

SMS Messaging for Marketing Success

Esendex Multichannel Solutions

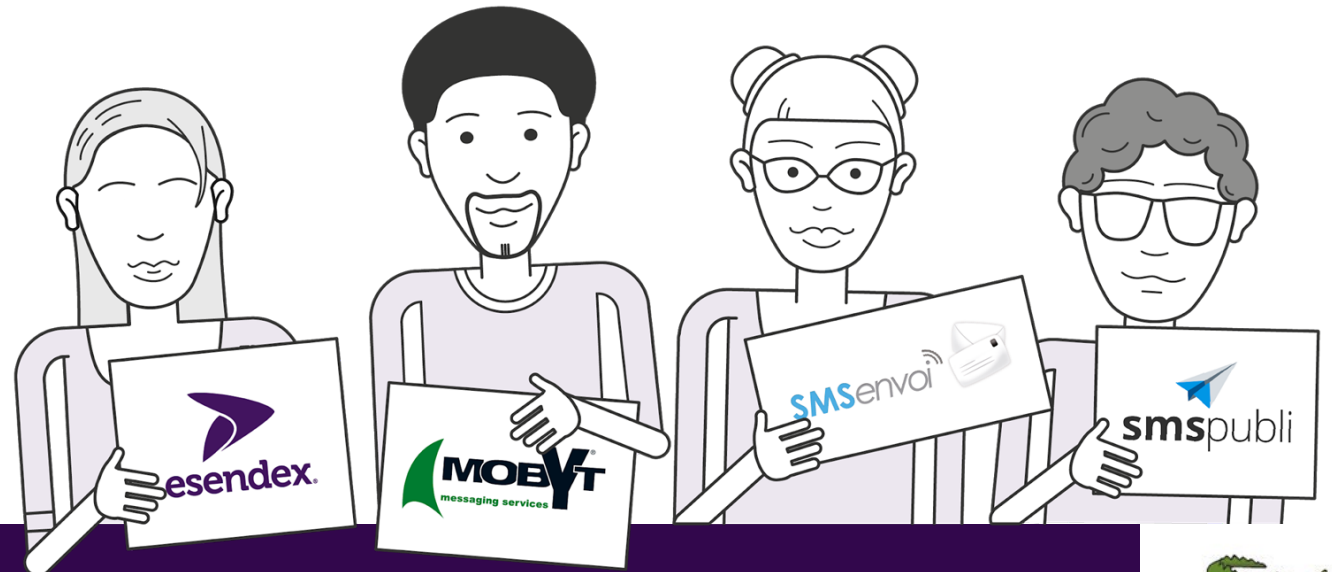
What are we covering off today?

- ▶ Who we are - communicator relationship
- ▶ Power of using SMS
- ▶ What does good look like?
- ▶ What is your ROI potential?
- ▶ GDPR & Opt Outs
- ▶ SMS & Enrichment
- ▶ Future of messaging
- ▶ Summary / Q&A

