

Consumer Buzz

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The Rise of Mobile Wallets

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Mobile wallets aren't just for making purchases. According to a recent survey from mobile engagement platform Urban Airship, more than 50% of consumers would like to use their mobile devices for things like loyalty cards and coupons. A mobile loyalty card could actually boost program participation, as well. According to the report, 69% of all respondents and 82% of Millennials would be more likely to use a loyalty card if it were on their smartphone. More than three-quarters (78%) of affluent shoppers said they'd be more likely to participate in a loyalty program if they could do so from their phone.

Respondents' biggest issues with loyalty programs is that they either don't remember to bring their cards with them (43%) or they forget they've signed up for the program (40%). When it comes to using physical loyalty cards, a quarter of respondents said they only sometimes or rarely use them, and just one-third said they always use them. **GP**