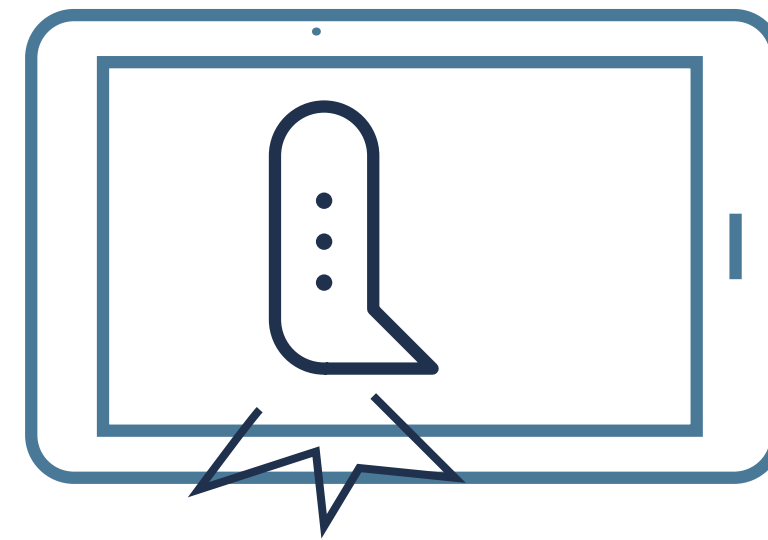
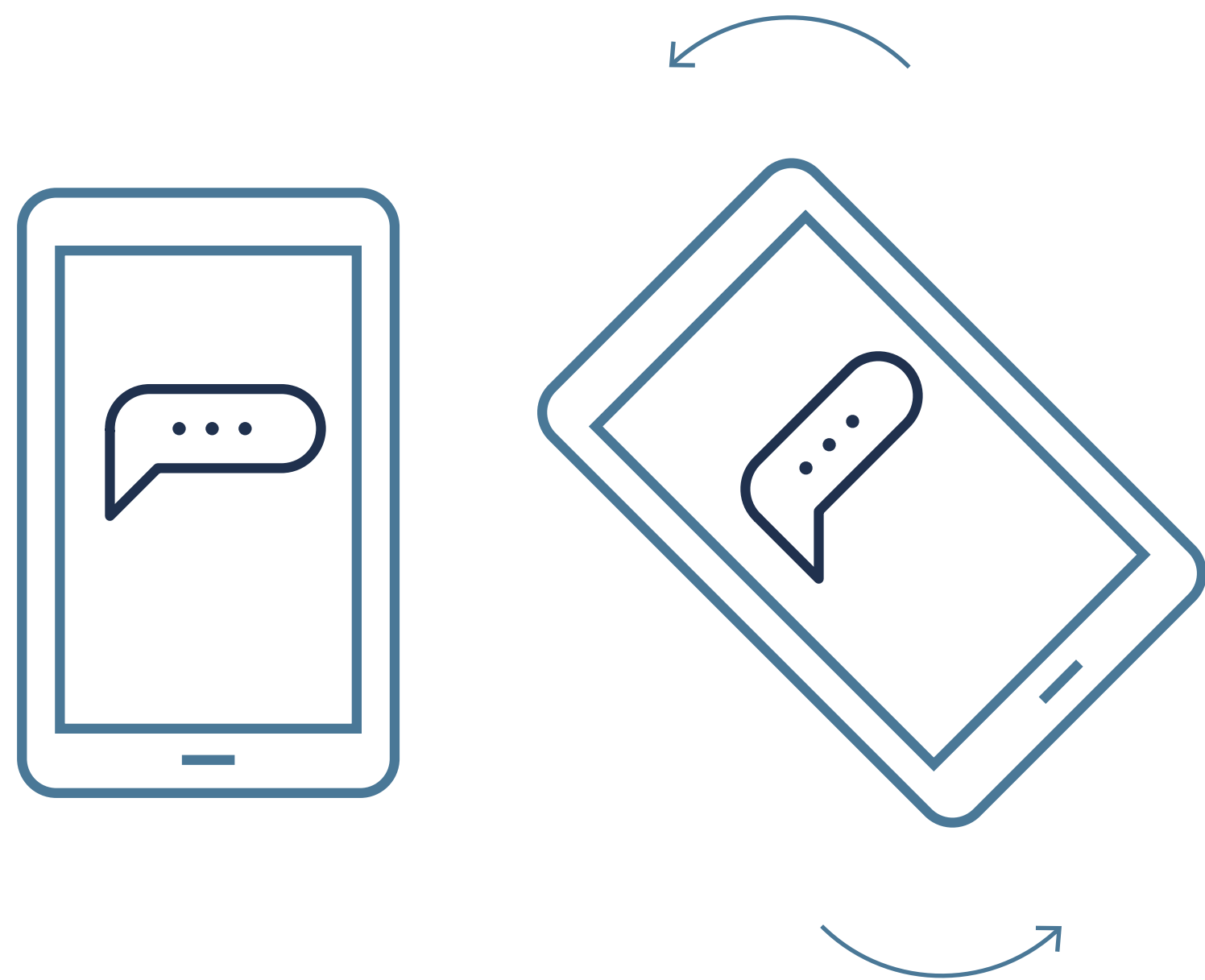


# Global Business Messaging Insights 2022

SMS messaging uses of the SSU (Self Sign-Up) user



# Background

## MESSAGING FOR BUSINESS USE IS SKYROCKETING

With SMS still making up the big bulk of messages, we see other channels getting in the game too. Collectively the customers of LINK Mobility generate more than 1b messages each month, where a fair share is represented by a growing SSU (Self Sign-Up) segment. With this development, the idea to this report was born. The intention and the idea behind, is to explore thoughts and behaviors of the average SSU user.

The customer input to the report was collected through surveys during the fall 2021 across multiple markets. We hope you will be inspired by the contents of this report in its findings and conclusions. Let it serve as a glimpse into the mind of the customer, the use of SMS and the future of messaging.

HAPPY READING!

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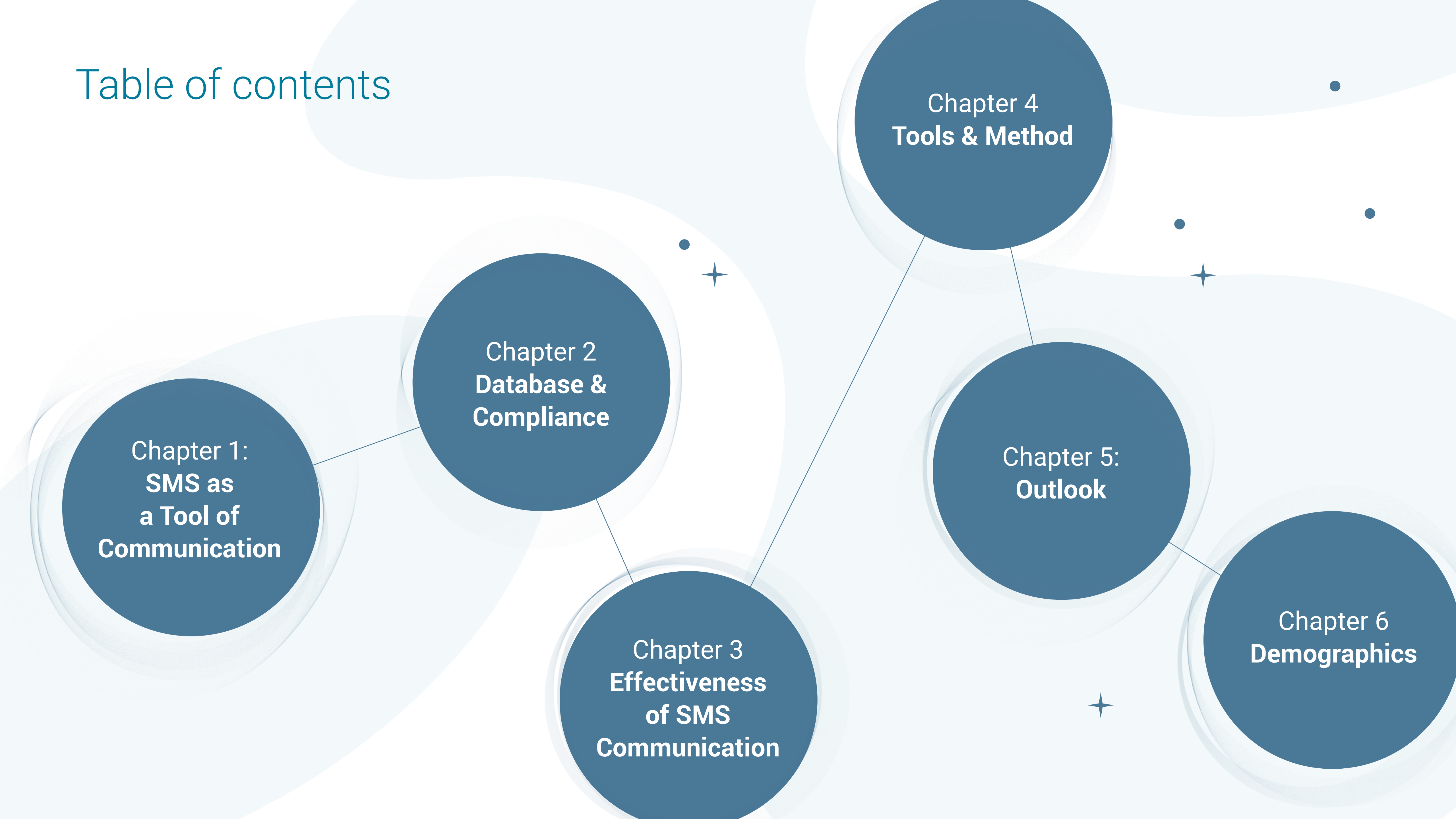
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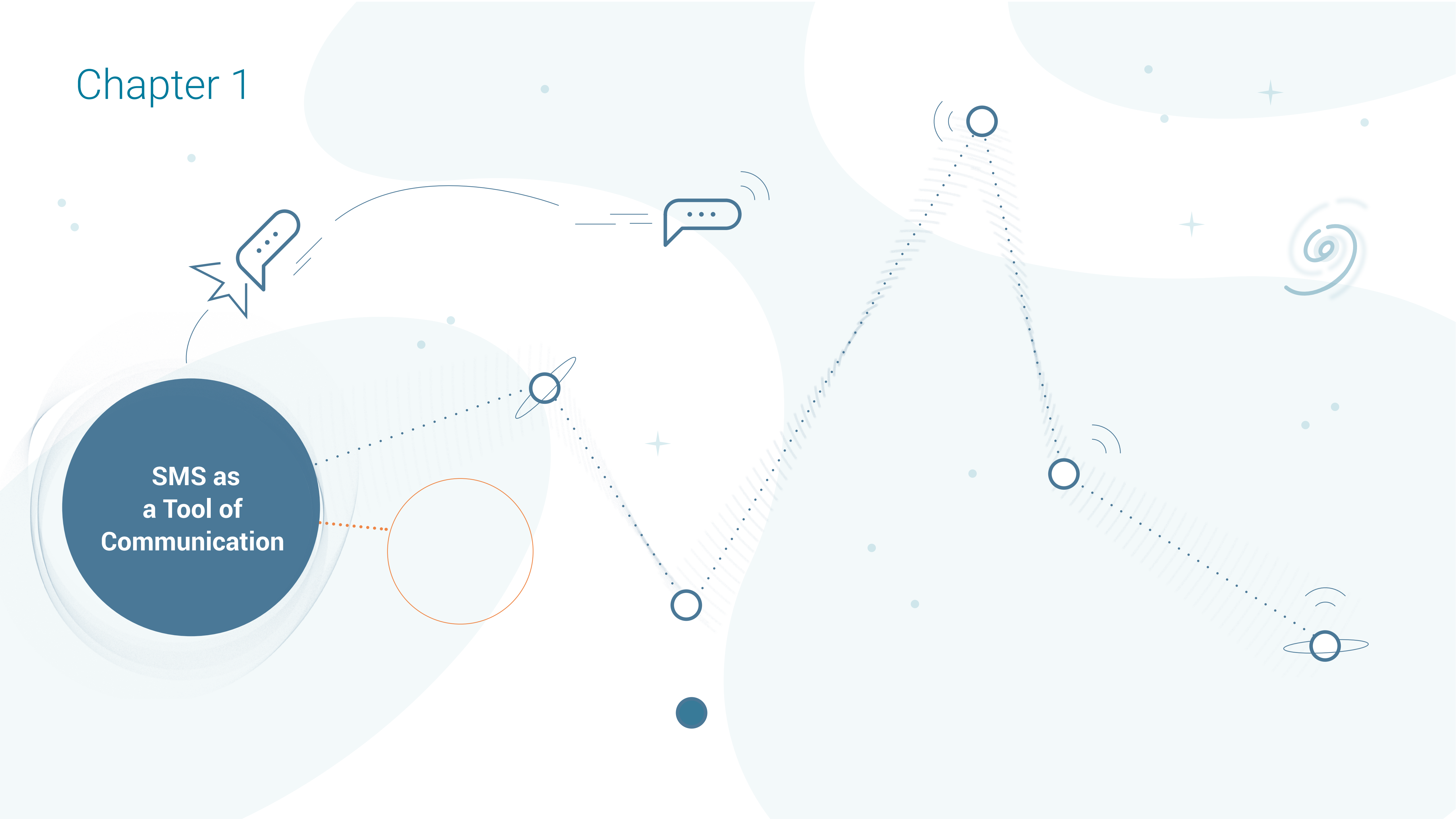
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# Chapter 1

**SMS as  
a Tool of  
Communication**



# Findings



Notifications, alerts and sales & promotions are the most common SMS use cases among the respondents.

How do you currently use SMS as a communications tool?

About two thirds of users prefer the customer portal (user interface) to send SMS messages, one in three uses the API and other methods are used rarely.

How do you send SMS messages?

Improving the customer relationship is the most common objective to achieve with SMS, followed by sales and building brand/loyalty.

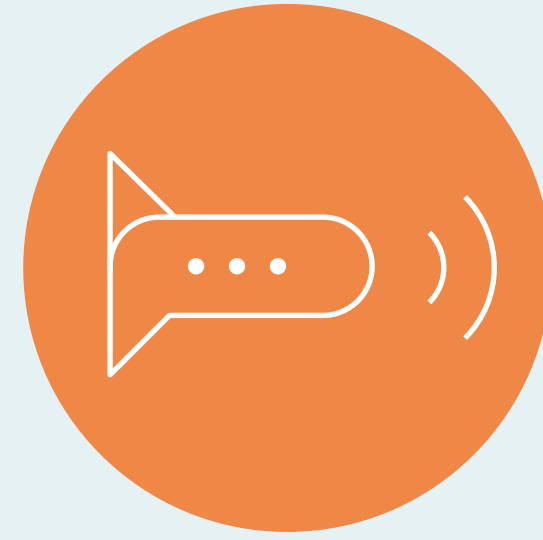
What are the main objectives of your SMS communications?

