

Effectiveness of Mobile Promotions



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What are mobile promotions?

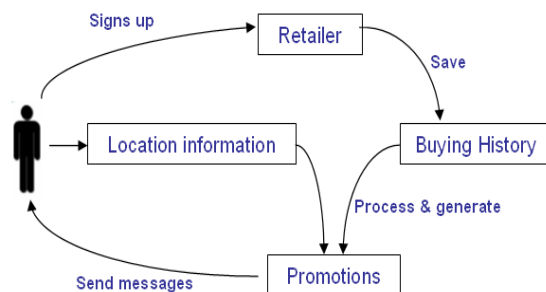
- Form of advertising via mobile phone or other mobile devices (promotion by a firm or for a product).

Current Scenario:

- Carried out in Mass marketing approach
- Ineffective way to promote a product.
- Chances of customer getting annoyed.
- Absence of time driven and location driven promotions.

What can be done?

- Avoid mass marketing approach.
- Target the right customer at the right time for the right product.



Research Idea:

Need Driven approach

- Perform Customer tribe analysis.
- Through the retailer's membership program, the buying history information of the customers are obtained
- Using the buying history, a data analysis is performed using Association Rule Learning and the customer's buying pattern is learnt
- Process the relevant information for promotional offers.

Location based

- When the user's signs up, a background service is configured to run on his mobile phone to keep track of his location specific details, navigation pattern, proximity details etc.
- Using this service, keep track of user's navigation pattern by taking note of location specific details and decide upon when to push promotions
- Using these information this method sends him promotions of the relevant products

Example Scenario:

- John is an impulsive buyer. This proposed approach mines his shopping history
- The service on his mobile tracks of his navigation pattern and if John approaches near the retailer, his location is identified .

- It then processes his buying history and send the relevant product's promotions to him at the right time when he is near to the shop so that he doesn't get annoyed with unnecessary promotions
- This situation has more chances that John will buy the product which will benefit both John and the retailer.

Future work:

- The increase in the cost of products can be predicted early and promotional offers relevant to it can be sent accordingly .
- The weather of the locality can be taken as a parameter and it can be used to send season based promotional offers.

References:

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- *Mzila, P. and Adigun, M.O. and Xulu, S.S, "A service supplier database for Location based Mobile Commerce."*