

SHOULD YOU USE MORE SMS INSTEAD OF EMAILS ?



See how ignoring SMS is hurting your business and could be your biggest mistake in 2023.

1 SMS is the world's most used channel



2 Customers read SMS faster than they check emails



91% of customers willingly opt-in to receive promotional SMS from brands, allowing businesses to sell their products with minimal effort.

3 People of every age still read their SMS



4 Across different industries



5 5 stats say SMS is still effective

- 98% open rate makes SMS the most effective channel to get your brand message out worldwide.
- 90% of customers prefer businesses to contact them via SMS.
- 75% of customers prefer you send special offers via SMS.
- 45% is the response rate of SMS, which is nine times higher than email.
- 42% of customers like to receive promotional offers via SMS because of fast and easy access to SMS.

6 And the Future is bright for SMS

Business SMS usage is set to reach an all-time high of 3.5 trillion by 2025.

A CAGR of 4.8% indicates that the A2P SMS market will be worth approximately \$65 billion by 2028.

Around 60% of business owners say their SMS marketing budgets should be increased.



Sources

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