

AT&T MOBILE BARCODE MARKETING SURVEY

Summary of Results

Objective: Understand the opinion and attitudes of marketing and advertising executives toward mobile marketing, specifically 2D mobile barcodes and the factors that could potentially accelerate their use in the future.

Methodology: An online survey was conducted in September 2011 with 501 marketing or advertising professionals working at a U.S.-based company with more than 1,000 employees. Respondents held a director or higher title and were personally involved with making or overseeing marketing or advertising program decisions for their company.

Summary of findings: Mobile marketing is an integral part of advertising and marketing executives' marketing strategy, with 88% of respondents expecting their mobile marketing program to increase in the next 12 months. The majority of advertising and marketing executives view mobile barcodes as innovative and rank mobile barcodes the second highest in mobile marketing strategies they'd be interested in deploying in the next 12 months. Key factors in executives increasing their use of mobile barcodes include security, cost structure and consumer demand.

Key results:

- 52% of executives use mobile marketing as part of their overall marketing strategy.
- 55% of marketers who do NOT have a mobile strategy this year plan to implement one in 2012.
- 51% of respondents are still trialing mobile marketing while 46% say it is an integral aspect of select marketing initiatives.
- 88% of respondents expect their mobile marketing program to increase in the next 12 months.
- Mobile apps and mobile barcodes rank the highest (43% and 41%) in mobile marketing strategies companies would be interested in deploying in the next 12 months.
 - Banner ads – 40%
 - Mobile web – 35%
 - SMS messages – 34%
 - Digital signage – 17%
 - All of the above – 17%
- 66% agree that mobile barcodes will drive innovation in mobile marketing in the next year.
- 87% of marketers say consumer demand is an important or very important criterion for them to increase their use of mobile barcodes.
- 83% of marketers say security is an important or very important criterion for them to increase their use of mobile barcodes.
- 84% of marketers say cost structure is an important or very important criterion for them to increase their use of mobile barcodes.
- One third (34%) of respondents believe barcodes can increase awareness of products and services, while 44% believe barcodes can help brands engage with customers.