

# State of SMS

2016 - 2017

Indulge in our annual collection of the most insightful industry trends, benchmarks, and statistics.

Presented by:



[go.burstsms.com](http://go.burstsms.com)



[blog.burstsms.com.au](http://blog.burstsms.com.au)



[support.burstsms.com](http://support.burstsms.com)

# Contents

01

## Introduction

Each year, technology becomes more and more integrated into our lives. This is especially true for ..

02

## Global Mobile Statistics

The world is becoming more mobile by the minute. In the span of just one year, the growth projectory for ..

03

## Client Insights

In order to get a better insight into how our client perceptions are evolving, we invited our ..

08

## Industry Trends

We predict that businesses will be more focused on streamlining their internal workflows in 2017. In order ..

09

## Service Trends

According to our database, here were the 10 most popular SMS services from ..

11

## Reporting Averages

We took 50 average sized campaigns from different clients and processed the average ..

12

## Opt-out Benchmarks

See how your campaigns stack up against these opt-out averages for 2016, pulled directly from ..

13

## Top Resources

If you're looking for an edge to help enhance your SMS campaigns, look no further. According to our ..

15

## Final Notes

Businesses want results fast, and texting allows them to reach their clients instantly at a low cost per ..



# Who are we?

Burst SMS is one of the easiest to use SMS platforms in the world. We build simple, highly intuitive, and feature-rich SMS tools. Innovation is what we strive for, by building new features with our clients in mind. Our products are designed by us, but refined by our customers.

## Introduction

Each year, technology becomes more integrated into our lives. This is especially true for mobile devices. According to Nielsen, **53% of global consumers feel anxious when their mobile device isn't nearby**. In the same study, they found that two-thirds of global respondents agree that face-to-face interactions are being replaced with electronic ones. However, this was not perceived as an issue since **47% prefer text messaging** as a means of communications.

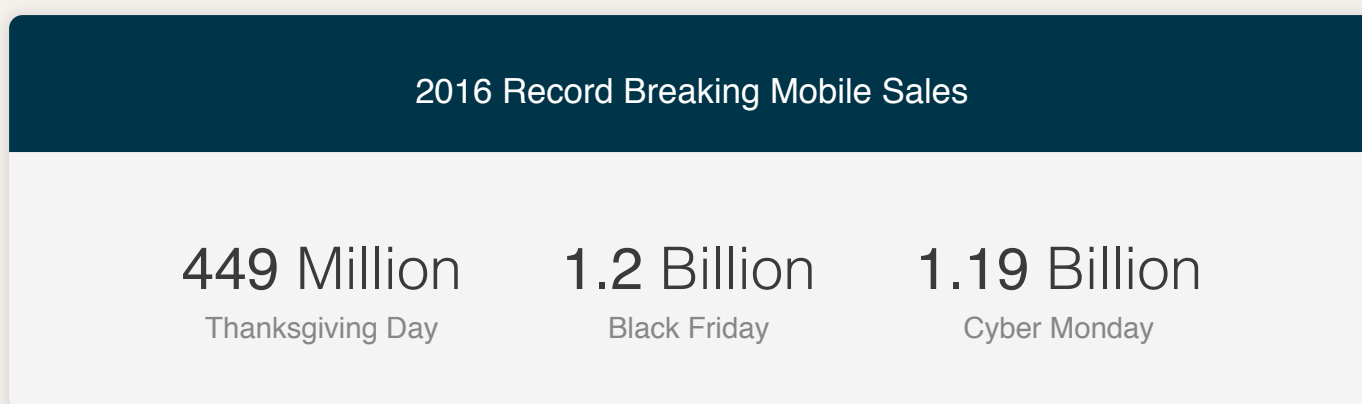
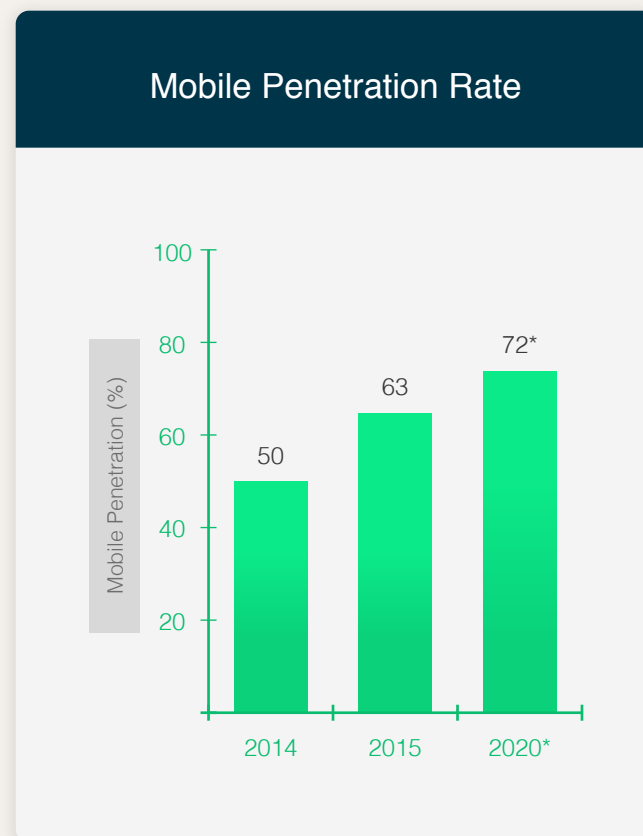
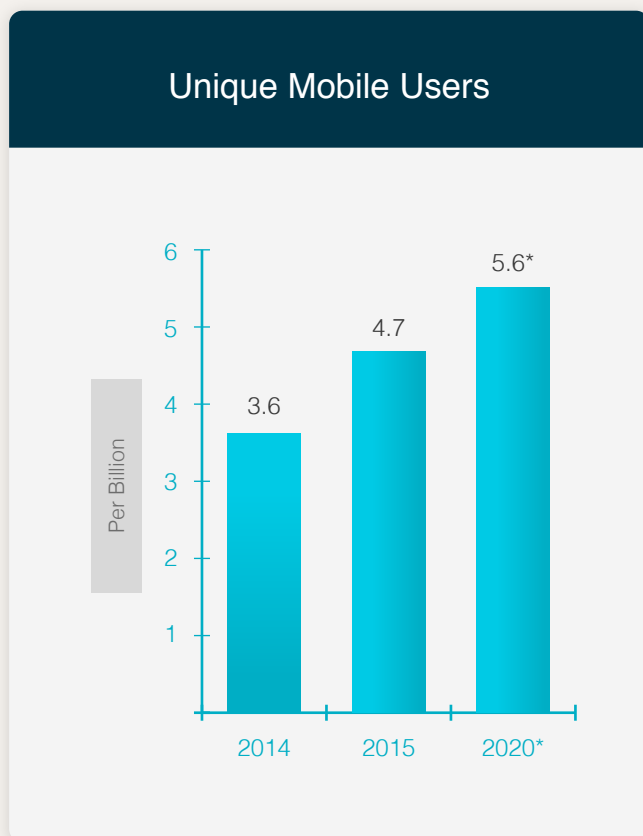
On a company level, Burst SMS has seen tremendous growth in both new active users and total SMS volume in 2016. We believe that text messaging has made a leap from being a strategic option to becoming something that consumers now expect. This is especially true for alerts, appointments, confirmations, reminders, and security verifications.

