

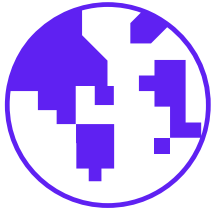


# Why text messaging?

The world's  
most connected  
company™

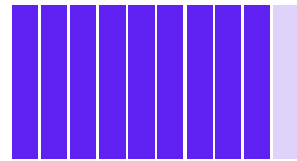
# Today's world is constantly connected.

Consumers use their mobile phones for everything they do with text messaging becoming the new way they communicate.



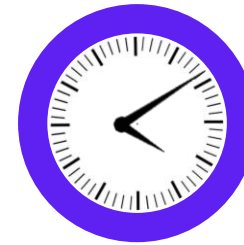
**67%**

of the world's  
population are  
mobile phone users



Over  
**90%**

of adults have their  
mobile phones within  
arm's reach 24/7



More than  
**5 hours**

per day are spent by  
mobile phone users  
on their smartphones



**98%**

of smartphone users  
use text messaging  
on a regular basis

# Why text messaging?

Text messaging is the only channel that has an open rate of nearly 100%

## Increases visibility

98% open rates for text messages compared to 15-20% for email

## Drives more engagement

20% of texts are clicked through versus 2% of emails

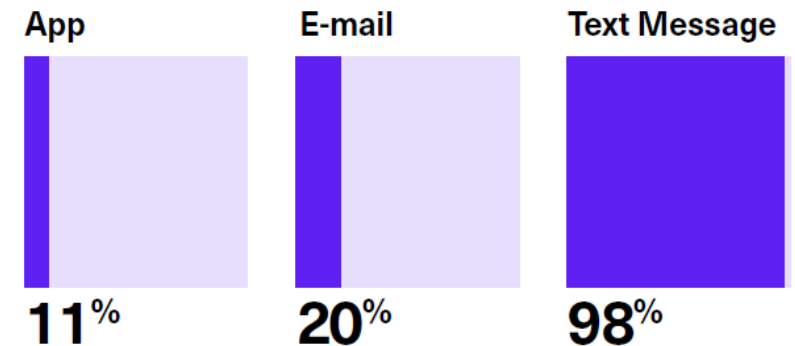
## Delivers better redemption rates

Mobile coupons get 10x the redemption rate of traditional coupons

## Achieves fewer opt-outs

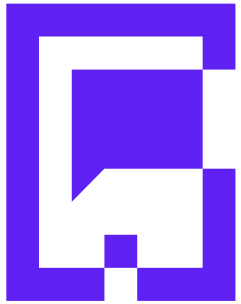
Text messaging campaigns are opted out of less than 5% of the time.

### Open rates by channel



# Why text messaging?

Text messaging drives more engagement



*Open rates*

**98%**

of text messages  
are opened

*Read rates*

**90%**

are read in under  
3 minutes

*Redemptions*

**10x**

more likely to  
redeem mobile  
coupons than  
traditional printed  
coupons

*Purchases*

**79%**

of smartphone  
owners use their  
devices to buy  
products &  
services online

# Uses for text messaging

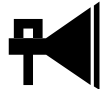
Regardless of the purpose, mobile messaging is the most effective way to communicate with your customers for marketing, transactions and customer service.

## Marketing



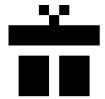
### Awareness and Acquisition

Let customers and potential customers know more about your brand and what you have to offer.



### Promotions and Offers

Drive customer engagement by delivering personalized and timely digital promotional content that is easy to access and redeem.



### Loyalty and Rewards

Generate digital, dynamic loyalty cards to simplify and increase redemption of rewards while improving customer retention.

## Transactions and Customer Service



### Notifications, Alerts & Reminders

Give customers full transparency at each stage of their customer journey and deliver information that provides a more seamless customer experience.



### Customer Care

Make it easy for your customers to reach you at any time through their preferred mobile channel while increasing your operational efficiencies.



### Customer Feedback

Give your customers a voice in real time to better understand how you can deliver the customer experience they expect.