# Current SMS Use Cases



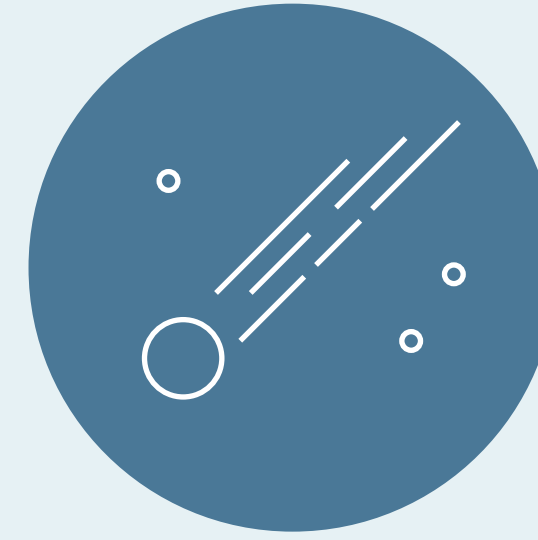
38%

Alerts & monitoring



31%

Notifications (order status, reminders, confirmations)



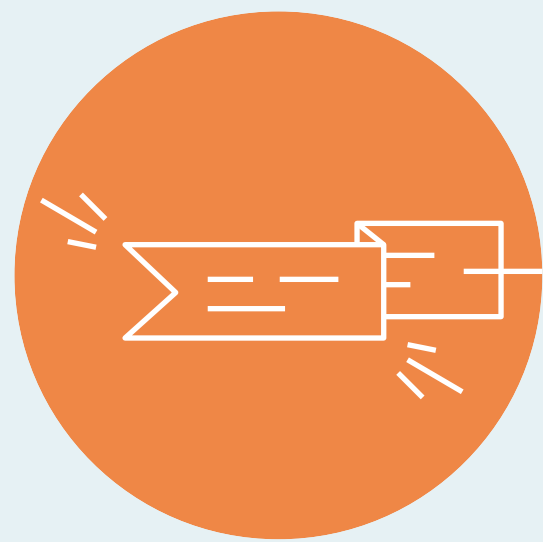
29%

Sales & promotions



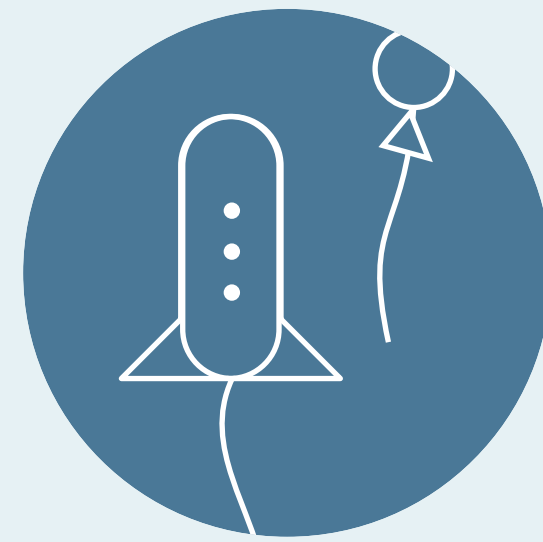
25%

News communication



23%

Invitations to events or similar



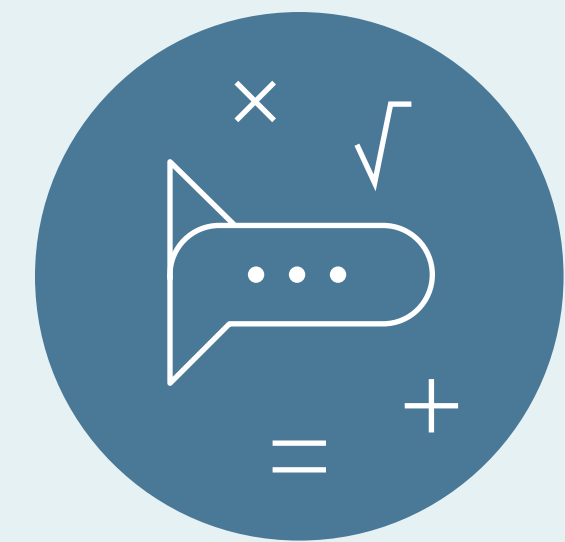
15%

Birthday and occasional SMS, e.g. holiday greetings



14%

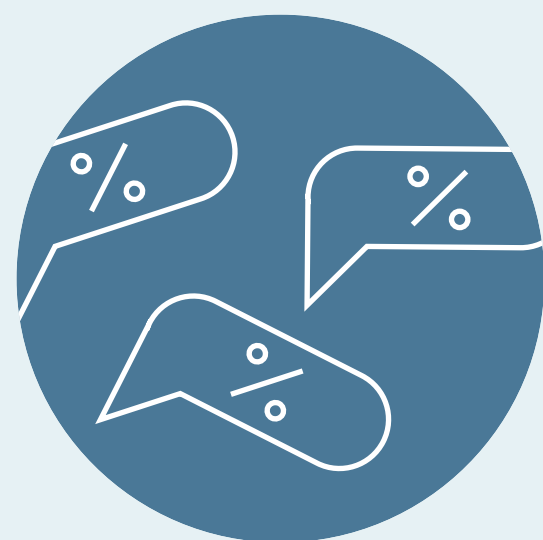
Company internal communication



12%

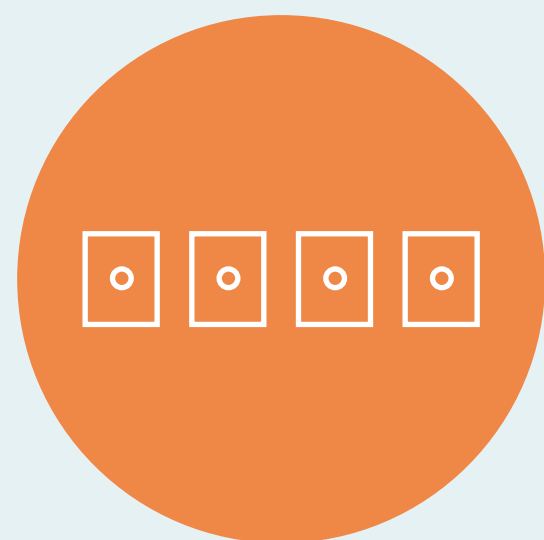
Payment / invoice reminders

# Current SMS Use Cases



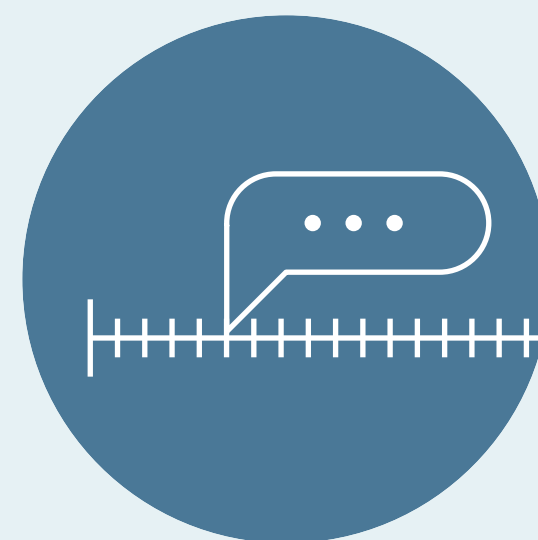
11%

Discount codes



8%

Verification codes eg OTP



6%

Survey, customer satisfaction survey



5%

Remarketing



5%

Shipping / tracking codes



4%

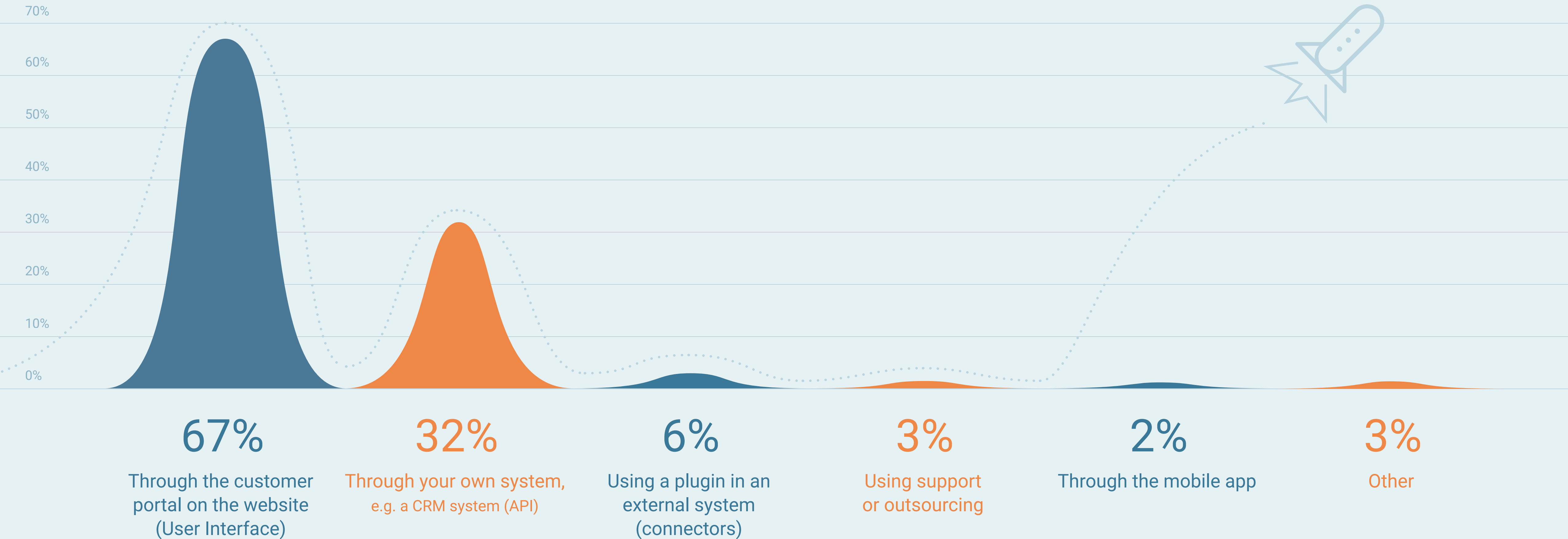
Competitions & games



5%

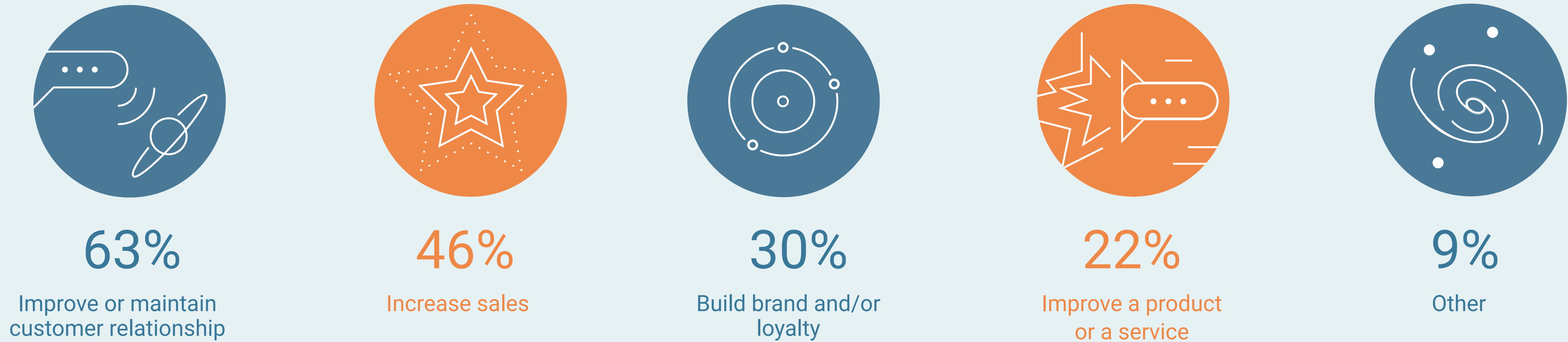
Other

# How SMS are sent





# Objectives of SMS Communications





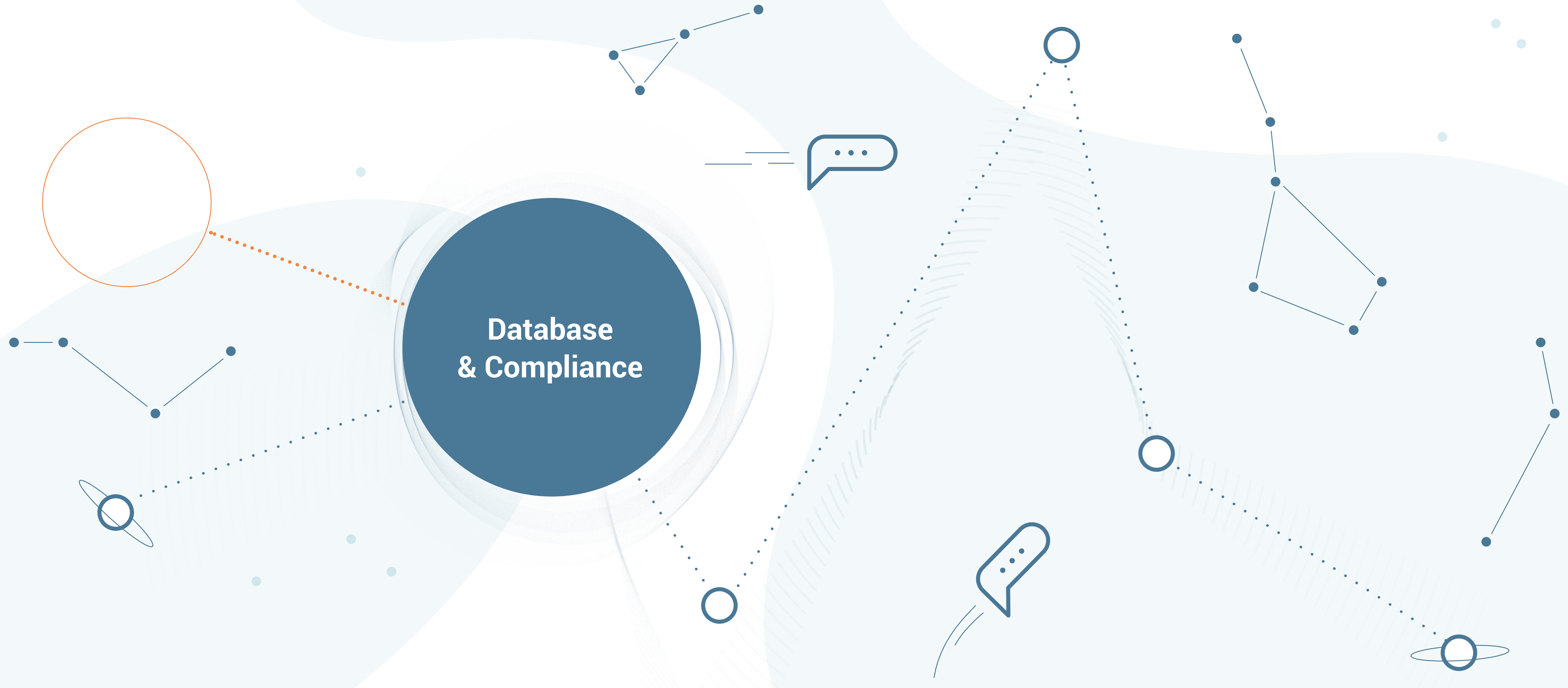
“

Automatically triggered communication such as alerts and notifications are the most common SSU use cases according to this study, while we typically see this as a pattern associated with large corporate users.