*REF: Nielsen*

# 03 Global Mobile Statistics

The world is becoming more mobile by the minute. In the span of just one year, the growth projectory for the milestone year of 2020 has increased from an estimated penetration rate of 59% to 72%. The use of mobile devices also assisted in delivering a record-breaking 91.6 billion dollar holiday season. Mobile traffic also surpassed desktop traffic on Cyber Monday, paving the way for another record-breaking total of 1.19 billion in mobile sales.

## The Numbers



REF: GSMA · Adobe Digital Insights

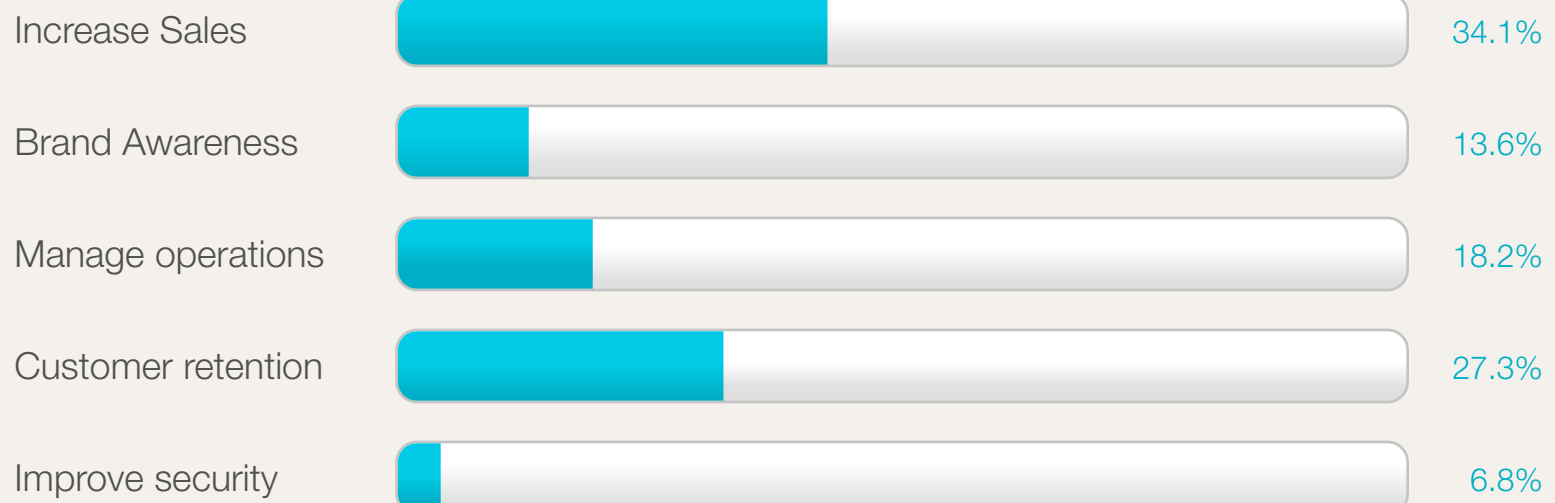


# 04 Client Insights

In order to gain a better understanding of how our client perceptions are evolving, we invited our users to participate in a survey. Participants comprised of established professionals, technical developers, agencies, and global organisations. Here is a summary of the most intriguing results.

