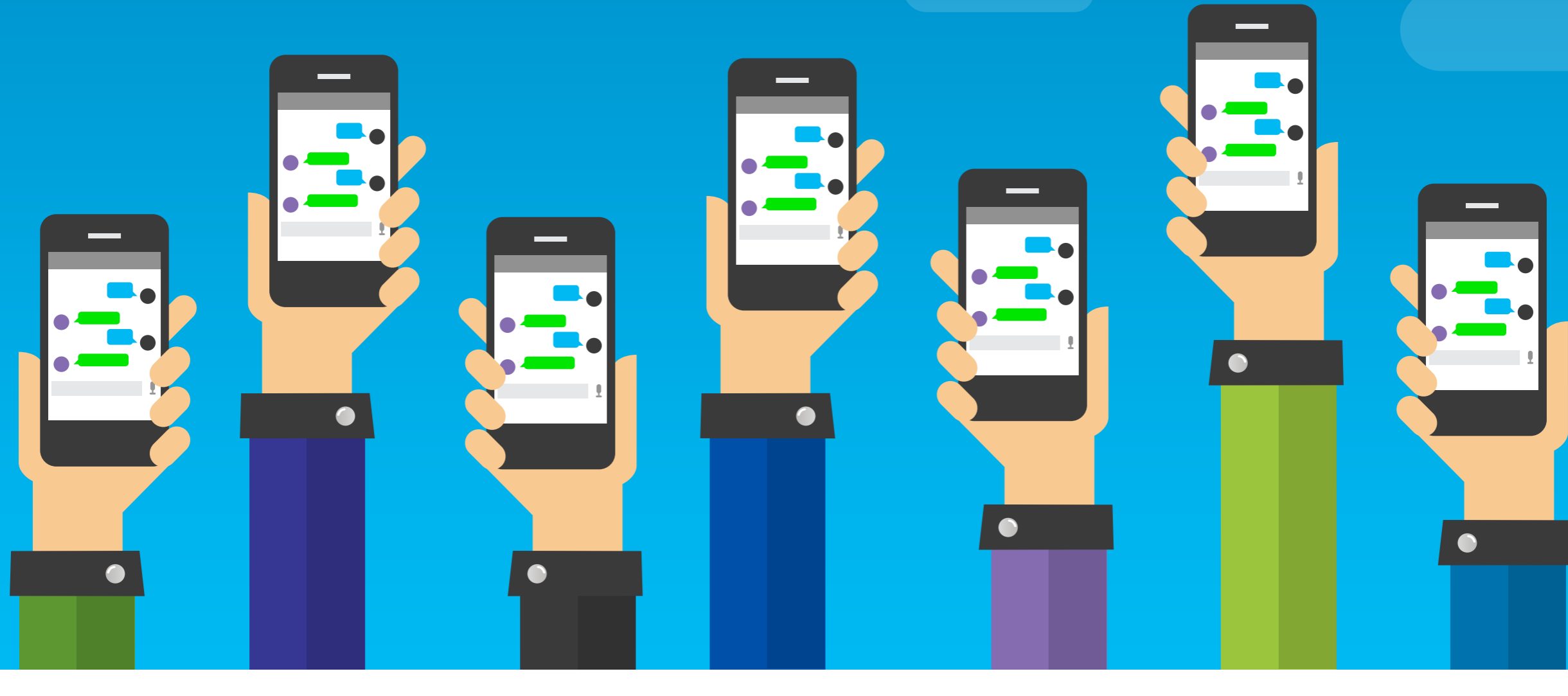
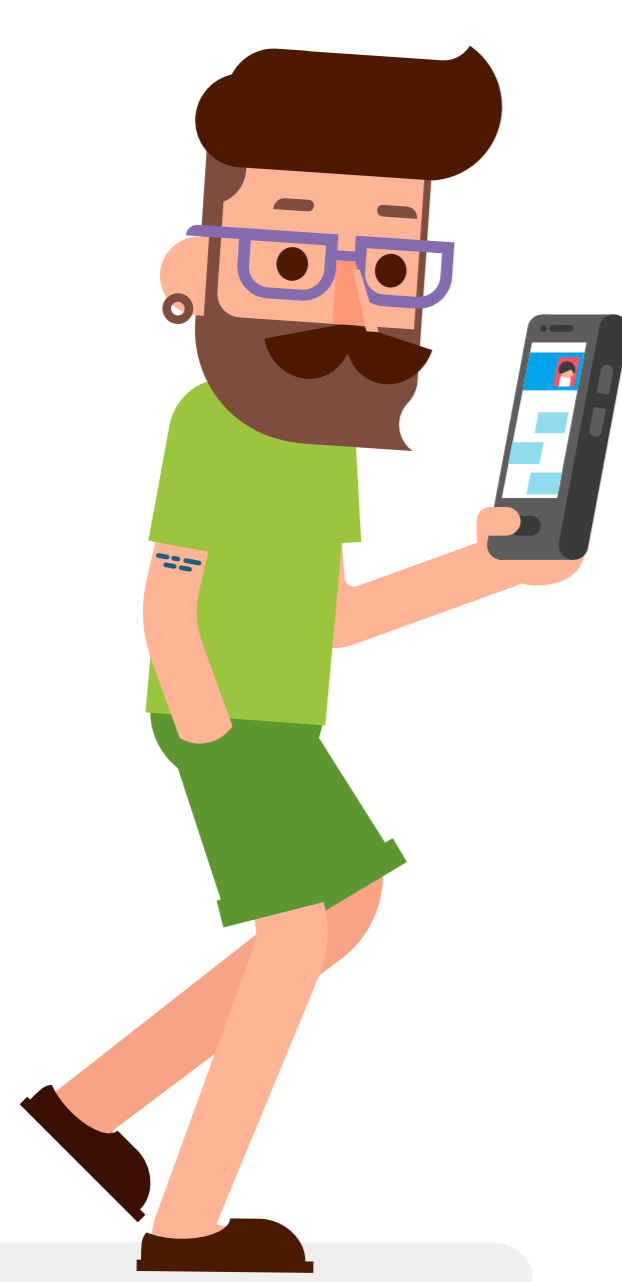