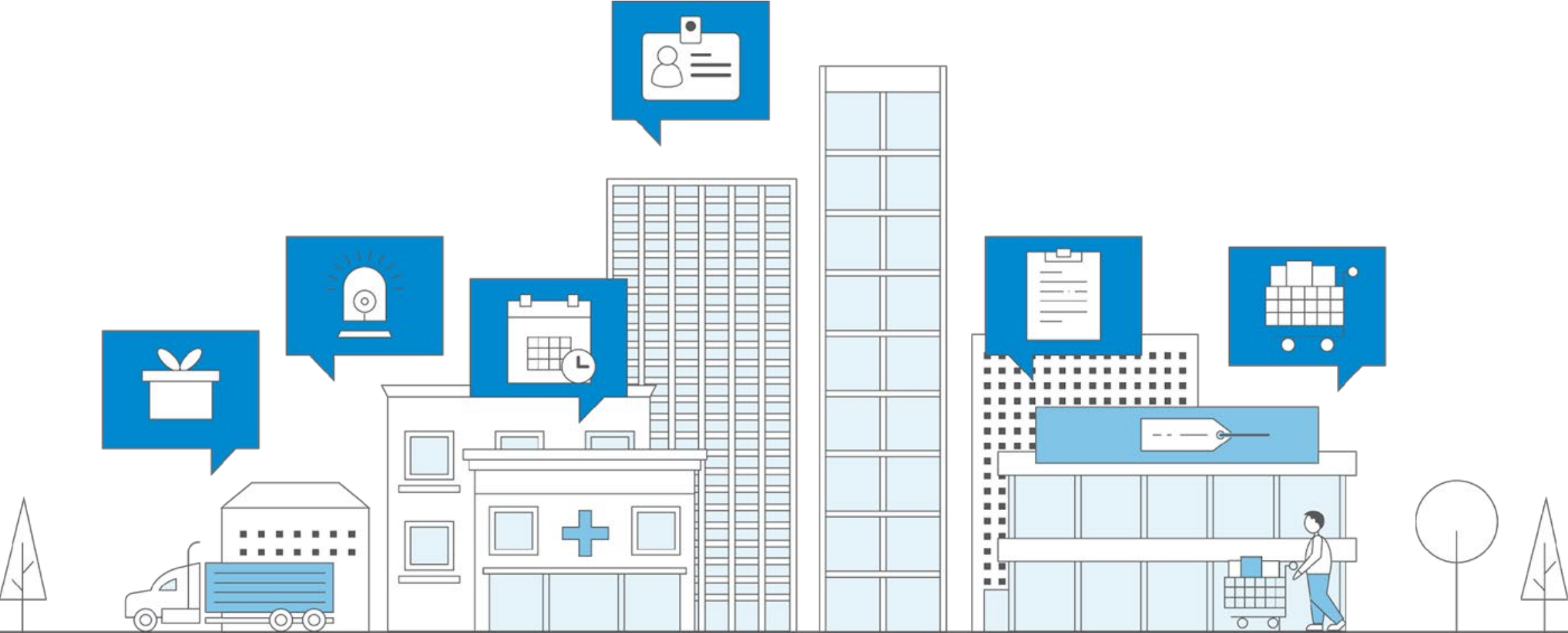


Who are Esendex?

- ▶ Paul Watson - Esendex Partners & Resellers Account Manager - Over 5 Years in the digital telecoms industry.
- ▶ Esendex were formed in 2001 and is now part of “Commify Group UK” - Europe’s #1 SMS messenger.
- ▶ Our aim is to make business communication better, with mobile messaging solutions. SMS, Email, Voice & Web channels that work harder to increase engagement.
- ▶ Communigator Partnership - Integration, consultation and value. Over 8 years
- ▶ Any questions around who we are?



The Power of SMS Messaging



Why Send SMS Messages?



