

Keep Your Business Fit With Text Marketing

Flex Some Serious Marketing Muscle



36%

Click-through Rate



45%

Response Rate



98%

Open Rate

Sprint Past The Competition



Texting is

10x faster

than phone calls



90 second

average response time



90% of text messages
are read within

3 seconds

of delivery

Energize Your Marketing Routine



9 out of 10 customers
globally want to use text
communication with
businesses.



As of 2017, over half of
American homes are
wireless only, having
removed landline phones.



Consumers favor text
message for business
tasks like making
reservations, receiving
confirmations, or
updating appointments.

Perfect Your Form



SMS messages have a
160 character limit.
Longer messages may be
split across multiple texts
depending on the recipient's
phone or mobile carrier.

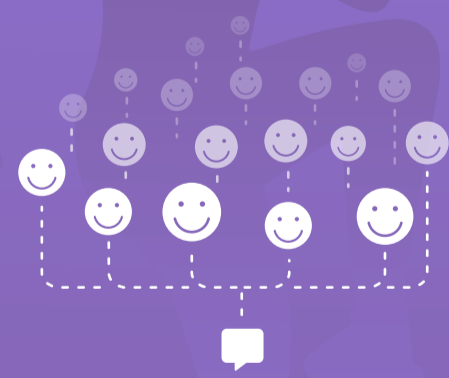


Only send text messages
during normal business hours
to avoid high unsubscribe
rates.



Ensure recipients can opt
out of text communication
at anytime to protect your
business.

Gains for Text Fit Businesses



Camp Gladiator leveraged
SMS to connect with over
180,000 customers in less than
an hour and saw a 50% higher
response rate than predicted.



73%

Kiehl's Skin Care netted
purchases from 73% of
opted in customers thanks
to SMS product alerts.



Seattle Sun Tan generated
\$196,000 in revenue during
the first 30 days of an SMS
campaign while adding
4,774 SMS subscribers.

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