Webinar

Effective Engagement with SMS Marketing

Presented by: Kevin Boutin and Bradley Penwarden

munvo
The Marketing Solutions Specialists

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What we do at Munvo

- Marketing Solutions System Integrator

- Munvo Practices:
  - Adobe
  - Unica
  - SAS

- Our Products:
  - SMS Gateway
  - campaignQA
  - Companion for Unica Campaign
  - Rewind for Adobe Campaign

80+
Consultants and Developers

40+
Enterprise Customers

300+
Marketing Solutions Projects

15+
Years of Experience

What we do at Twilio

Twilio is a cloud communications platform as a service company based in San Francisco, California. Twilio allows software developers programmatically to make and receive phone calls, send and receive text messages, and perform other communication functions using its web service APIs.

It's been many years in the making

Everyone from *Opus Research* to *Gartner* and *Forbes* has predicted the dominance of SMS over the last seven years.

10 Trends to Watch: Conversational Commerce 2014

BY DAN MILLER on DECEMBER 13, 2013 • (0)

Integrations of speech recognition, natural language processing, artificial intelligence and strong, passive authentication portend a great year for Conversational

2016 Will Be the Year of Conversational Commerce
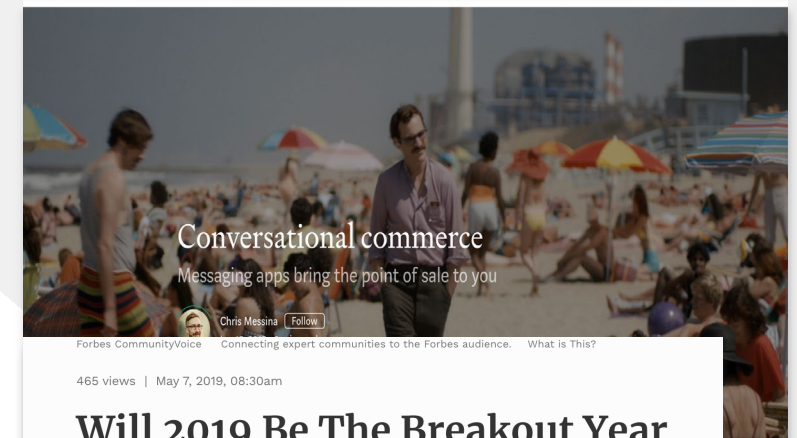
By Chris Messina • 01/26/16 12:30pm

Conversational commerce
Messaging apps bring the point of sale to you

Chris Messina [Follow]

Forbes CommunityVoice   Connecting expert communities to the Forbes audience.   What is This?

465 views | May 7, 2019, 08:30am

Will 2019 Be The Breakout Year For Conversational Commerce In The U.S.?

