**Report: Mobile Offers Increase Brand Loyalty**

More than three-quarters -- 77% -- of consumers say that receiving mobile offers like exclusive content, surprise points or birthday greetings make them feel more loyal to a brand, Vibes reports. Just under 60% said they would like to receive order updates via text.

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<http://www.cmo.com.au/article/592631/report-mobile-based-campaigns-coupons-boost-consumer-brand-sentiment/>