Personalized Mobile Messaging:

YOUR NEXT TOP REVENUE CHANNEL

Discover How Innovative Retail Marketers Are Driving Incremental Mobile Revenue
WHY PERSONALIZED MOBILE MESSAGING IS YOUR NEXT TOP REVENUE CHANNEL

How can marketers break through the digital clutter of information to reach new customers, influence their shopping decisions, and drive sales?

Follow this guide to learn how to make personalized mobile messaging one of your top 3 revenue-driving channels.

MARKETING IN THE ERA OF INFORMATION OVERLOAD

With the mass adoption of smartphones, people can interact with brands and shop online more easily than ever before.

Of course, this also raises some unique challenges. Because consumers can use their phones just about anywhere, at any time, to do anything—it’s become more difficult for marketers to capture and maintain their attention.

With overflowing email inboxes, screens full of often-forgotten apps, and ever-changing social media algorithms that control which content people see, retail marketers are constantly looking for new ways to break through the digital clutter to reach consumers and drive revenue.

Next time you’re in a crowded train car, walking down the street, or at the mall, take a quick glance around and observe what people are doing. They’re on their phones and the vast majority of the time... they’re texting.

Think about your experiences. How many brand emails do you receive a day, and how many do you read and click-through on? How many apps do you regularly use—the same 2 or 3? But, how many text messages do you leave unread? Probably none.

This is why marketers are now turning to mobile messaging as the next big way to reach consumers and drive revenue.

With 30%+ click-through rates on messages and over 25x return-on-investment, this channel cannot be overlooked.
WHY MOBILE MESSAGING NOW?

- **98%** of US adults age 30-49 use text. This rises to 100% for ages 18-29.  
- **54%** of e-commerce sales in the US will be from mobile devices by 2021.  
- **68%** of millennials say they prefer text messaging over email.

POWERFUL RESULTS:

- **30%+ CTR** on mobile messages  
- **25x ROI** for overall program performance

---

3 Statista, US Mobile Retail E-Commerce sales 2013 - 2021  
4 MarketingStrategies.com, May 15, 2017
MOBILE MESSAGING—WHY NOW?
Although text messaging has existed for years, it has only recently emerged as a new channel for retail brands to add to their marketing mix. Why is now the right time for retailers to adopt a mobile messaging strategy?

1. Unsaturated Marketing Opportunity
SMS is the most widely used mobile application. According to the Pew Research Center, 98% of US adults ages 30-49 use text messaging. This increases to 100% for the 18-29 population.⁵

Consumers spend more time text messaging on their phones than they do checking email, using apps (including messaging apps), or browsing the web, providing an unsaturated marketing opportunity to engage consumers where they spend the majority of their time.

Although email will not be going away anytime soon, its effectiveness has steadily declined. Over the last 5 years, email marketing click-through performance for retail businesses has fallen 47%. The average email click-through rate is now just 2.4% and the average email open rate is only 19.4%. Compare that to the 99% open rate of text messages.⁷

2. High Consumer Adoption
Previously, most wireless plans required consumers to pay to send and receive text messages. Today, plans that include unlimited text messaging are the norm. A recent survey of US adults across various age groups and demographics showed 98% of participants have an unlimited text messaging plan.⁸

⁶ MailChimp, Average Email Campaign Stats of MailChimp Customers by Industry, 2018
⁷ MobileSquared, Conversational Advertising, 2010
⁸ Attentive Study - Q3 2017, n=2,011, US adults ages 18-60
And, what about apps? The majority (51%) of US consumers do not download new apps each month, and 95% of apps on iOS and Android devices are uninstalled within the first month of being downloaded (5% retention rate).

Plus, only 37% of app users allow push notifications. For retailers who have not yet built an app, development costs and user acquisition/retention challenges can cause marketers to seek out other mobile marketing opportunities with higher levels of existing consumer adoption.

3. Net-New Revenue Driving Channel

When it comes to driving incremental mobile revenue from a new channel, companies that use mobile messaging regularly see a 15-25x+ ROI and 5-10x+ revenue per subscriber vs. email marketing.

Why are these figures so high? One reason is that mobile messaging subscribers tend to be a brand’s most valuable audience—a mix of high-intent potential buyers and loyal existing customers.