Henry Shi Forbes Councils
Forbes Technology Council CommunityVoice ⓘ

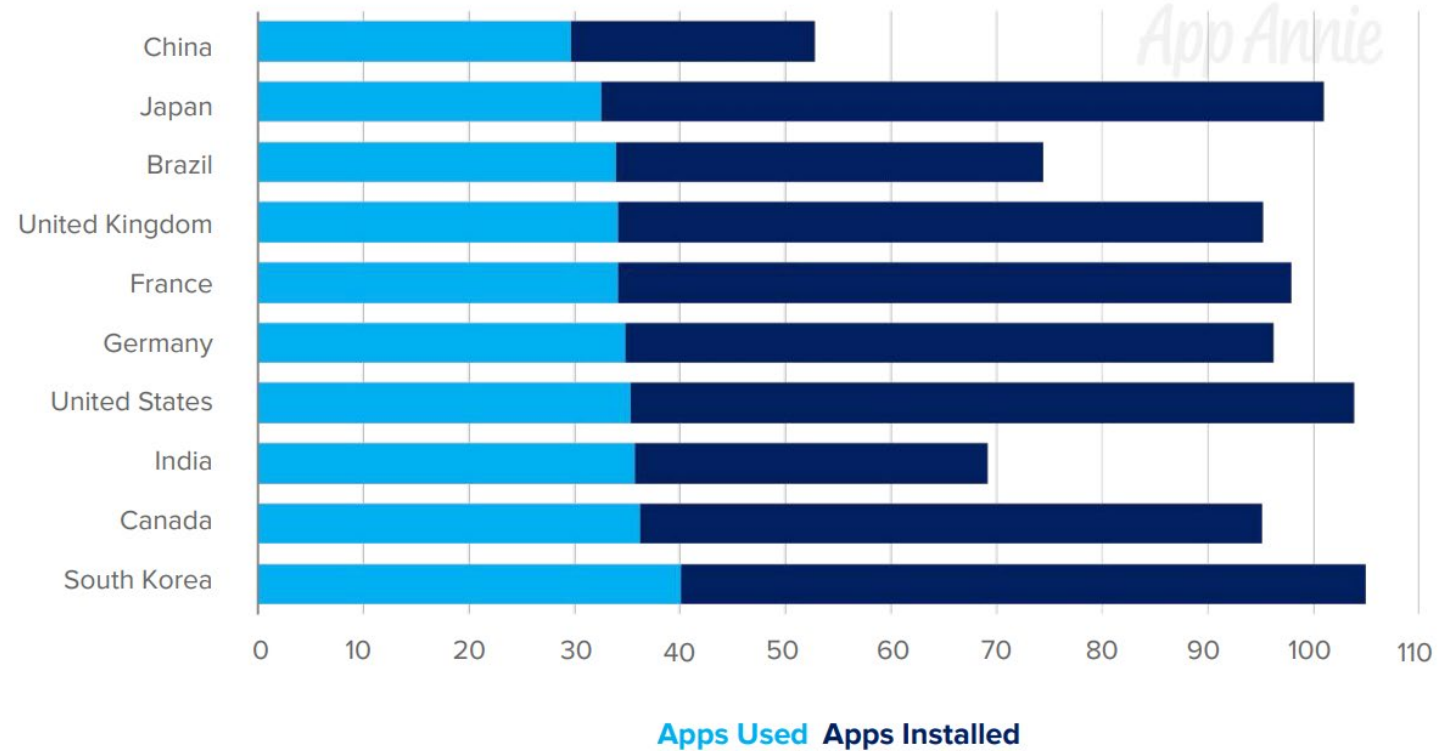POST WRITTEN BY

CUSTOMER EXPERIENCE

Conversational commerce is the future of social customer care

Smarter With Gartner

Subscribe

Finance   Human Resources   IT   Legal & Compliance   Marketing

The Art of Conversational Commerce

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Monthly Average Number of Apps Used and Installed
Smartphone Users in Select Markets, 2018

66% of millennials prefer to be reached by SMS, messaging, or social media apps

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82% of consumers keep SMS notifications switched on

Source: Authenticity Gap Research, Twilio & Lawless Research, March 2019

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The Rise of Messaging

The number of messaging app users has surpassed social media monthly active users (MAU).

2.7 B

Social Media
Users

3.6 B

Messaging App
User

The M-Commerce Landscape

The dominance of mobile only continues to grow.

685 B

Hours spent in social and commerce apps in 2018

3 HRS

Per day spent on mobile by the average user

90%

Users access the internet primarily through mobile

Sources: CNBC; App Annie, The State of Mobile 2019

The Customer Journey

Consumer Concerns for the Conversational Economy

- What is the source – can it be trusted?

- How is my data being used/going to be used?

- Can I get information on my terms?

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Lessons for the Conversational Economy

1 **Personalization**
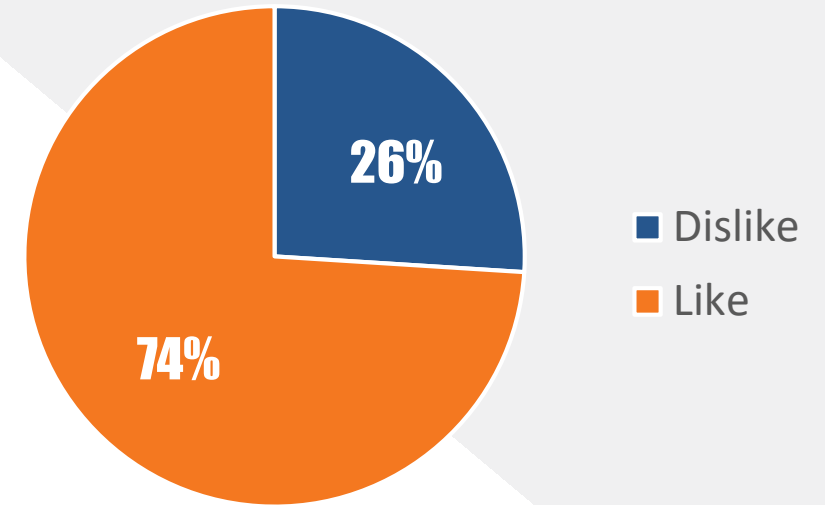Communications use preferences, history, and pre-identifying information

