

2017 - 2018

State of SMS



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Contents

01

Introduction

Predictions are just predictions at the end of the day, but looking back at 2017 - it actually went quite ..

02

Global Mobile Statistics

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

04

SMS vs Leading CPC's

Marketers, business professionals, and developers often overlook the effectiveness of SMS. If you break..

05

Industry Trends

We predict that hot topics for 2018 will involve smarter chatbots integrations, an increase in international SMS ..

06

Service Trends

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

10

Reporting Averages

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

11

Opt-out Benchmarks

See how your campaigns stack up against these opt-out averages for 2017, pulled directly from ..

12

Top Resources

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

15

Final Notes

Innovation was the theme of year for the messaging world. Keep a lookout in the future for text messages to be ..



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

Predictions are just predictions at the end of the day, but looking back at 2017 - it actually went quite scripted for the SMS industry. Major industry predictions for 2017 included: increased automation usage, more SMS integrations, more creative uses of SMS API's, and higher SMS volumes for businesses.

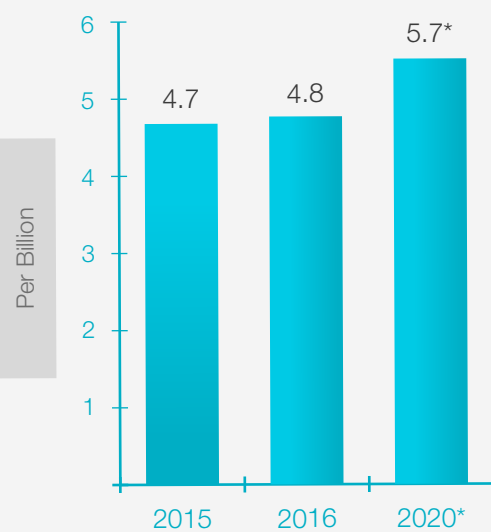
When it comes to automation, AI Chat Bots have blown up in popularity. So much so, that Google has implemented the ability to use them on their AdWords platform. As for SMS integrations, **client interest has gone up 118%**. It's now the 7th most searched service on the Burst platform, jumping up from 14th last year. Overall messaging volumes have also increased **107%**.

02 Global Mobile Statistics

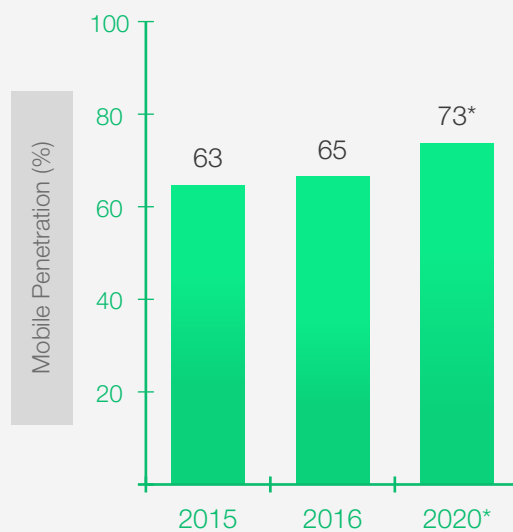
According to Deloitte, more than one third of consumers check their phones within 5 minutes of waking up in the morning. Individually, they check their phones **50+ times a day** on average. On an even more intriguing note, **1 out of every 3 consumers claim that they are paying for products through their smartphone**. This is why it was no surprise when mobile traffic exceeded desktop traffic for the first time during the holiday sales rush.