Consumers have grown increasingly more comfortable using their smartphones to buy. Mobile messaging helps retail marketers bridge the gap between mobile site traffic and commerce by converting browsers into buyers.

4. Personalized Messages Increase Engagement

The marketing and revenue impact of mobile messaging is amplified even further with the use of behavioral data. Site visits, product views, add-to-cart, and purchase information can be used to automatically build dynamic segments and send highly customized messages to each subscriber.

The more relevant the marketing message is to an individual recipient, the more likely that person is to take action and purchase. Businesses that prioritize personalization maximize the effectiveness of their marketing spend.
WHAT MESSAGES DO CONSUMERS WANT?
As a marketer, the benefits of mobile messaging are clear, but what do consumers expect from this channel?

Consumers are eager to interact with their favorite brands via mobile messaging. 79% of US shoppers surveyed said they either currently receive text messages from brands or would like to, but don’t yet.8

Consumers also indicated they are interested in getting a wide range of updates from businesses through mobile messaging, across the entire lifecycle of their interactions with a brand. Although sale alerts and shipping notifications were of the most interest, shoppers also want to use mobile messaging to hear about new product launches, giveaways, exclusive content, and to share feedback about their experience.

The brevity and instantaneous nature of text messaging makes it a perfect fit for sharing time-sensitive updates with your shoppers. Consumers expect a brand’s mobile content to capture their attention, be personally relevant, and “get to the point.”

Most text messages from brands tend to include one link and a strong call-to-action, clearly directing recipients how to take the next step.

The most impactful marketing happens when you reach your target audience with engaging content that personally resonates and drives immediate action where they spend the majority of their time.

In today’s world where shoppers are increasingly overwhelmed by choices, marketers can rely on text messaging to break through the clutter and ensure their messages are heard.

QUESTION:
Would you ever sign up to receive text messages from a business?

79% of consumers would sign up to hear from brands via text messaging.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I already receive</td>
<td>62.7%</td>
</tr>
<tr>
<td>Yes, but I don’t receive yet</td>
<td>16.0%</td>
</tr>
<tr>
<td>Maybe, for the right messages</td>
<td>18.3%</td>
</tr>
<tr>
<td>No, not interested</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

79% of consumers would sign up to hear from brands via text messaging.

Attentive Study - Q3 2017, n=2,011, US adults ages 18-60
QUESTION:

If you were to sign up to receive text messages from a business, which kind of messages would you be interested in?

<table>
<thead>
<tr>
<th>Message Type</th>
<th>Interested</th>
<th>Not Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product I purchased has been shipped or delivered</td>
<td>96.6%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Product I like is on sale</td>
<td>95.5%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Store-wide discounts</td>
<td>93.3%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Product I like is back in stock</td>
<td>89.3%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Giveaways or sweepstakes</td>
<td>83.2%</td>
<td>16.8%</td>
</tr>
<tr>
<td>New product releases</td>
<td>80.4%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Exclusive content (sneak peeks, how to's, etc.)</td>
<td>73.8%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Feedback or surveys about my experience with that business</td>
<td>71.7%</td>
<td>28.3%</td>
</tr>
</tbody>
</table>

WHAT CONSUMERS ARE SAYING:

Direct quotes from a consumer focus group with varied demographics:

“I’m getting hundreds of emails a day. I don’t read them all. I tend to look at everything that arrives in my text message inbox - it takes me literally 10 milliseconds to open and read a text.”
—Jessi, Female 20 - 29, $100K+ income

“I’d sign up to hear from my favorite 5 - 10 brands. I’d want to hear about new merchandise, maybe even giveaways for loyal customers, or shipping updates would all be great.”
—Chris, Male 30 - 39, $60K income

“I don’t like when brands take a ‘shotgun’ approach and send the same thing out to everyone... I really wish I could know through a quick text if shoes in my cart in my size were about to sell out, or if things I always buy go on sale.”
—Bledar, Male 20 - 29, $100K+ income

“Personalized messages are absolutely important to me. As a mom, I’d really like to know when the diapers I buy are on sale or if there are deals on kids’ clothing.”
—Ashanti, Female 30 - 39, $35K income
PERSONALIZED MOBILE MESSAGING: USE CASES & EXAMPLES

What are some different ways your brand could use this new channel? These are a few of the most popular use cases for retail brands:

1. **Limited-Time & VIP Offers**
   Let shoppers know about limited-time deals. Many companies treat their mobile subscribers as “VIPs”—giving them mobile-only offers or exclusive early access to sales.

