The True Potential of SMS Marketing: 
Key Statistics for Retailers
Why use SMS

- More than 6 billion smartphone users
- 66.66% of Americans check their phone 150 times a day
- In 2020, nearly 49 million people opted in to receive SMS
- 48% of customers would like to receive special offers through SMS

SMS powers Omnichannel strategies

Omnichannel campaigns with SMS are 50% more likely to end in conversion. Omnichannel campaigns including SMS sent the Wednesday before Thanksgiving received a 150% higher order rate as compared to email-only campaigns that same day.

- Omnichannel campaign conversion without SMS
- Omnichannel campaign conversion with SMS
When to use SMS

- Welcome series
- SMS-only offers
- Flash sales
- Last chance reminders
- Cart abandonment
- Re-engagement
- Order confirmation
- Birthday / Anniversary
- Ask for feedback
- Alert customers
- New product releases
- Social impact

Trigger: New signup
Delay: Immediately
Welcome SMS

Hey! Thanks again for joining our crew! Your discount of 10% off for the 1st purchase expires tomorrow.
Shop Now: https://ss.com/welcome-offer

Best practices for SMS

- Earn the opt-in
- Utilize for priority messages
- Integrate with email
- Personalize your messages
- Automate your messages
According to Viber, approximately 90% of people respond to a text within the first 3 minutes of receiving it.

Aviaro revealed Text messages have a very high open rate and are read by 98% of consumers when they receive them.

According to Textline, SMS Marketing Statistics, 80% of people track orders through text messages.

Smstglobal states that 95% of SMS receive a reply.

Brands use SMS for three main reasons:

- Brand Awareness
- Boosting Engagement
- Generating More Sales
Why SMS stands out as a marketing channel

• Studies show that around 45% of people respond to branded text messages. (SlickText)

• Studies show that a coupon received via SMS is redeemed ten times more often than any medium. (Adobe)

• 9 out of 10 customers enrolling in the SMS Loyalty program usually benefit from the participation. (Mobivity)

• Approximately 41.3% of businesses have seen a massive increase in opt-in messages. (Startup Bonsai)

• Studies reveal that around 40% of women are texters. (Rebrandly)

• Approximately 25 % of women use SMS to vote for a television show. (Marketing Dive)

• 86% of small business owners who utilize text messaging say texting offers higher engagement than email communication. (EZ Texting)

• 66% of consumers prefer mobile messaging, or consider it their second choice of communication. (Simple Texting)
4 tips to send effective personalized SMS

- Customer Segmentation
- Keep a friendly tone
- Reach out during business hours
- Add a persuasive CTA

SMS Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inactive sms subscribers</td>
<td>3.4k</td>
</tr>
<tr>
<td>New sms subscribers</td>
<td>963</td>
</tr>
<tr>
<td>Most engaged subscribers</td>
<td>15.7k</td>
</tr>
</tbody>
</table>

Hi Linda, your wishlisted items are waiting for the checkout.

Get 10% OFF on complete your purchase now, we have saved your cart here: https://shoppingcentre.com/cart
Resources

→ https://www.notifyvisitors.com/blog/setup-notifyvisitors-sms-campaigns-with-trai-regulations/

→ https://www.notifyvisitors.com/blog/sms-marketing-statistics/

→ https://www.notifyvisitors.com/blog/sms-and-email-marketing-trends/

→ https://www.notifyvisitors.com/blog/sms-email-marketing-tips/


What Our Clients Speak About Us!
Hear about our latest customer management technologies, tools, products and services, straight from the perspective of our renowned clients and customers.

🌟🌟🌟🌟🌟 5 / 5
🌟🌟🌟🌟🌟 4.9 / 5
🌟🌟🌟🌟 4.5 / 5
🌟🌟🌟🌟🌟 4.9 / 5

NotifyVisitors

Facebook
Twitter
LinkedIn
Instagram
YouTube