2 **Relevancy**
Communications are appropriate for the stage in the customer journey and are delivered at the right time

3 **Trust**
Communications from a recognized sender that contains verifiable content

What is Personalization?

Personalization involves using your name, demographic information, preferences, needs, interests, and behavior to customize communications.

26%

74%

■ Dislike
■ Like

Source: Twilio and Lawless Research, Global Communications Survey 2019

In general, how much do you like or dislike communications that are personalized?

Lessons for the Conversational Economy

1 Personalization
Communications use preferences, history, and pre-identifying information

2 Relevancy
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3 Trust
Communications from a recognized sender that contains verifiable content

Critical Moments of Influence

Moments of need where we turn to our smartphones to take action, make a purchase, or ask for information

"What airlines offer direct service from San Francisco to Singapore?"

"I need to get over my fear of flying."

"I'm going to book a flight on this airline based on my limited travel schedule."

"I need to buy a new neck pillow before my flight."

Lessons for the Conversational Economy

1 Personalization Communications use preferences, history, and pre-identifying information
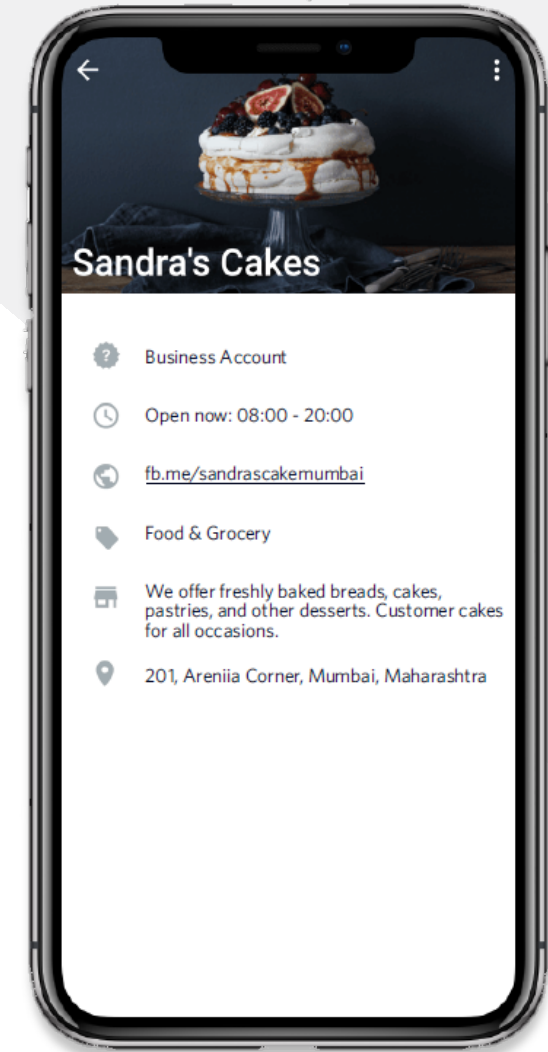
2 Relevancy Communications are appropriate for the stage in the customer journey and are delivered at the right time

