

Texting for Customer Engagement



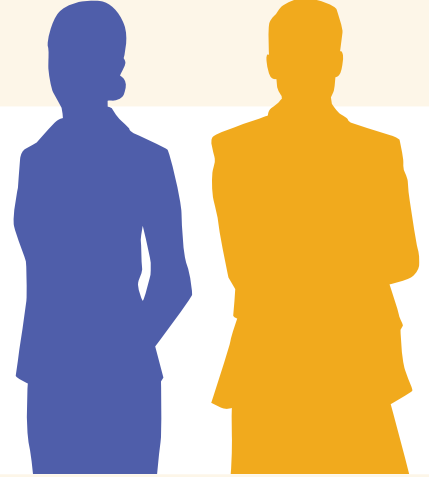
98% SMS open rate compared 20% for email

95% of texts are read within 3 minutes of being sent



78% of people wish they could have a text conversation with a business

80% of professionals currently use text for business purpose



90% customer contact satisfaction rating for texting, versus 77% for phone, 66% for Facebook

texting preferred over email for Americans 50-69



88% of Millennials prefer texting over phone calls



96% of smartphone owners text



>80% of Americans 50-69 are smartphone users, and 62% of people 70+



97% of Americans send at least one text message daily

