

2018 - 2019

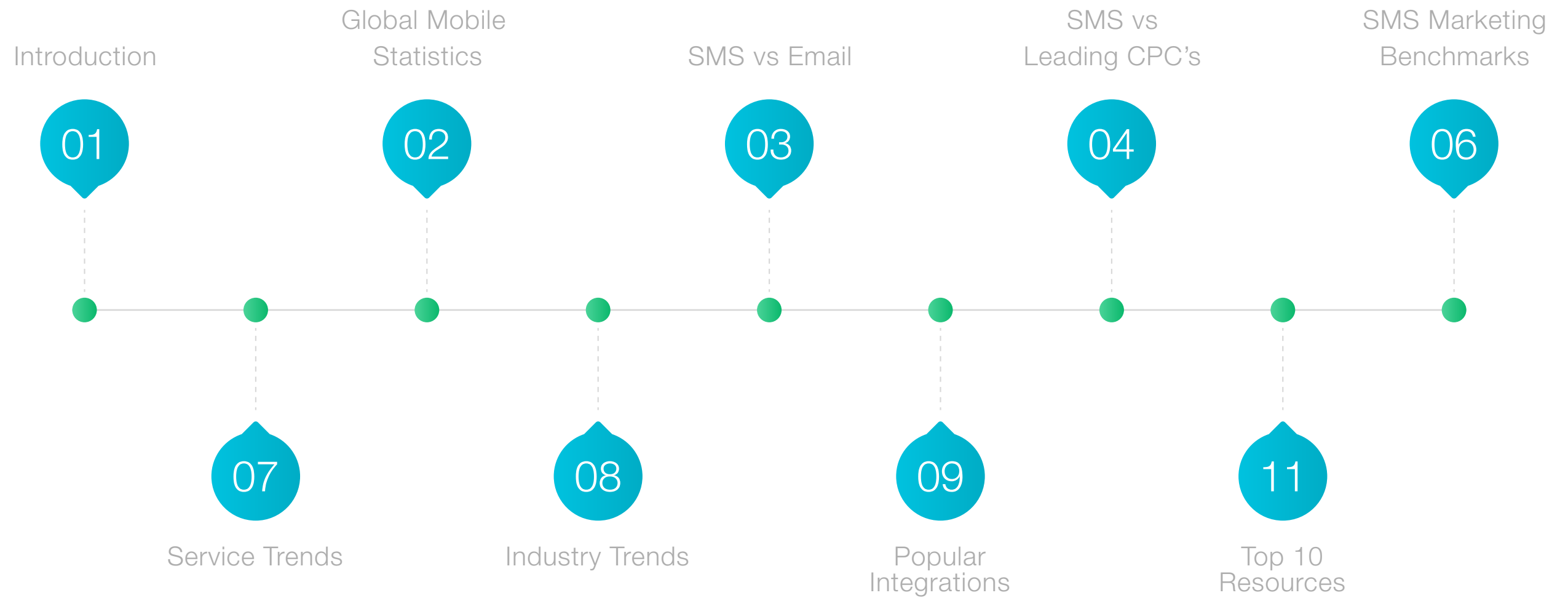
State of SMS

4th annual edition of the most insightful industry trends, benchmarks, and mobile statistics

Presented by:



The Goods



01 Introduction

State of SMS

Welcome to our fourth annual edition of the State of SMS. Change was the name of the game in 2018, especially when it came to data protection. It was a year headlined with global groundbreaking events such as the **GDPR** in Europe, Facebook's public data debacle, the dramatic **Android Messenger and RCS UI redesign** (material design), **Apple's rumoured RCS support via GSMA**, Google's new permission restrictions within Android apps, and the FCC's new text message classification for the American market.

It was a wake-up call to businesses who thought they had their bases covered when asking for a long list of permissions before a user could access their service. The irony behind this is that one of our most popular articles last year was titled: "Humans have shorter attention spans than goldfish." Most people just don't read the fine print before signing off anymore.

There is a clear disconnect between businesses and consumers. This is where SMS can help reconnect businesses with their customers.

Who are we?

Burst SMS is a global online messaging platform, delivering messages since 2008. We specialise in helping businesses communicate with their customers via SMS with simple yet highly intuitive messaging 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.