3 Trust Communications from a recognized sender that contains verifiable content

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Communicating Trust

- Designated number or verified profile

- Greater engagement with identified sender

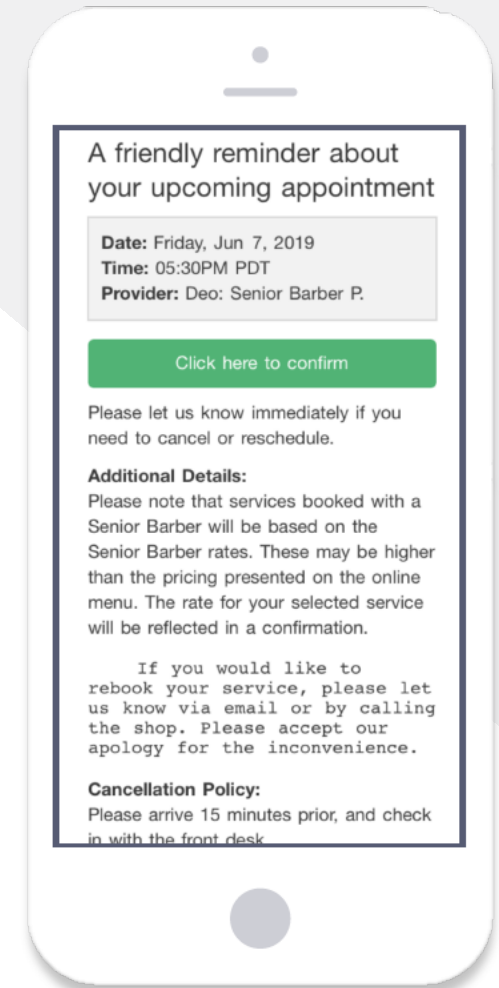# Customers today are won and lost because of engagement

But this is reality

No-reply email addresses and awkward channel transfers are the norm.

Why is it so challenging?

Businesses struggle to meet customers where they are

Over 5 billion people use SMS, but business messaging is hard to scale

What is causing the communications divide?

- Individual APIs for each channel vary greatly

- Each channel offers different capabilities

- Businesses are not equipped to absorb channel complexity

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Why is SMS hard to scale?

- Possibility of loss via spam filters
- Complex global SMS rules and regulations
- Many varieties of character encodings
- Incorrect delivery receipts
- Carrier filtering
- Thousands of different handset spec requirements
- Rate limiting
- Pre-registered sender id requirements

- Queuing
- Latency
- Sender ID not preserved
- Consumer blocking
- Concatenation issues
- Lack of feedback
- Bind failure
- to name a few…

Engaging Customers Across the Lifecycle

Promotion/ Interest

DRIVE
user growth

Product Selection

OPTIMIZE
customer acquisition cost

Post Purchase

IMPROVE
CSAT

Value Added Services

REDUCE
churn

Engaging Customers Across the Lifecycle

Promotion/Interest

Customer opts in to marketing promotion and receives digital offers

Product Selection

Customer is incentivized to use promo code for limited offer on a specific product category