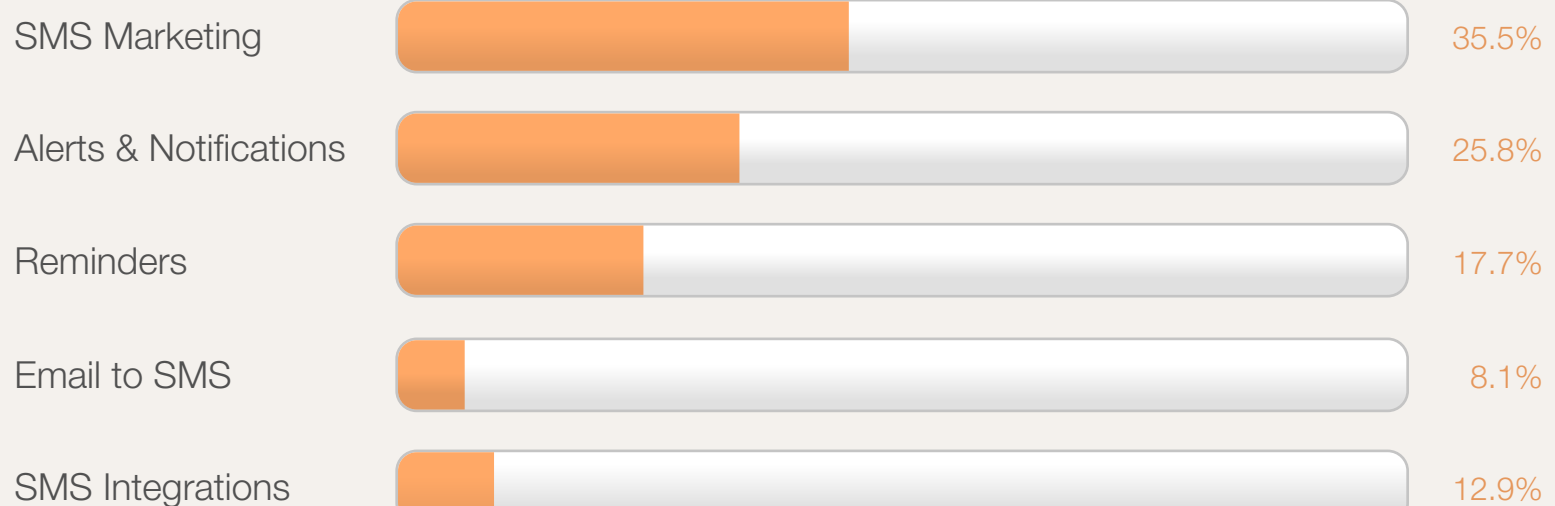
1

What are the primary objectives of your SMS campaigns?

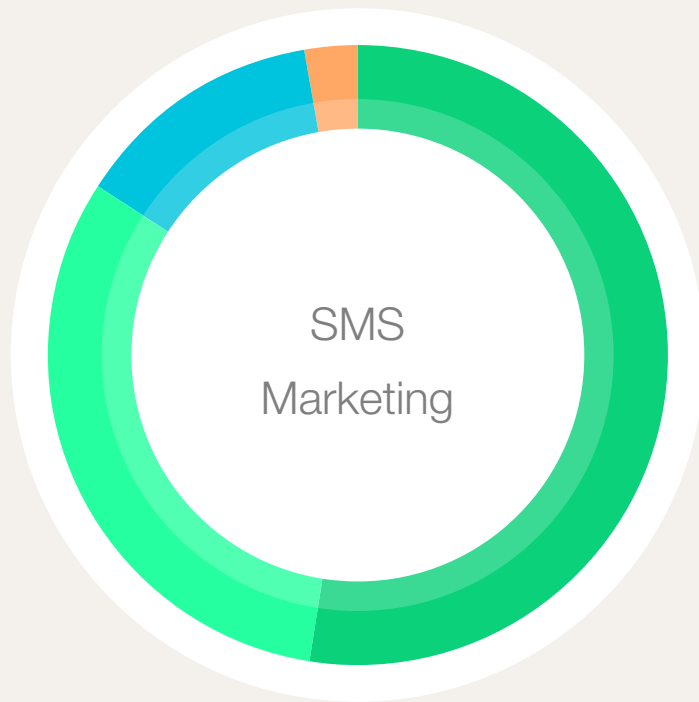


2

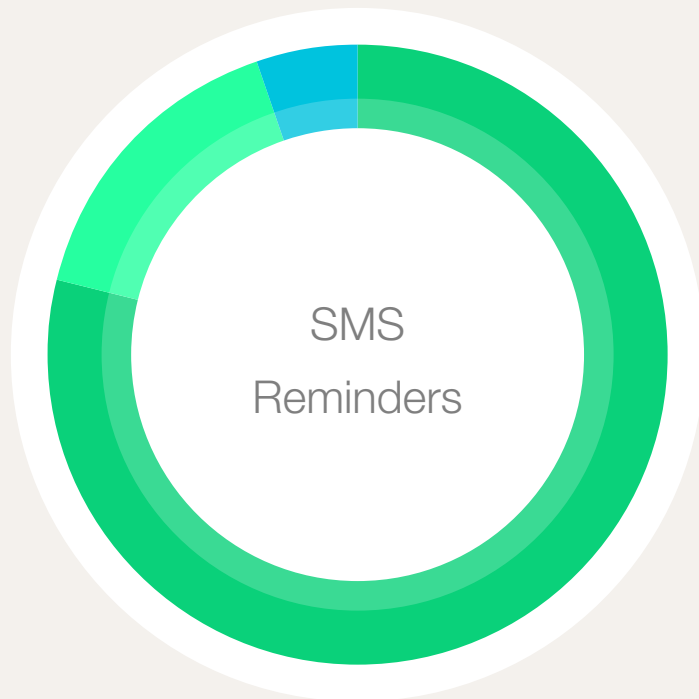
Which SMS service is the most effective for your business?



