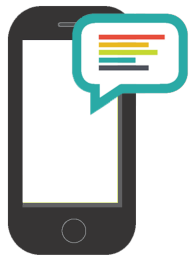


MOBILE MESSAGING IS TODAY'S PREFERRED METHOD OF COMMUNICATION

For the purposes of this infographic messaging refers to: SMS, iMessage, Android Hangouts, Facebook Messenger, WhatsApp, and SnapChat.

DAILY MESSAGING



50 BILLION

messages are exchanged each day.

ENGAGING WITH BUSINESSES

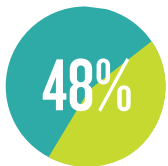
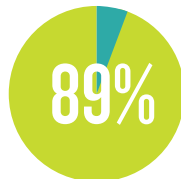
9 out of 10 consumers would like to use messaging to talk to businesses.



channel consumers want to use to engage with businesses.

Messaging is preferred **3-8x** more than face to face communication across all generations.

Messaging is not a one-way channel, 89% of consumers would like to use messaging to communicate with businesses.



But only 48% of businesses are equipped to connect with customers through messaging.

MESSAGING USAGE BY DEVICE

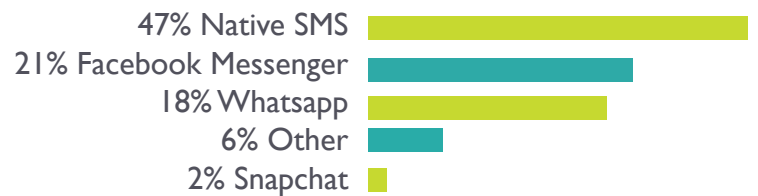


66% of consumers around the world use phones to message each other and businesses.



APP PREFERENCE

App preference for messaging businesses.



OPEN RATE

97%

83%

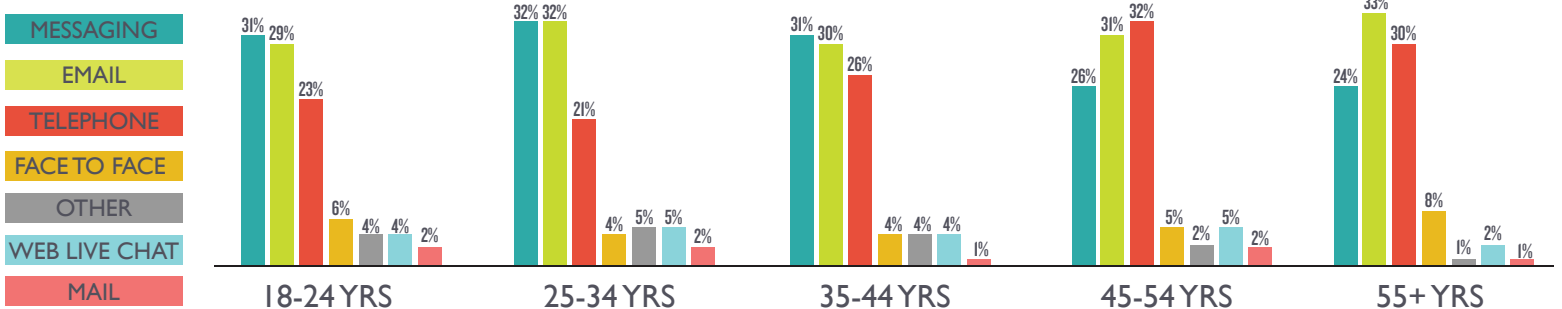
of consumers take action as a result.

open rate, most within 3 minutes!

TOP USES FOR MESSAGING

- 60% Reply to order confirmation
- 55% Reply to appointment reminders
- 49% Give product or service feedback
- 47% Reply to delivery status
- 46% Learn about new products
- 45% Rate or respond to survey
- 42% Receive coupons or promotions
- 39% Get customer support

MESSAGING IS THE PREFERRED CHANNEL FOR CUSTOMER SERVICE



PRO-TIP

Asynchronous messaging is the future of communication, text SMS to 80808 to learn why.