On the other hand, high levels of GUI usage are clear characteristics of the SSU user which this report confirms. There is clearly potential for the average SSU user to explore automation using APIs or connectors to improve efficiency.

”

# Chapter 2



# Findings



The database for SMS marketing is usually built from customer registrations. Other sources like order placements and sign-ups are also quite common. 3rd party sources are used very rarely.

How do you build your database for SMS marketing?

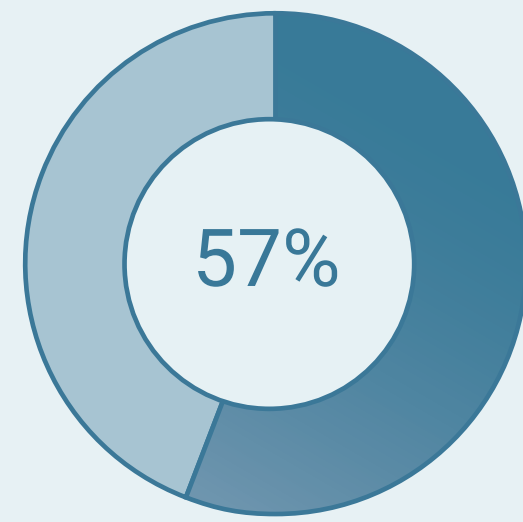
Apart from phone number, e-mail address and name are by far the most commonly collected data points for SMS communication purposes.

Except mobile phone numbers, which other data do you collect for SMS communication purposes?

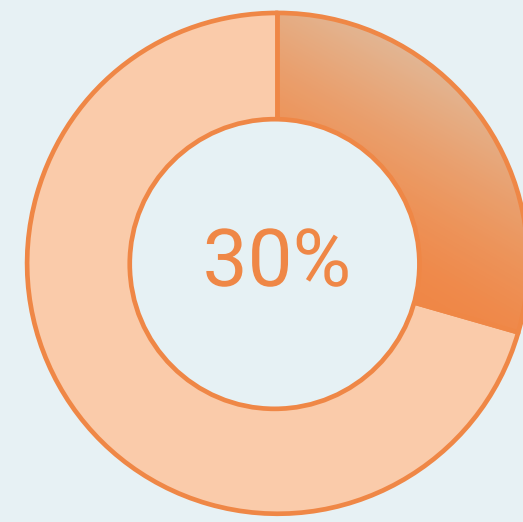
Most of our SSU users manually manage their recipient database, while about one in five has this automated.

Do you keep your database of recipients up-to-date?

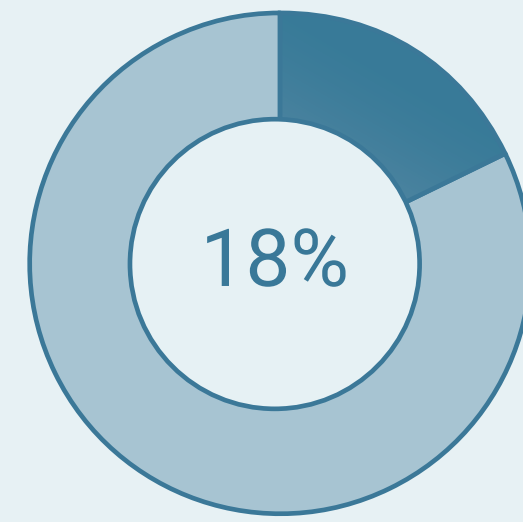
# Methods of Building a Recipient Database



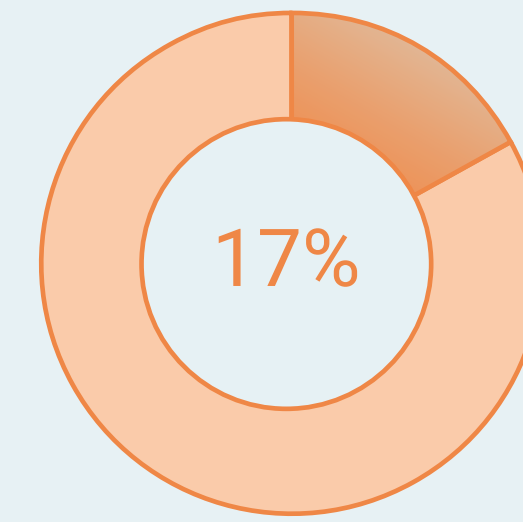
From your customer registrations



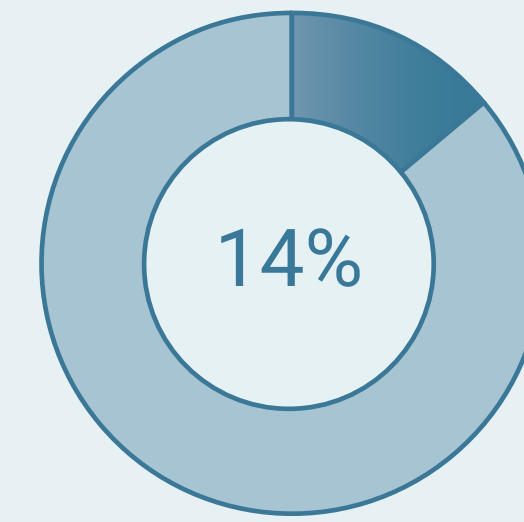
From order placements



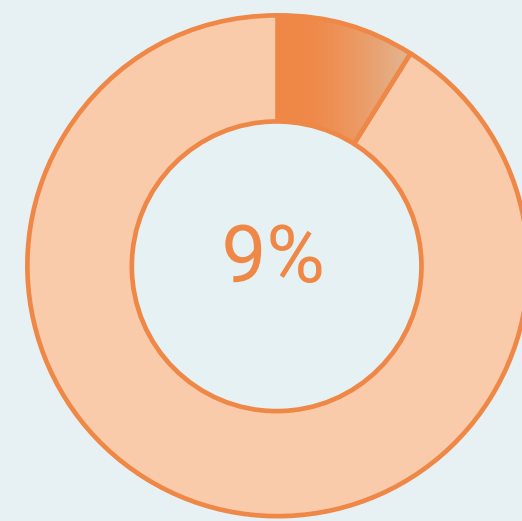
From sign-ups on your website  
(eg SMS newsletter sign-up, contact form)



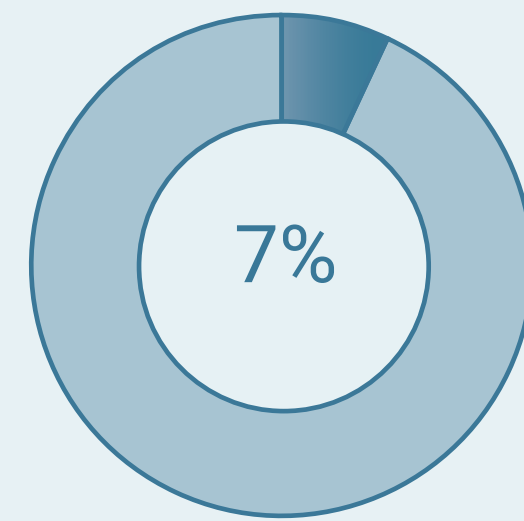
From people who contacted your customer service



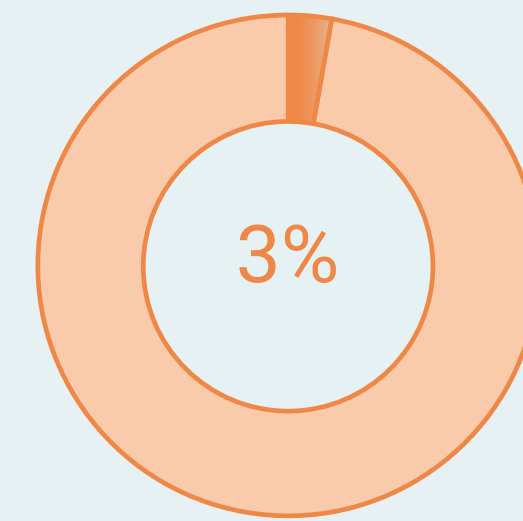
From loyalty programs



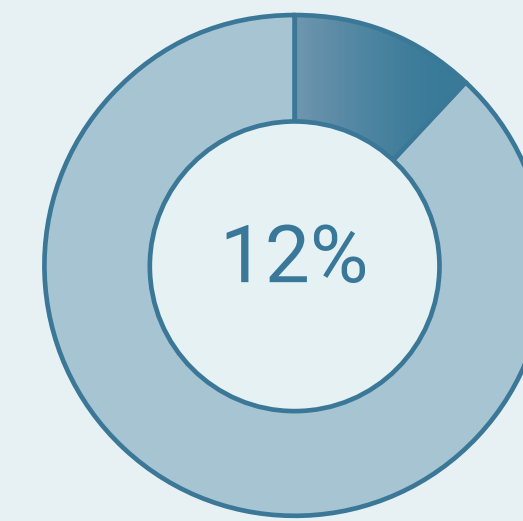
From an external database of phone numbers which you pay for



From social media or other 3rd party  
(e.g. Marketing Automation tools)