The Numbers

Unique Mobile Users



Mobile Penetration Rate



2017 Record breaking holiday sale figures

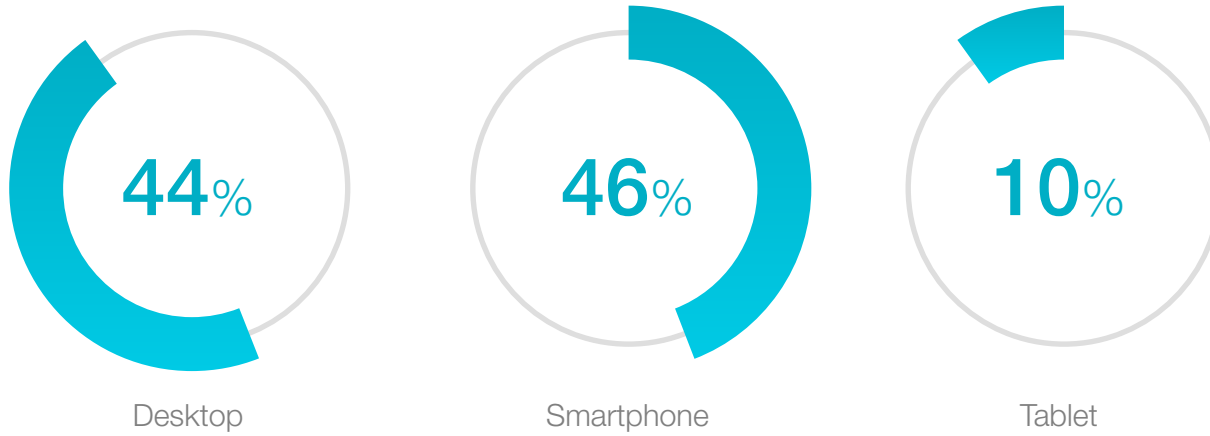
2.87 Billion
Thanksgiving Day

5.03 Billion
Black Friday

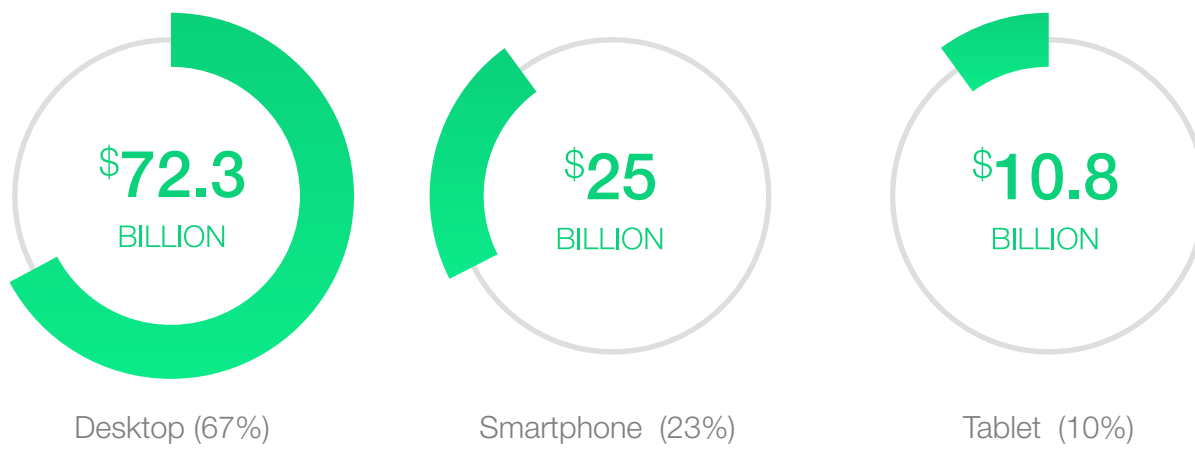
6.59 Billion
Cyber Monday

REF: GSMA (Updated Projections) · Adobe Digital Insights · Deloitte

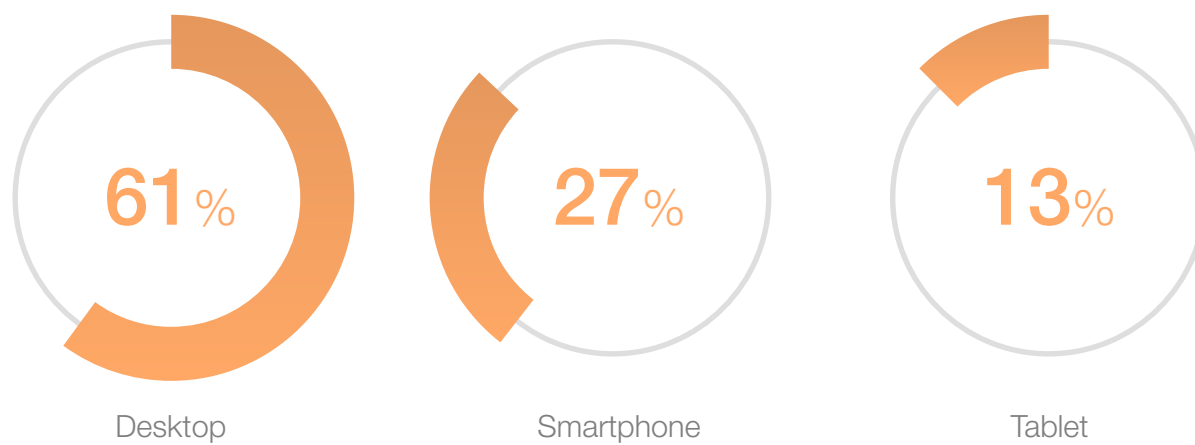
Holiday traffic by device



Share of holiday revenue by device



Share of purchases by device



04 SMS vs Leading CPC's

Marketers, business professionals, and developers often overlook the effectiveness of SMS. If you breakdown the CPS (cost per send) / CPC (cost per click) vs average CTR (click through rate), the results may surprise you. Here is a breakdown of how SMS stacks up against the competition:

