving a promotion, 75% of people prefer receiving offers via email rather than text. As rapidly as mobile commerce is growing, the number of those using smart phones to make purchases does not yet rival those using promotion codes online or printing coupons and taking them into stores. And, while one day it will be routine for a consumer to use a promotion in-store directly from a text, the retail world is not yet there. So, love your consumers by sending them email promotions. Better yet, when you do so, ask if they would rather receive them by text. Then you can develop a growing global daisy chain of consumers who take you up on your proposal.

### About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

### About Ipsos and Ipsos Global Advisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global Advisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.