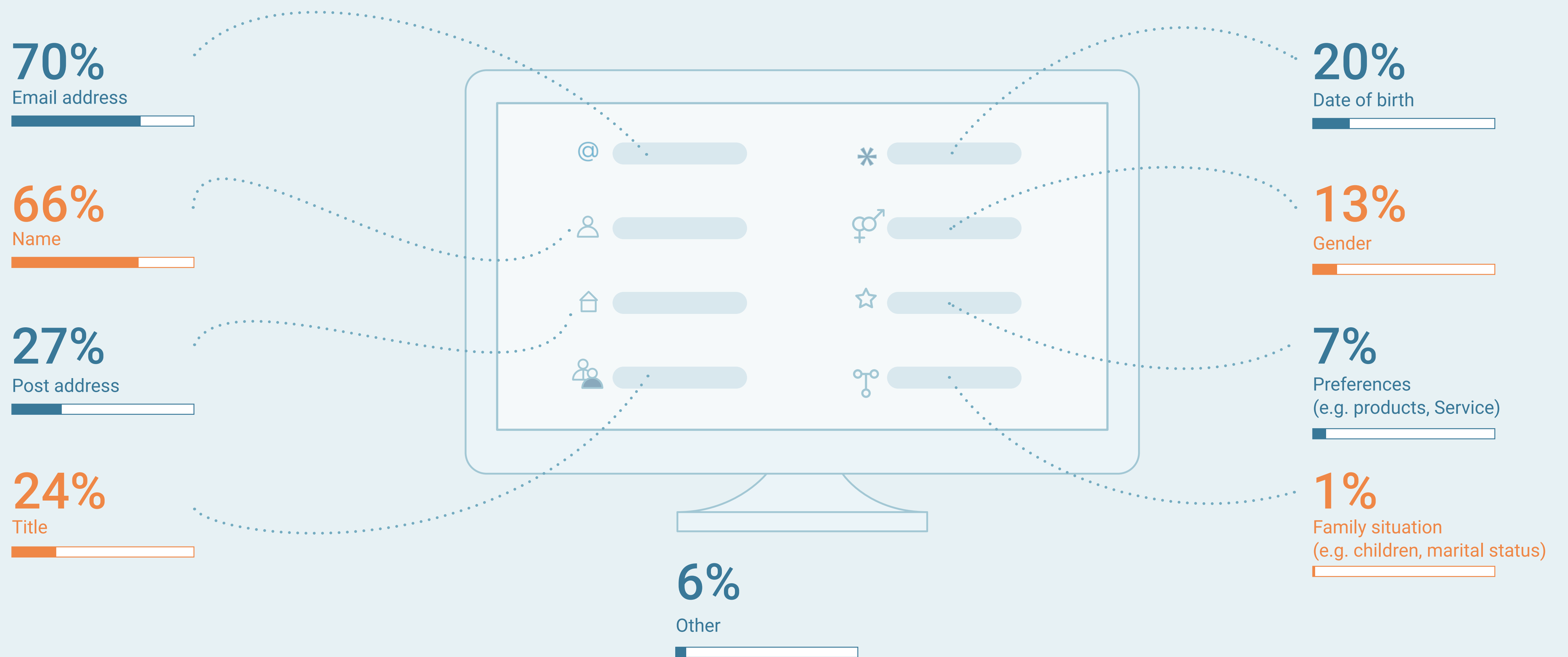


From contests, games or events such as webinars

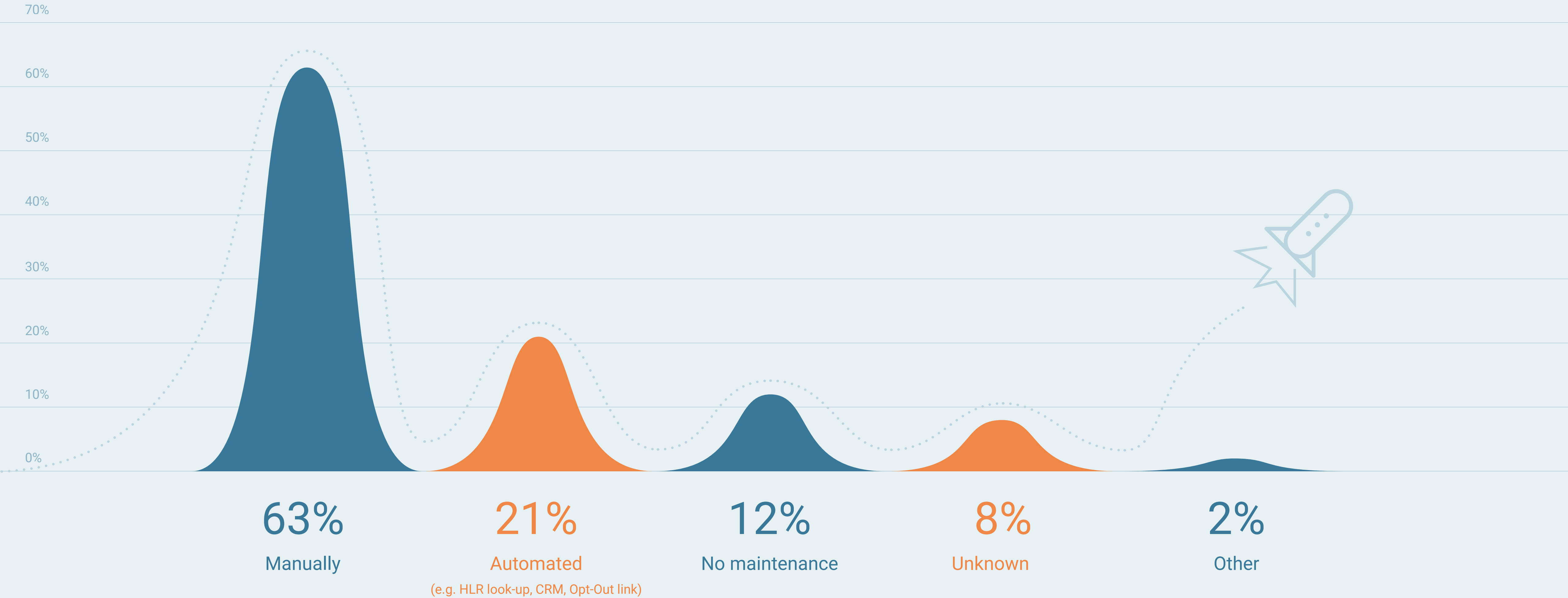


Other

# Data Used for SMS Communication Purposes apart from Phone Number



# Methods of Keeping Database Up-to-date



Question: Do you keep your database of recipients up to date? | N = 447



“

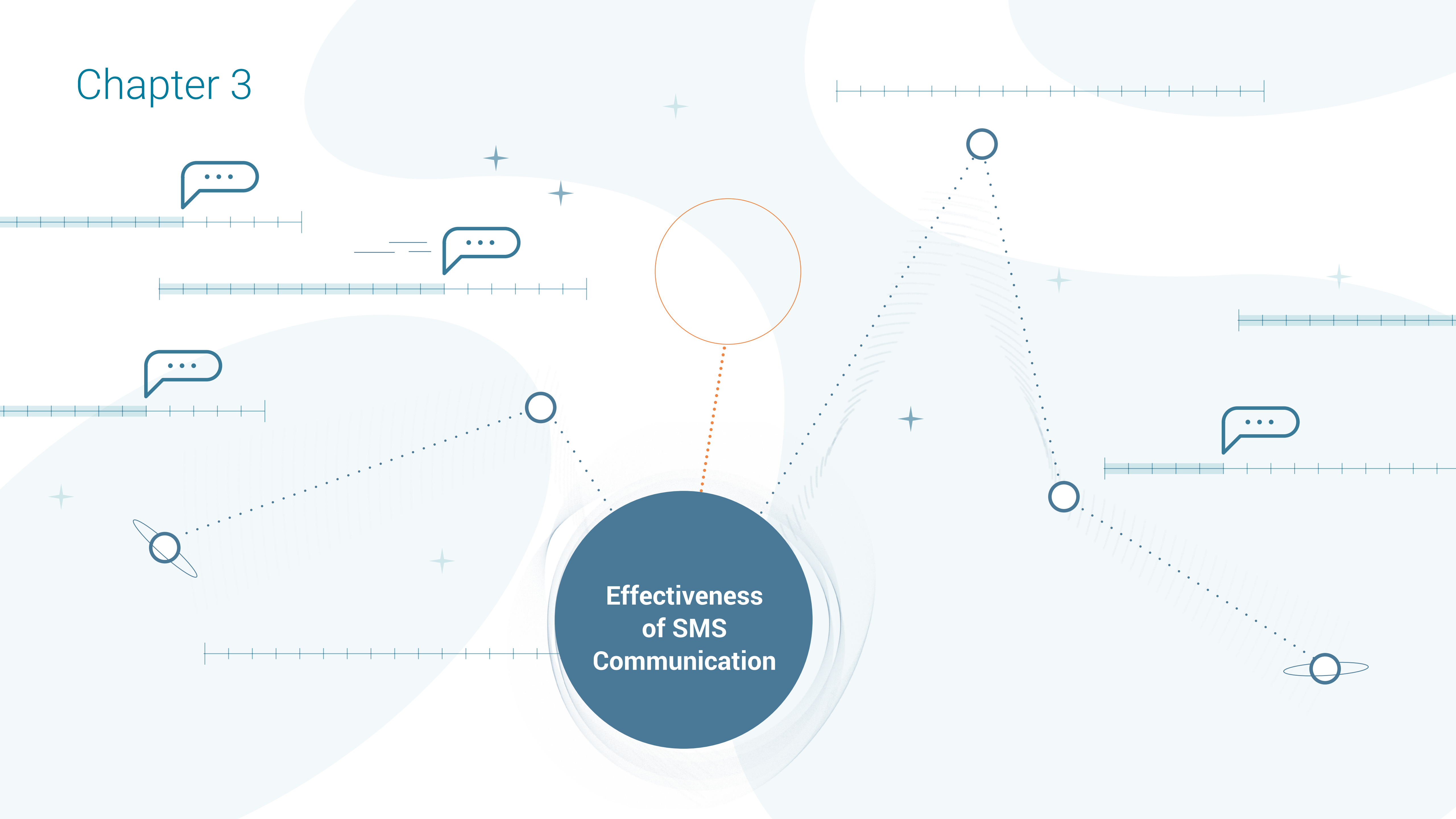
Surprisingly many resort to manual steps for maintaining their contact databases. From a security stand-point, there are few external sources used for collecting data, which means that uncontrolled risk exposure is limited.

By taking measures in automating the database maintenance there is potential in both improving the quality of the data and increasing the data points collected. In doing so the online performance is enhanced and resources can be saved at the same time.

”

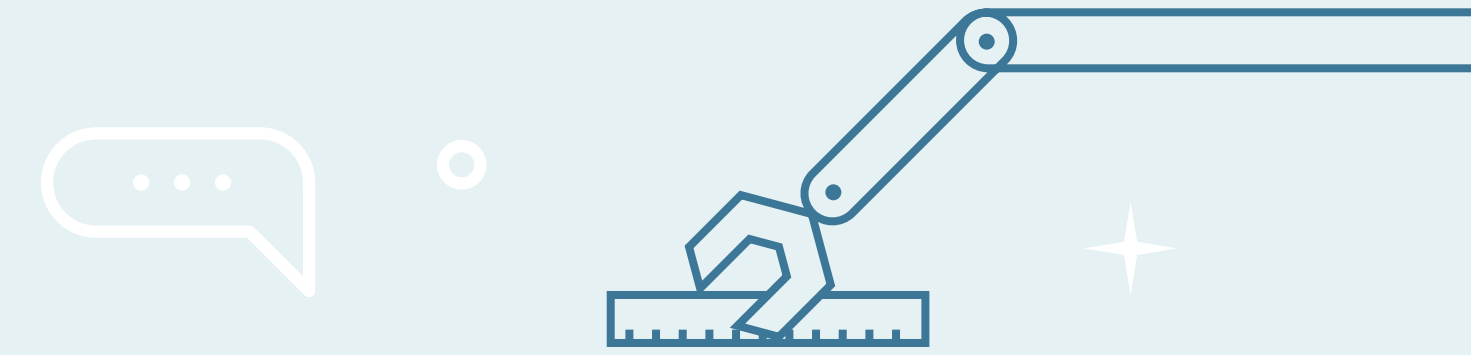


# Chapter 3



**Effectiveness  
of SMS  
Communication**

# Findings



The effect of SMS campaigns is either not measured or measured indirectly through sale increase in most cases.

How do you measure the efficiency of your SMS campaigns?

---

Link shorteners are only commonly used for half of the users, and there is certainly room for higher adoption to improve performance.

When sending links in SMS, do you use their short versions (the so-called link shorteners)?

When measured, the conversion rate on SMS campaigns is usually below 10%.

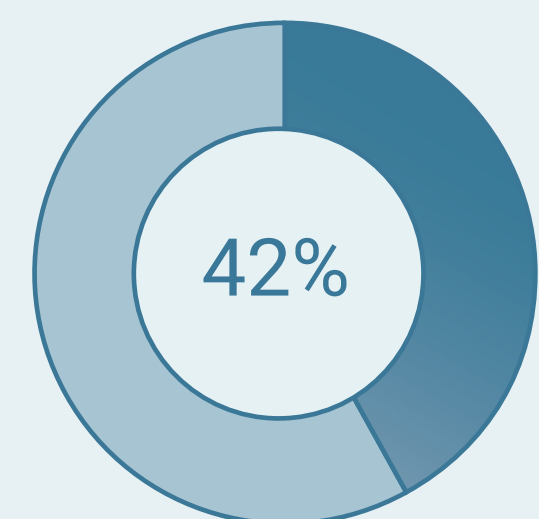
What is the average conversion rate of your SMS campaigns?

---

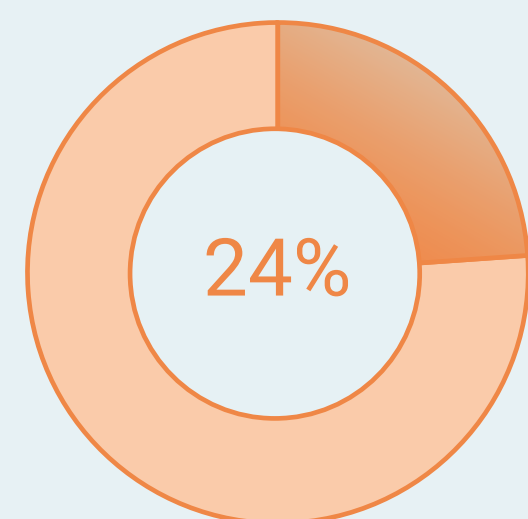
More than half report a clickthrough rate below 10%, though it should be noted that one in eight report a clickthrough rate exceeding 50%.

What is the CTR (Click-Through Rate) of the links sent in your SMS communication?

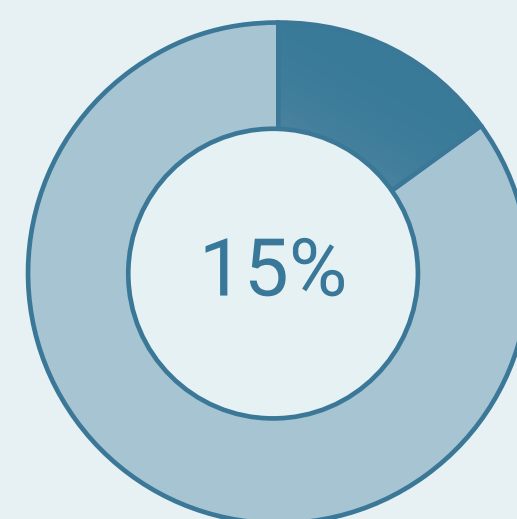
# KPIs Monitored of SMS campaigns



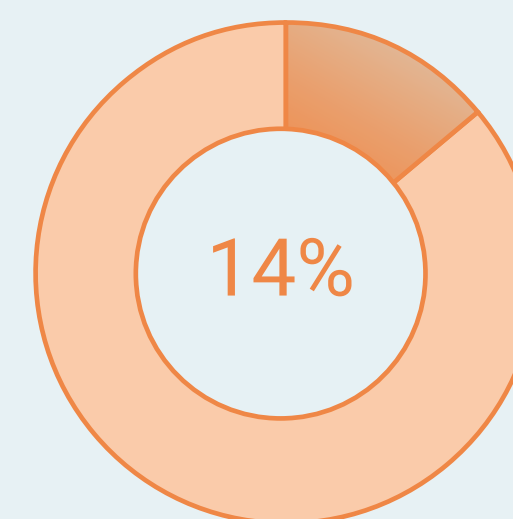
No measurement in place



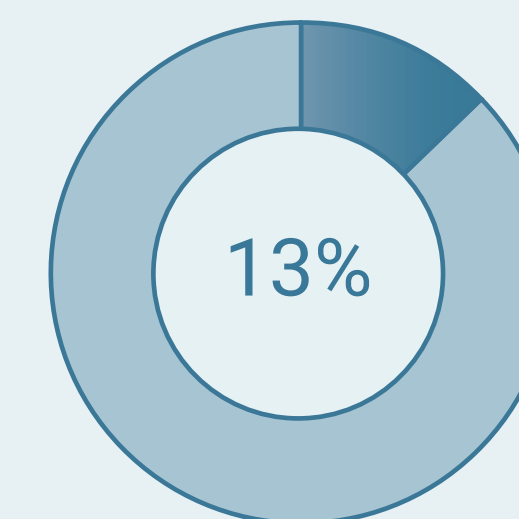
Overall increase in sales



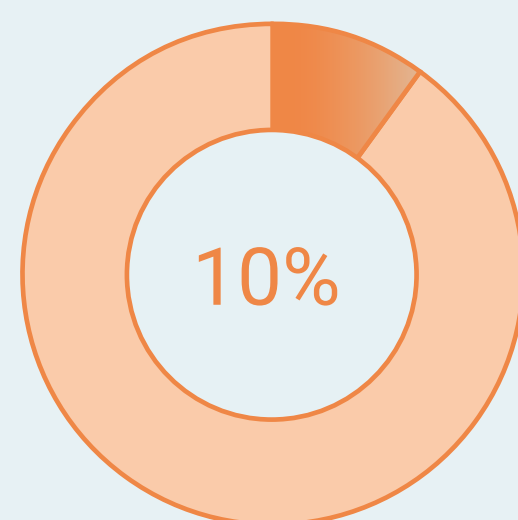
Conversion rate



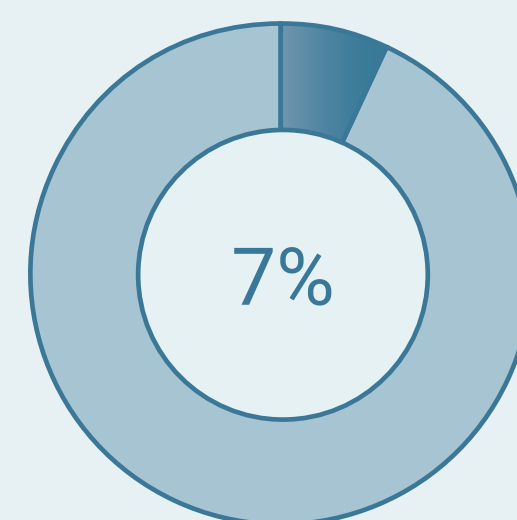
Deliverability



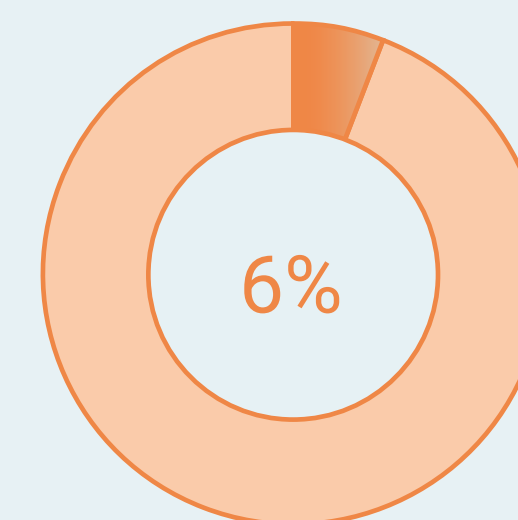
CTR (Click-through rate)



