

Texting for Customer Engagement

98% SMS open rate compared 20% for email

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



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

of professionals currently use text for business purpose





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

texting preferred over email for Americans 50-69



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

Sources: Getting Connected: Older Americans Embrace Technology to Enhance Their Lives – AARP • Intelligence Review Edition 2 - Dynmark • Older Adults Keep Pace on Tech Usage - AARP • Text Me, Maybe – Highspeedinternet.com • U.S. Texting Statistics - The Local Project[©]