

WHY YOU SHOULD REALLY DIAL IN YOUR SMS Marketing

Channels like email and social media are becoming more and more saturated. So what's the next big thing for marketers? Data makes a strong case for SMS.

OPEN RATE VS RESPONSE RATE

Brands typically see a 98% open rate and 45% response rate with SMS
Source: Small Biz Daily

98%

OPEN RATE

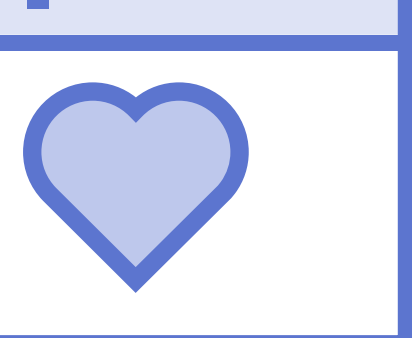
45%

RESPONSE RATE

45% CLICK-THROUGH RATE

SMS has an unparalleled CTR compared to all other digital communications
Source: Text Request

Get your offer! **LINK**



9 OUT OF 10 CONSUMERS

Prefer to interact with brands via messaging over any other means
Source: Twilio

TEXT COMMUNICATIONS

85%

OF CONSUMERS

Want their text message communication with brands to be two-way conversations
Source: Twilio

80% OF CELL USERS

Expect text message marketing promos to help them in making buying decisions
Source: Express Text

80%



CONVERSION IS 40%

More likely when a consumer chooses to opt-in for SMS marketing
Source: Text Better

40%



75% OF PEOPLE

Have stated they'd be happy to receive an offer via SMS
Source: Digital Marketing Magazine

75%



90 SECONDS

Is the average amount of time it takes for consumers to respond to a text
Source: Vibes

00:90

ESTIMATED 49 MILLION CONSUMERS

Will opt-in to SMS advertising by 2020
Source: Business 2 Community

2020

Now that you're aware of the value of SMS marketing, find out how you can maximize it! Join us for this special event:

Quikly | vibes

Why You're Not Seeing ROI Out of Your SMS Marketing (And How to Fix It)

June 19, 2019 | 1:30 p.m. ET | 12:30 p.m. CT

FREE WEBINAR