

SMS MARKETING

In 2022 By The Numbers:

The Stats You Need To Know

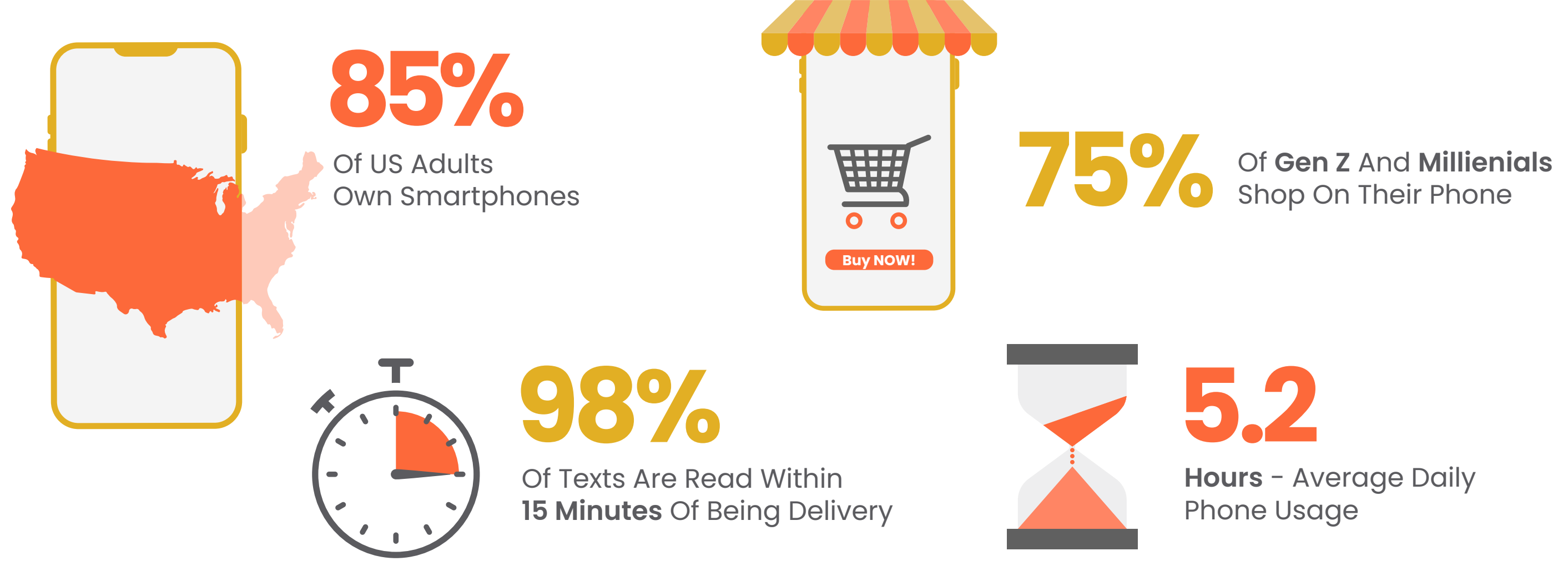
The article will explore what SMS marketing in 2022 will look like through the lens of statistics.

SMS marketing is the most effective marketing strategy in the game. Despite that only 11% of companies report using text messages as part of their marketing strategy.

Companies refrain from sending texts because they don't understand just how effective they are. These stats will surely convince you to implement texts into your marketing strategy ASAP.



How Do Americans Interact With Phones & Texts?



SMS Has The Highest Click-Through-Rate

Consumers just love a good text message.