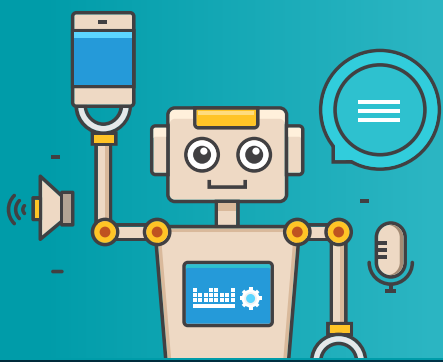
	Average CPS / CPC	Average CTR	Average Cost per 10,000 CPS / CPC
Burst SMS (CPS)	\$0.049-\$0.079	9.18%	\$490-\$790
Facebook (CPC)	\$1.72	0.90%	\$17,200
Google Adwords (CPC)	\$2.32	1.91%	\$23,200
Google Display Network (CPC)	\$0.58	0.35%	\$5,800
Instagram (CPC)	\$1.94	0.99%	\$19,400
Linkedin (CPC)	\$6.50	0.021%	\$65,000
Twitter (CPC)	\$0.80	2%	\$8,000

CPS = Cost per send • CPS = Cost per send • CTR = Click through rate

REF: Adstage · Linkedin · Wordstream

05 Industry Trends

We predict that hot topics for 2018 will involve smarter AI chatbots integrations, an increase in international SMS enquiries, and continual growth of global RCS compatibility.



AI Chatbots

As we dive into 2018, **chatbots** will be more prevalent in our lives. The beauty about AI chatbot progression is how intelligent these bots have become. Companies are learning how to use these bots in a more human way.

Businesses are finding the perfect recipe for how they want their chatbots to interact with customers. These bots can now have personas. They can be programmed to carry on basic banter, or to sort and forward more complex enquiries to the right department.

Chatbots will make your process more efficient. They can handle more repetitive enquiries, thus freeing up your team to time to handle more high-level tasks. This decreases your response time, which will in turn improve your customer experience.

RCS Progression

Rich Communication Services (RCS) has steadily expanded its global presence. According to GSMA, as of January 2018 - **50 operators in 27 countries** have launched RCS. This includes powerhouse operators such as **Vodafone, Telstra, China Mobile, AT&T, T-Mobile, Rogers, Orange, Singtel, MTS, and Telenor.** GSMA is forecasting an additional 40 new operators in 30 countries for 2018.

International SMS

Clients are enquiring more about sending messages internationally. Services such as **Burst SMS** can send messages to **30+ countries including: Australia, New Zealand, Singapore, Hong Kong, UK, USA, Canada, China, Germany,** and more.

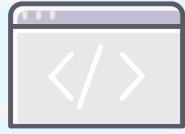
Through **UTF-8 characters**, you're also able to send messages in **650+ different languages.** Popular UTF-8 compatible languages include: **Chinese, Hindi, Spanish, French, Arabic, Portuguese, Russian, Japanese, Vietnamese,** and **Korean.**

06 Service Trends

Businesses are getting more comfortable with SMS. So much so, that they are ready to use it for its more advanced features. The largest trending service leaps were for **SMS API**, **SMS Integrations**, and **Receive SMS (2 Way SMS)**.

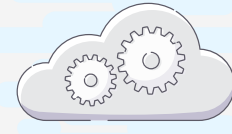
	2015	2016	2017
1	SMS Marketing	SMS Marketing	Virtual Numbers
2	SMS Reminders	Virtual Numbers	SMS API
3	Web SMS	Web SMS	SMS Marketing
4	Virtual Numbers	SMS Reminders	Web SMS Service
5	Email to SMS	SMS API	Receive SMS
6	Bulk SMS Gateway	SMS Alerts	White Label Services
7	SMS Alerts	Sales Automation	SMS Integrations
8	SMS Verifications	White Label Services	Email to SMS
9	SMS Donations	Email to SMS	SMS Reminders
10	White Label Services	SMS Donations	SMS Automation

Key Findings



SMS API

In 2016, developers were just enquiring about advanced SMS API solutions. In 2017, they were physically implementing them. This is where it gets fun, and this is why you're seeing more interactive SMS campaigns than ever before.



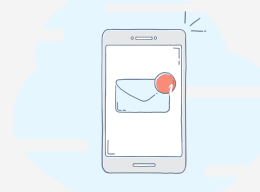
SMS Integrations

This wasn't even on the board last year. Just to get a grasp on how relevant SMS integrations are now, according to Burst SMS analytics - **SMS integrations jumped 118% in active pageviews** from just last year alone.



