

SMS MARKETING STATS FOR 2021

- > It is predicted that 48.7 million consumers will opt-in to receive business SMS messaging by 2021
- > 39% of consumers find that they use their mobile phones excessively
- > 5 billion people in the world can send and receive SMS messages
- > 80% of people would like the option to use their smartphones to interact with health care providers
- > 90% of adults have a cell phone or a smartphone
- > Approximately 92% of adults own a cell phone in the Middle East
- > What percentage of sms messages are read?
90% are read within 3 minutes
- > Sms message marketing statistics show that consumers redeem SMS-delivered coupons about 10 times more than other coupon types
- > 79% of smartphone users make their shopping decisions based on SMS opt-in or similar mobile device services
- > 74% of cell phone and smartphone users have no unread sms messages
- > 91% of the people have their mobile devices nearby 24/7
- > 50% of consumers make a purchase after receiving an advertising text, a discount coupon, or a QR code

Is SMS MARKETING EFFECTIVE?

- > The average open rate for sms marketing campaigns is 98%, compared to 20% for email marketing campaigns
- > The click-through rate for SMS ads is 19%.
- > SMS response rates are 295% higher than phone call response rates
- > Sms messaging marketing has a 45% response rate
- > The average person responds to a sms message in 90 seconds
- > Sms messaging is used for business by more than 80% of people
- > Mobile Marketers are 79% more likely to use other mobile-specific marketing tactics if they use an SMS marketing strategy
- > Only about 1% of SMS marketing messages are considered spam
- > 75% of people wouldn't mind receiving an SMS from a brand if they opt-in for the service
- > 90% of consumers enrolled in SMS loyalty clubs feel like they benefit from the program
- > Over 35% of phone users in the world are best reached by SMS
- > SMS has a 97% read rate with 15 minutes of delivery

CONCLUSION

As our list of SMS marketing stats shows, incorporating a text message marketing program into your strategy can have many benefits. While many people today have access to email via their smartphones, they hardly open and read their emails as regularly and promptly as they do receive text messages. The fact is, SMS marketing plays a fundamental role in any mobile strategy. Not simply does it have a larger reach than any other form of marketing, but it also runs a direct and intimate communication channel that customers prefer.