2. **Cart Reminders**
   The average cart abandonment rate for online retail is 74%. Don’t miss out on high-intent shoppers. Remind subscribers about their abandoned carts, and make it easy for them to finish checking out.

3. **Product Updates**
   Alert shoppers via text when a sold-out item has been restocked or a new product has launched. Use browsing or buying behavior to reach the most relevant audience of subscribers for each update.

**1. Limited-Time & VIP Offers**

AMOREPACIFIC: Discover our signature skincare with exclusive travel minis, yours for a limited time with any $250 purchase: amorepacific.attn.tv/OhlGqc

WITH ANY $250 PURCHASE

AMOREPACIFIC: Discover our signature skincare with exclusive travel minis, yours for a limited time with any $250 purchase: amorepacific.attn.tv/OhlGqc

WinkyLux: Hi, it’s WINKY LUX! You left some magic in your cart. Come back and take a 2nd look? https://winkylux.attn.tv/5AAB

Thanks for the reminder! 😊

**2. Cart Reminders**

Boll & Branch: Our Percale Simple Stripe sheets are cool, crisp, & ideal for warm summer months. Shop our new arrival: https://bbranch.attn.tv/29k4

Love this! 😊

**3. Product Updates**
4. Transactional
Shoppers appreciate knowing when their orders have been shipped and delivered. The checkout page of your site is a great place to gain new opt-ins for your mobile subscriber list.

5. In-Store Invites
Use geographic data to share in-store event invitations with nearby mobile subscribers, uniting online shopping with offline experiences.

6. Customer Service
Give your customers an easy way to share feedback and ask questions. Reply directly to customers via text or integrate with an existing support platform, such as Zendesk.
How to Start Mobile Messaging

Here are the first steps to launch your next top revenue channel:

1. Define your goals
As with any new marketing endeavor, it's critical to first define your goals. For many marketers, mobile messaging is a new channel. Key performance indicators will often center around metrics like subscriber growth and revenue driven.

When done well, mobile messaging can quickly become one of your top 3 revenue channels. Before launching, it is important to have clear expectations for the channel and an agreed-upon method for how you'll measure success.

2. Start growing subscribers
The next step in starting your messaging channel is to grow an audience of opted-in subscribers. There are many ways to quickly scale your list using acquisition tools for mobile & desktop web, email, social channels, paid media, in-store signage, mailed promos, and more.

3. Send targeted content
By leveraging real-time browsing and buying data, marketers can send personalized messages at scale. For example, you could create a drip campaign for new subscribers with a welcome offer, set up an abandoned cart reminder, send automated shipping updates, or notify about a new product or exclusive offer.

How Attentive Can Help

Attentive is a personalized mobile messaging platform. With Attentive, you can quickly gain text messaging subscribers through a variety of acquisition tools, including the patent-pending "two tap" sign-up, which seamlessly converts mobile shoppers into subscribers.

At Attentive, we process massive amounts of data each second, enabling brands to connect with their mobile subscribers at every step of the customer lifecycle. Attentive's full-service team will help you develop a strategy for setting up automated messages, as well as sending scheduled messages to all subscribers or different targeted segments.
MOBILE MESSAGING ACQUISITION
Attentive's patent-pending "two tap" sign-up solution

Seamless Sign-up
Quickly grow your text subscriber list with our patent-pending two-tap sign-up on mobile web

Automated Onboarding
New subscribers simply press "Send" on the pre-populated text to opt-in and receive welcome messages

When done well, mobile messaging can quickly become one of your top 3 revenue channels.
Attentive is a personalized mobile messaging platform built for innovative e-commerce and retail brands. Using Attentive’s patent-pending solutions, marketers can quickly grow a list of mobile subscribers and create a new top 3 revenue channel.

Over 500+ brands rely on Attentive for mobile messaging and see strong results like 30%+ click-through rates and 25x+ ROI.

Visit www.attentivemobile.com to learn more and request a demo.