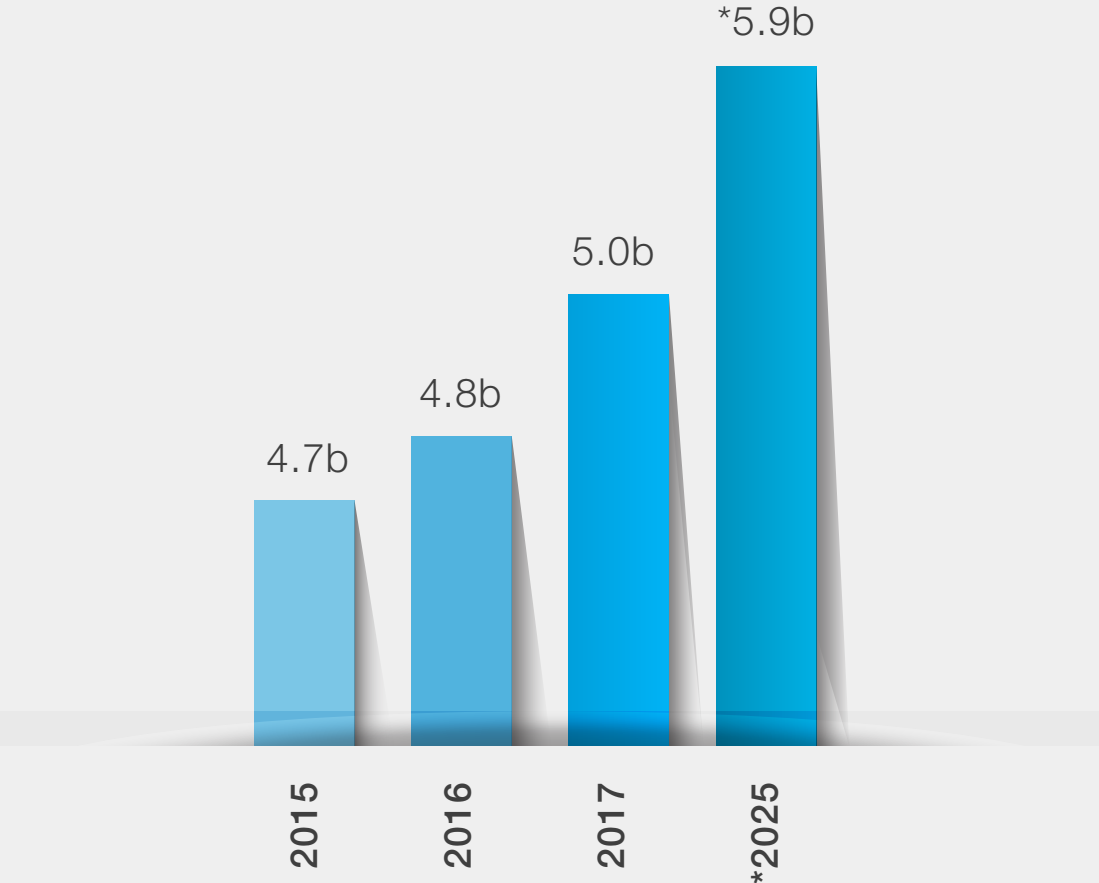
Ref: Business Insider, Europa, GSMA, Statista, and Mobile Syrup