■ Under 10mins   
 ■ 10mins-20mins   
 ■ 20mins-30mins   
 ■ 30mins-1hr   
 ■ Over 1hr



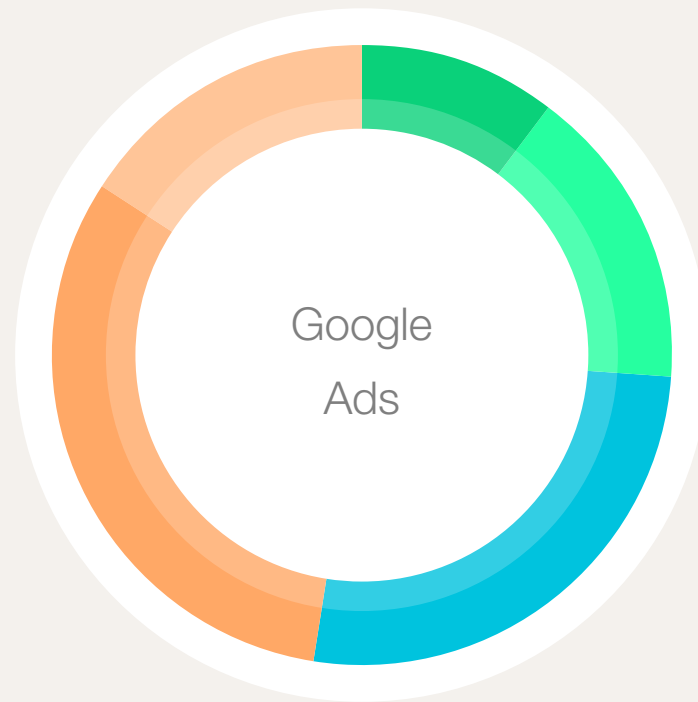
52.6% - Under 10mins  
 31.6% - 10mins-20mins  
 13.2% - 20-30mins  
 2.6% - 30mins-1hr  
 0% - Over 1hr



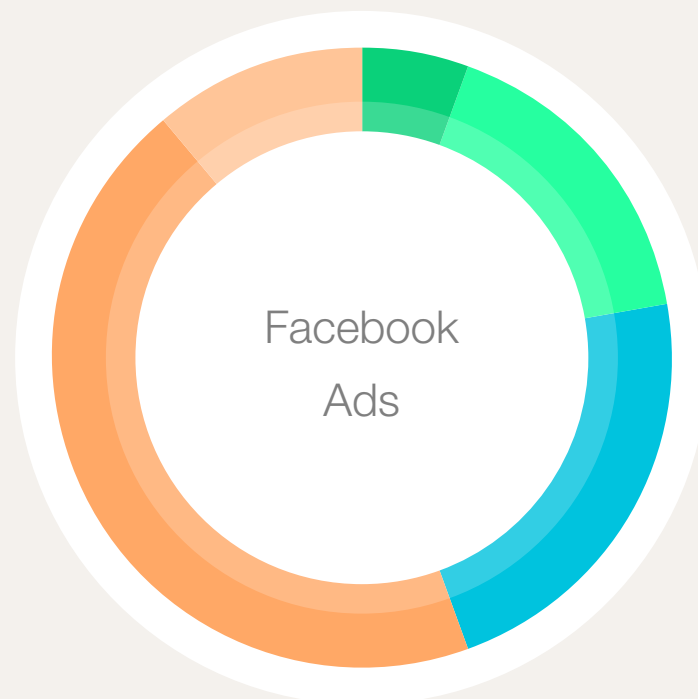
83.3% - Under 10mins  
 16.7% - 10mins-20mins  
 5.6% - 20-30mins  
 0% - 30mins-1hr  
 0% - Over 1hr

Under 10mins   10mins-20mins   20mins-30mins   30mins-1hr   Over 1hr

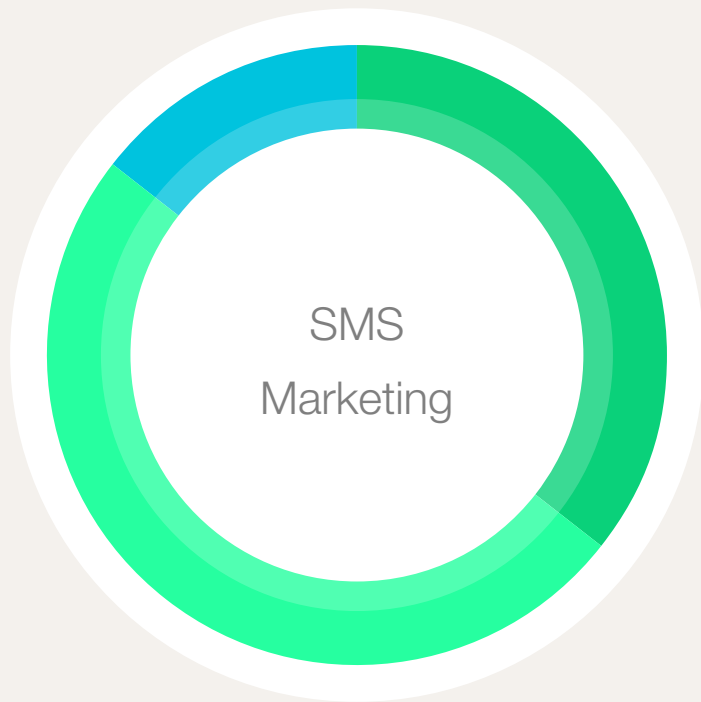
10.5% - Under 10mins  
15.8% - 10mins-20mins  
26.3% - 20-30mins  
31.6% - 30mins-1hr  
15.8% - Over 1hr