36% text message



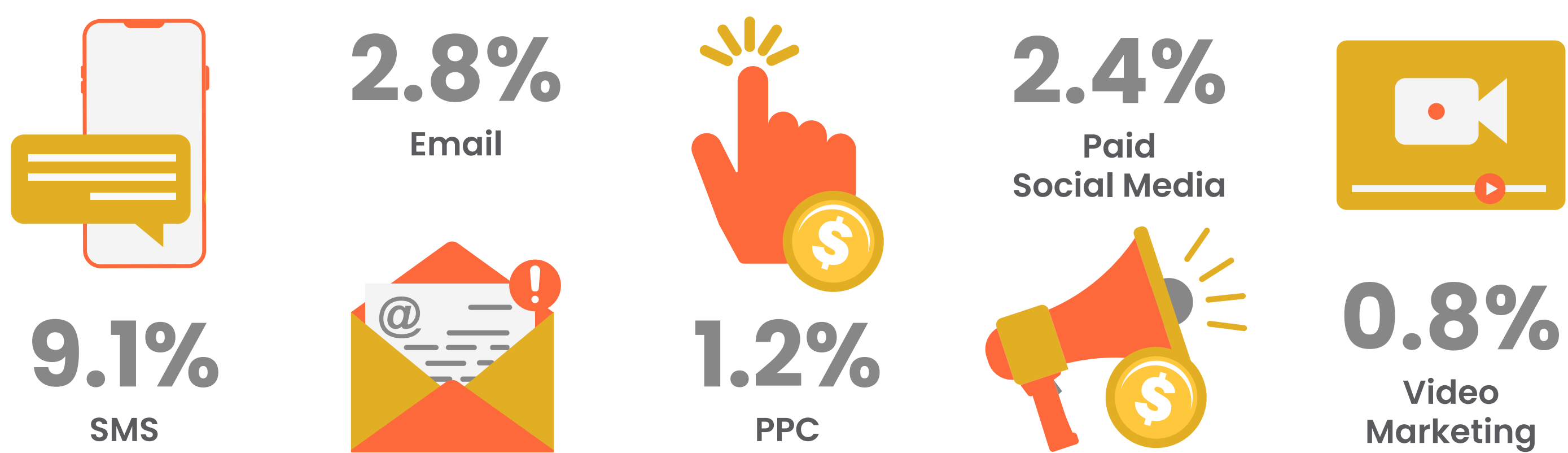
2,62% Email

1,91% Google Ad

0,89% Facebook Ad

28,5% Top Hit On Google SERP

Conversion Rates By Marketing Channel



Text Messages vs Email

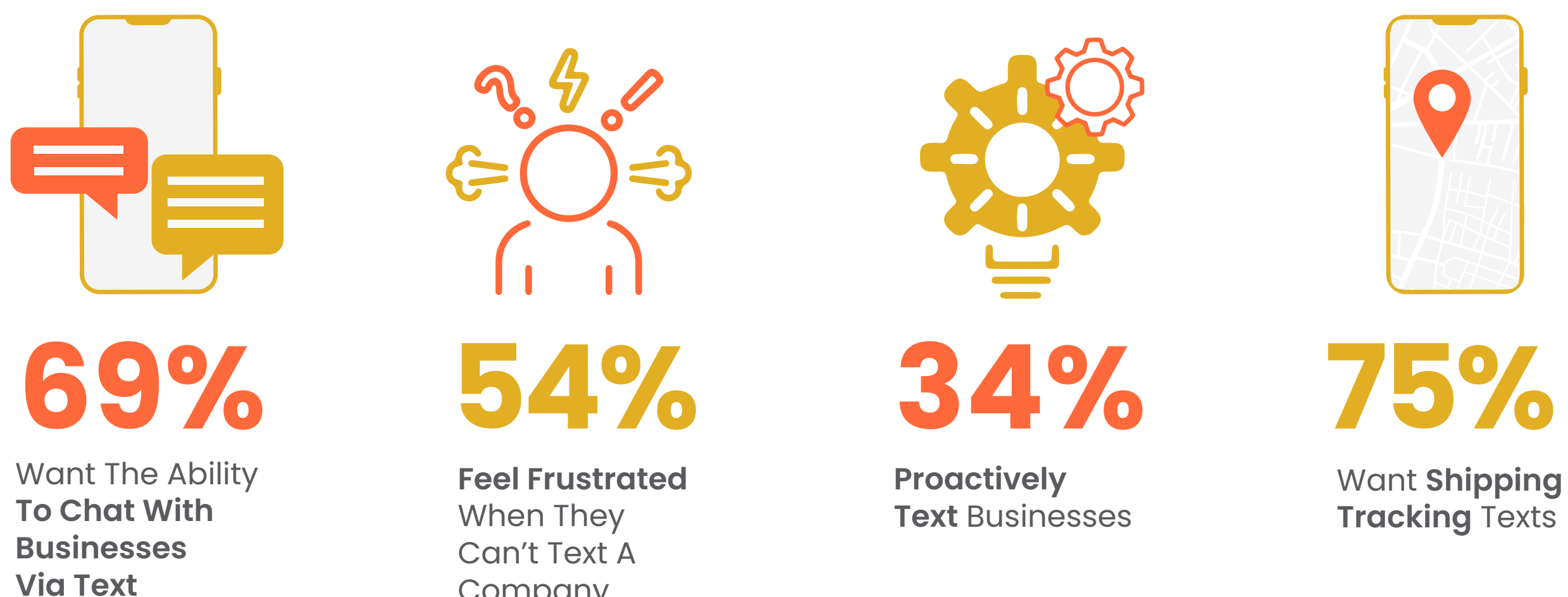
The marketing channel most similar to SMS is email. So how do the two compare?

