



eTXT

SMS FOR RETAIL AND ECOMMERCE

Relying on traditional communication channels to market promotions and nurture loyalty?

With a 98% open rate, SMS is an effective and versatile channel to increase sales and your return-on-investment (ROI).

Get creative.

- Cart reminders** Encourage those close to closing
- Competitions** Engage new prospects to grow your database
- Deliveries** Use notifications to build trust
- Event notifications** Invite and inform customers
- Logistics** Send updates on returns and refunds
- Receipts** Acknowledge customer purchases
- Sales** Promote exclusive offers to drive traffic*
- Stock alerts** Don't keep those wanting, waiting!
- Support requests** Be there when it counts
- Questionnaires** Improve services and segment your data


Grow your business.

SMS is powerful and ubiquitous. It will grow your database and provide for better and more personal two-way conversations. It's great for customer questionnaires and the perfect medium for simple text-in promotions and forward-to-a-friend incentives.

Hi Fletcher, forward this SMS to a friend to receive a \$50 gift card when they sign up. Reply STOP to opt out. Hardware Lane.


Hi Eleina, pop in-store before 12/09/19 and present this message to receive 75% off our luxury linen range. We can't wait to see you! Adore Home. Reply STOP to opt out.

Messaging best practice.




Create relevant and effective offers

Segment your database to ensure offers are relevant to your customers. Go one step further and use your messages to segment customer data.




Timing is key

Factor in time zones, optimise for the best performing part of the day, and make sure your provider can deliver large bulk sends without delay.




Less is more

Keep messages to 160 characters so you don't incur unexpected bill shock and choose a provider with the tools to manage this for you.




Be spam compliant

Marketing opt-in and opt-out laws may vary by region. Refer to TCF guidelines and your marketing team to comply with local messaging laws.



Measure everything

Include links, coupons, and codes to measure ROI and choose a provider that can help you keep your database in tip-top shape.



Get personal

Always include your recipient's name and your business name, and if possible select a partner who offers a consistent number so recipients know it's you before they even open the message.

* Customers will need to request their short code from Spark to comply with New Zealand regulations.



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SMS

OPTIMISED

FOR

RETAIL

What to look for in a business messaging partner.



Simple set-up

Whether you integrate via an application programming interface (API) or set up an account for a web portal, it should be straightforward with either support, documentation, or both, guiding you through to sending your first message.



Database cleaning

Clean your database to avoid paying for undeliverable messages. After a send, the reporting dashboard assigns one of 11 statuses to your recipients. This status will identify and isolate numbers that are unreachable, disallowed, have inadequate funds, or provide information that will enable you to build a picture of your customer.



Apply a safety net

You put so much into building your database that frustrating your customers with an ill-timed SMS can cause many to unsubscribe. In eTXT, you can schedule messages for a specific date and time to avoid messaging outside business hours, as well as avoiding duplicate messages.



Avoid bill shock

Did you know that when you use special symbols, or copy and paste formatted content from a document into a message you may be copying hidden characters? eTXT's character converter detects and replaces these so you never incur bill shock.



Build familiarity

Enable eTXT's consistent number feature to build trust through a consistent number that allows replies to display along with the original message. Alternatively, if your message volumes justify a higher cost, talk to Spark about setting up a dedicated short code.



Bulk send

eTXT has the ability to personalise a bulk send via CSV file using SMS merge functionality. eTXT is the premier carrier grade solution in New Zealand designed to successfully process hundreds of messages per second through our gateway. Our service was designed to scale and covers thousands of government, enterprise and SME customers.

Ways to send.



Email to SMS



Web portal



API

eTXT benefits.



On time delivery

Best-in-class gateway with 99.99% uptime



Scalable messaging

A technology platform built to grow with your business



Local support

Our dedicated team is ready to take your call