

More than one-third of SMS notifications sent in North America were promotional messages

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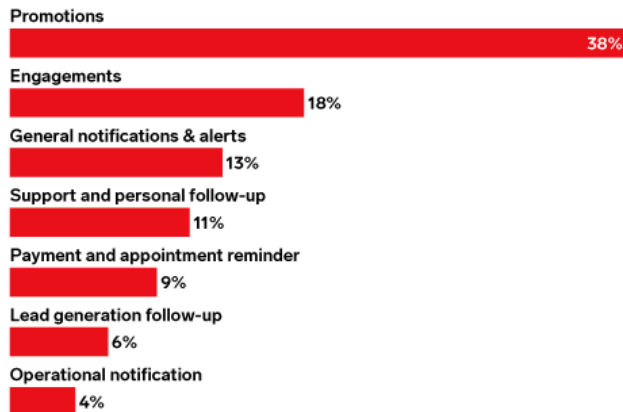
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Brands are using SMS in various customer communication applications, including marketing messages, customer support, transactional messages, and more. But consumers consider transactional messages more valuable than other types of text messages—68% of US adults said that reminders of important appointments were highly valuable, compared with just 14% who cited discount alerts, according to a January 2020 Zipwhip survey.

SMS Marketing Messages Sent in North America, by Type, Jan-Nov 2020

% of total



Note: represents activity among EZ Texting clients, broader industry metrics may vary; includes triggers, discounts; among 438.9 million SMS marketing messages analyzed; numbers may not add up to 100% due to rounding
Source: EZ Texting, Dec 24, 2020

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However, just 9% of SMS marketing messages sent in North America between January and November 2020 were payment and appointment reminders, compared with 38% that were promotional messages.

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