



e-TXT STATISTICS

BUSINESS MESSAGING

MADE EASY

Customer Communications – General

1. SMS has **800% response rate** over email
2. **40% of consumers** say that organisations who fail to offer a high quality digital experience run the risk of losing their business; **89% of digital opinion leaders** believe there is a lack of investment in developing the digital experience by businesses in Australia (Jul '17)
3. **Email open rates** per industry, average is 20.1% (Mar '18)
4. **SMS has an 98% open rate** (Feb '19)
5. **64% of consumers** think businesses should converse with customers more often using SMS (Oct '14)
6. **75% of millennials** prefer text to calling

Customer Communications – Sales

1. **67% of consumers** in survey want to buy online, pick up in-store (BOPIS) to streamline their shopping process (Nov '18)
2. **Promotional SMS had 23% conversion**
3. **70% customers** feel using an SMS/text message is a good way for an organization to get their attention (Oct '14)
4. **76% customers** report they're more likely to read a message sooner if it's an SMS/text message than if it's an email (Oct '14)

References

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5. <https://www.forbes.com/sites/kernlewis/2014/10/06/sms-marketing-start-with-service-and-add-promotion-carefully/#29c813cc6908>
6. <https://tech.co/millennials-rather-text-talk-2016-06>

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