

MOBILE MARKETING via TEXT MESSAGING continues to grow!

Press **Send** to Join

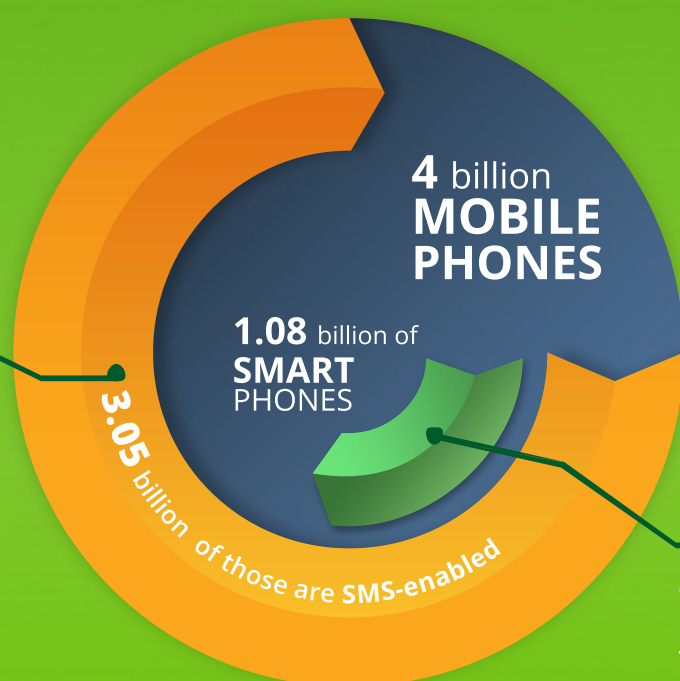
SMS IS EVERYWHERE

Of the **4 billion** mobile phones in the world.

you can reach

76%

of them by text message.



Smartphones have grown to

27%

or 1.08 billion, of the mobile market, but they can also do text messaging.

EVERYONE'S DOING IT

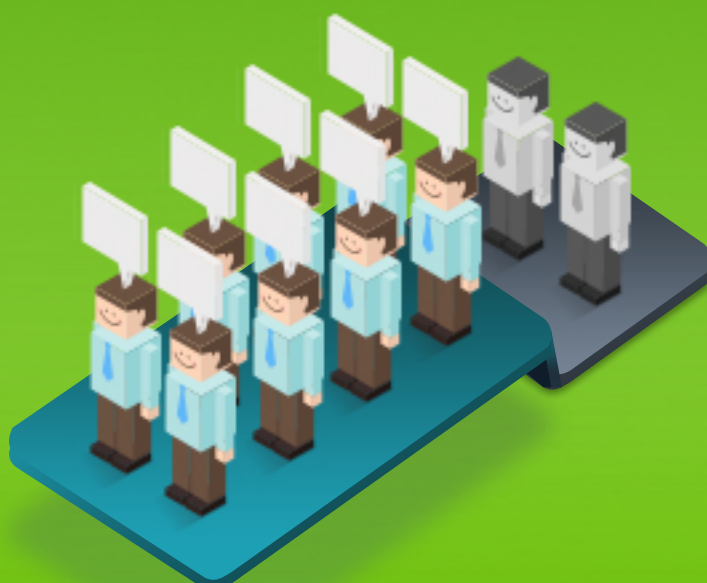
8

out of

10



mobile users use TEXT MESSAGING



✱ **2007**

240.8 billion text messages sent globally



✱ **2012**

2.270 trillion text messages sent globally

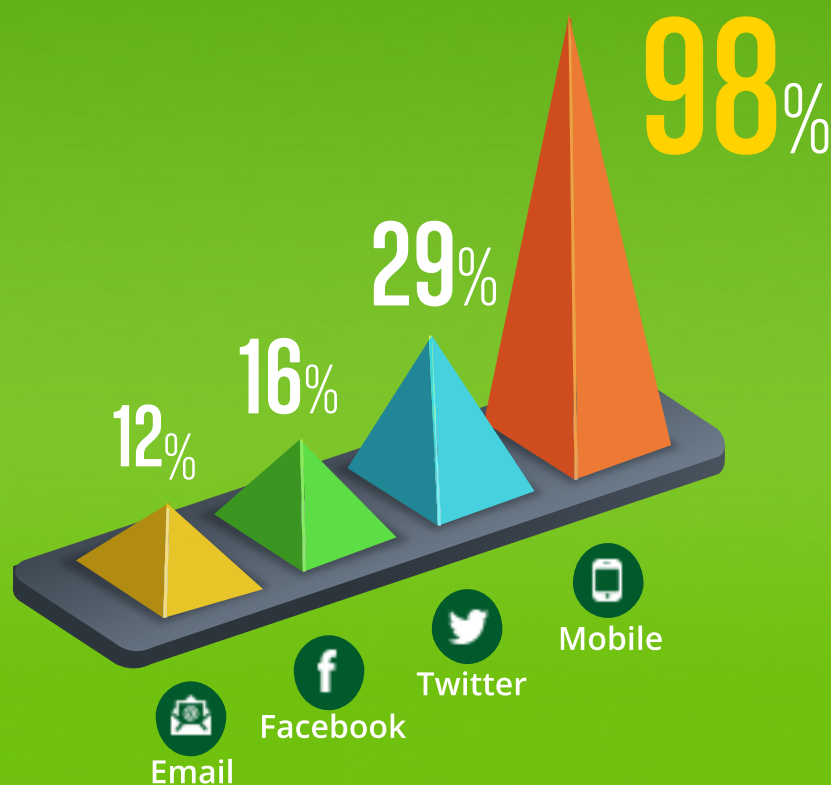


HERE'S WHY

The open rate at which people open messages is led by mobile text, with

98%

of messages **BEING OPENED.**



FOLLOW THE **MONEY**

MARKETING THROUGH TEXT MESSAGES provides great reach and ROI, leading to purchases

41%

of the time. That beats social media and telemarketing.



Harness the power of all these popular marketing channels with **MULTI-CHANNEL MARKETING SOLUTION.**

MICROSOFT - The Growth of Mobile Marketing and Tagging

PEW INTERNET - Cell Phone Activities 2012

CTIA - Wireless Quick Facts 2012

MASHABLE - The Power of Text Message Marketing

EMAIL MONDAY - The Ultimate Mobile Email Statistics Overview