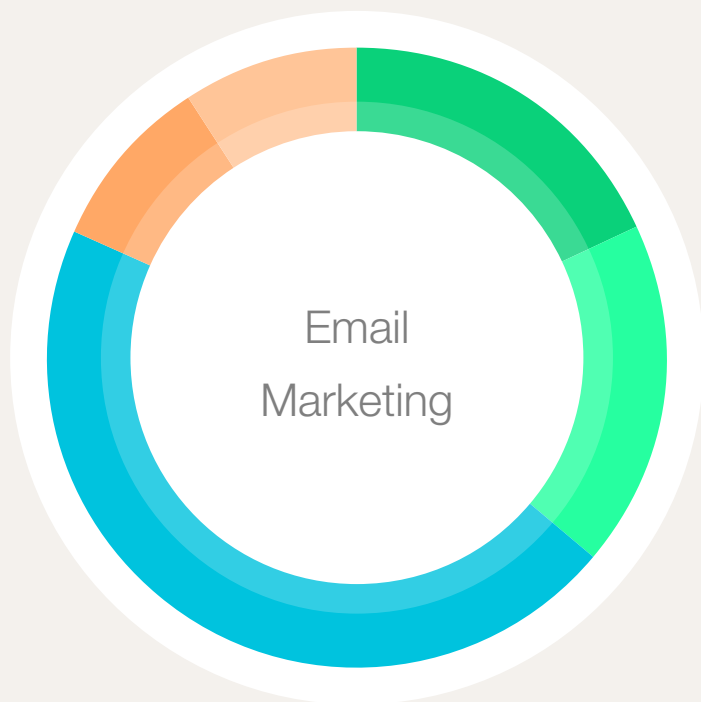
5.6% - Under 10mins  
16.7% - 10mins-20mins  
22.2% - 20-30mins  
44.4% - 30mins-1hr  
11.1% - Over 1hr



Excellent Great Okay Not Much No Value



37.5% - Excellent  
47.6% - Great  
14.9% - Okay  
0% - Not Much  
0% - No Value

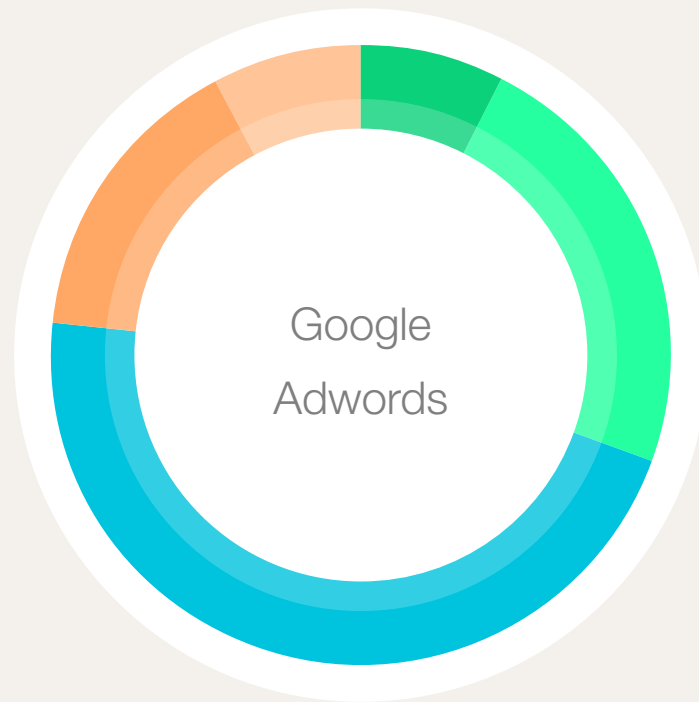


18.2% - Excellent  
17.1% - Great  
47.8% - Okay  
8.5% - Not Much  
8.5% - No Value

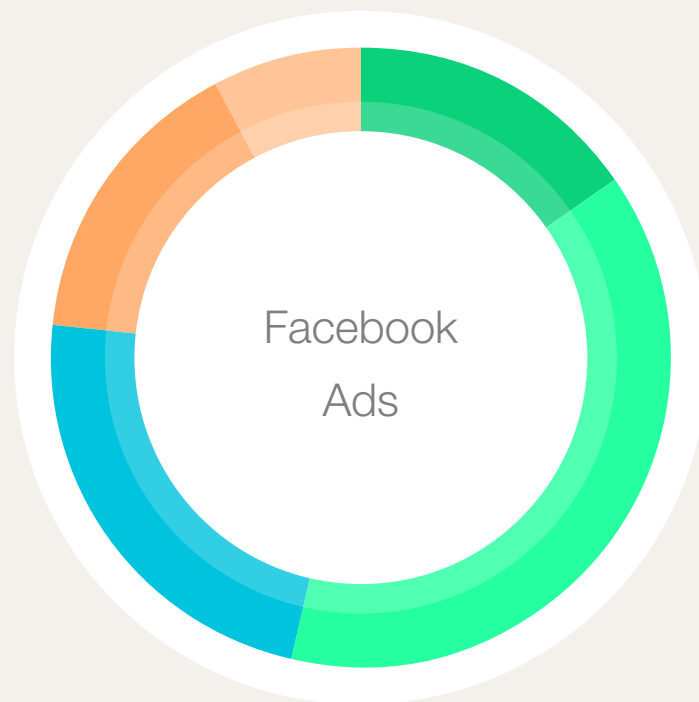


Excellent Great Okay Not Much No Value

6.6% - Excellent  
25.8% - Great  
45.9% - Okay  
15.3% - Not Much  
6.4% - No Value



16.3% - Excellent  
36.0% - Great  
26.7% - Okay  
14.7% - Not Much  
6.3% - No Value



---

# 08 Industry Trends

---

We predict that businesses will be more focused on streamlining their internal workflows in 2017. In order to increase efficiency, businesses need to automate repetitive tasks and to choose software tools based on compatible integration options. Automation for marketing purposes will also continue to be a driving force.



## Automation

---

The key to building the absolute most efficient process is by mastering the art of automation. When a business wants to improve their workflow, the first calculation they make involves time vs value. As your business grows, automation will be critical for managing repetitive tasks. This allows your employees to focus on more important tasks, which involve generating more opportunities for your business.

When it comes to marketing, the beauty behind automation is that it only gets better with time. Data is the *crème de la crème* of marketing. It's the fuel that you need to run personalised automation campaigns. Every business collects data, but in order to optimise the effectiveness – it needs to be regularly updated and stored in the right place.