	Open -Rate	Click-Through -Rate	Consumer's Preferred Channel	Percentage Of Messages Delivered	Response Rate
Text Messages	99%	36%	48%	100%	45%
Email	21.3%	2.62%	22%	50%	10%

The other 50% of all emails wind up in the spam folder.

Do Consumers Like Text Message Marketing?

I think you already know the answer.

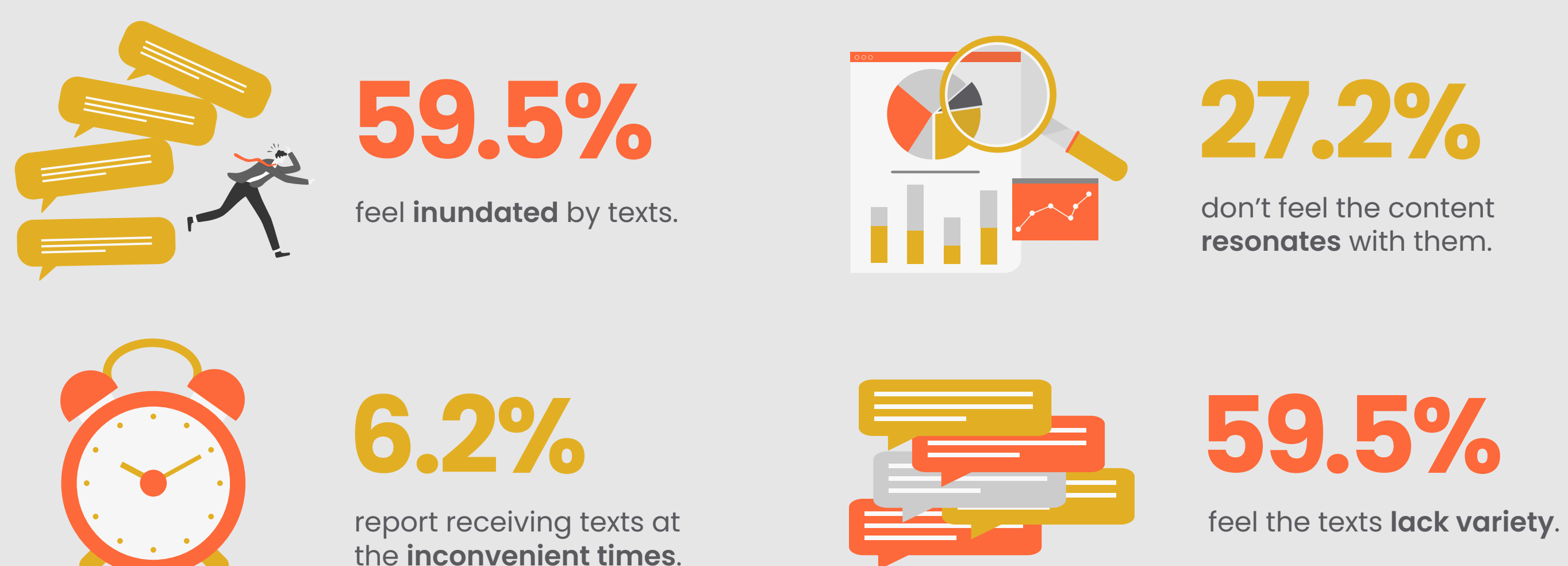


Do Marketers Consider SMS Marketing Trendy Yet?



Reasons Consumers Unsubscribe From Text

Just because consumers love texting doesn't mean all texts are equally appreciated. These are the main reasons consumers unsubscribe from receiving marketing texts.



Best SMS Marketing Platforms of 2022:

<p>Best for CRM integration and sending automated and personalized texts en masse.</p>	<p>Known for its easy to use interface and quick setup.</p>	<p>Straightforward SMS and MMS campaigns.</p>
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