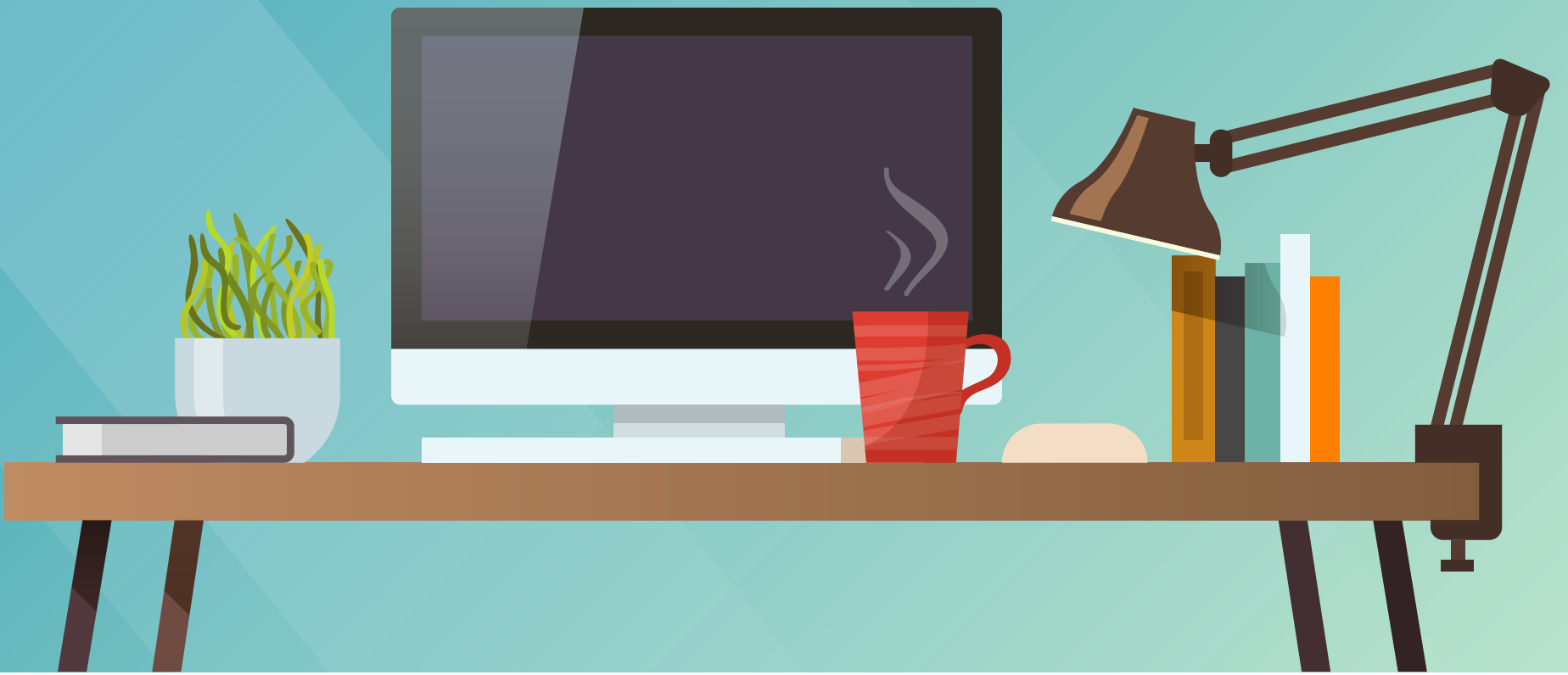
Receive SMS

Customer service was the name of the game in 2017. That's why businesses wanted to up their **2 way SMS** game. As Chatbots continue to rise in popularity, more businesses will want naturally to jump on board with this more automated approach.



Email to SMS

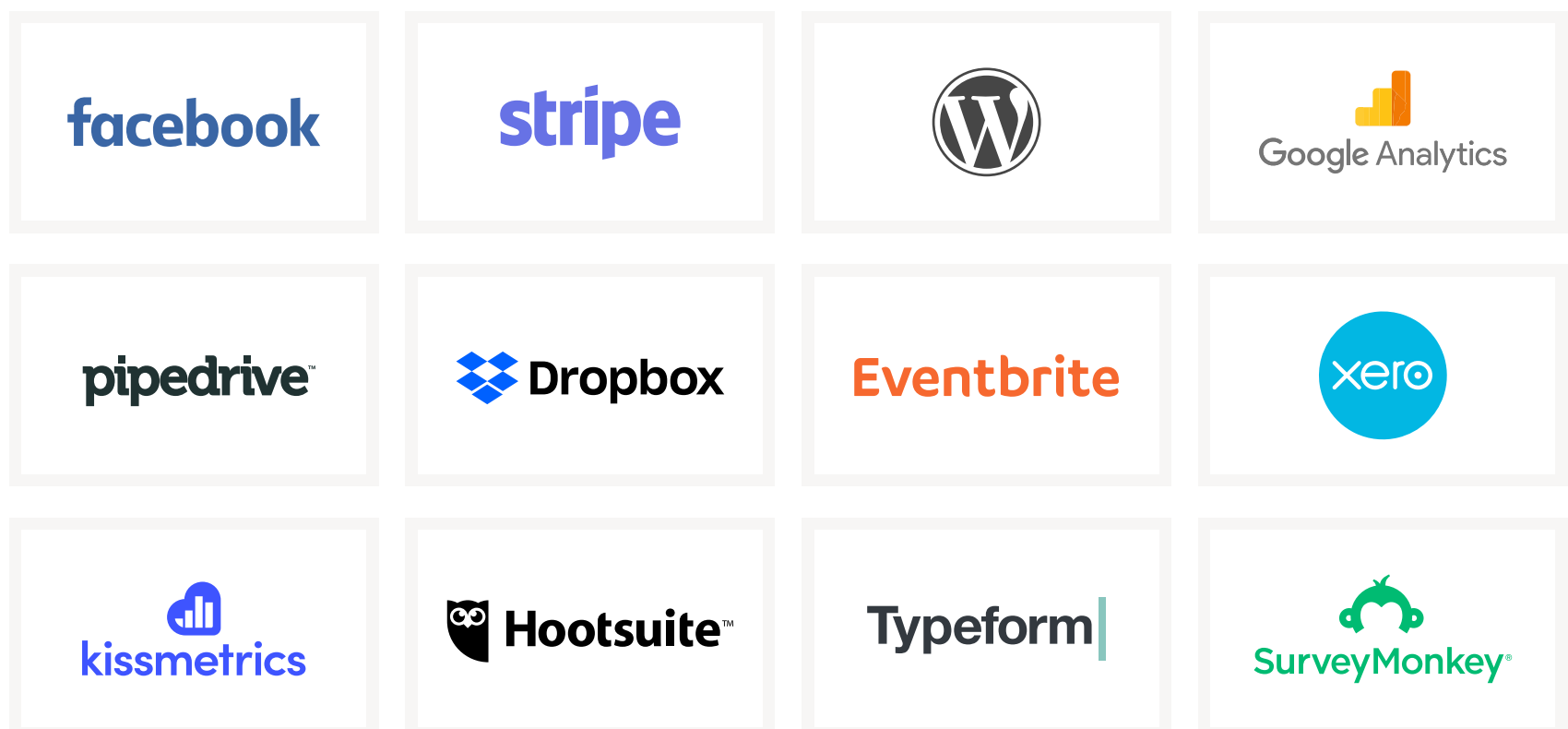
On a surprising note, email continues to truck away in an upwards position. There was a significant increase in email to SMS enquiries in 2017. Many customers also claimed that a lack of email as an integration feature was a deal breaker.