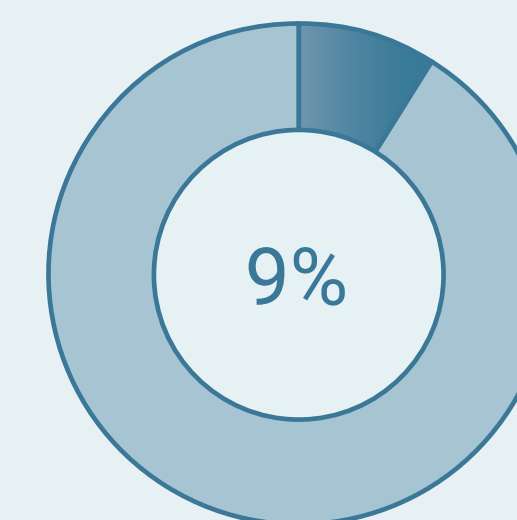
Overall increase of website traffic



Using analytics and tracking parameters in URLs (e.g. Google Analytics utm)

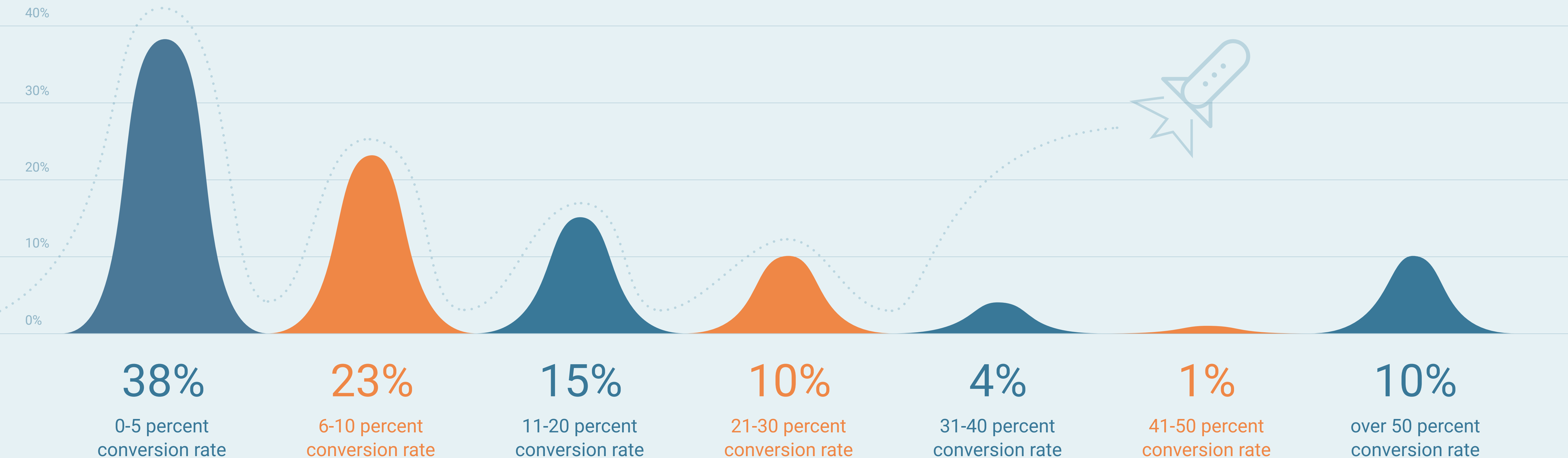


Number of redeemed discount codes

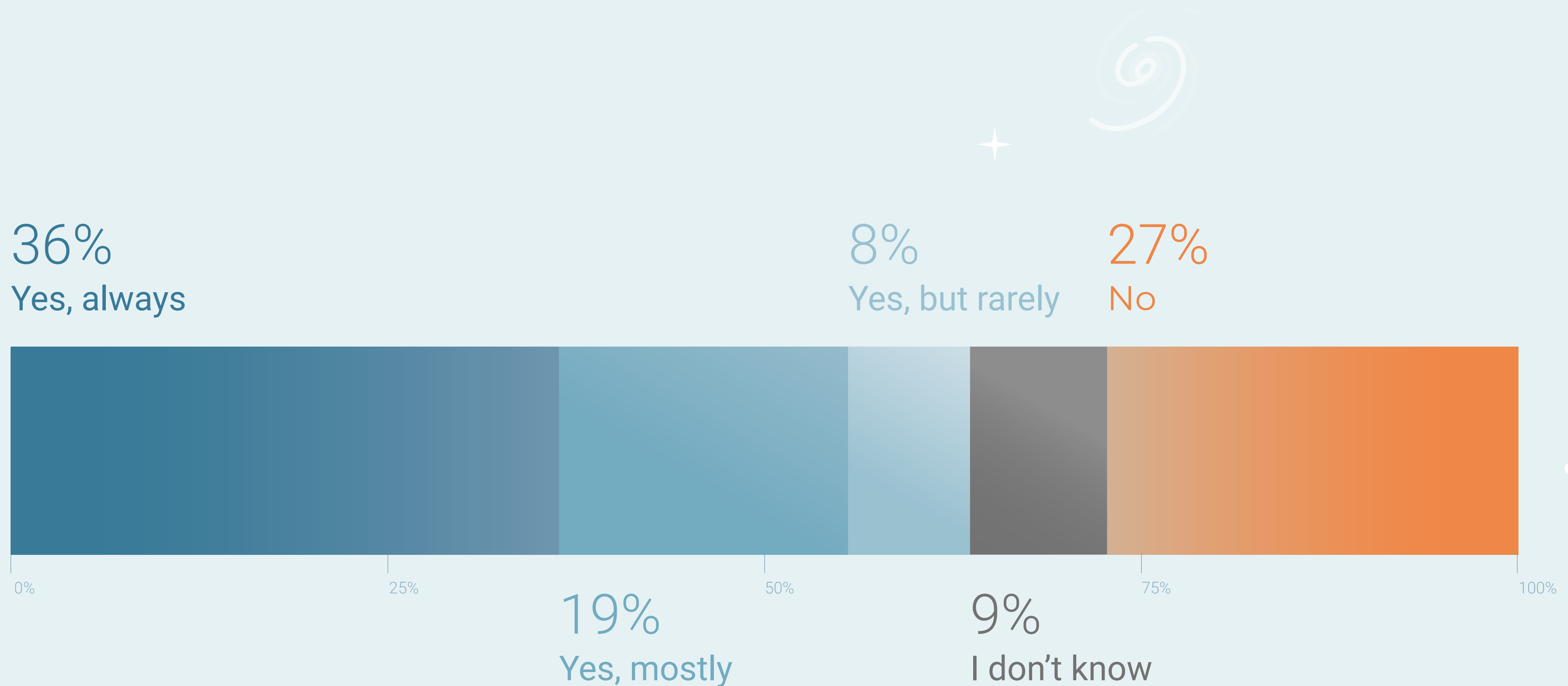


Other

# Conversion Rate of SMS Campaigns

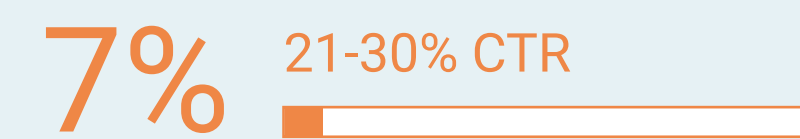
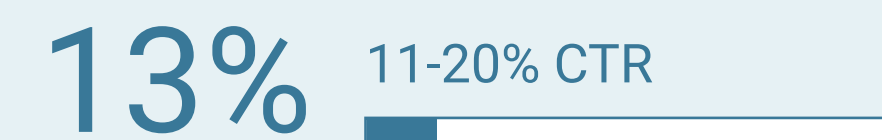
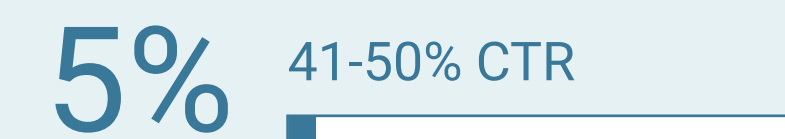
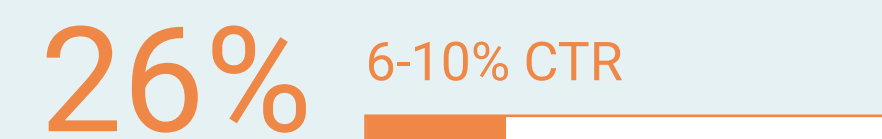
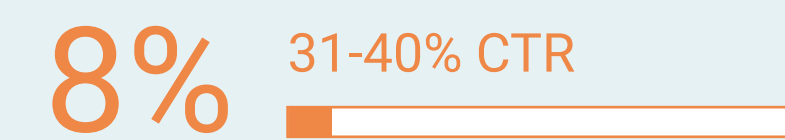
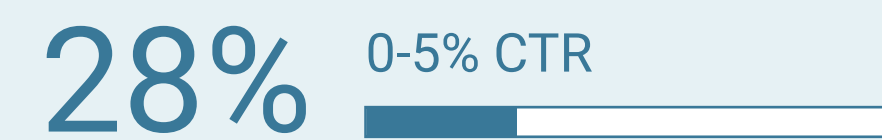


# Usage of URL Shorteners in SMS



Question: When sending links in SMS, do you use their short versions (the so-called link shorteners)? | N = 233

# SMS Clickthrough Rates





“

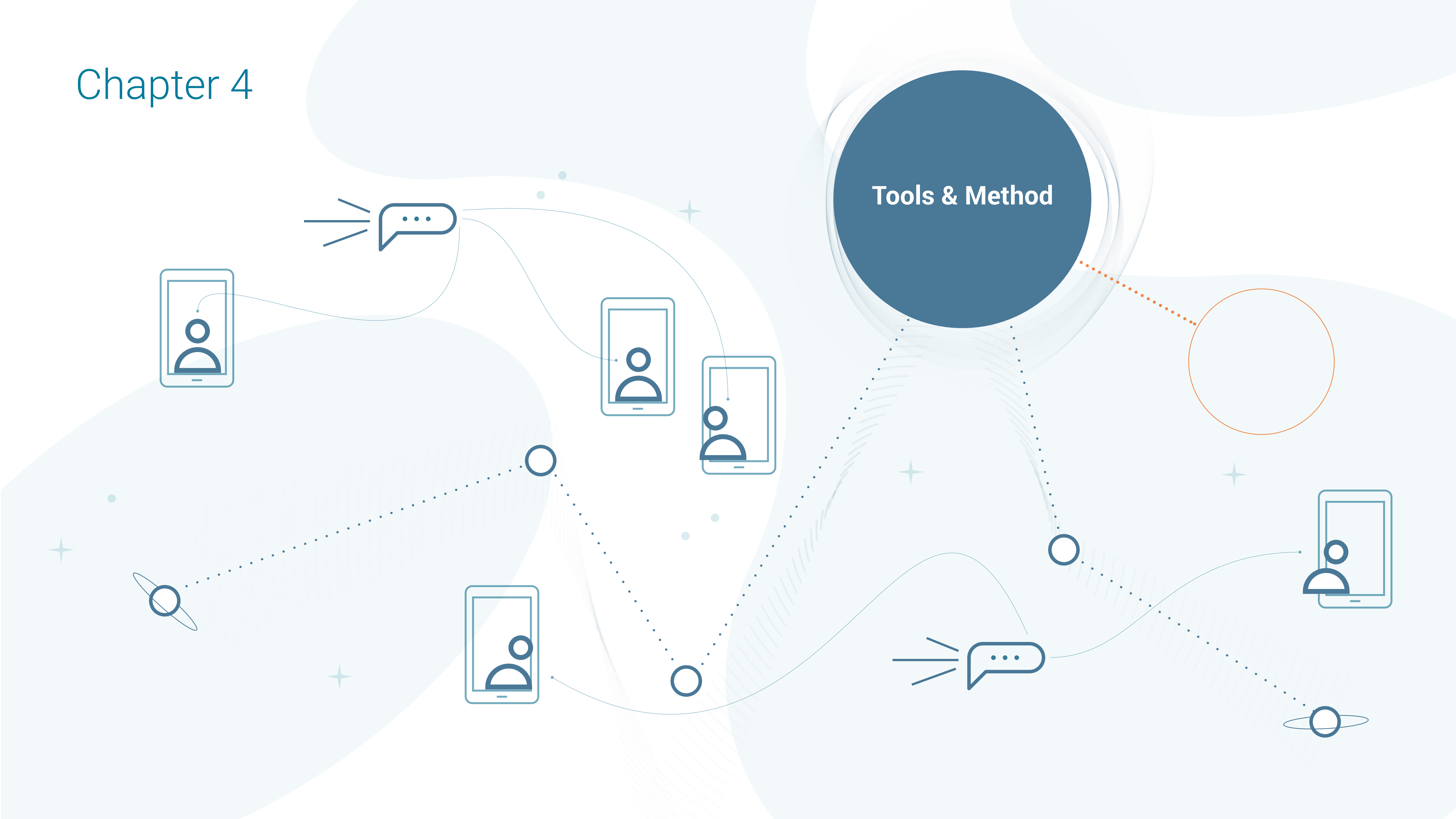
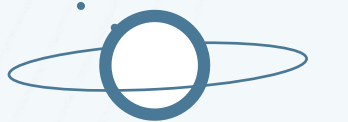
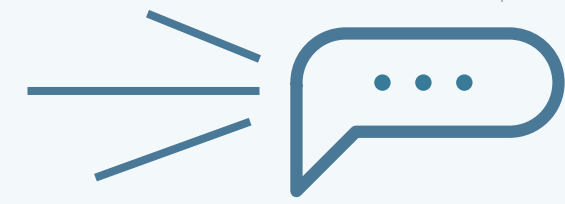
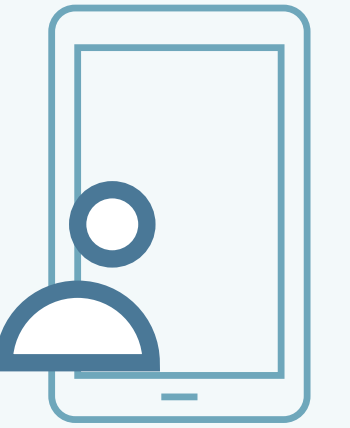
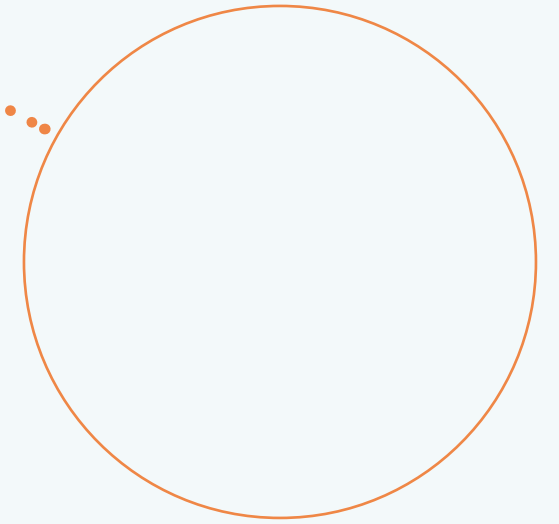
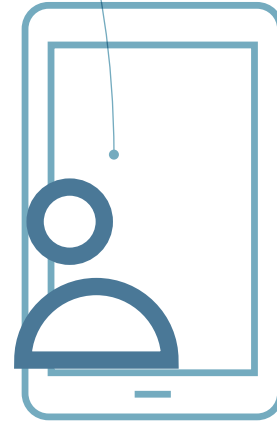
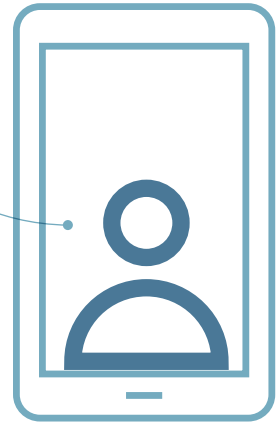
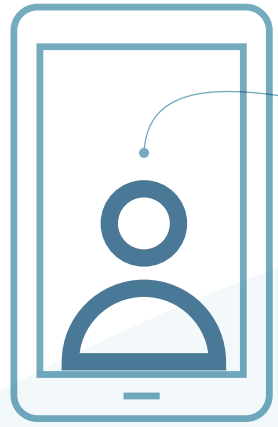
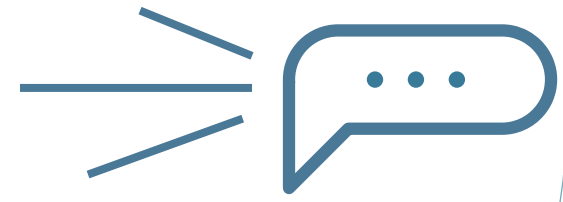
The low level of measurements in place for SMS is an indicator of lower adaptation levels of communication management. It should be noted that also for SSU, there are plenty of use cases such as notifications, where clickthrough measurement is not always meaningful.