Unparalleled reach



Super customer engagement



4 Billion users



90% Opened within 3 minutes²



More daily active users
than any other channel



Perfect for private or time-
sensitive conversations



94% Read rate¹

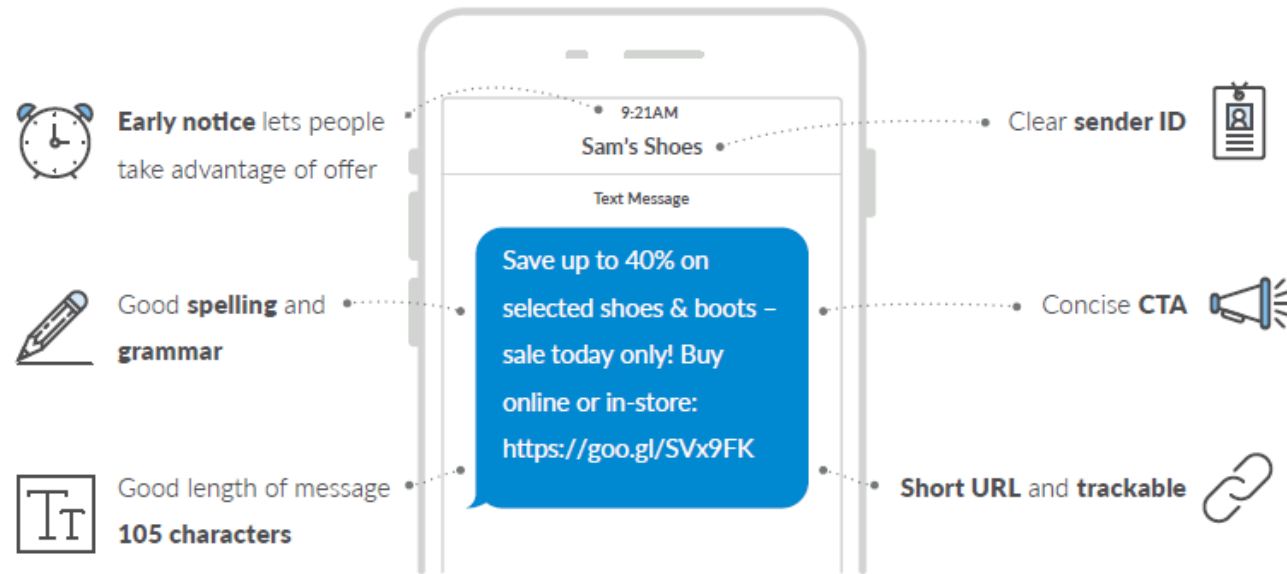


Great for important
notifications and reminders



What does good look like?