While we're on the topic of SMS Integrations, **Zapier** (a quick and easy to use web integration service), has **increased their web integrations from 500 to 1000 in 2018**. This gives platforms such as Burst SMS the ability to double its reach, allowing you to send and receive messages, or update your database with ease through your favourite applications.

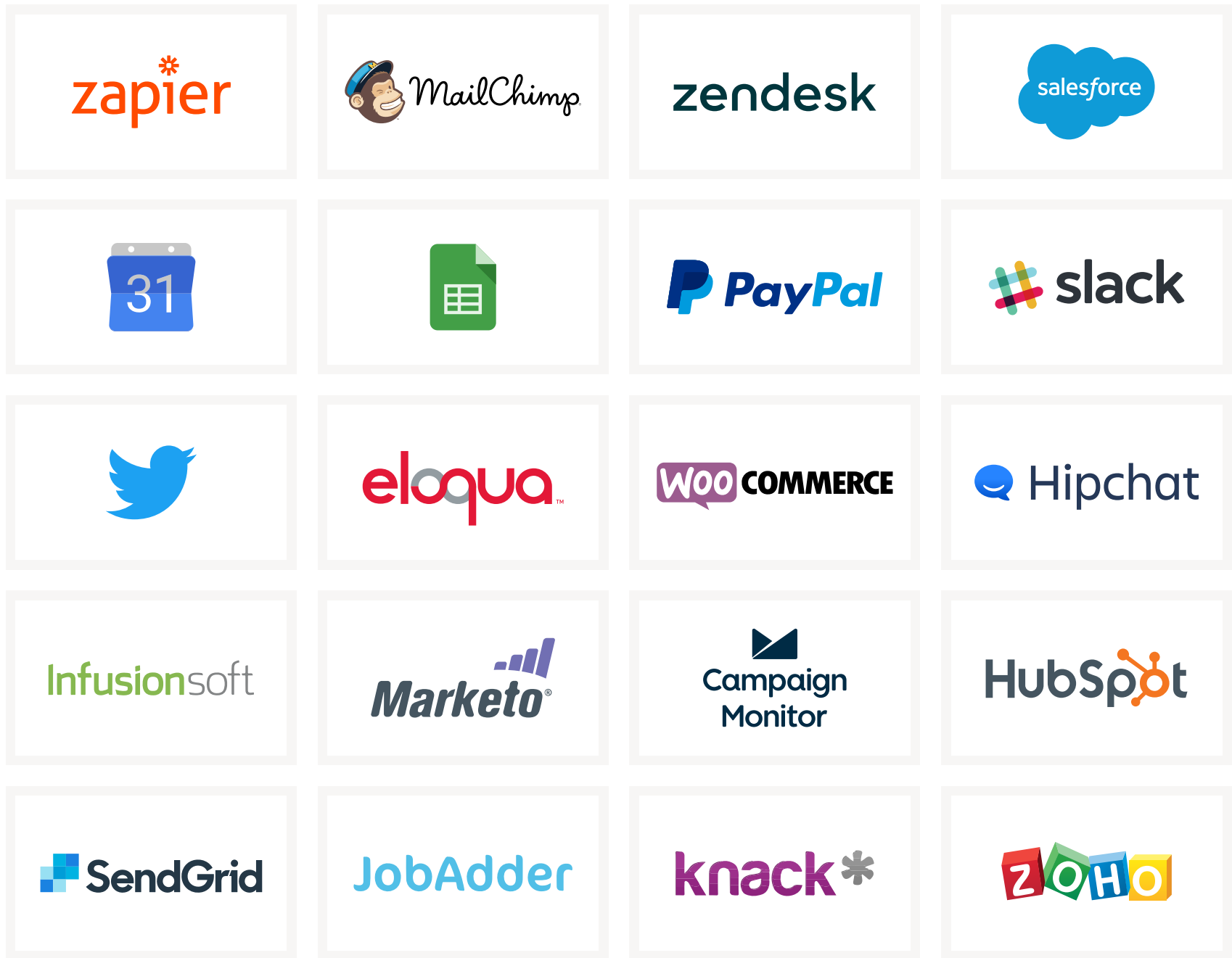
New Zapier Integrations

These were the most popular new Zapier integration additions for 2018



Popular Integrations