02 Global Mobile Statistics



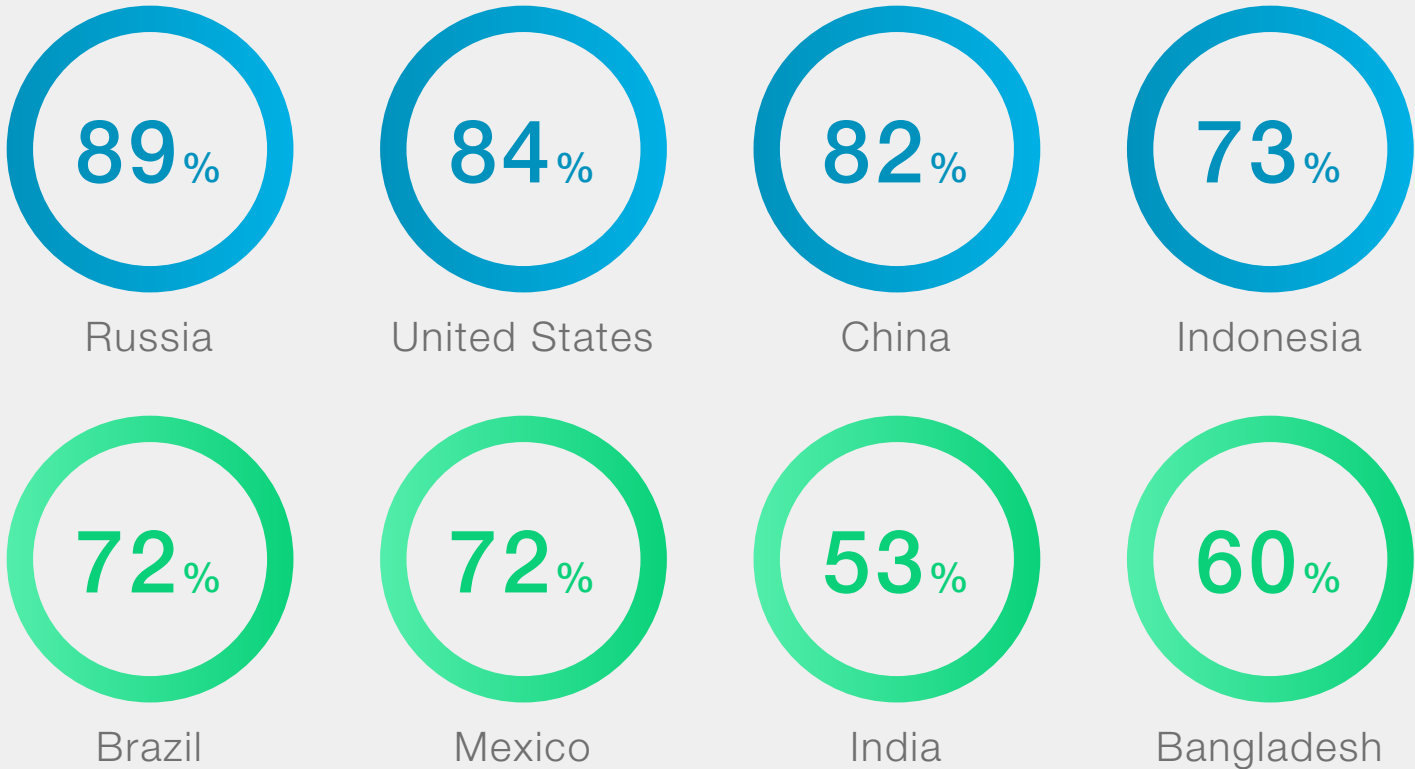
According to GSMA, the global mobile penetration reached a new **5 billion unique subscriber milestone**, up from 4.8 billion in 2016. This puts 2025 at an estimated growth pace of 5.9 billion subscribers.

Unique Mobile Subscribers



Mobile Penetration

The 8 highest unique mobile subscriber penetration rates as per the most populated countries



*Ref: GSMA, Statista

03 SMS vs Email



We believe that SMS and email should be used to compliment each other strategically. That's why Email to SMS is so popular. Oftentimes however, users ask how SMS performs when directly compared to email. These are our findings.

SMS vs Email

CPS = Cost per send | CTR = Click-through rate

	CTR	Open Rate	Reach Time	Opt-outs	Complaints	CPS
SMS	9.97%	98%	3mins	2.21%	0.21%	1.6¢-7.9¢*
Email	2.43%	20.81%	47mins	0.28%	0.37%	1¢-3¢*

Elements of Control:

In order to accurately compare email and SMS pricing, the above CPS price is based off a prepaid pricing model.
1) SMS CPS - Pricing varies dependant on country (Eg: US: 1.6¢-4.9¢, AU: 4.9¢-7.9¢, UK: 1.9p-2.5p, SG: 4.9¢)
2) Email CPS - Pricing based off MailChimp's publicly listed pay-per-use pricing structure

*Ref: Transmit SMS, MailChimp Email Marketing Benchmarks

04 SMS vs Leading CPC's



Businesses are always looking for the best bang for their buck. That's how SMS has stood the test of time. It's the most efficient marketing tool you can use from a performance, flexibility, convenience, and cost perspective.

