

What Insider Intelligence Analysts Expect in 2021: SMS marketing, parents, and customer experience ROI

AUDIO |

Mark Dolliver and Jeremy Goldman

eMarketer principal analysts at Insider Intelligence Mark Dolliver and Jeremy Goldman discuss SMS marketing, calculating the ROI of customer experience, why Gen Z doesn't matter that much and boomers matter more, and what to know about parents in 2021.

Most Valuable Text Messages Received from Businesses According to US Adults, Jan 2020

% of respondents



Note: respondents selected up to 2 items

Source: Zipwhip, "2020 State of Texting," March 4, 2020

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