



# 45 SMS Marketing Statistics You Should Know



At **TEXTMUNICATION**, we're all about your experience. We create optimized and valuable marketing services that make your company attractive to potential customers. We strive to create an online experience that transforms users into paying customers and customers into ambassadors of your business. Our experienced team at **TEXTMUNICATION** will customize a digital marketing plan that minimizes the complexities on your end and drives tangible results to your business.



## WHO WE ARE

**TEXTMUNICATION Digital Marketing** is a full-service digital marketing agency focused on providing superior service to our clients. We specialize in helping businesses of all sizes create a strong online presence that reflects the quality of service that they provide their customers. We create a sustainable business model online that consistently brings in new customer leads and revenue for our clients.



Launch Your SMS Marketing Experience

## Textmunication's Smart Automated Messaging platform

Textmunication's Smart Automated Messaging platform can boost your communication efforts like never before. You've already tried calling and emailing. There is an easier way.



### Simple and User friendly

A navigation experience that is seamless.

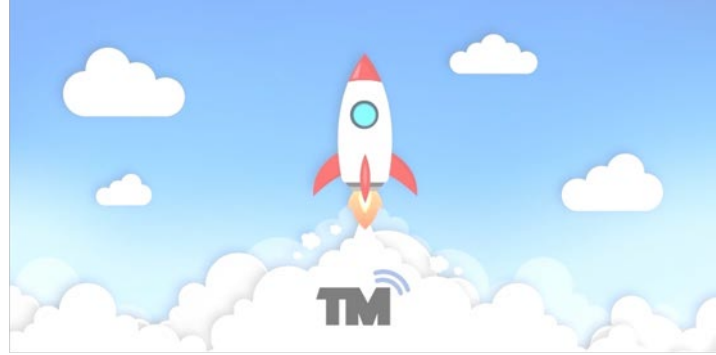
### Advanced and versatile

A toolkit that has 25+ solutions ready to go.

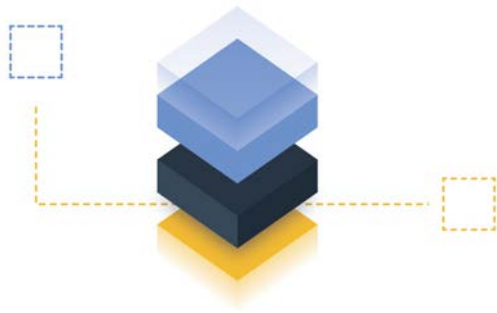
### Intuitive and Data-Driven

Accurate numbers means precise decisions.

# Solutions



## What you get with Textmunication's White Label?



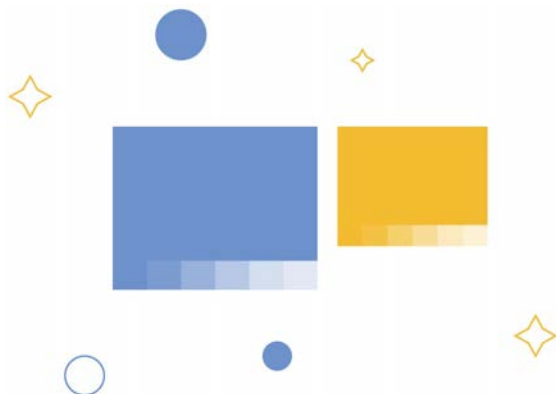
### Your brand identity

With Textmunication you get a white label that will match your brand identity so there is harmony between all of your other products and services.



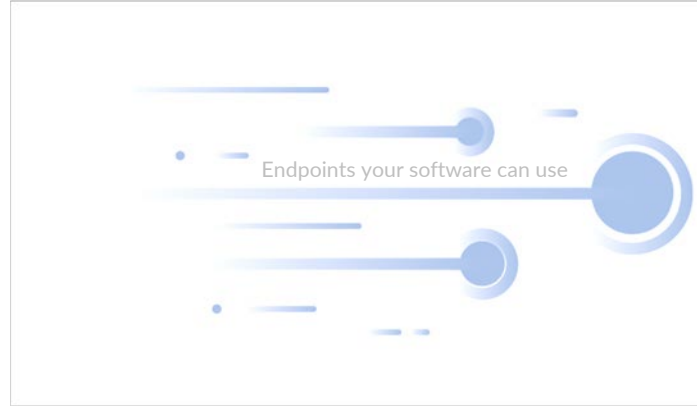
### All of our Solutions

Yeah, you read that right, all our solutions are yours as if they were developed from you yourself.



### Integration competence like no other

With Textmunication's SMS messaging white label you will be granted access to our full drawer of integrated partnerships. Giving you a prospecting advantage while you are scaling the reseller strategy for our brand or yours.