Performance is usually measured by comparing **CPS** or **CPC** vs **CTR**. Although email as a marketing tool is the most comparable to SMS, let's have a look at how some of the most popular CPC tools compare with the humble text message.

	Average CPS/CPC	Average CTR	Average cost per 10,000 CPS/CPC
SMS (CPS)	\$0.069	9.97%	\$690
Facebook (CPC)	\$0.42	1.54%	\$4,200
Twitter (CPC)	\$0.51	1.22%	\$5,100
Facebook Messenger (CPC)	\$0.88	0.61%	\$8,800
Instagram (CPC)	\$1.07	0.18%	\$10,700
YouTube (CPC)	\$3.46	0.32%	\$34,600
LinkedIn (CPC)	\$4.28	0.18%	\$42,800

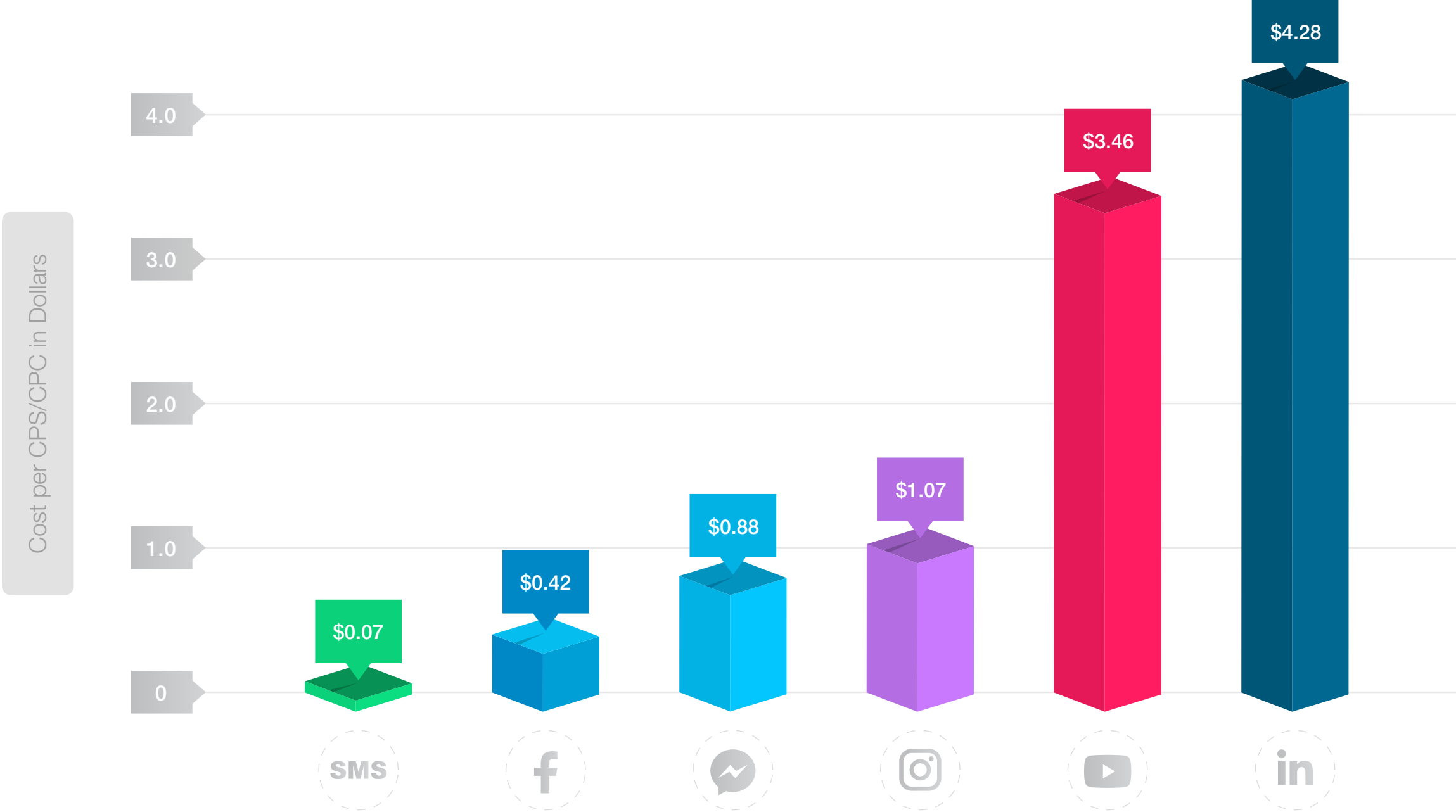
CPS = Cost per send (SMS) · **CPC** = Cost per Click
CTR = Click-through rate

