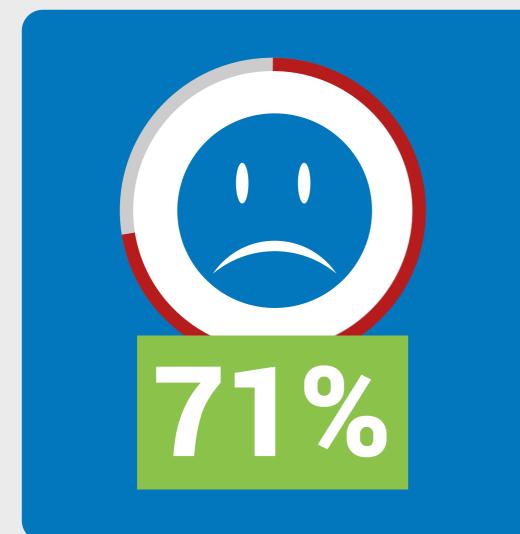


Retal ers We've got a (text) message for you!



... of retailers are NOT currently addressing their customers' communication preferences & expectations









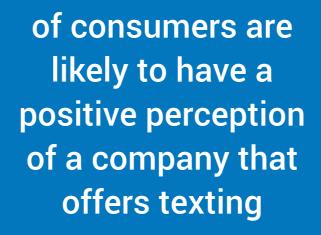
77%





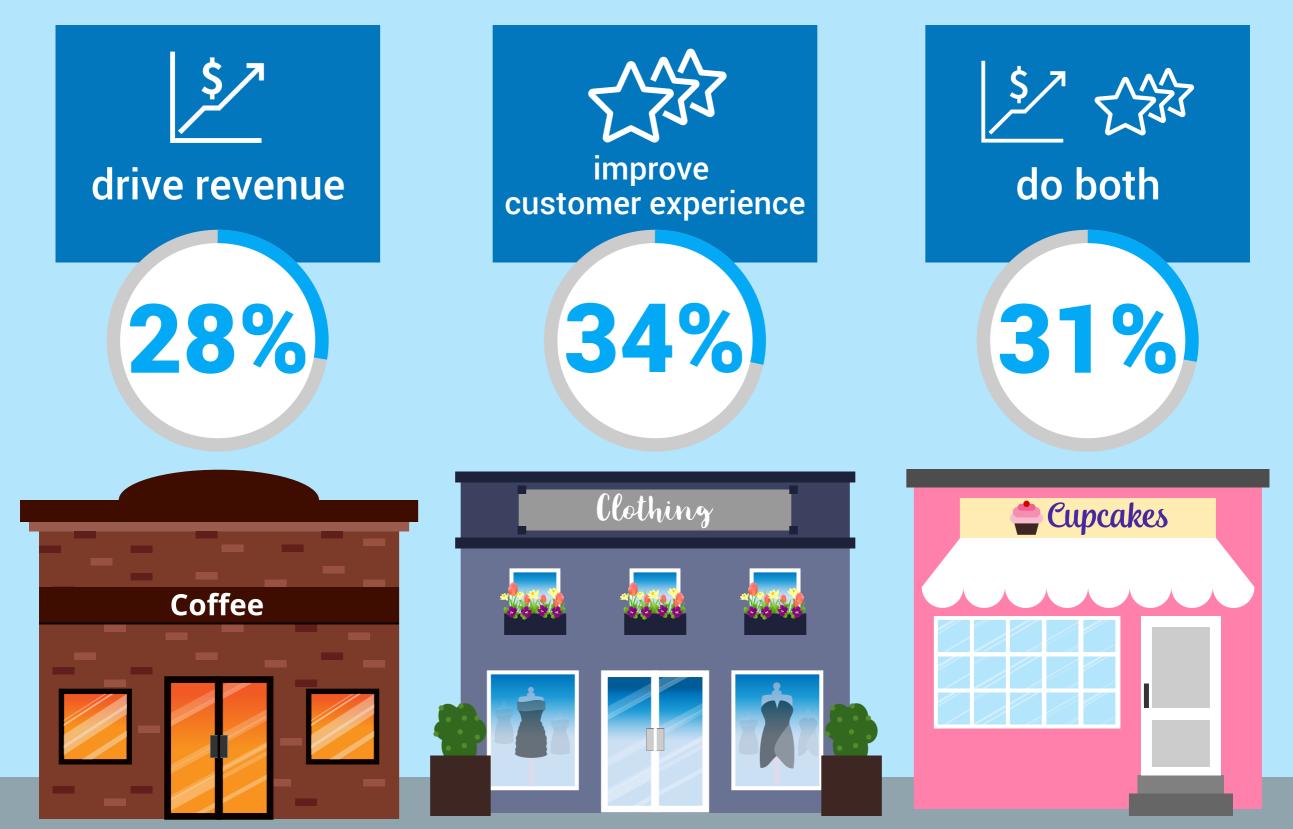
81%

of consumers prefer texting over voice as a customer service channel



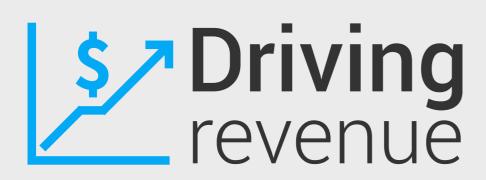
of consumers are frustrated being tied to a phone or computer for customer service

Top retailers have specific goals in mind when using SMS





saw either increased revenue or improved customer experience





In-store on-demand coupons see 70-80% redemption rates

SMS order tracking sees adoption rates up to 80%



Get 10% off your next purchase in store!

SAVE

SAV

Out-of-store on-demand coupons see 30-50% redemption and drive traffic to your store!

Over 40% choose SMS over email for shipping notifications

SMS for building loyalty and marketing lists delivers 85-90% conversion

SMS appointment reminders can reduce missed appointments by 26%



100K

SMS marketing lists have a 10x value over email marketing lists

Account updates, bill

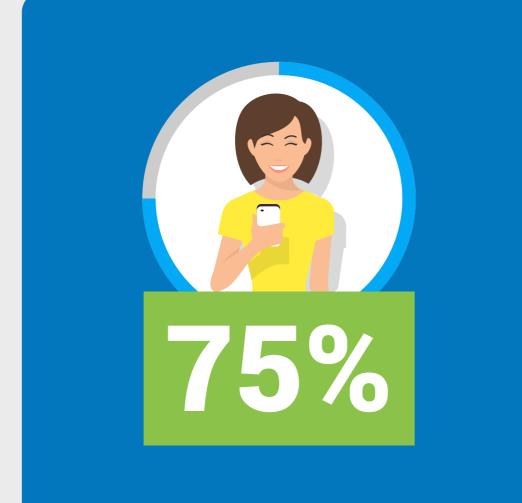




reminders and PW resets can reduce call center volumes by over 5%

Reminder: Your bill is due in 10 days.

Millennials already get it.



... of millennials prefer SMS messages for deliveries, promotions & surveys

Did you get the message?



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