

SMS 101

Elevate engagement and drive conversion

Engaging customers on the channel of their choice is more important than ever



97%

of US adults own a cell phone¹



52x

a day Americans look at their phones²



95%

SMS/MMS open rate³



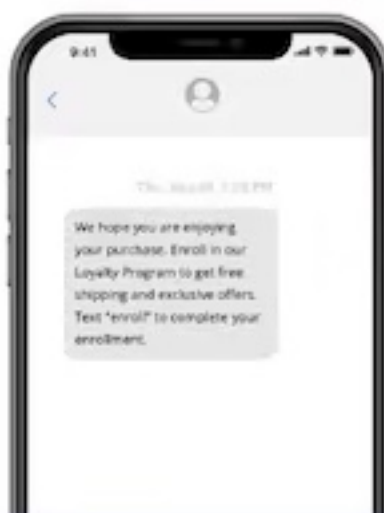
15%

Email open rate⁴

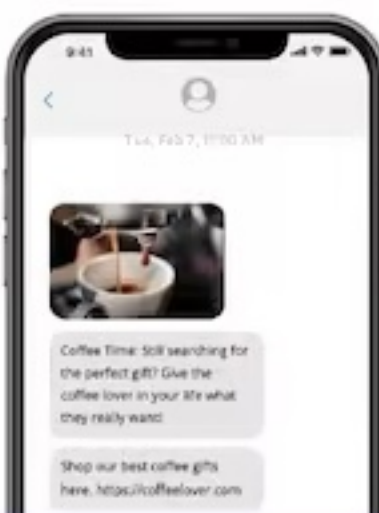
Customers are more apt to engage sooner via text⁵

	Text Messages	Emails
Customer Response Time	90 Seconds	90 Minutes
Response Rate	45%	6%

Triggered Messaging



Promotional Messaging



Transactional Messaging



5 benefits of using SMS/MMS to enhance the customer experience

1

Direct, immediate channel

2

Two-way communication

3

Add more profile data and customer information to your database

4

Global reach is accelerated

5

Support and enhance social media and email



Adding SMS to your multichannel strategy improves email open rates by

20% - 30%⁶

SMS in Action

GRUPE SEB UK

2.5x increase in new sign-ups

Implementing efficient automated services from VIP deals to in-store sign-ups to actionable reporting gets results.

LEADING UK ENERGY SERVICE PROVIDER

12% increase in conversion and 600 calls saved per week

Streamlining contract renewals with an improved mobile SMS process reduced call volume and improved customer satisfaction.

Separate tools for email and SMS/MMS can create a disconnect with customers.

To learn more about adding SMS into your multichannel engagement strategy, visit acoustic.com