These were the most popular direct SMS + Zapier integrations for 2017



Direct Integrations

Total Integrations: 8

View Full List:

burstsms.com.au/sms-integrations



View Full List

Zapier Integrations

Total Integrations: 1,000

View Full List:

zapier.com/apps/burst-sms/integrations



View Full List

10 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

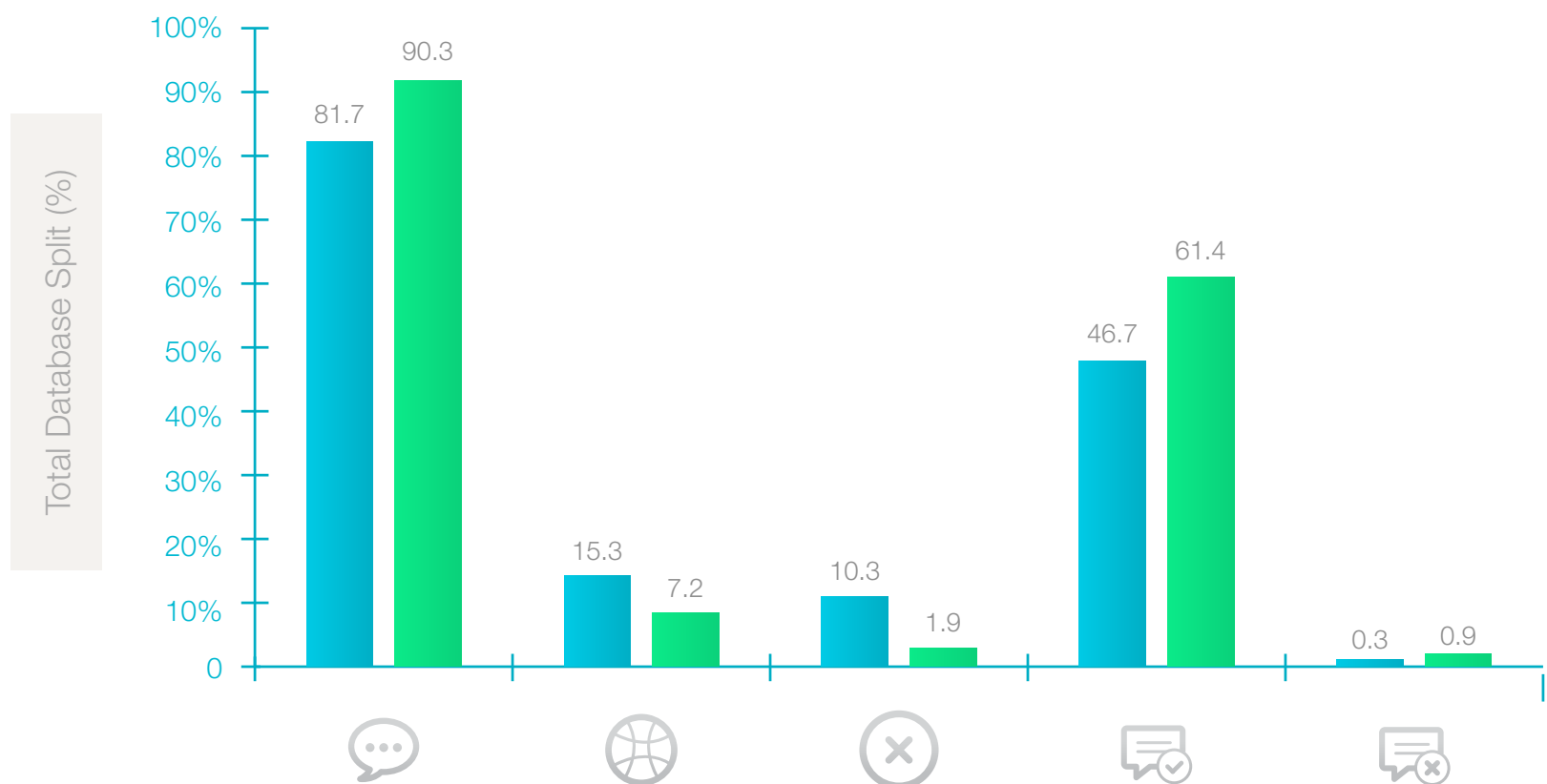
2) Quality List

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


It's important to note that these numbers will fluctuate depending on your campaign type.

