

## Research on Mobile Couponing to Shine Light on Industry

### *Tetherball research available in forthcoming research publication*

**INDIANAPOLIS, IN – May 20, 2010** - Tetherball, an industry leader in mobile loyalty and rewards solutions, has teamed up with mobile marketing research expert Dr. Sy Banerjee to conduct a series of research projects on mobile marketing and couponing.

As an emerging and growing sector of marketing and advertising, it is important to know if the rules of marketing we apply to traditional media apply equally to the mobile phone, as it's more personalized and free of physical context.

The industry addressed by the current study is fast foods, which has heavily embraced mobile couponing to reach customers on-the-go. While creating mobile coupons for a campaign, two questions intrigue the marketer; one is whether a blanket "discount" approach is suitable for promoting all types of products. In other words, should a 30% discount be offered or free gift instead of the same monetary value? And should this format of delivering value apply for burgers, sandwiches as well as ice creams? Another question is when should such coupons be "timed" or messaged to have the best impact on redemptions? Given ubiquitous access to a consumer's personalized device, it's important to make sure that customers are not irritated or disturbed by this marketing practice.

The research examine a secondary meta-dataset of 75 fast food mobile campaigns to understand whether the discount is better framed as a percentage off, or a free gift, and what role the timing of the message plays in affecting redemption rates of the campaigns. The research shows two distinct patterns emerged from the category of food products such as hunger-based foods like meals, burgers, sandwiches, and craving-based ones like desserts.

The partnership between Tetherball and Banerjee, a Marketing Professor at the University of Michigan-Flint, has proven to be very insightful for both parties. The recent research findings will be published in forthcoming *The Journal of Research in Interactive Marketing*, Vol. 4(2), 14th June 2010.

Having spent the last five years researching trends of mobile commerce, behavioral and psychological responses to mobile advertising, Banerjee's primary research interests are consumer insights and usage patterns of new technologies like the Internet and mobile spaces. Previous research conducted by Banerjee has been published in *International Journal of Mobile Marketing*, as a book chapter in *M-Commerce: Global Experiences and Perspectives*, and been presented in various conferences including *AMA, ACR, INFORMS, AJBS* in the US, India and Japan.

#### **About Tetherball**

*Tetherball, an innovative Mobile Loyalty services provider, offers a different approach to digital relationship marketing by "tethering" brands to target audiences through their mobile devices. Tetherball programs increase revenue, improve profitability and drive customer loyalty through mobile coupons, mobile rewards programs, mobile sweepstakes and mobile notifications. Tetherball clients enjoy real time analytics and reporting on program performance and redemption through Mobiquitous 2.0T, Tetherball's own patent-pending web-based intelligent analytics platform. Tetherball serves national retailers and ad agencies and has delivered over 150% growth in new revenue and higher customer retention and loyalty for these clients. Founded in 2007, Tetherball was the first company in the U.S. to deploy an RFID based mobile loyalty solution and is one of the fastest growing mobile marketing companies in the United States. For more information, please visit [www.tetherball360.com](http://www.tetherball360.com).*