That said, there is plenty of room for marketing craftsmanship enhancement both in empowering analytics and putting to use best practices. This will improve UX, measurability, and at the end of the day, the business performance.

”

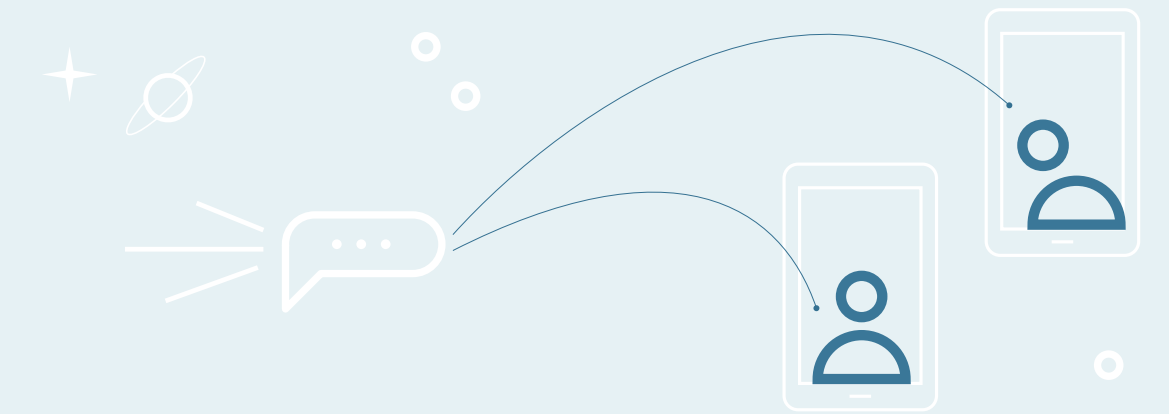
# Chapter 4

Tools & Method





# Findings



In spite of personalization improving conversions in most cases, the majority of users do not personalize their communication at all.

Do you personalize the offers you send, e.g. by adding the recipient's name at the beginning of the message?

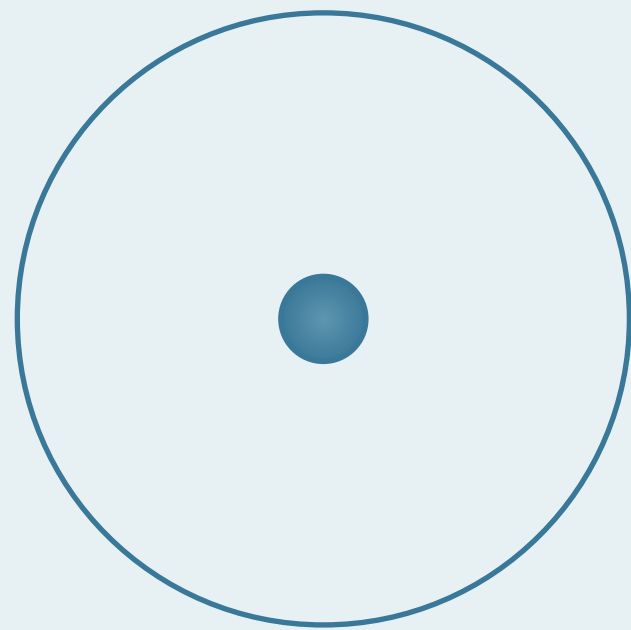
In half of the cases hyperlinks are not used at all in SMS communication, while in one third of the cases links are mostly or always used.

Do you in the text messages include links which you want the recipients to click, for example taking them to your website?

Email and social media are by far the most commonly used channels in combination with SMS communication.

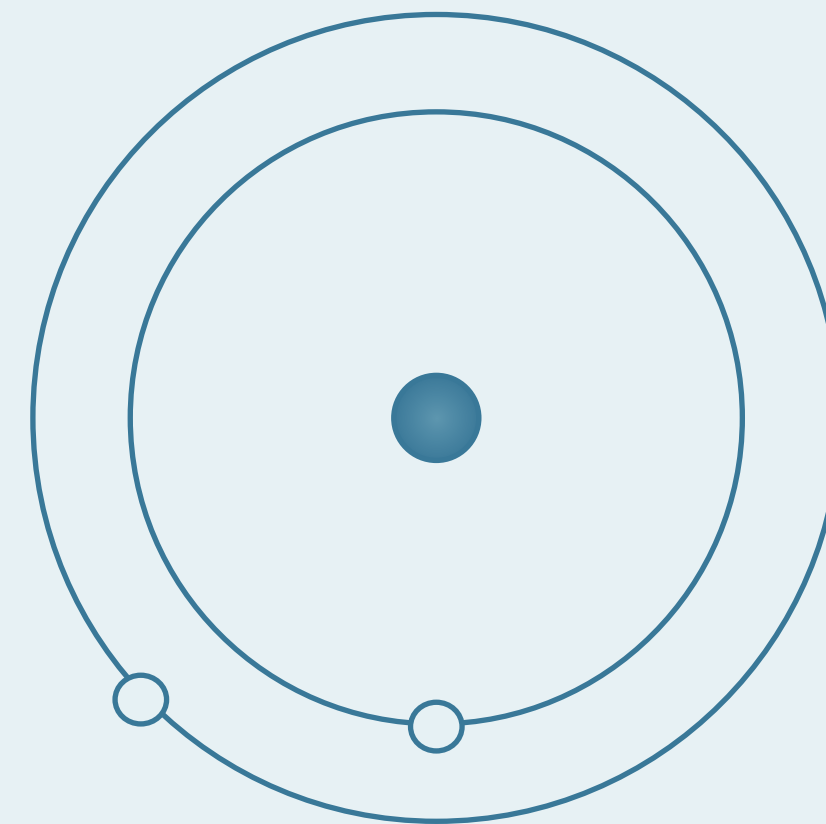
Please select which channels you use in combination with SMS campaigns.

# Use of Personalization in Messages



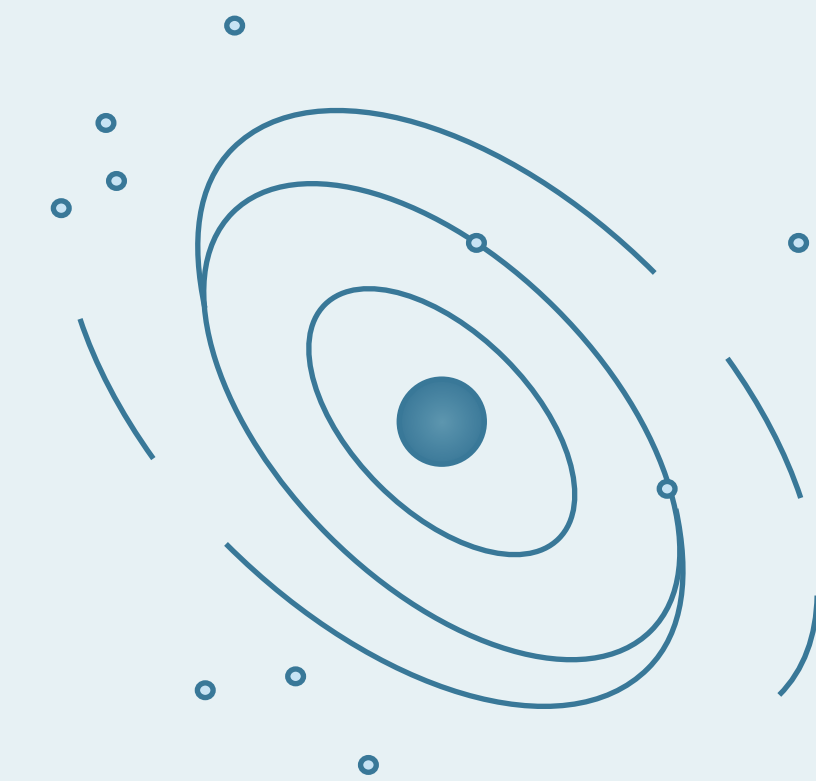
59%

No



15%

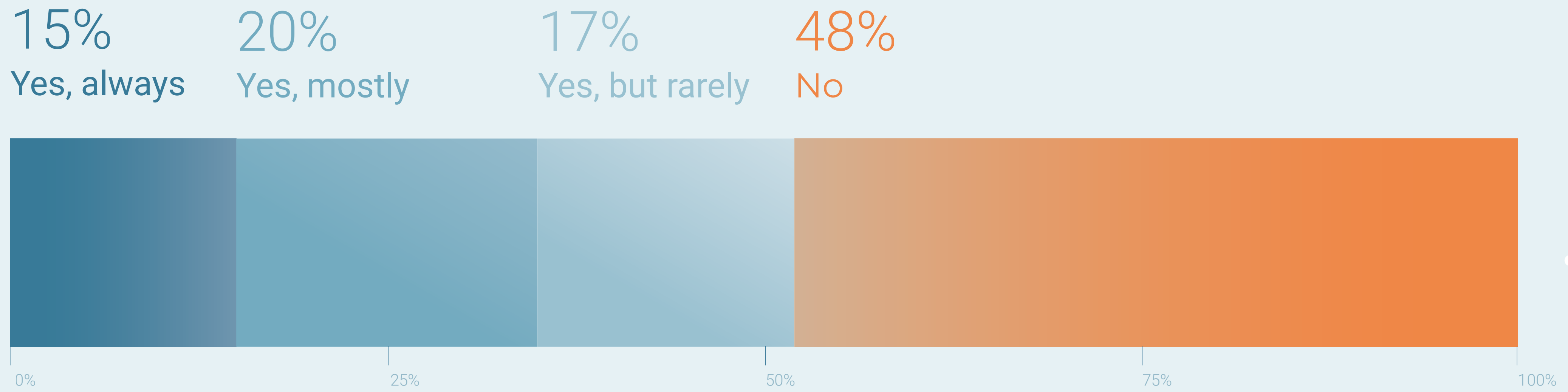
Yes, but I do not observe any improvement



26%

Yes, and I can see that it improves my conversions

# Use of Hyperlinks in SMS



# Channels Combined with SMS



48%

Email  
(e.g. newsletter)



46%

Social media  
campaigns



22%

Campagne Online  
(e.g. Google Ads)