## New Integrations

---

In order to truly be efficient, companies must find services which can be readily integrated into pre-existing processes. That's why we added over 500+ new integration options last year such as: Zendesk, Oracle Eloqua, Marketo, and many more through Zapier.

## Higher Volumes

---

On a company level, text message volumes have increased across the board. Businesses are sending more messages, because their clients are now expecting them as part of their daily lives. The culture behind texting has changed from: "That was nice of them to send me a reminder." to "Why didn't they send me a reminder?".

Technological advancements as a whole are great for the world, but clutter comes along with growing pains. Texting will continue to be relied on as an instant medium to help break the clutter. In order to accomplish this, businesses will continue to increase their SMS volumes.

---

## 09 Service Trends

---

Service trends change over time. According to our database, here were the 10 most popular SMS services from **2015-2016**.

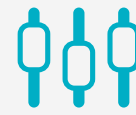
	2015	2016
1	SMS Marketing	SMS Marketing
2	SMS Reminders	Virtual Numbers
3	Web SMS	Web SMS
4	Virtual Numbers	SMS Reminders
5	Email to SMS	SMS API
6	Bulk SMS Gateway	SMS Alerts
7	SMS Alerts	Sales Automation
8	SMS Verifications	White Label Services
9	SMS Donations	Email to SMS
10	White Label Services	SMS Donations

## Key Findings



### SMS Marketing

As mobile sales continue to rise, it's no surprise that **SMS marketing** continues to be a catalyst. SMS marketing has a proven record for delivering results at a fast pace, which is the perfect recipe for any business.



### More Control

Customers want to do more with SMS. In order to unlock more features such as responses, keywords, and number consistency - you need a **virtual number**. A virtual number is essential for building a strong mobile brand.



### Active Developers

Text messaging is gaining traction in the development world. Developers want to integrate SMS into their applications, and are inquiring about new technical specifications through **SMS API services** at a high rate.



### Advanced Automation

Businesses are learning how to be more efficient by automating their campaigns. More impressively, **SMS automation** has not been advertised much within our platform, however it has been one of our top client requests for 2016.

# 11 Reporting Averages

We took 50 average sized campaigns from different clients and processed the average reported rates.

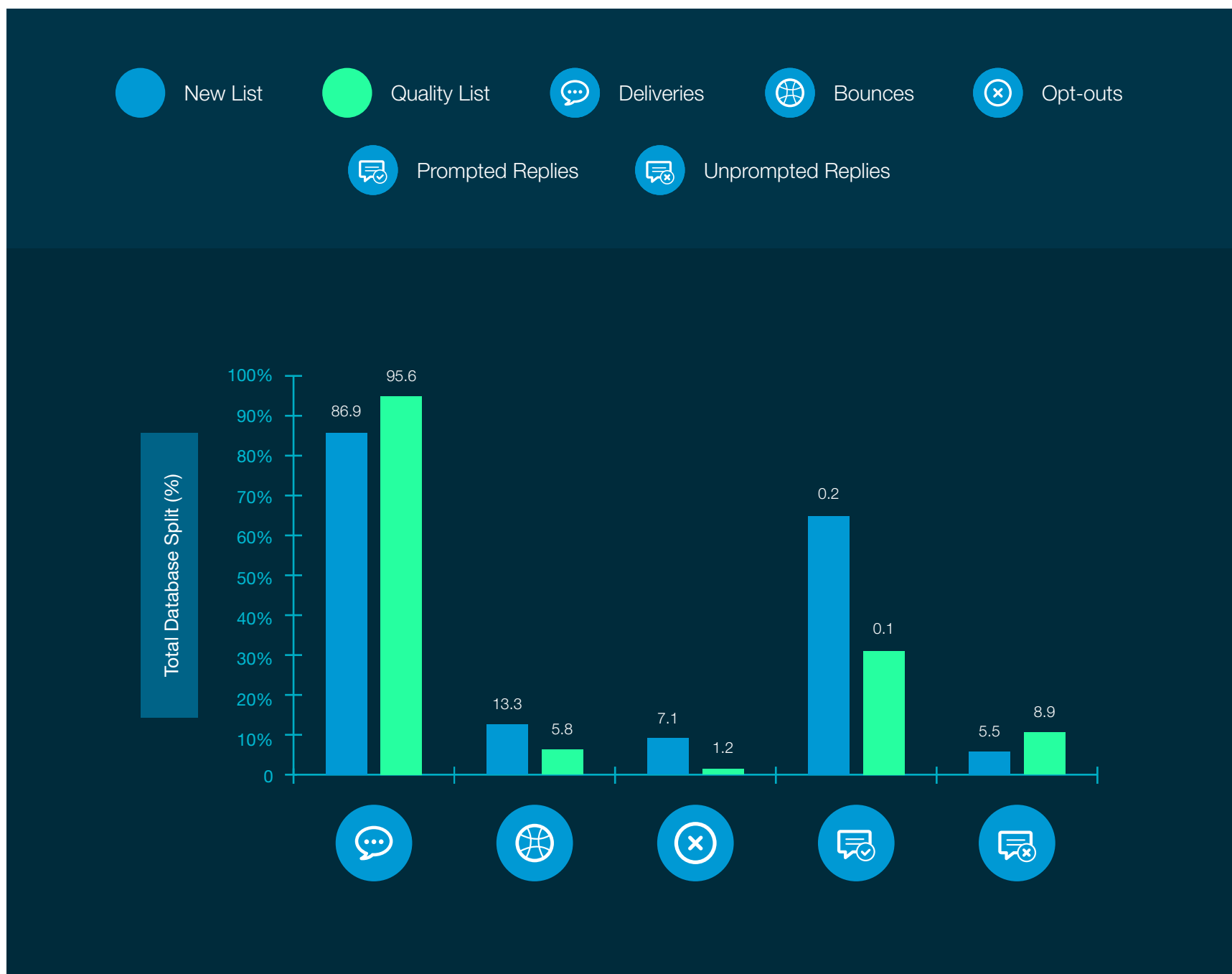
There are two contact list types that you should compare when measuring your campaign results:

## 1) New List

Defined as recipients which have not received text before, where the list has not been cleaned of invalid numbers

## 2) Quality List

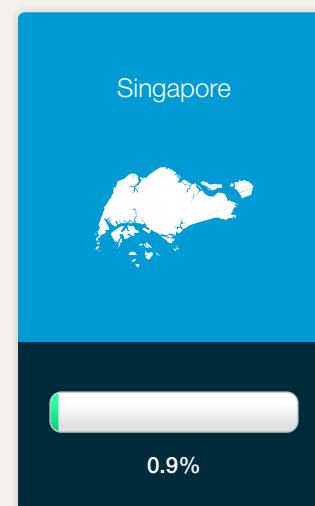
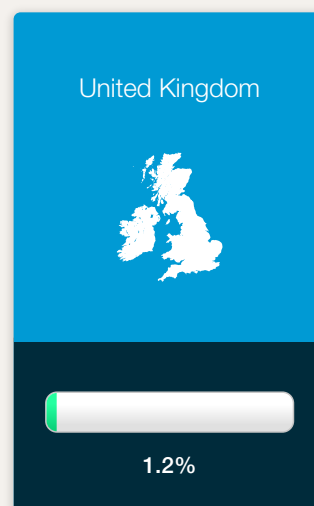
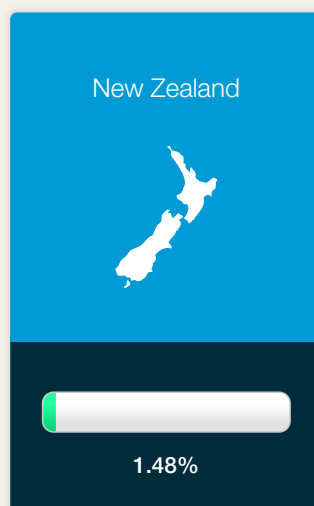
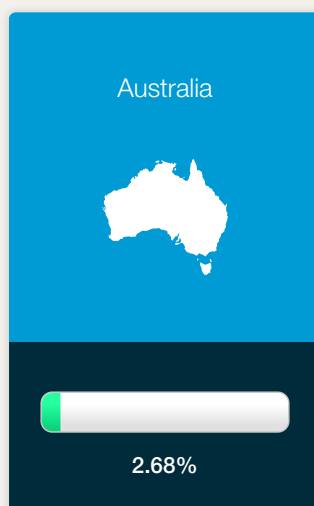
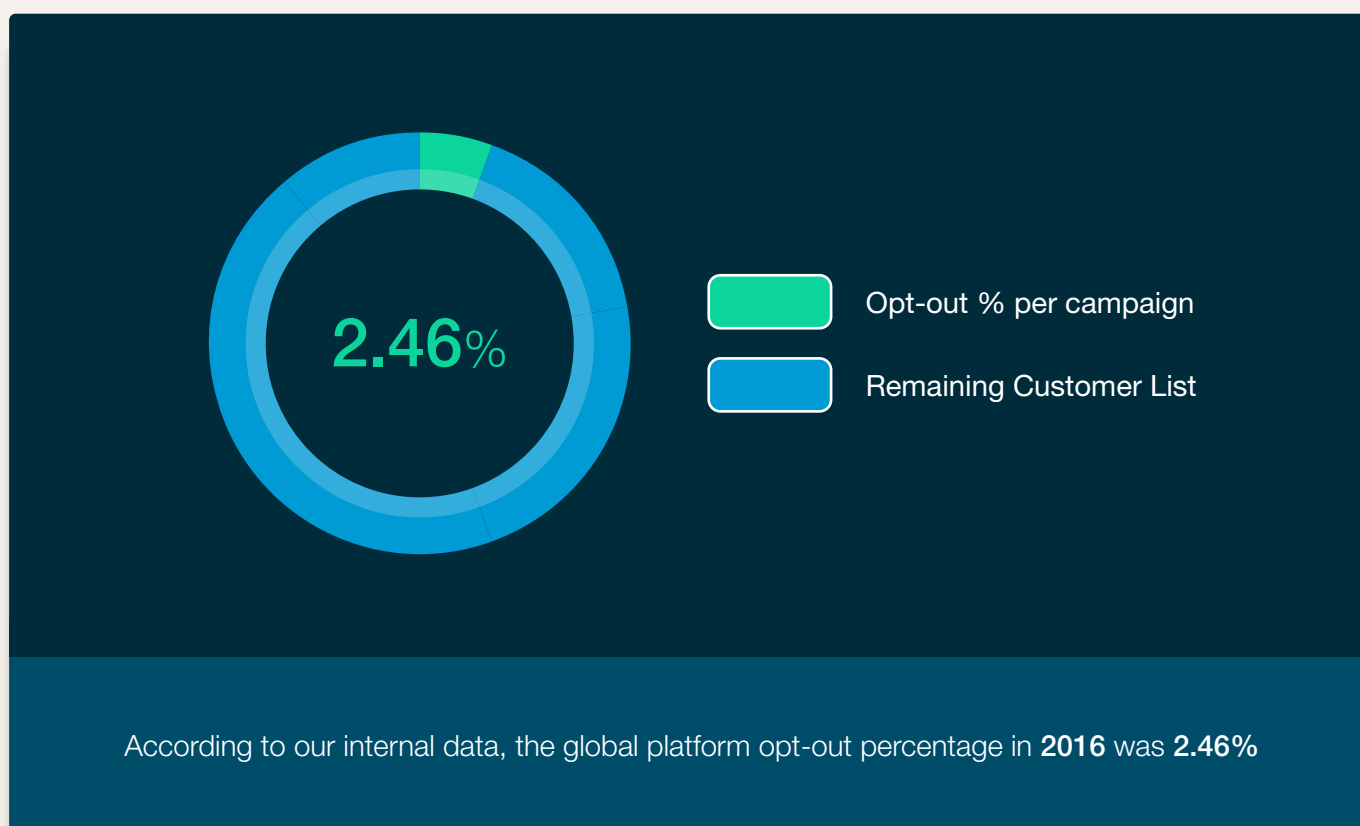
Defined as recipients which have received texts before, where the list has been cleaned of invalid numbers



