

THE VALUE of SMS MARKETING for Seniors

Texting By The Numbers

98%
text open rate

VS

20%
email open rate

Source: Campaign Monitor

90%
texts read
within 3 seconds

Source: Adobe

85%
prefer to receive text
over voice call or email

Source: G2

20B
text messages
sent daily this year



7.3T
text messages
sent annually

Source: The Telegraph

61%
of marketers increasing
SMS marketing budgets in 2020

Source: G2

75%
suggested they'd be happy to
receive an offer via SMS

Source: Campaign Monitor

Texting is trending for Seniors

86% of Americans over
50-years-old communicate
with text messaging

Source: Cyberpsychology, Behavior and Social Networking

57% of Baby Boomers who text
would have a favorable view of
a company that offers to text

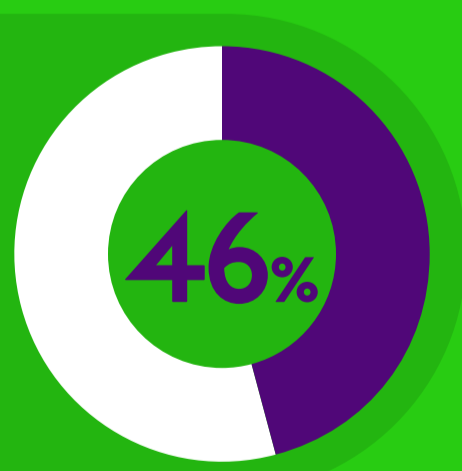
Source: OneReach

42% agree that it would
be convenient for any
company to use texting for
customer service

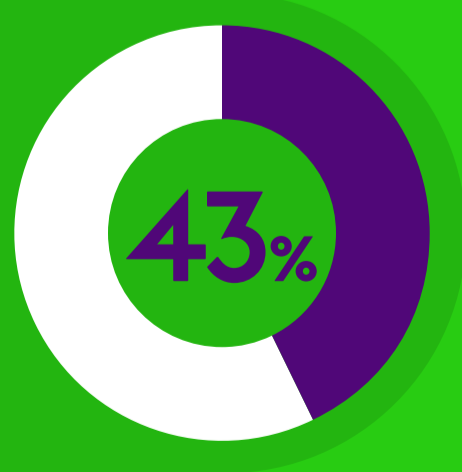
Source: OneReach

The top three industries customers
say they are more likely to opt into
text messages are

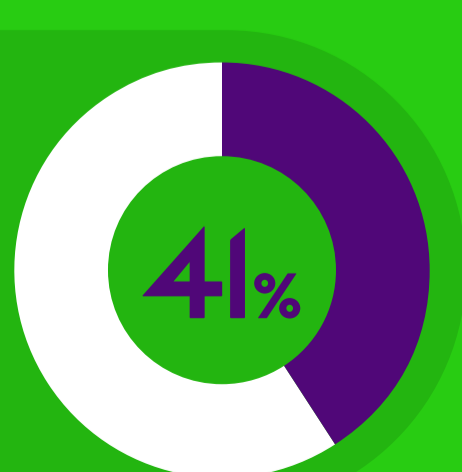
1 
E-commerce/Retail



2 
Healthcare



3 
Banking or
Financial Institutions



Source: G2