SMS MARKETING

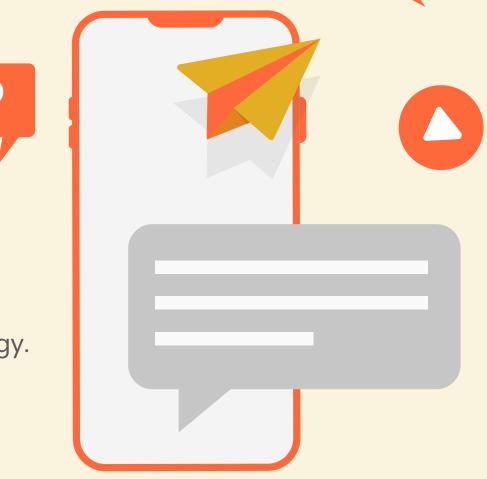
In 2022 By The Numbers:

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?



Of US Adults Own Smartphones



Of **Gen Z** And **Millienials** Shop On Their Phone



98% Of Texts Are Read Within 15 Minutes Of Being Delivery



1,91%

Google Ad

Hours - Average Daily

Phone Usage

SMS Has The Highest Click-Through-Rate Consumers just love a good text message.

36% text message



2,62% **Email**

0,89% 28,5%

Top Hit On Facebook Ad **Google SERP**

Conversion Rates By Marketing Channel



9.1% **SMS**

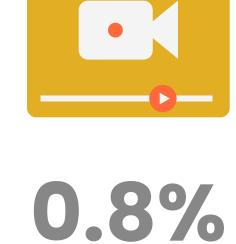
2.8% **Email**





2.4% **Paid Social Media**





Video Marketing

Text Messages vs Email

So how do the two compare?

The marketing channel most similar to SMS is email.

99%

Open

-Rate

36%

Click-Through

-Rate

48%

Consumer's

Prefered

Channel

Messages **Delivered**

100%

Percentage Of

45%

Response

Rate

VS

Do Consumers Like

50% The other 50% of all emails

wind up in the spam folder.

Text Message Marketing?

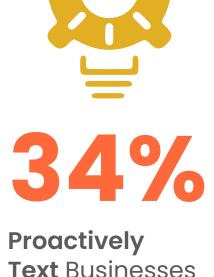
I think you already know the answer.



Want The Ability **To Chat With Businesses Via Text**



When They Can't Text A Company





SMS Marketing Trendy Yet? 378%

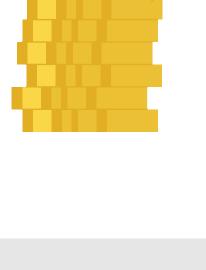
Do Marketers Consider





Of Companies Will Increase **SMS Marketing Budgets** in 2022

marketing texts.



Just because consumers love texting doesn't mean

reasons consumers unsubscribe from receiving

all texts are equally appreciated. These are the main

Opt-In Rates

Of Marketers

Have Seen An

Increase In SMS

59.5%

Unsubscribe From Text

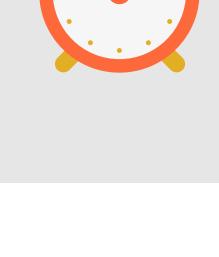
Reasons Consumers

feel inundated by texts.

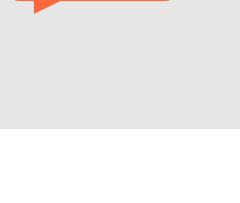


27.2% don't feel the content resonates with them.

59.5%



6.2% report receiving texts at the inconvenient times.



feel the texts lack variety.

Best SMS Marketing



personalized texts en masse.

Platforms of 2022:



Straightforward SMS and MMS campaigns.

SimpleTextine