*Ref: Adobe, Adstage, Business Insider, CNBC, Amazon, HubSpot, Digital Commerce 360

05 SMS vs Leading CPC's

CPS vs CPC

CPS = Cost per send (SMS) | CPC = Cost per click



*Ref: Adobe, Adstage, Business Insider, CNBC, Amazon, HubSpot, Digital Commerce 360

06 SMS Marketing Benchmarks



When it comes to CPC campaigns, clicks hold more value over impressions. The same can be said for SMS and emails. Clicks are valued more than open rates.

For this first iteration of SMS marketing benchmarks, you will find global averages along with a breakdown of 9 key industries. We have highlighted two important comparison points:

- 1) **SMS vs Email click rates**
- 2) **Standard vs URL opt-outs**

	SMS Click Rate	Email Click Rate	Standard SMS Opt-outs	URL SMS Opt-outs
Global Average	9.97%	2.43%	2.69%	1.73%
Education	10.20%	2.48%	0.85%	0.81%
Events & Entertainment	15.12%	2.19%	1.90%	1.46%
Financial	13.01%	2.59%	1.13%	2.33%
Health & Fitness	6.80%	2.18%	4.6%	1.78%
Retail	7.92%	2.24%	2.62%	1.53%
Restaurants	10.60%	1.06%	3.70%	1.6%
Recruitment	13.39%	1.81%	1.42%	n/a
Tourism	11.1%	2.00%	1.06%	0.97%

Elements of Control:

- 1) Volume: Campaigns measured were larger than 500 SMS.
- 2) SMS click rates measured via Burst SMS URL tracking
- 3) Standard opt-outs defined as: opt-out reply STOP
- 4) List Quality: First-time send campaigns were excluded.

*REF: Transmit SMS Database, MailChimp Email Marketing Benchmarks

07 Service Trends

Service Trends from 2016-2018

	2016	2017	2018
1	SMS marketing	Virtual Numbers	Virtual Numbers
2	Virtual Numbers	SMS API	SMS API
3	Web SMS	SMS Marketing	Receive SMS
4	SMS Reminders	SMS Reminders	SMS Marketing
5	SMS API	Receive SMS	White Label Services
6	SMS Alerts	White Label Services	Multimedia Messaging Service
7	Sales Automation	SMS Integrations	SMS Integrations
8	White Label Services	Email to SMS	SMS Reminders
9	Email to SMS	SMS Reminders	SMS Automation
10	SMS Donations	SMS Automation	Email to SMS

*REF: Burst SMS, Transmit SMS Database

08 Industry Trends

Promotional Perfection

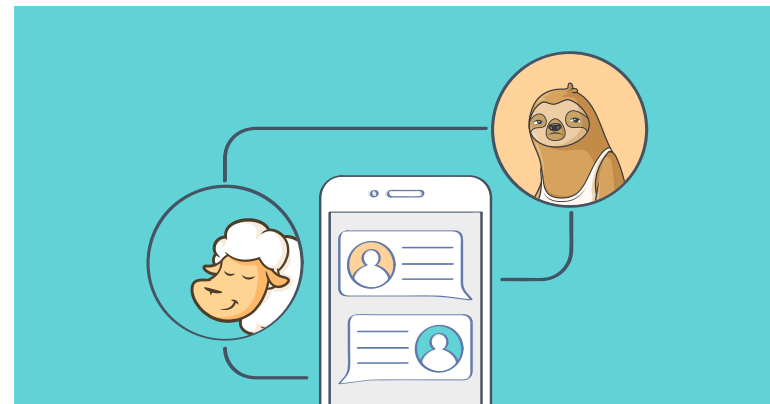


After receiving a record number of strategic SMS marketing enquiries last year, it's safe to say that this service is reaching a maturity stage. This is great news since this means that businesses are chasing promotional perfection.

Businesses want to understand their customers more, and give them more of what they want. They are evaluating their campaigns more closely, experimenting with SMS API's, integrating more applications, and trying new services such as MMS.