## Textmunication's API



# Textmunication's API for 3 Reasons

- 1**  
**TESTED & RELIABLE**  
Our API is approved & tested within the health and fitness industry. We have successfully developed our API with leading club management software providers in North America. So we promised 99.99% uptime.
- 2**  
**TOP DOCUMENTATION**  
Our API documentation was created by developers for developers. So implementing your SMS capabilities within your application are plug and play.
- 3**  
**COMPETITIVE PRICING**  
Pay as you go and only for what you use. There is no capacity to what you can send. With the unbeatable rate of a penny per text. Also we will not charge you for incoming texts, we promise.

[www.textmunication.com](http://www.textmunication.com)

# Texting Engagement Statistics



Texting isn't as new-aged as you might think – it's been around since 2009. While mobile communication methods such as voicemail, direct mail, and email have their benefits, there's nothing as remarkable as a text message for those who prefer immediate and direct access to their consumers. SMS marketing is an instant solution to gain immediate attention. But are the people who use their phones obsessively within your target audience?

- **One in four internet users** are already mobile-only consumers, meaning they only access the internet using a cell phone.
- The average consumer spends **four hours a day** checking their phone.
- Worried your marketing texts might be intrusive? Don't be – **84%** of consumers have received SMS messages from a business before.

**82%** of people say they open every text message they receive.

- Looking to reach a younger audience with your message? **42%** of Millennials check their text messages **10 or more times** per day on average.
- **70%** of consumers think SMS marketing is a great way for businesses to get their attention.
- Millennials aren't the only ones who are phone obsessed – consumers over 60 check their phones **three or more times per hour**.

# Customer Communication Statistics



Just because a customer is phone-obsessed doesn't mean they're ready to start getting texts from anyone. Consumers have preferences about the types of information they receive, how often they want to receive texts from businesses, and more. Here's a look at consumer communication preferences when it comes to SMS marketing.

- Customers want to start a conversation with your business – **60%** of consumers want to be able to respond back to SMS messages they receive.
- **83% of consumers** would like to receive appointment reminders via text, but only **20%** of businesses send them this way.
- **60%** of customers want to actively text businesses back about customer support issues.
- Customers don't just want you to text them, **43%** of consumers said they have proactively texted a business.
- **54%** of consumers would like to receive promotions via text message, but only **11%** of businesses send them this way.

**1 in 3** consumers have tried to text a business and never gotten a response back.

- When asked what's most important when connecting with a business, **31%** of consumers said they would like options when it comes to how they communicate.
- **66%** of consumers would like to receive service notifications via text, but only **23%** of businesses send them this way.
- Only **13%** of businesses allow for customers to respond to their SMS marketing messages.

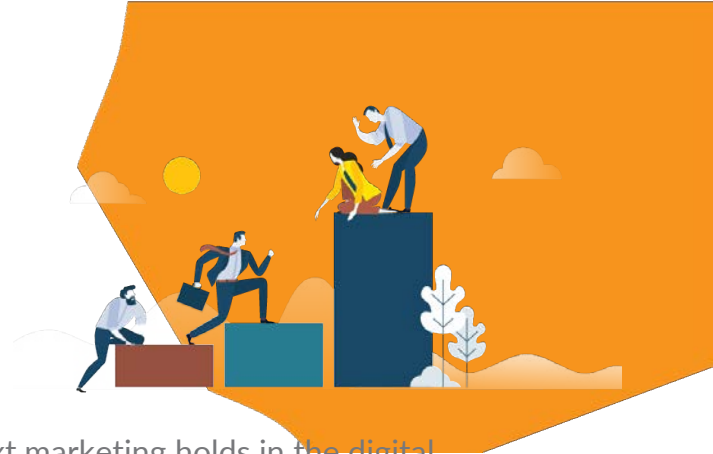
- **18%** of customers say a clean and easy opt-out method is the most important thing to them when receiving SMS marketing messages.
- **59%** of consumers would prefer receiving direct communications from businesses rather than having to download a separate app on their phone
- The top three SMS text message types customers say they like to receive are updates on their shipping tracking for products (**75%**), receiving order status and confirmations (**65%**), and scheduling reminders (**46%**).
- Does it matter to customers who (or what) is on the other side of the SMS message? Maybe. **74%** of consumers said they still prefer to get help from a human rather than interacting solely with a chatbot.
- When it comes to the best time to send SMS marketing messages, the early bird gets the worm. **75%** of consumers say that they check their phone within 30 minutes of waking up.

**50%** of consumers say they would opt into an SMS loyalty program if they were offered flash sales, deals, or coupons in return.

- The top three industries customers say they are more likely to opt into text messages are: e-commerce/retail industry (**46%**), healthcare (**43%**), and banking or financial institutions (**41%**).
- **88%** of respondents said they ignore phone calls from businesses and unknown numbers “often” or “very often”.
- Making it easier to shop means more money for your business. **58%** of people consider convenience alongside price when deciding where to shop.