# Increase your customer database

Acquire customer mobile subscriptions through acquisition strategies

## In-store signage

Include a text call-to-actions within in-store signage

## Website registration

Include a check-box on website registration forms for opt-in for mobile alerts

## Email

Send out a dedicated email asking email subscribers to join mobile alerts

## Social media

Leverage social channels for links to the website registration form or text call-to-actions

# How do I build a mobile database?

## 10 creative ways to gain opt-in



### **Social media post:**

“Receive \$5 off when you sign up for text message alerts!”



### **Email:**

“Opt in and receive 25% off your next purchase.”



### **In-Store sign:**

Text ‘STYLE’ to 72238 and receive a special offer!



### **Web page sign-up:**

“Sign up for text message and receive a mystery discount.”



### **Shipping statements:**

“Receive free shipping this month when you opt in to receive text messages.”



### **TV Ad:**

“Opt in for text message communication and receive a BOGO product of your choice.”



### **In-App push:**

“Double reward points this month when you sign up to receive text messages!”



### **Radio:**

“Opt in for text message alerts and enter our prize a day giveaway



### **Point-of-sale:**

“Sign up for text message alerts and receive 10% off your entire purchase today.”



### **App home page:**

“Opt in for text messaging and receive VIP loyalty rewards!”

# Best practices

## Some do's and don'ts

### Do

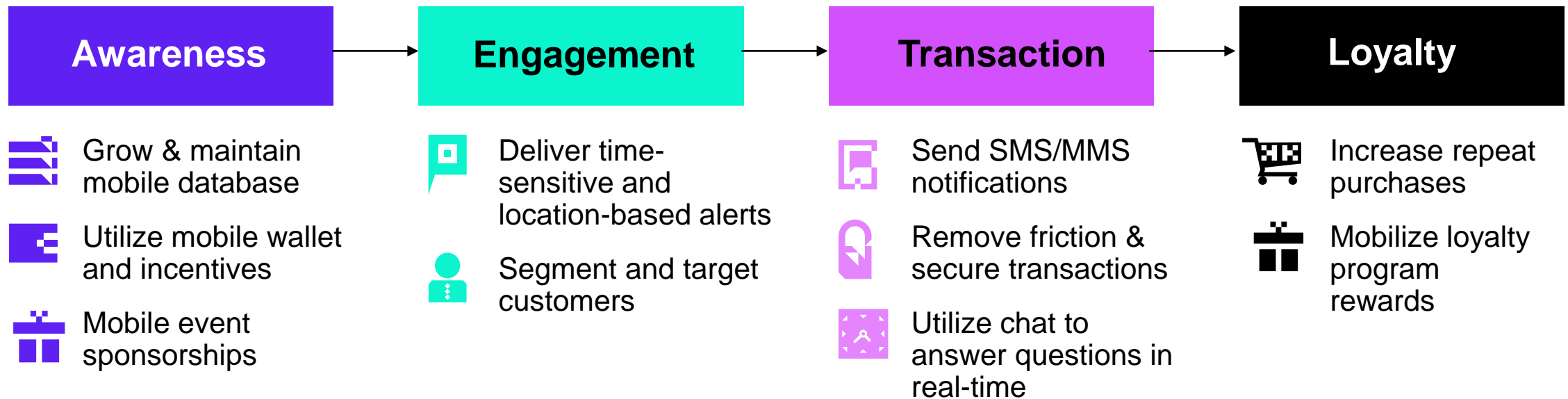
- Link to value-add content such as mobile wallet or web pages
- Engage in a conversation with your customers using 2-way SMS
- Send personalized, time-and-location based offers and promotions
- Add game-like elements to your messaging to keep it fun

### Don't

- Send a book - Keep your message short and sweet
- Over-deliver non-critical messages
- Send messages late at night or early in the morning
- Send messages to your customers that have opted out



# Harnessing mobile messaging throughout your customer's journey



# Develop KPIs & monitor success