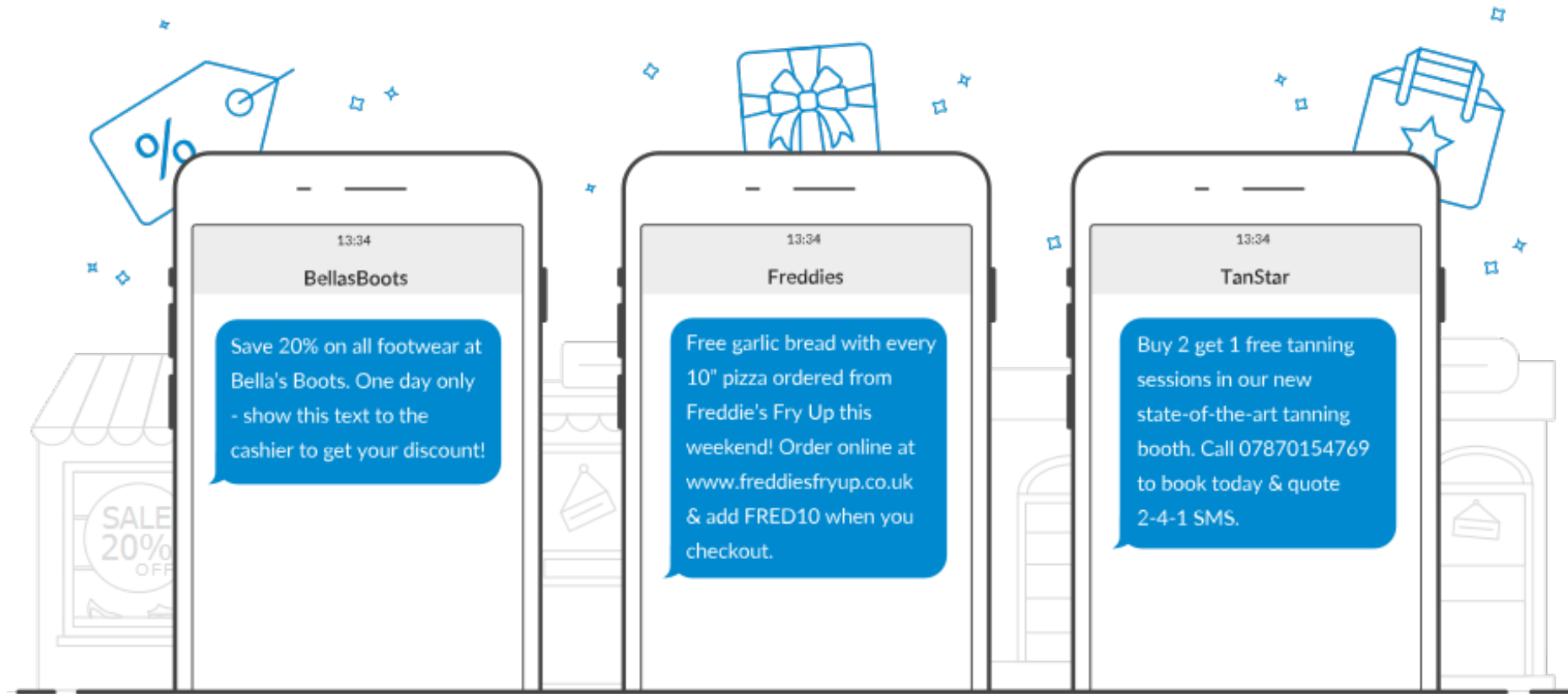
SMS marketing **done right**



If you are not using a sender ID, & instead are sending from a Virtual Mobile Number (VMN), remember to identify yourself in the message body.

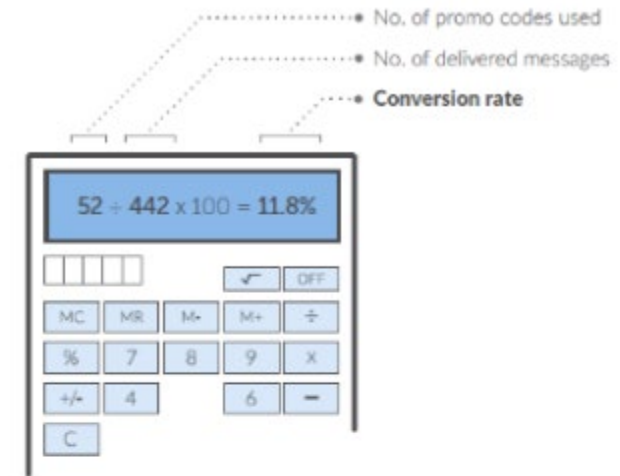


What does good look like?

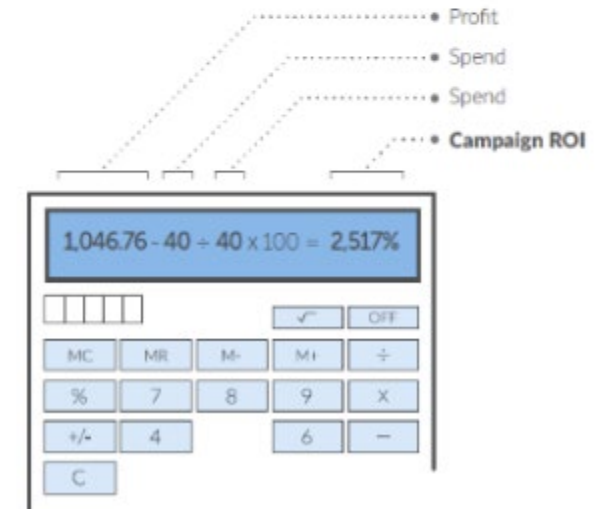


What's my ROI?

- ▶ ROI is very dependent on your outcome be it a physical product a service.
- ▶ You need to be able to track progress - Landing page / Tinyurl
- ▶ ROI isn't always easy to pin down - e.g. reduction in calls being made or received will provide an efficient
- ▶ Typical click throughs will be from around 10% - 20%...
- ▶ Here's what Nottingham Forest got out of using our messaging channels...