For Example: Confirmation and reminders have a much higher delivery and reply rate, and a lower bounce and opt-out rate. In the future, we will split these campaign types up for a more in-depth look.

New List vs Quality List





 New List


 Quality List

 Deliveries

 Bounces

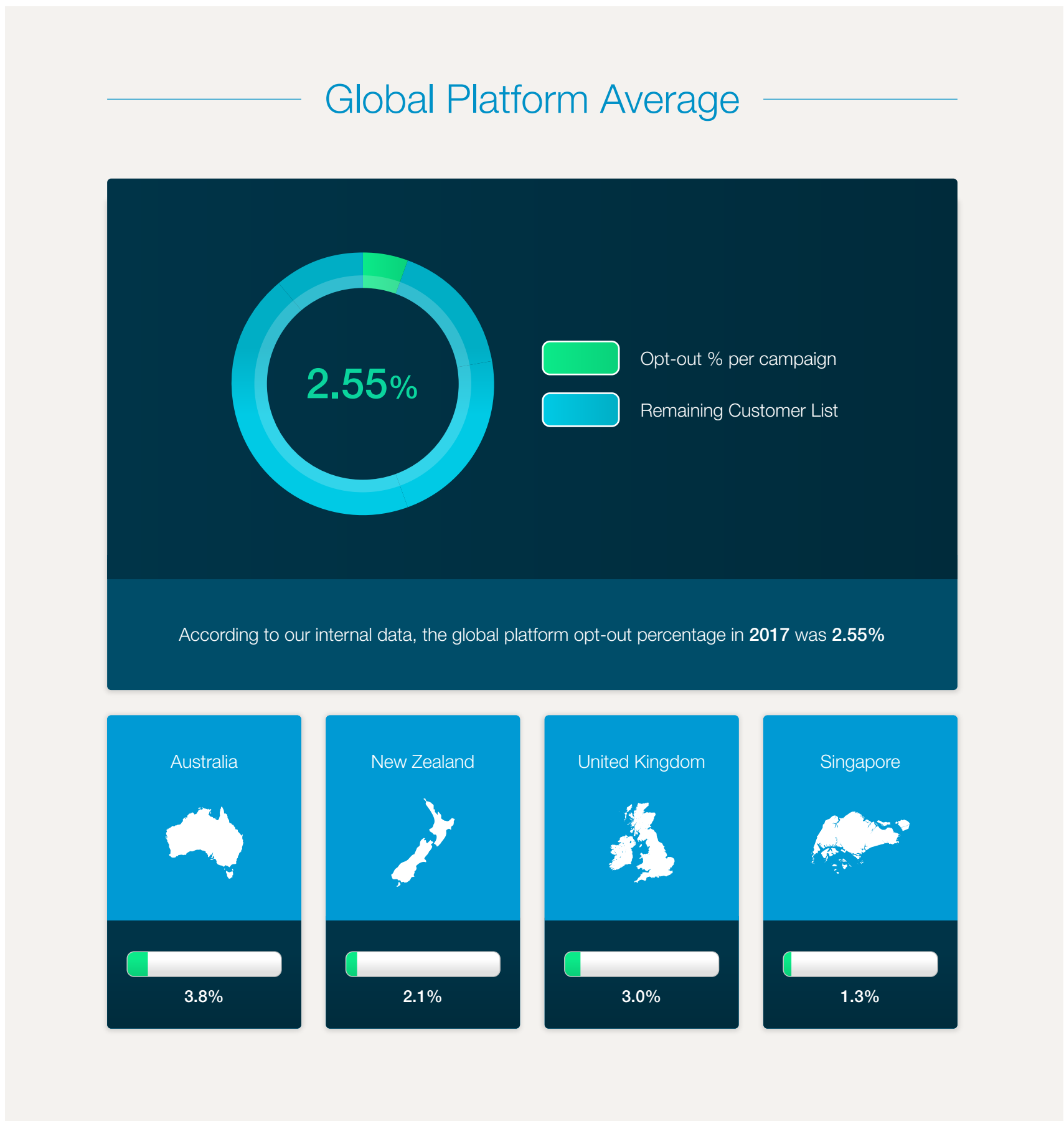
 Opt-outs

 Prompted Replies

 Unprompted Replies

11 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 2017, pulled directly from our global database.



12 Top Resources

If you are looking for an edge to help enhance your SMS campaigns, look no further.

According to the [Burst SMS Marketing Blog](#), these were the 10 most popular SMS resources of 2017.