Stay tuned for more strategic articles on timing, building a strong offer, and how it's delivered within 160 characters on our blog.

Correcting the Disconnect



Messaging is meant to be conversational. This engaging element however, is often taken for granted. It's not a coincidence how our Receive SMS service was not in the top 10 in 2016, moved up to #5 in 2017, and is now currently sitting in the #3 slot.

Last year showed just how big of a digital disconnect there is from business to consumer. Open lines of communication are becoming the norm, allowing businesses to build stronger bonds with their consumers. Text messaging helps bridge this gap, by allowing businesses to build keyword funnels and personalised message sequences.

URL opt-outs



If you haven't tried adding an un-sub reply URL opt-out to your campaigns yet, try exploring this option in 2019. It will give you more insight into why your subscribers are leaving, all while giving you a second chance to leave the door open for them to come back.

Businesses who use URL opt-outs have seen a significant decrease in opt-outs when compared to using the traditional opt-out reply STOP. This is especially true for the Health and Fitness industry, which saw an average decrease of 61.3% when using an URL opt-out instead of a traditional one.

09 Popular SMS Integrations

In the past year, message volumes for businesses sending via an SMS integration has increased **172.4%**.

Many messaging platforms like Burst SMS offer the flexibility for your business to integrate apps with SMS. These integrations usually fall under 7 categories: CRM, eCommerce, social, productivity, business, development, and email. These were the most popular SMS integrations of the year.

CRM's



eCommerce



Social



*Ref: Burst SMS, Zapier, Workato

10 Popular SMS Integrations

Business



Productivity

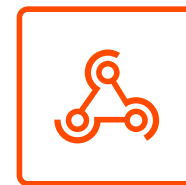


zendesk



Development

GitHub



knack*

Email



Campaign Monitor



Current SMS Integrations

1,000+ via Zapier **8** via Direct

View Full Integration List

Zapier: zapier.com/apps/burst-sms/integrations
Direct: burstsms.com/sms-integrations

11 Top 10 Resources



Knowledge is the key to continued success for any business.

When it comes to the messaging industry, especially for SMS - our goal is to make it as easy as possible for you to keep up-to-date with latest news. Throughout the year, we release helpful SMS articles, case studies, industry statistics, and general mobile news on a weekly basis.

Here's our annual recap of the most popular articles released on our blog in 2018.

blog.burstsms.com.au

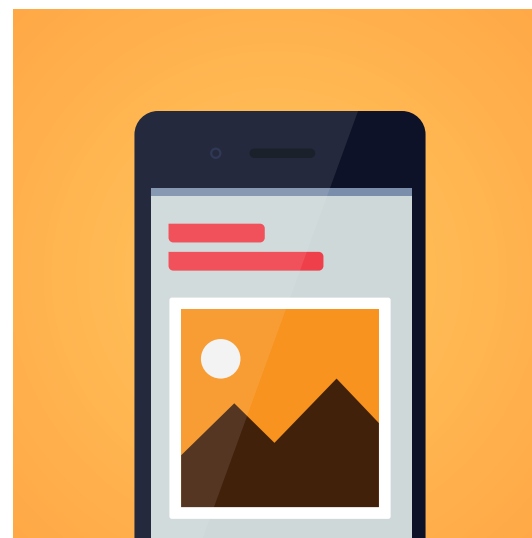


1) The SMS Playbook for Retail and eCommerce Businesses

Packed with SMS templates and information about how to grow your SMS contact list, this playbook will help your retail or eCommerce business get started quickly with ..



Read More



2) How to design the perfect MMS

Before we get started, make sure you know the difference between MMS vs SMS. In some cases an SMS might be better suited for what you're trying to accomplish. However, if you're looking to perfect ..



Read More

*Ref: blog.burstsms.com.au

12 Top 10 Resources



3) SMS vs Leading CPCs - A Comparison

If you breakdown the CPS (cost per send) / CPC (cost per click) vs the average CTR, the numbers may surprise you. Here's how SMS stacks up against the ..

[Read More](#)



4) How to use UTM Parameters to track traffic

Among your tweets, blog posts, email campaigns, online ads, and other forms of marketing, a couple of these are probably generating the most results, and the others may be ..