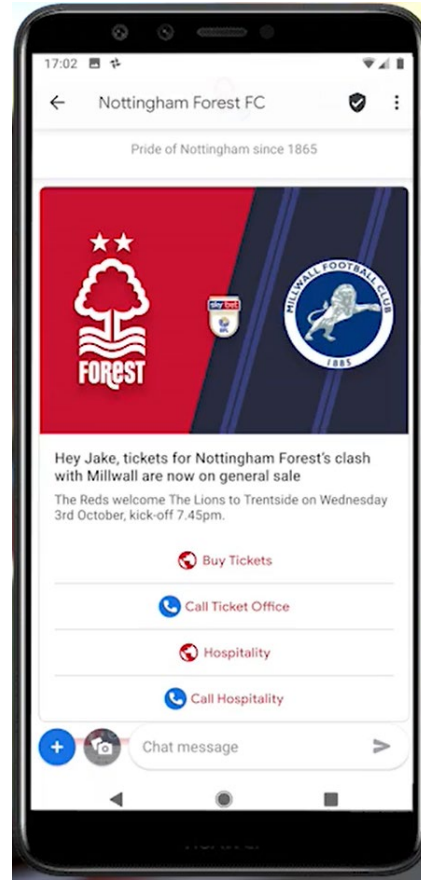
Campaign ROI



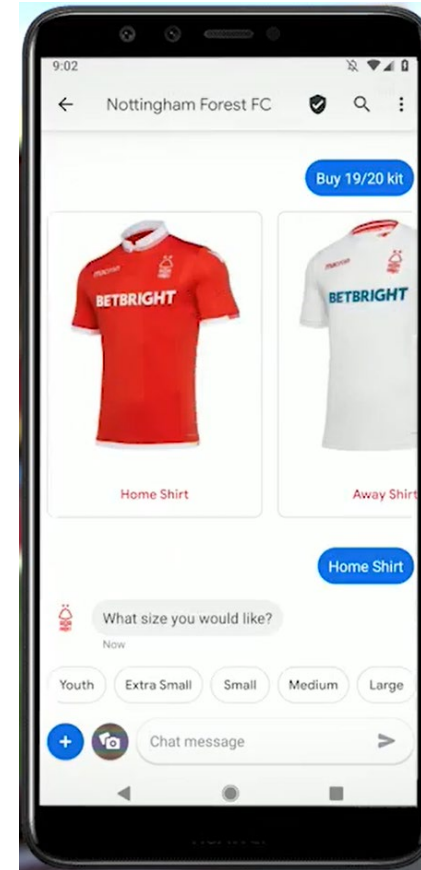
Nottingham Forest - Rich Messaging



Landing Page



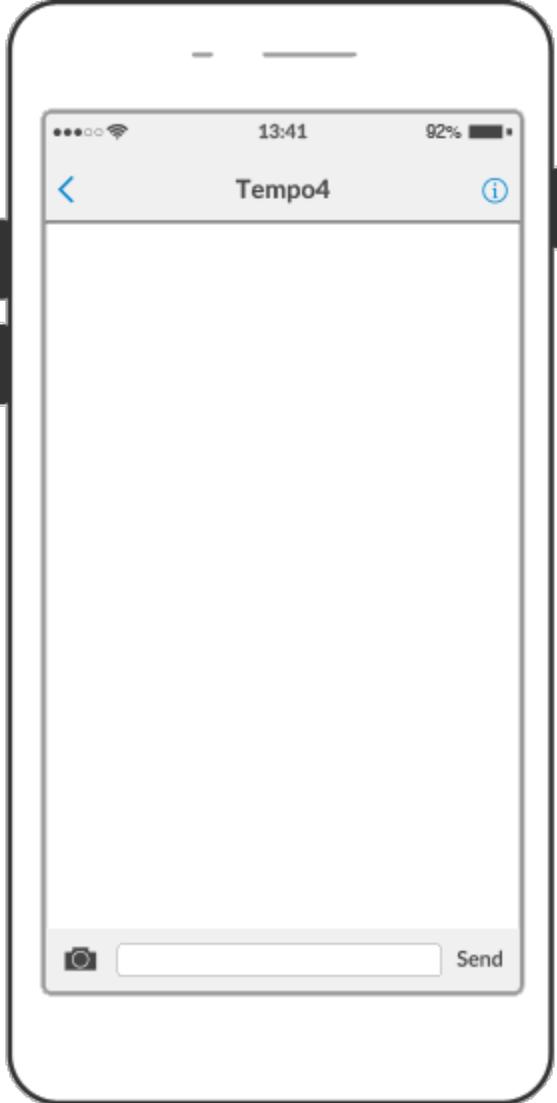
RCS



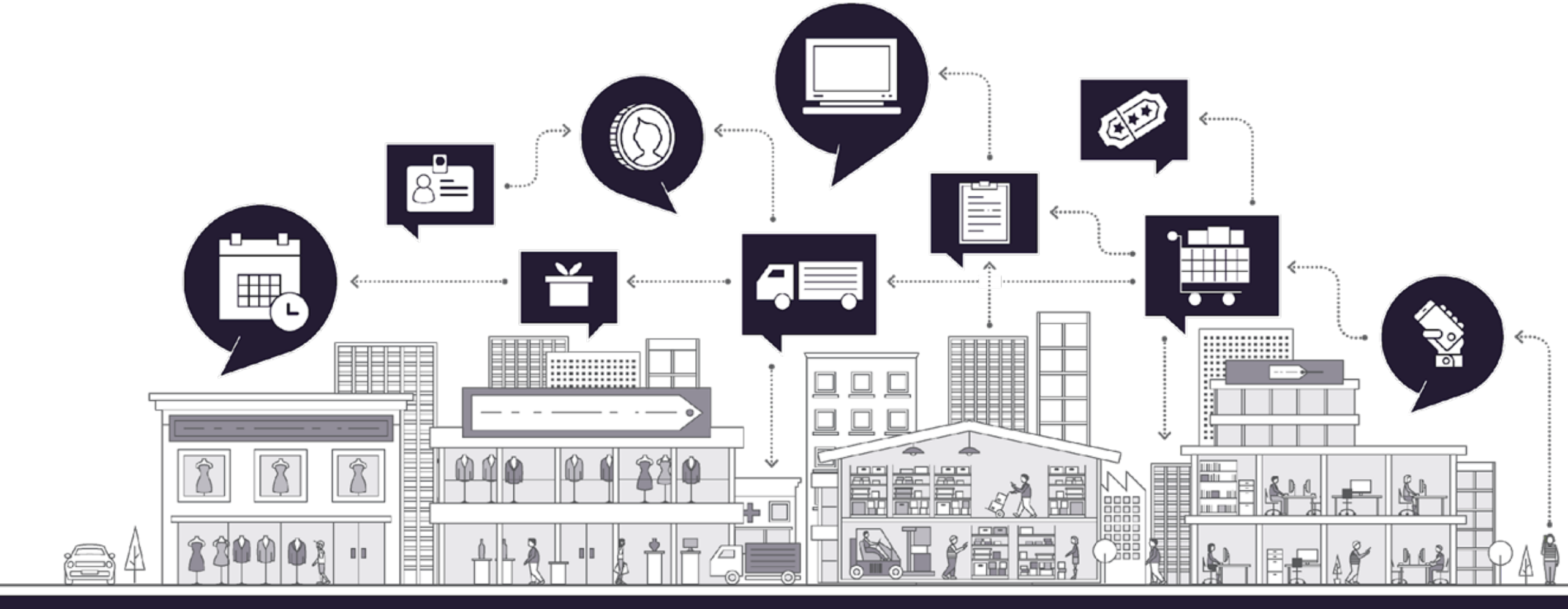
RCS



SMS Surveys



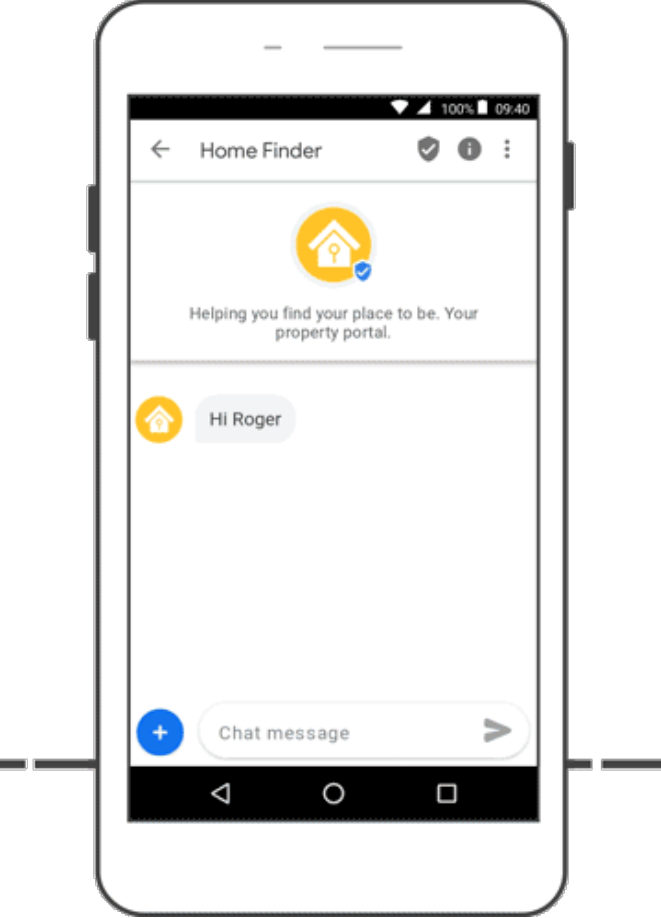
Intelligent OTT Messaging - WhatsApp, RCS & Others



Enriched SMS Messaging - Landing Pages



RCS Messaging - Example



Just one more thing... The Esendex Ecosystem



Self Serve Payments



SMS & Chat



Interactive Voice



Email



Mobile & Digital



IP Channels



Intelligent Automated
Messaging



Opt Outs

- ▶ When marketing to a customer you MUST offer an opt out.
- ▶ “STOP to 60060” - automatically blacklists messages from said number / shortcode.
- ▶ Opt out numbers can also be used to advertise & opt IN customers.



GDPR & Compliance - 3 Questions