19%

Print



7%

Radio, TV



4%

Other

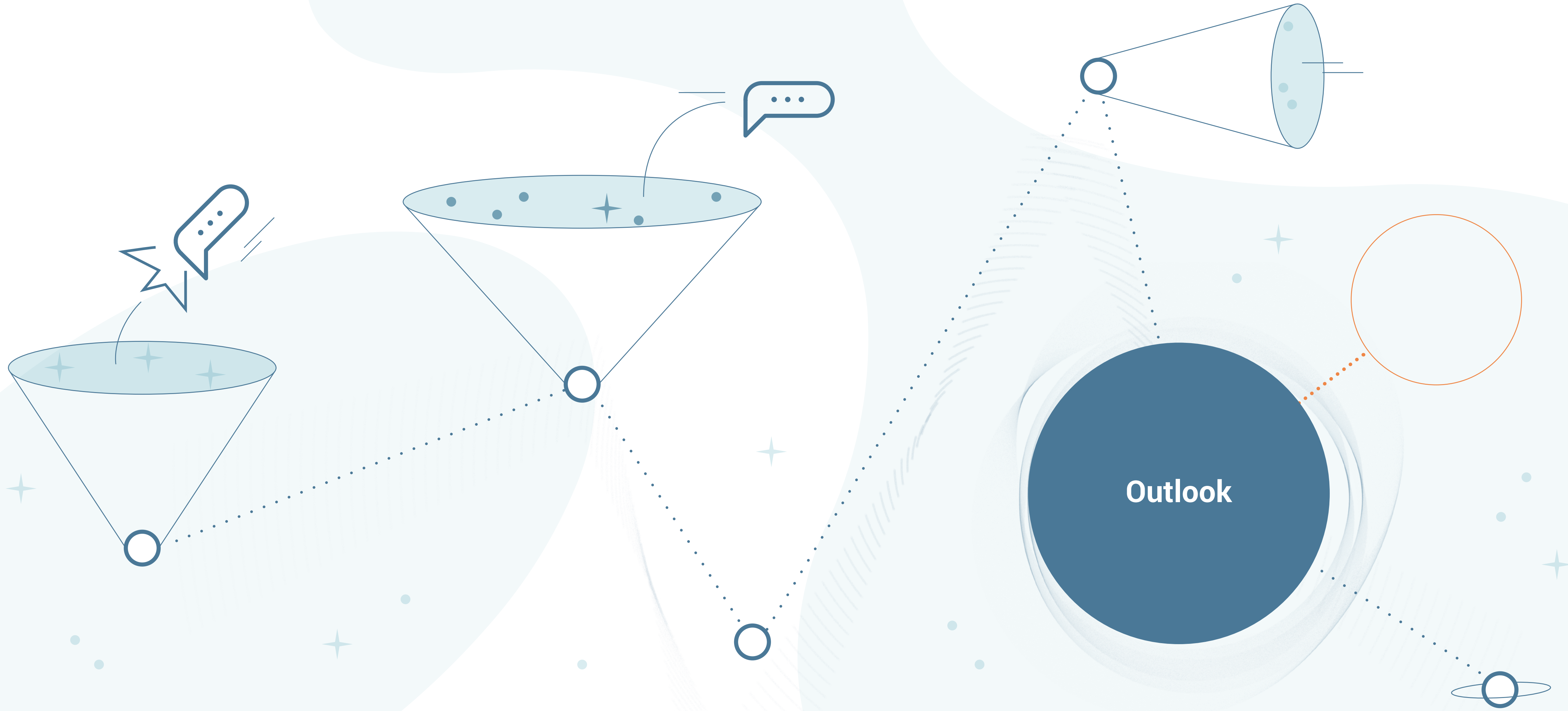


“

Direct cost-effective bulk SMS traffic has been a cornerstone to successfully reach customers. The innovations today in the SMS market across all verticals are made by the companies who are using their customer data to optimize their SMS communication through personalization, call to actions, and multi-channel integrated communication, ultimately resulting in increased ROI performance.

”

# Chapter 5



# Findings

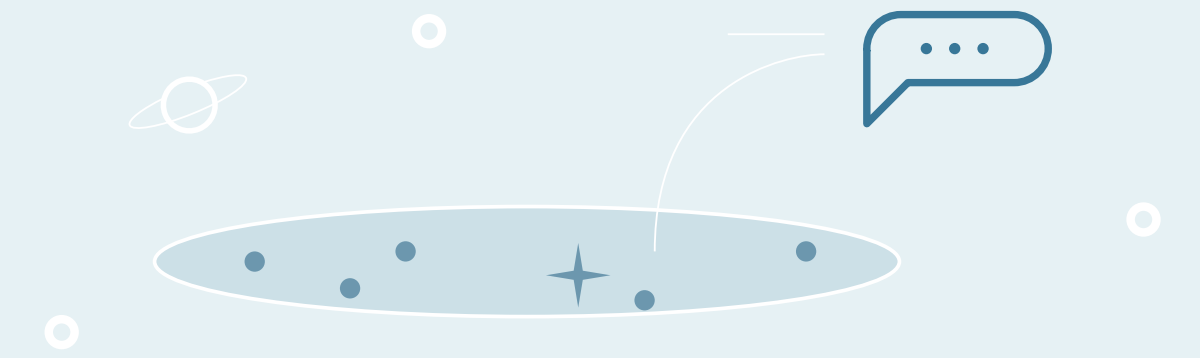
Apart from email, WhatsApp and Messenger are the most desired channels each attracting about one third of the customers. Any other communication channel is attracting 6% or less.

Which other messaging channels apart from SMS/MMS are you interested in using?

The second most reported challenge is one in four saying SMS is not cost-efficient enough. This should be seen in the light of one in five claiming they lack the tools to properly measure, meaning it's difficult to actually calculate the returns.

What are your biggest challenges today with SMS communications?

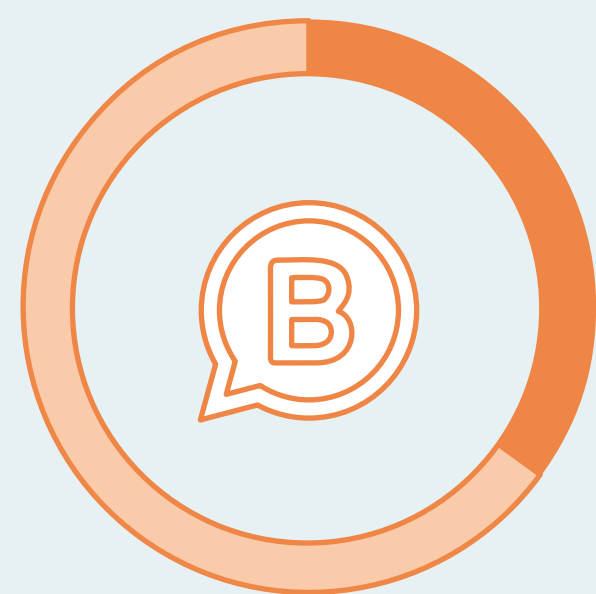
One in six claims that SMS limits the type of interaction that they would like to have with their clients. And above all challenges, the 160-character limit of SMS, is reported by half of the users.



# Desired Communication Channels Besides SMS/MMS



46%  
Email



35%  
WhatsApp  
Business



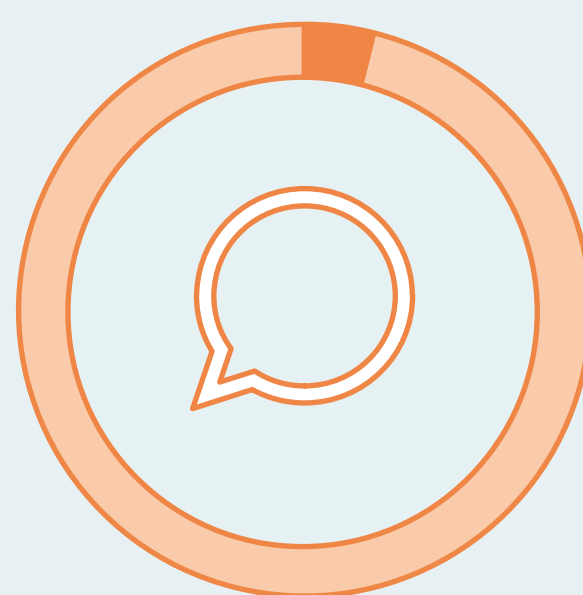
34%  
Facebook Messenger



6%  
Voice messages



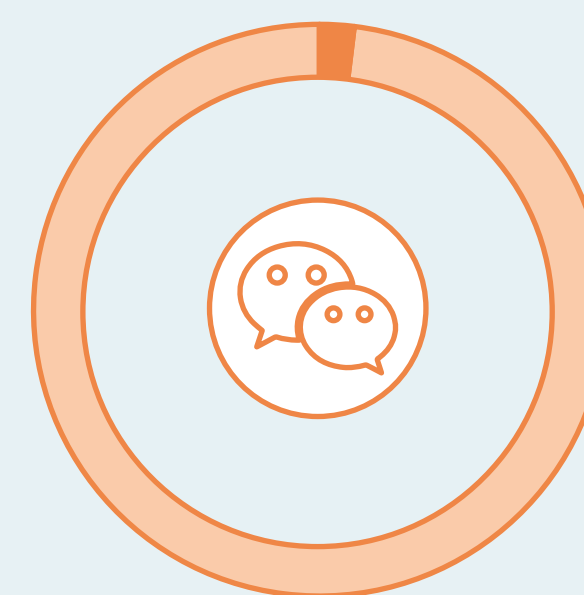
6%  
RCS  
(Rich Communication Services)



4%  
Apple Business Chat



4%  
Viber



2%  
WeChat



4%  
Other

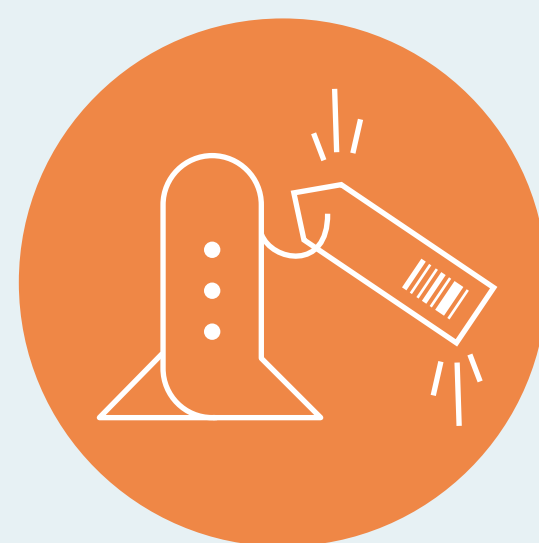


# Challenges in SMS Communication



50%

I cannot fit all I want to say in an SMS



26%

Cost-efficiency



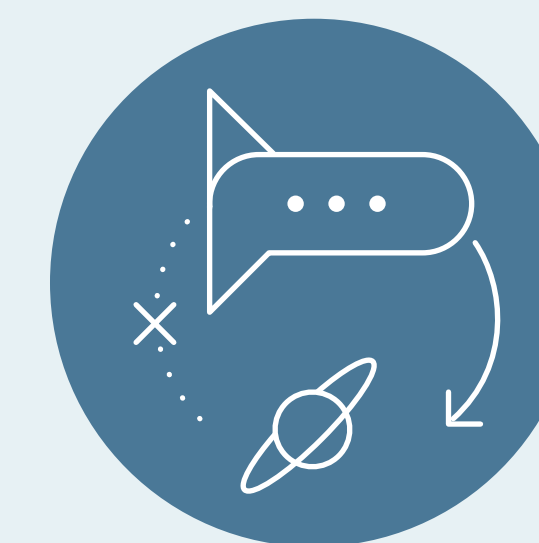
22%

Some perceive the communication as spam



21%

Getting recipient numbers



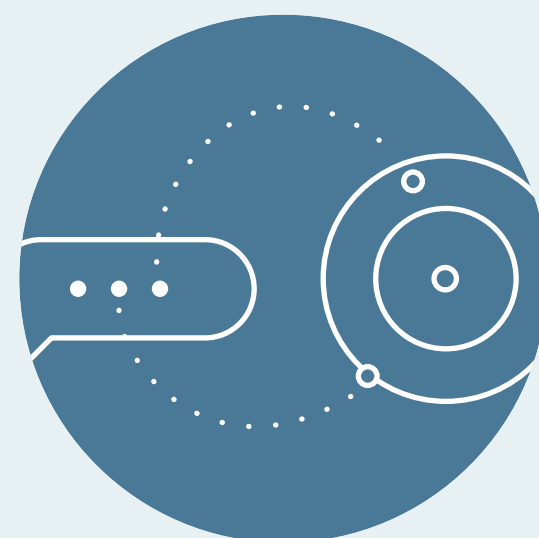
20%

I lack the tools to properly measure



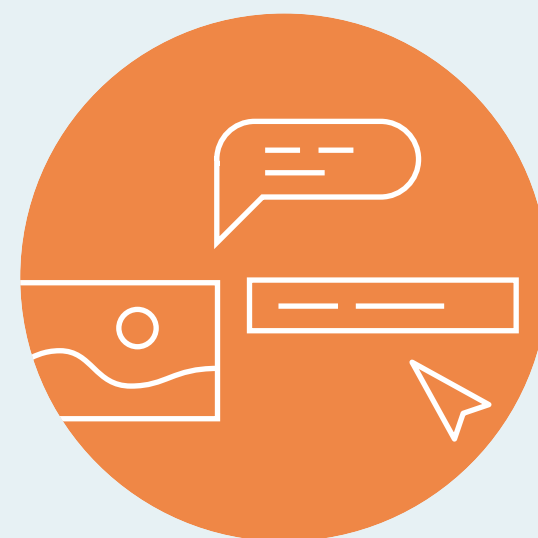
18%

SMS does not give the interaction I want with customers



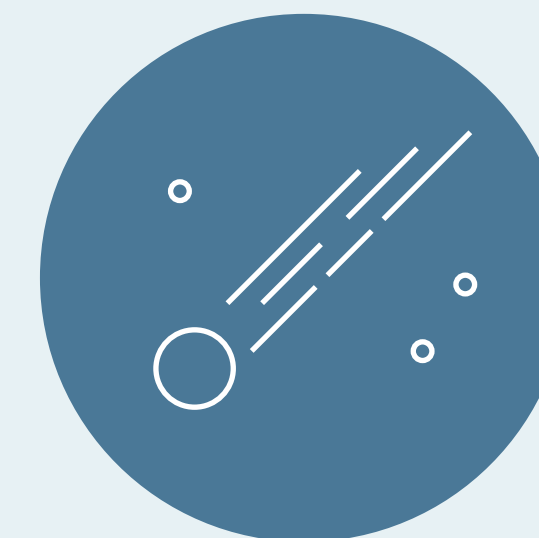
11%

I want to work with media that SMS cannot provide



9%

It's hard to keep up conversion rates



7%

Other



“

Even though there's huge potential in a technology such as RCS, this report indicates that the awareness and consequently demand levels are yet to kick in. We already see SMS performing up to 98% reach levels, which is one of that channel's greatest strengths. An ideal successor should not only match those levels, but also position itself as more generous in terms of content, interaction, spam & cost control, and overall communication management.

