

# MOBILE MARKETING ON THE RISE

The top three factors that are *most important* to marketers in regards to mobile barcodes



CONSUMER DEMAND

87%



COST

84%



SECURITY

83%

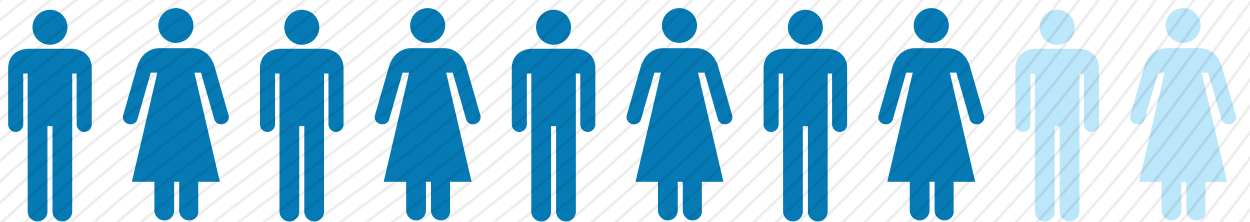
88%

expect their mobile marketing program to **INCREASE IN THE NEXT YEAR**

52%

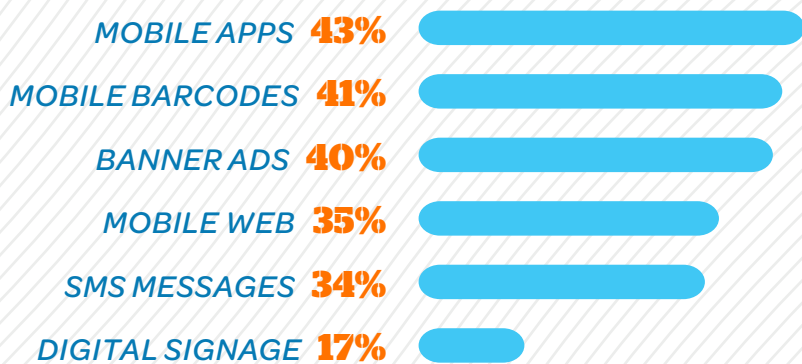
USING MOBILE MARKETING as part of their current marketing strategy

NEARLY 80%



believe mobile barcodes can increase brand awareness and customer engagement

## MOBILE MARKETING INITIATIVES most interested in deploying in the next year



agree that using mobile barcodes will **DRIVE INNOVATION IN MOBILE MARKETING**

In 2011, AT&T surveyed U.S. marketing and advertising professionals about their mobile marketing programs and future plans.

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