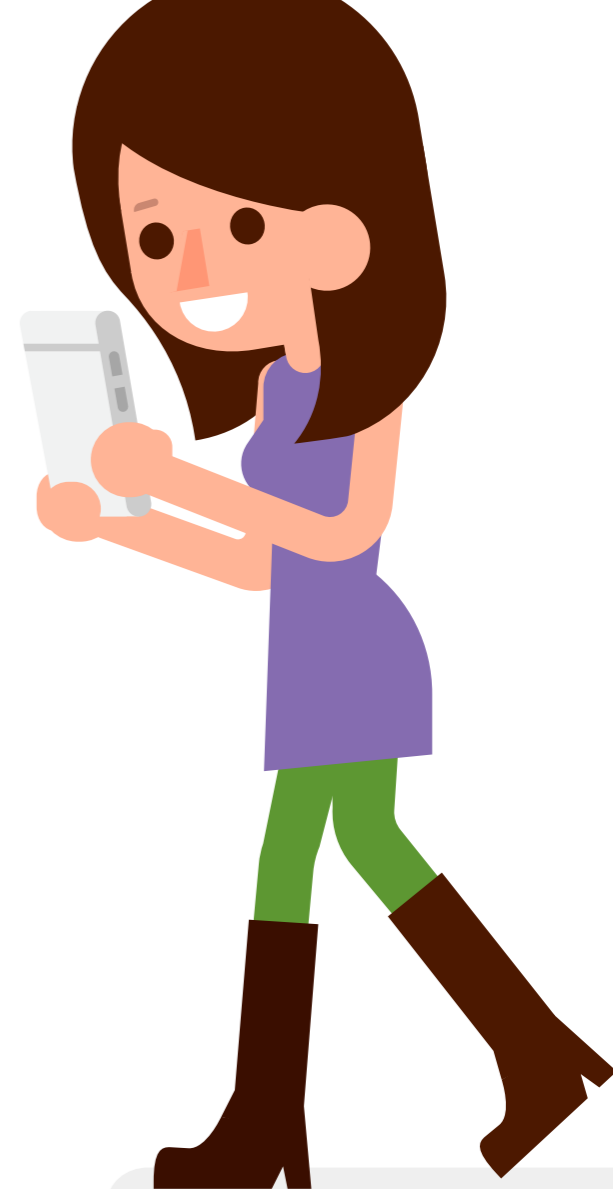
Why Millennials Text Rather than Talk



When given the choice between only being able to text or call on their mobile phones...



75%
of millennials choose texting over talking.



76% of millennials prefer to receive texts over calls from companies because texts are more convenient and on their own schedule.