”

# Chapter 6



# Findings

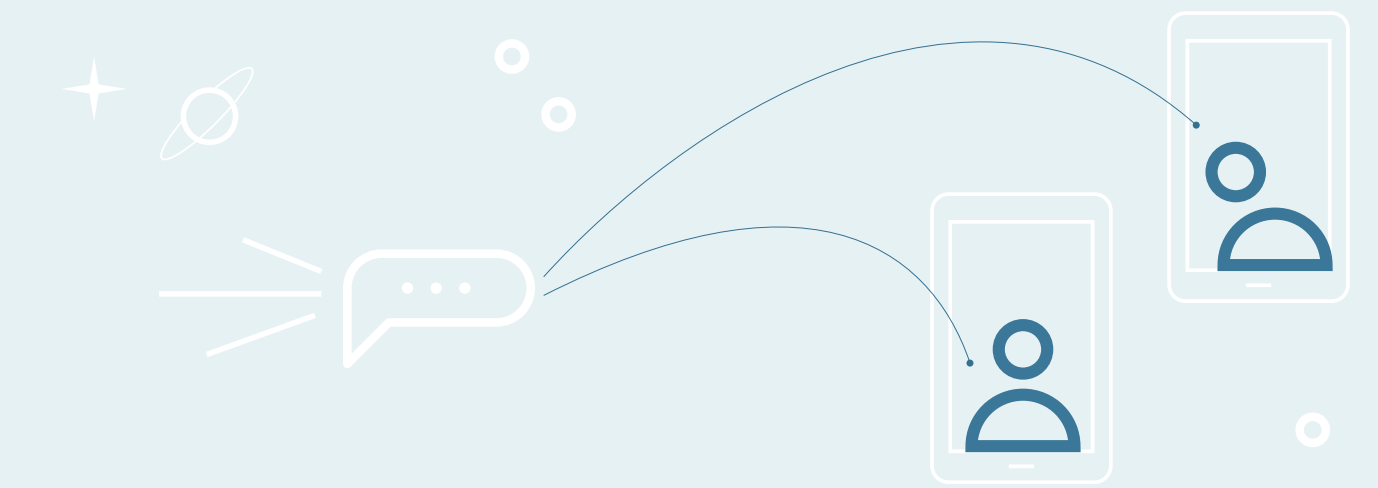
The highest industry representation is retail, which is represented by one in six, and then utilities, represented by one in nine. There is a wide distribution of industries represented among the respondents.

What industry do you operate in?

Four out of ten respond that they operate their business in a combined offline and online setting, which is the most common answer.

Of those that have a bias, offline is outnumbering those with online bias with a factor of one to two.

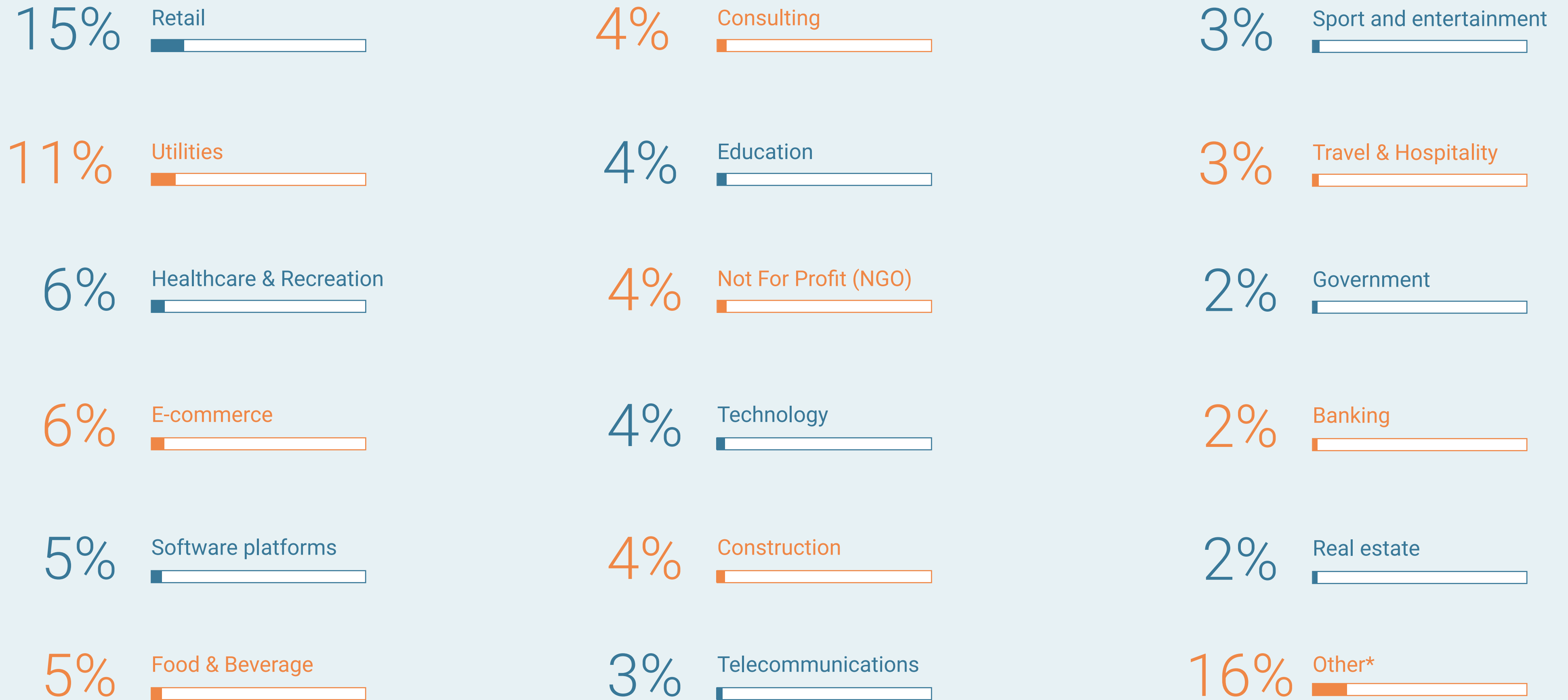
How does your business operate?



Small companies make up the majority of surveyed SSU respondents, and only one in twenty report having more than 500 employees.

Company size?

# Industry



\* Others: Manufacturing, Media, Energy, Finance, Engineering, Insurance, Logistics, Bio & Chemistry, Gaming

# Digital Adoption Level of Businesses



11%

Exclusively online



8%

Mostly online



40%

Online / Offline  
combined



25%

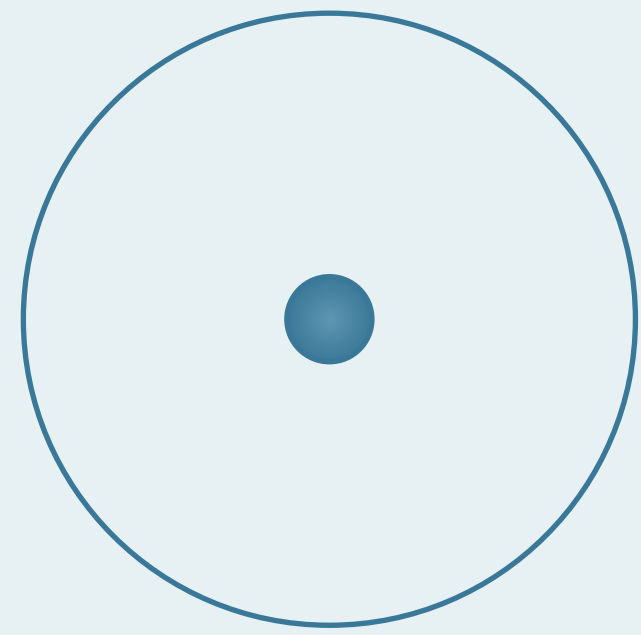
Mostly offline



15%

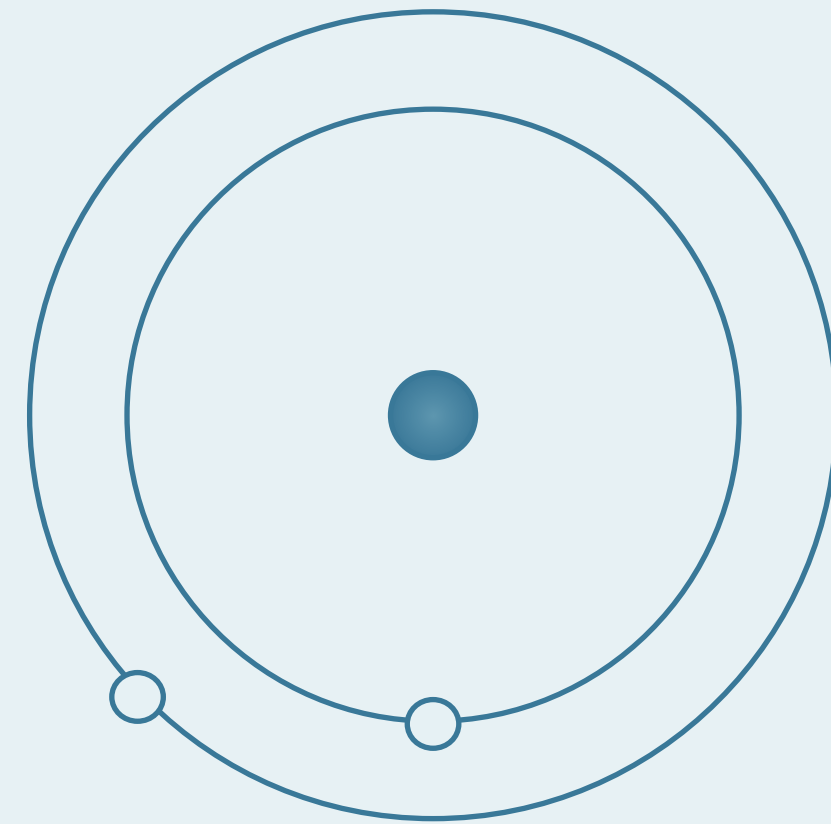
Exclusively offline

# Company Size



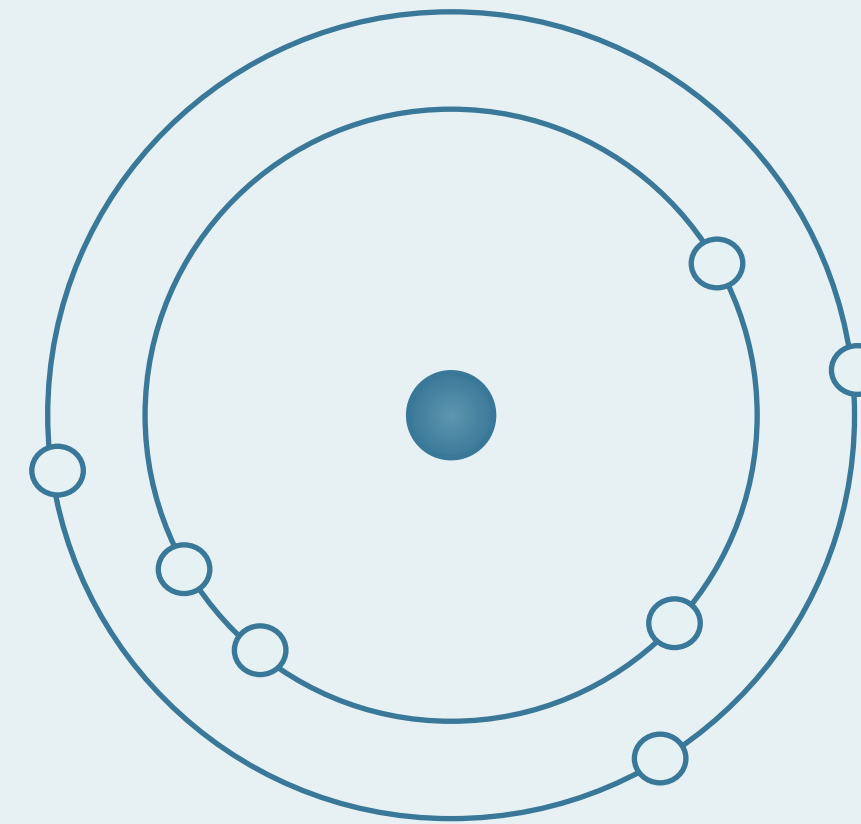
62%

1-10 employees



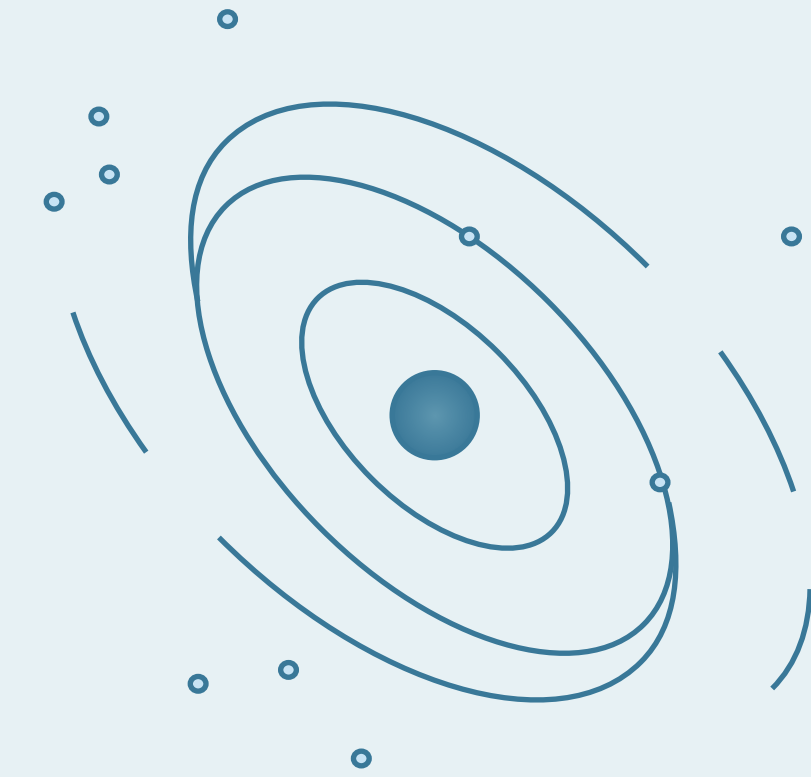
20%

11-50 employees



12%

51-500 employees



6%

More than 500 employees



“

Among SSU customers, as with our other product verticals, we see wide representation from many industries. Retail has the highest representation, which fits well with the small-to-medium company size that is associated with SSU. This is also confirmed by four in five out of the respondents working for a company with 50 employees or less. It's also interesting to see that there is an offline bias among the respondents. Here it's easy to imagine the unlocked potential in digitizing the business further and leveraging the full capacity of the digital communication they are already using. Bringing the full value chain online will be a great enabler for a best-fit offering and performance improvement.

”



# LINK Mobility

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