

## How effective is SMS marketing?

### 2013 U.K. - Deloitte Consumer review "Beyond the Hype: the true potential of mobile" <sup>(6)</sup>

**"A mobile-centric world is rapidly becoming a reality. Businesses need to adapt to the way consumers are using their smartphone to shop for products and services or simply to interact with brands. "**

#### According to the survey

- 66% have their phone is with them **24 hours a day, 365 days a year**
- 50% of U.K. consumers have **used their phone to buy goods**

### 2013 Oxygen8 Group "SMS Marketing Statistics 2014" <sup>(7)</sup>

#### According to the survey

- 5 secs Text messages are read on average **within 5 seconds** (Frost & Sullivan)
- 10X SMS coupons are **10x more likely to be redeemed** & shared than email or newspaper coupons (Slick Text)
- 150X The average person looks at his/her phone **150 times per day** (Nokia)
- 5% SMS Marketing campaigns are **opted out less than 5%** of the time (Slick Text)
- 19% The **average click through rate (CTR)** of URLs included in SMS messages, compared to just 4.2% CTR for Emails (TextBoard and Mailchimp)
- 90% of mobile users who participated in an SMS loyalty program felt they **had gained value from it** (Hipcricket)
- 98% of text messages **are read**, compared to 22% of emails **opened** , and 12% of Facebook posts. (Frost & Sullivan)

### 2013 G.E. Capital Retail Finance, "Mobile Shopping Habits" <sup>(8)</sup>

#### According to the survey

- 40% said they would **shop a retailer more often** if it delivered offers to mobile devices

### 2013 Forbes "Pulling Back The Curtain On Text Message Mobile Marketing" <sup>(9)</sup>

**"...it appears as if marketers would rather plan a campaign using Morse Code than do anything related to mobile and in particular, text message marketing.. "**

#### According to the article

- 90 secs **average response time** for a text message, compares to an average of 2.5 days for an email
- 22% of mobile coupons are **shared with at least one friend**
- 75% of people **prefer** to receive mobile ads via SMS
- 83% of people receiving mobile coupons would **like 2 messages per month**
- 95% of customers opted into your text messaging program OPEN and READ your mobile messages **within 3 mins**

### 2014 Exact Target - Salesforce, "Mobile Behaviour Report" <sup>(10)</sup>

#### According to the survey

- 41% of consumers who don't opt into text messages from brands say it's because they **don't provide meaningful content.**
- 48% of respondents subscribed to text marketing because they **"Liked being in the loop"**
- 54% of respondents have **signed up** for a brand's text messages **in past 6 months**
- 91% of respondents that have signed up say **it is useful**

#### Data sources

- (6) 1,000 UK adults 16 - 64 , May 2013 - <http://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/Industries/Consumer%20Business/uk-cb-consumer-review-edition-5.pdf>
- (7) Mobile marketing survey aggregation, April 2014 - <http://blog.oxygen8.com/sms-marketing-statistics/#.VA2-OPmSySp>
- (8) 5,926 consumers in the second quarter of 2013 - <http://www.marketingcharts.com/online/4-in-10-consumers-say-retailers-mobile-offers-would-spur-increased-shopping-38528/>
- (9) Forbes, Steve Olenski, April 2013 - <http://www.forbes.com/sites/marketshare/2013/03/04/pulling-back-the-curtain-on-text-message-mobile-marketing/>
- (10) 470 U.S. consumers interviewed, January 2014 - <http://www.exacttarget.com/sites/exacttarget/files/deliverables/etmc-2014mobilebehaviorreport.pdf>