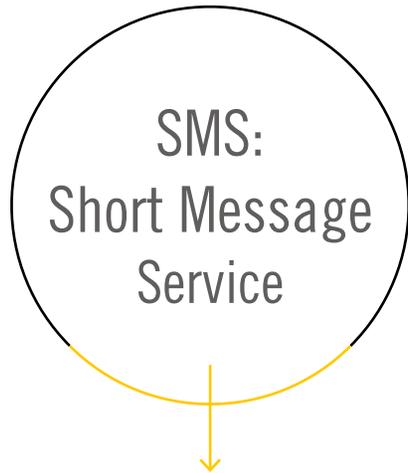


TAKE 5:

WHAT IS SMS MARKETING?

 **Apsalar**



SMS, or short message service, are monikers for mobile text messaging. Such messages are usually sent phone-to-phone or brand-to-phone, and are limited to 160 characters including spaces and punctuation. While texting was once a niche means of communications, it is now nearly ubiquitous.



With text messaging adoption rates estimated by various sources at well over 80%, it's natural that marketers have sought – and found – ways to leverage SMS in their programs. Naturally, some of the first brands to adopt SMS as a marketing vehicle were the cellular carriers themselves. But since those pioneering days, literally thousands of small and large companies have deployed SMS marketing programs in a variety of use cases.

SMS Marketing Strengths

SMS is popular with marketers for many reasons:



- 1 It's mobile**, and mobile is where consumers increasingly spend the bulk of their time. More than 60% of connected consumer time now takes place on cellphones.
- 2 Near universal consumer adoption**, in both industrialized and developing countries.
- 3 Ability to message most phone types**, not just smart phones.
- 4 Very low creative costs**, because messages are delivered in text form only.
- 5 It's very trackable**, so brands get immediate feedback on their initiatives.
- 6 High read rates** among recipients. A variety of industry estimates that text read rates far higher than email open rates.
- 7 Immediacy**. It's estimated that more than 90% of text messages are read within a few minutes of their being sent.
- 8 When done right, it feels personal** to the user, and can foster rich and enduring brand connections.
- 9 Can reach consumers at virtually any time**, because most people take their phones with them virtually anywhere.
- 10 Ability to solicit and collect responses** from consumers for customer service, polling, and many other use cases.
- 11 Very low cost per message delivered** versus most forms of paid media.



SMS Marketing Limitations



- 1 Creative limitations**, not least that brand messages can only be delivered in text form and in very short lengths.
- 2 Generally low consumer willingness to opt-in** for text-based marketing programs.
- 3 Consumer backlash** when brands use text without getting explicit permission, or when consumers forget that they opted in.
- 4 Slowly declining rates of SMS messaging**, as mobile IM and other chat tools have gained share at the expense of the core SMS platform.
- 5 International laws** in some countries that strictly regulate when and how a brand can use texting as a marketing vehicle.



SMS Marketing and the Broader Arena of Mobile Marketing

Mobile marketing has grown to encompass a broad array of media, from SMS to display advertising, video, branded app-based experiences and more. Broadly, SMS is best used for cultivating richer, more personal connections with customers, versus prospects who are unlikely to opt-in to receive brand communications. Further, its immediacy can help a brand communicate important developments and some forms of “news”. Other forms of mobile media are better at creating rich and immersive brand experiences.

Whether and how SMS fits into your marketing plan really depends upon your objectives, customer relationships, and brand needs. Like any other marketing vehicle, it needs to be evaluated in the context of your goals and all potential consumer touch points.

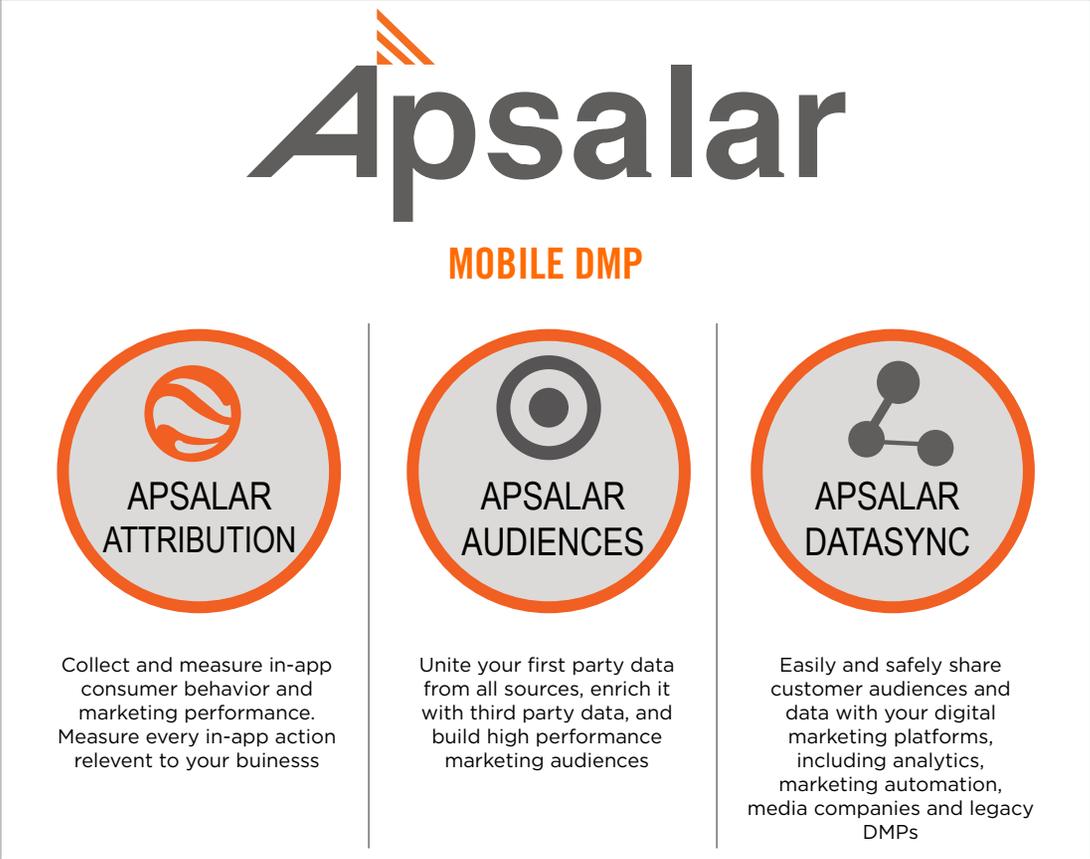
ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.



Apsalar
MOBILE DMP

- APSALAR ATTRIBUTION**
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.