# SMS Marketing Statistics



Businesses are starting to understand the power that text marketing holds in the digital age. Marketing campaigns that are seen are more valuable, which proves the usefulness of distributing campaigns via text message.

- Text marketing is incredibly effective, with SMS open rates as high as **98%**.
- The top three reasons marketers say they like using SMS marketing are: they have a large existing mobile audience (**52%**), for strengthened customer engagement (**44%**), and because of high open rates (**43%**).
- Curious when to send those coupon codes out to your customers? SMS databases grow the most during the holiday shopping season, by an average of **41%**.

# 44%

of marketers use SMS marketing software to automate and send their SMS marketing campaigns directly to their customers.

- SMS marketing click-through rates for e-commerce brands can be as high as **36%**.
- While SMS marketing may not be a crowded field yet, it's going to get competitive. **61%** of marketers increased their text marketing budgets in 2020.
- **62%** of marketers surveyed say the speed of delivery is the biggest benefit of SMS marketing.

- SMS messaging is one of the fastest ways to reach consumers directly. **60%** of consumers say they read a text within 5 minutes of receiving it.
- Unlike most marketing channels, SMS marketing is still a best kept secret. **61%** of marketers still don't use SMS marketing.
- **33%** of SMS recipients react to CTAs in SMS marketing messages, and **47%** of those end up making a purchase.
- Marketers using three or more channels in their campaigns see a purchase and engagement rate **250%** higher than marketers using single-channel campaigns.



# SMS Marketing vs. Email Marketing Statistics



There's no question that email marketing is one of the most popular forms of direct marketing available today. Marketers often wonder why they would add another channel to their roster when email marketing works so well. Can SMS marketing truly compare to email marketing?

- **73%** of marketers say email marketing is their best digital channel for ROI.
- SMS marketing click-through rates can be anywhere from **10-15%** higher than email marketing campaigns.
- The size of a mobile database is typically between **2** and **10%** of a retailer's email database.

# 86%

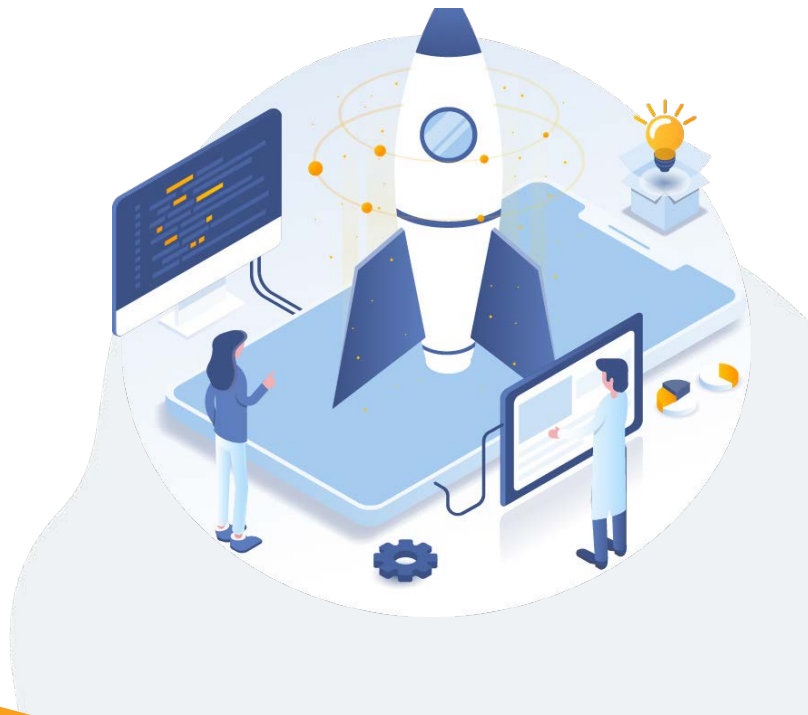
of marketers use SMS marketing software to automate and send their SMS marketing campaigns directly to their customers.

- Consumers are **4.5x** more likely to reply to an SMS marketing message than a marketing email.
- **85%** of consumers prefer to receive an SMS to a voice call or an email.
- **66%** of consumers either prefer mobile messaging or consider it their second choice for communications when compared to phone and email.
- Consumers are **134%** more likely to respond to a text than an email, and **86%** of businesses using texting find it generates higher engagement than email.
- **65%** of customers say they have unsubscribed from a business' texts.
- The top two reasons customers unsubscribe from business texts are because they feel the messages are spammy (**31%**) and they are receiving too many messages (**30%**).



Interested in learning more  
about how text marketing can  
grow your business?

Let's talk!



## Contact Us



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