- ▶ 1. Do you have a legitimate interest for sending this message?
- ▶ 2. Do you need to send the message in order to achieve those interests?
- ▶ 3. Have you balanced the act of sending the message against the individual's interests, rights and freedoms?



To sum up..

- ▶ SMS can increase engagement.
- ▶ Additional channel complimenting E-mail
- ▶ Full potential of the 160 characters + limit.
- ▶ Using SMS for feedback / surveying
- ▶ GDPR won't stop you using SMS.
- ▶ SMS isn't old, just evolving.
- ▶ And the rest...



.....
**CommuniGator's marketing solution integrated with
Esendex's sophisticated SMS messaging platform**
.....

Get our exclusive offer for CommuniGator customers
when you take a demo now at:

www.esendex.co.uk/partners/communiGator

We also have an offer for
CommuniGator Customers...



93% of UK adults own
a mobile phone



70% of people deem
SMS as a great way to
win their attention



SMS has an open rate of
95% in the UK



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Get your customer experience **interactive**, on a **channel that works** for them,
and one that **future-proofs** your business.

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Thank You - Any Questions?

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Slide deck available to everyone.



WhatsApp For Business & Apple Business Chat

- ▶ The world's most popular messaging app - 1.5b users worldwide.
- ▶ Similar to RCS - enriched messaging - images & video
- ▶ Built around the conversation more than the notification.
- ▶ Read Receipts as a standard.
- ▶ Available to all OS.
- ▶ Can work out at a lower price point than SMS messaging for 2-way conversations
- ▶ Apple business chat will help fill the gap RCS for Android would leave.
- ▶ Apple has approximately 40% market share within the UK.