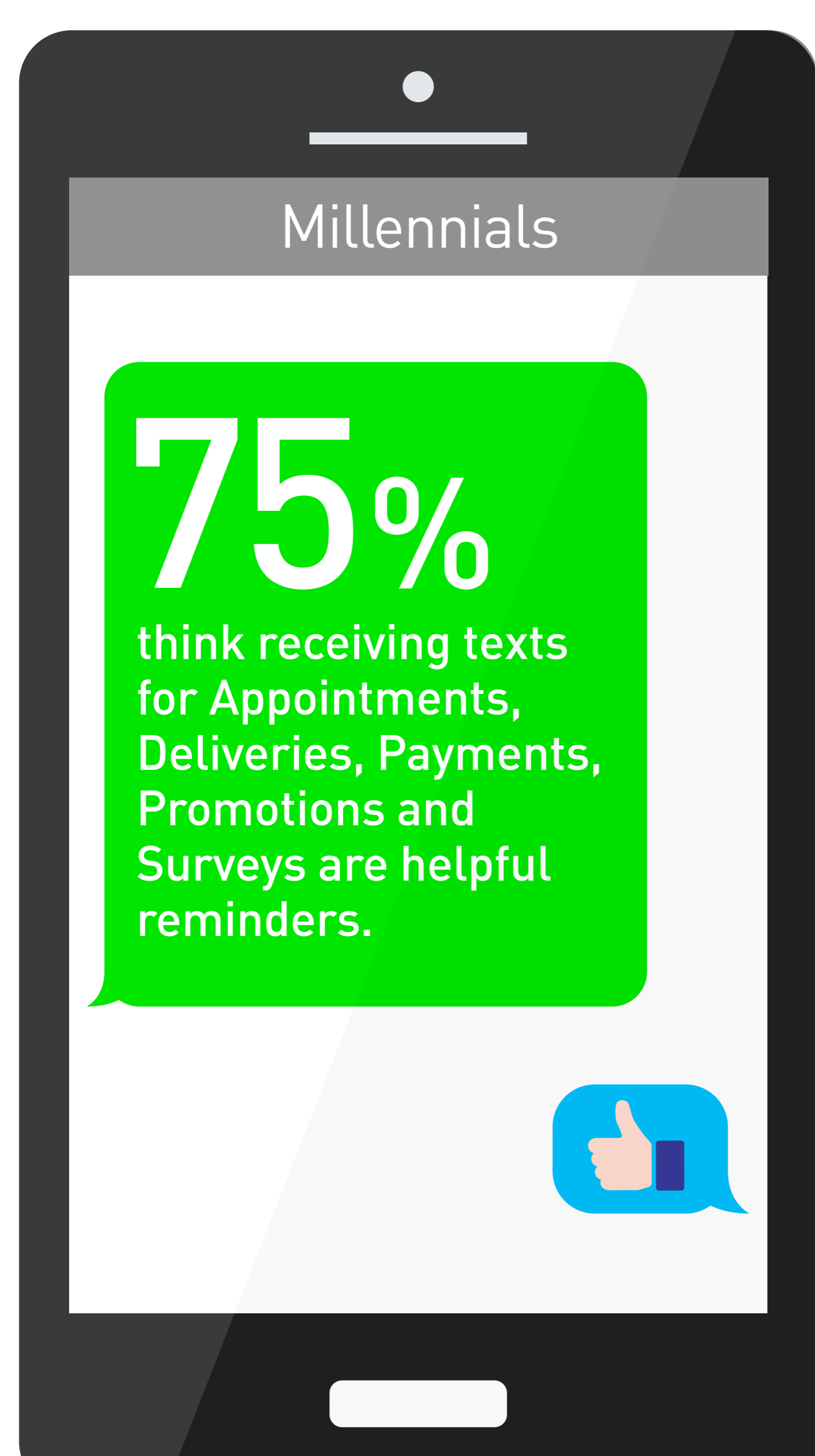


- 63% prefer receiving texts because they're less disruptive than a voice call
- 53% prefer receiving texts because they prefer to communicate via text vs. phone
- 19% prefer receiving texts because they never check their voicemails

Although 75% of millennials find text reminders helpful, only 30% are receiving them regularly. There is a massive opportunity for companies to engage with their customers via texting!

Send

The Most Helpful Types of Texts Millennials Receive



- 62% receive product offers or coupons
- 59% receive account activity, payment reminders, fraud alerts
- 56% receive order alerts or delivery notifications
- 51% receive general appointment reminders
- 32% receive security authentication prompts
- 22% receive satisfaction surveys

Why do millennials think receiving texts are helpful?

- 60% say it's an unobtrusive way to be reminded on their own time
- 57% think it's one less thing to remember
- 55% believe it's the most convenient way to be reminded

Millennials are more interested in texting over other forms of communication because it's less invasive, more personal and makes them feel valued.

- 14% say it's because texts make them feel valued by the company
- 19% think it's because texts are more personal
- 53% believe it's because communicating using text messages is their personal preference in general
- 76% say it's because texts are less invasive than other forms of messages