# 12 Opt-out Benchmarks

Tracking clicks and keyword responses are great for measuring how well your SMS campaign is performing. However, it's also important to track your opt-outs. Simply put, clients will unsubscribe if they think your content is irrelevant. Measure how well your campaigns stack up against these opt-out averages for 2016, pulled directly from our global database.

## Global Platform Average





---

# 13 Top Resources

---

If you are looking for an edge to help enhance your SMS campaigns, look no further. According to our [SMS Marketing Blog](#), these were the 5 most popular SMS resources of 2016.

1

## SMS Ideabook



Learn how to implement SMS into your business with this collection of mobile concepts. Scroll through 14 of the most popular SMS services, featuring a visual example of how to use each one.



Read More

Reference: [blog.burstsms.com.au/blog/2016/10/05/get-inspiration-from-our-sms-ideabook](http://blog.burstsms.com.au/blog/2016/10/05/get-inspiration-from-our-sms-ideabook)

2

## SMS Templates



Launch your campaigns even faster with these quick-start SMS templates. Current templates include: sales, promotions, appointments, reminders, confirmations, customer retention, donations, fitness, and restaurants.



Read More

Reference: [blog.burstsms.com.au/templates](http://blog.burstsms.com.au/templates)

3

## Enable text messaging on 500+ apps using Zapier



Use Zapier to enable SMS services on your favourite apps such as MailChimp, Campaign Monitor, PayPal, Twitter, Google Calendar, Slack, HipChat, HubSpot, and more.



Read More

Reference: [blog.burstsms.com.au/blog/2016/3/7/zapier-sms-integration](http://blog.burstsms.com.au/blog/2016/3/7/zapier-sms-integration)

4

## SMS Character Counter



This tool is fantastic for anyone who uses special characters, symbols, UTF-8 encoding, or long format texts. If you exceed 160 characters, this app will tell you exactly where your cut off point is.

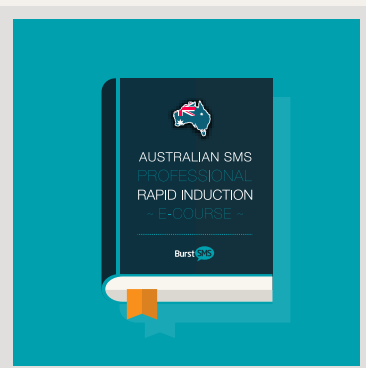


Read More

Reference: [blog.burstsms.com.au/blog/2016/11/25/best-way-to-count-special-characters-and-long-texts](http://blog.burstsms.com.au/blog/2016/11/25/best-way-to-count-special-characters-and-long-texts)

5

## Australian SMS Rapid Induction E-Course



Learn everything you need to know about implementing professional SMS solutions through this comprehensive E-Course. Get insight into how the Australian SMS industry functions from an insider's point of view.



Read More

Reference: [blog.burstsms.com.au/blog/2016/6/22/australian-sms-professional-rapid-induction-e-course](http://blog.burstsms.com.au/blog/2016/6/22/australian-sms-professional-rapid-induction-e-course)

---

# 15 Final Notes

---

Text messaging has continued to thrive in the business sector, under growing pressure from instant messaging and thousands of social mediums. It has evolved into a proven and reliable way to break clutter. Businesses want results fast, and texting allows them to reach their clients instantly at a low cost per contact. Based on statistics alone, it's safe to say that text messaging will continue to be an effective tool for marketers, business operations, and developers.

## Important Checklist

---

When it comes to choosing the right SMS provider, in addition to your custom wishlist – it's important that they offer the following services to help your campaigns succeed:

- Real-time Support**  
*(Ex: Live chat and local phone support for emergencies)*
- Real-time Reporting**  
*(Ex: Message deliveries and bounces)*
- 100% Delivery Guarantee**
- Personalisation, Keywords, and Auto-responder Options**
- Built-in URL Tracking**
- Message Scheduling**
- Compatible SMS Integrations**  
*(Ex: Decrease development hours by making sure your provider has readily available integrations with your current apps)*

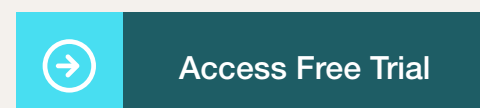
You should also look for a provider that gives you continuous strategic knowledge to help your campaigns improve over time.

## Get Started

---

We are Burst SMS, and we provide one of the most intuitive and feature-rich SMS services in the world. Whether you want to build a sophisticated SMS application, set-up reminders and confirmations, or have only 5mins to send a bulk message - we have a service that specifically caters to your needs. On top of this, **you can try us free for 14 days through our free trial.** There are no obligations, and you will be given full account access during this trial.

Simply click the link below to get started or head to: [go.burstsms.com/register](https://go.burstsms.com/register)



## Contact Us

---

**Phone:** 1300 012 014

**Support:** [support.burstsms.com](https://support.burstsms.com)

**Website:** [go.burstsms.com](https://go.burstsms.com)