

## The power of SMS:

### Send the right messages at the right time to the right audience

When it comes to truly connecting and engaging with your audience, the right communications make a world of difference. In particular, SMS is an incredibly powerful tool for businesses:

**98%**

*open rates<sup>1</sup>*

**90%**

*of SMS messages are  
opened within 3 minutes  
of delivery<sup>2</sup>*

**7.26B**

*people (or 91.62%)  
of the global population)  
own a mobile phone<sup>3</sup>*

**750%**

*higher response rates  
than emails<sup>4</sup>*

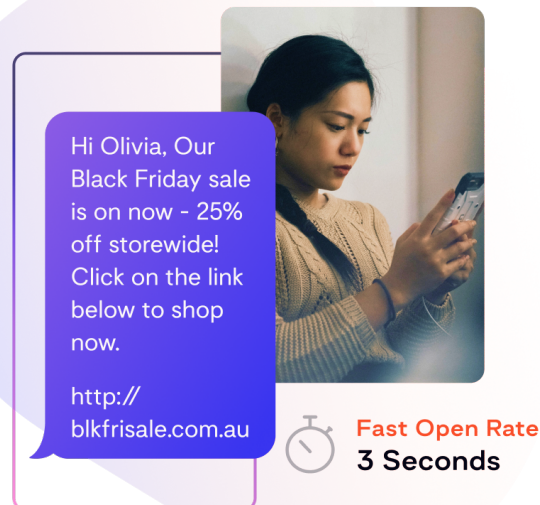
### How the right digital communication tools can benefit your business

#### Send SMS at scale without losing that personal touch

Sending bulk SMS messages at scale doesn't mean you have to lose that human touch. In fact, with the right digital communication tools at your fingertips, creating a more personalised experience is even easier.

By segmenting your audience, you can create tailored messages, sent at the right time, using the right channel. For example, you can group customers who have made a particular purchase, and send an SMS targeting them with similar products they may be interested in. Or, you can segment your employees based on the location they work at, and deploy relevant communications accordingly.

This is both beneficial to you as a business, as it saves you time without compromising on the engagement potential of your messages, and to your customers, who are delivered an incredibly personalised and meaningful experience.



1 Gartner: Tap into the marketing power of SMS

2 Mobile Squared: Conversational Advertising

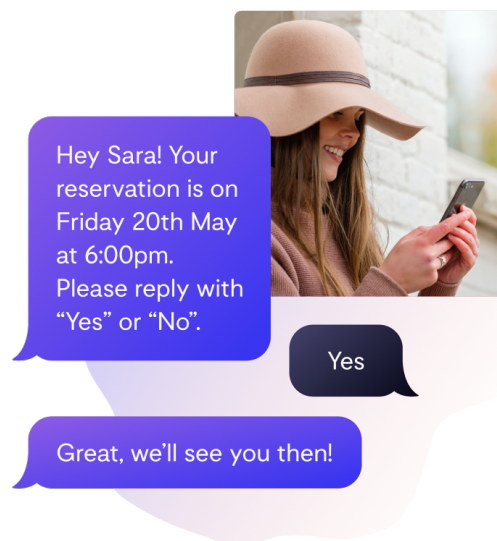
3 BankMyCell: How many smartphones are in the world?

4 Finances Online: 48 SMS Marketing Statistics You Must See

## Streamline your SMS communication through automation

Automation takes the possibilities for timely engagements to the next level, without requiring you to manually intervene every time.

Design two-way conversations where replies are automatically sent based on how your audience responds to you, to design a connected experience that ensures people feel heard. Deliver messages that are sent at a certain time, or triggered by a particular event, to keep your audience informed at all times.



## Communicate across multiple channels and drive high engagement rates

SMS is a powerful tool, although it's most beneficial when used in conjunction with other channels. This is for two reasons; one, because every individual has their own preferred method of communication, and will engage best on that channel. And two, because different needs call for different channels.

For example, SMS can be great for getting a quick reaction and response, such as an emergency or confirming a booking. For more complex requirements or to communicate a more comprehensive message, SMS is better when used in conjunction with other channels, such as email.

By utilising multiple channels, you'll benefit from being able to tap into the right channel, at the right time, to the right people.

## Discover the benefits of SMS firsthand

Ready to see better engagement levels, build stronger relationships with your audience, and save significant time while doing so? Start benefitting from the power of SMS and digital communications today; book a demo to see how our platform can work for you.

**Request a demo →**