[Read More](#)



5) Mary Meeker's Internet Trends: 2018 Edition

Every year, Mary Meeker of Kleiner Perkins releases a report showcasing the current trends in the internet and technology space. This year, we filtered through 294 ..

[Read More](#)



6) Personalise your campaigns with custom variables

You have the option to add names and custom variables to your SMS messages. Custom variables can be anything you want them to be: gender, age, hobby, subscription type, ..

[Read More](#)

*Ref: blog.burstsms.com.au

13 Top 10 Resources



7) Indulge in our newest SMS Ideabook

Refreshed with new looks and ideas for 2018, we're excited to share the latest edition of our SMS Ideabook with you. Scroll through our most popular SMS solutions, and learn ..

[Read More](#)



8) Burst SMS now integrates with 1000+ web tools through Zapier

Your business relies on many different web tools, so it's our goal to integrate Burst with as many of them as we can. That's why we've doubled our total available integrations to ..

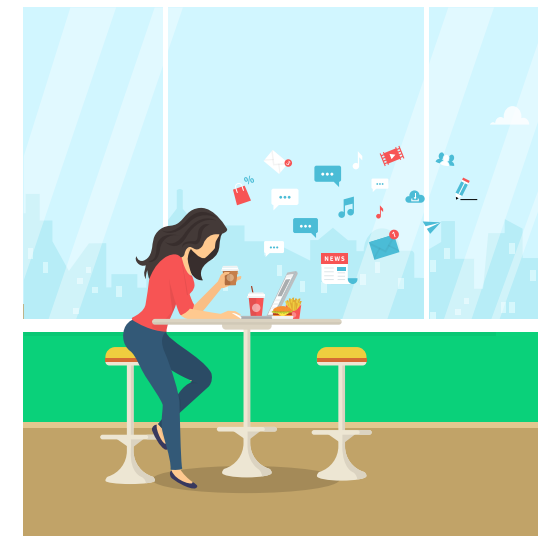
[Read More](#)



9) Humans have a shorter attention span than goldfish

According to a study in the year 2000, humans had an attention span of 12 seconds—only 33% longer than a goldfish at 9 seconds. But that was over 18 years ..

[Read More](#)



10) Here's how 12 businesses use SMS to talk to their customers

It's always interesting to see how businesses market their SMS capabilities. But when it comes to sending text messages, what do they say and how do ..

[Read More](#)

*Ref: blog.burstsms.com.au

14 Final Notes



This might sound like common sense, but **don't forget to listen to your users.**

It's all about CX

Customer experience (CX) was one of the most popular themes last year.

While attending one of the largest marketing conferences in the world, a CX test was taken by attendees who were key decision makers in some of the largest businesses in the world.

The average score was a fail.

This was a massive wake-up call to all the decision makers in the room, realising how disconnected they were from providing an acceptable level of CX.

The perfect SMS

Treat your customers like how you would like to be treated. Send relevant messages that you would genuinely be interested in receiving. Make it easy for them to give you feedback, and action great ideas as soon as you can. If customers don't want to hear from you, make it easy for them to opt-out.

The perfect SMS should add value to your consumer. It should give them a positive feeling. **More importantly, do as much as you possibly can to protect their data.** Combine this with the strategic SMS data in this report, and you will have a recipe for success. Let's all be proud champions of CX.

Burst SMS

We are proud to say that we have been a CX company from the start. It's been 11 years now, and we still hold true to our CX centric ways. Our products are designed by us, and refined by our customers.

Your Freebie

Try Burst SMS free for 14 days at: go.burstsms.com/register - It's completely obligation free. Have a lovely day. Cheers!

Website: go.burstsms.com

Blog: blog.burstsms.com.au

Support: support.burstsms.com



Proudly Connecting

Australia · Austria · Bahrain · Belgium · Brazil · Canada · China · Denmark · Germany · Greece · Grenada · Hong Kong · India · Indonesia · Ireland · Israel · Italy · Malaysia · New Zealand · Norway · Peru · Philippines · Portugal · Singapore · South Africa · Spain · Sweden · Switzerland · Thailand · The Netherlands · Ukraine · United Arab Emirates · United Kingdom · United States

Delivering messages since 2008.

Copyright © 2008-2019 Burst SMS. All rights reserved.



go.burstsms.com



blog.burstsms.com.au



support.burstsms.com