1



Master List of Unicode Emojis for Businesses

A picture says a thousand words, and an emoji sets the tone for how you want your message to be perceived. Currently, there are over 1800+ unique emojis - not including additional colour variations.



Read More

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/5/25/master-list-of-unicode-emojis-for-businesses>

2



The Complete Beginner's Guide to SMS Marketing

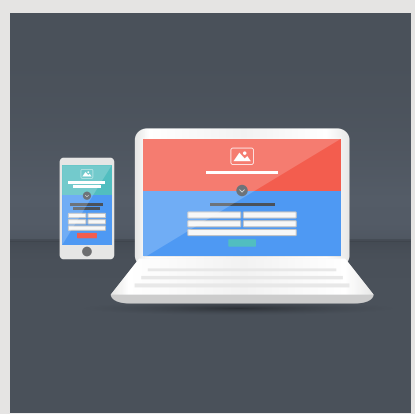
The Complete Beginner's SMS Marketing Guide is designed for beginners who have little or no experience with SMS campaigns. In this five part guide, you will learn about: 1) SMS, MMS, virtual numbers, and shortcodes 2) How ..



Read More

Reference: <https://blog.burstsms.com.au/the-complete-beginners-guide-to-sms-marketing>

3



Your guide to designing conversion optimised landing pages [Part 1/2]

Landing pages are so important, but they often get overshadowed by everything else in the marketing process. Oftentimes, I see amazing marketing campaigns with questionable landing pages.



Read More

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/3/1/guide-to-designing-conversion-optimised-landing-pages>

4



A look into a new target audience - Netflix subscribers

Many popular brands and services are gaining loyal followers, which are developing into large and dependable target audiences. Netflix for example has not only become a verb, but it's now a noun. It describes a very specific group of ..


[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/4/5/a-look-into-a-new-target-audience-netflix-subscribers>

5



Global Ecommerce Conversion Rate Benchmarks

Monetate recently published their quarterly Ecommerce report, measuring conversion percentages and overall sales from 2015-2016. They discovered that when it came down to customer retention, an alarming 78% of consumers would only ..


[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/4/10/global-ecommerce-conversion-rate-benchmarks>

6



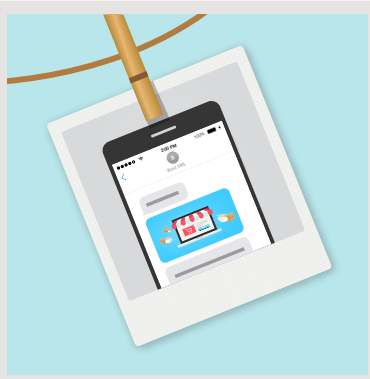
21 Industry verticals tailored towards your business

If you are thinking about applying SMS to your business, or if you simply want for more ideas on what else you can do - then is for you. We just released 21 verticals with recommended SMS solutions and case studies tailored towards each ..


[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/5/5/industry-verticals-for-your-business>

7



The mystery behind MMS vs SMS marketing

Multimedia Messaging Services (MMS) is something we receive quite a few questions about. Although it's a simple concept, there are a few things you need to understand before sending one.


[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/6/12/mms-vs-sms-everything-you-need-to-know>

8



Here's how 10 brands are integrating SMS marketing into their businesses

The benefits of SMS marketing are clear, however as a marketer the tricky bit is figuring out how the logistics may work.



[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/8/29/heres-how-10-businesses-are-integrating-sms-marketing-into-their-brands>

9



20 Highlights from Meeker's Tech State of the Union Report

We went through all 355 slides, and picked 20 highlights that we thought you should know. If you're interested in the full report, click here to see it.



[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/6/2/20-highlights-from-the-meekers-tech-state-of-the-union>

10



10 Free super helpful marketing tools and tips

I don't know about you, but I love the word free. I know a good deal when I see one. So, here are 10 helpful marketing tools and tips that are free for you to indulge in whenever you please.



[Read More](#)

Reference: <https://blog.burstsms.com.au/sms-marketing/2017/2/6/sms-templates-ecommerce-user-experience-edition>

15 Final Notes

Innovation was the theme of year for the messaging world. Rich Communication Services (RCS) gained steady growth within the world's biggest telcos. Businesses are building more intelligent chatbots to help their daily processes. Social business messaging has also taken a leap, and is now readily available on major platforms such as Facebook, Adwords, and Whatsapp. Keep a lookout in the future for text messages to be integrated within these social platforms as well.

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:

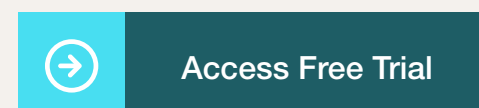
- Real-time Support**
(Ex: Live chat and local phone support for emergencies)
- Real-time Reporting**
(Ex: Message deliveries and bounces)
- 100% Delivery Guarantee**
- Personalisation, Keywords, and Auto-responder Options**
- Built-in URL Tracking**
- Message Scheduling**
- Compatible SMS Integrations**
(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



Contact Us

Phone: 1300 012 014
Support: support.burstsms.com
Website: go.burstsms.com