Post Purchase

Customer is kept updated about the delivery status of their recent purchase

Value Added Services

Customer is engaged by value added services and dynamic support
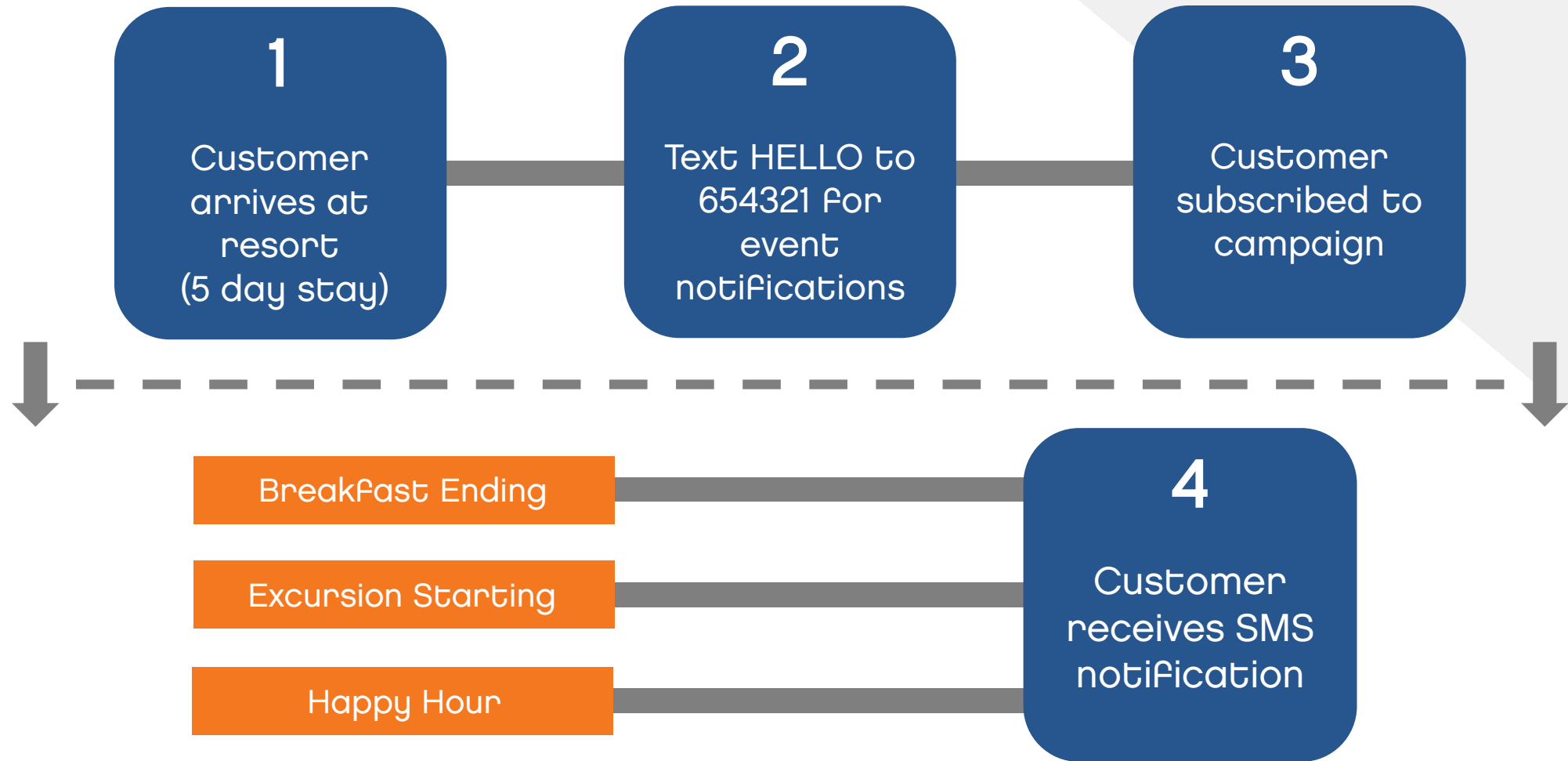
Messaging Channel Considerations

	Push Notifications	SMS	Rich Messaging	Transactional Email	Marketing Email
Engagement Rates	43.9% (iOS)/91.9% (Android) opt-in 78% average click rate	98% average open rate 45% average response rate	>80% open rate	45% average open rate 18% average click-to-open rate	23% average open rate 13% average click-to-open rate
Ubiquitous	Mobile app needed	Yes	Multiple apps	Yes	Yes
Two-way	No	No Depends on phone number capabilities	Yes	Yes	Sometimes
Urgent/Time Sensitive	Yes	Yes	Somewhat	Yes	No
App Context	Yes	No	Yes	No	No
Social Context	No	No	Somewhat, with privacy restrictions	No	No
Content Length	Short	Short	Short/Medium	Medium	Long
Rich Media	Yes	Somewhat	Yes	Yes	Yes
Consent	Explicit Opt-In	Explicit Opt-In	Explicit Opt-In for outbound use cases	Explicit Opt-In not required; based on account creation	Explicit Opt-In

Use Cases

Use Case #1: Promo SMS Campaign

1

Customer receives *Keyword* and *Short Code*

2

Customer messages *Keyword* to *Short Code*

3

Action is taken by company

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Use Case #2: Multi-touch Upsell

1

Customer arrives at resort (5 day stay)

2

Text HELLO to 654321 for event notifications

3

Customer subscribed to campaign

Breakfast Ending

Excursion Starting

Happy Hour

4

Customer receives SMS notification

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Use Case #3: Drug Plan Support

1 Customer qualifies for coverage

2 Text PROGRAM to 12345 to enroll

3 Answers qualification questions

4 Customer qualifies for coverage card

5 Customer is provided a mobile wallet card

Refill reminder

"Usage reminder"

Prescription Pickup

6 Customer receives message
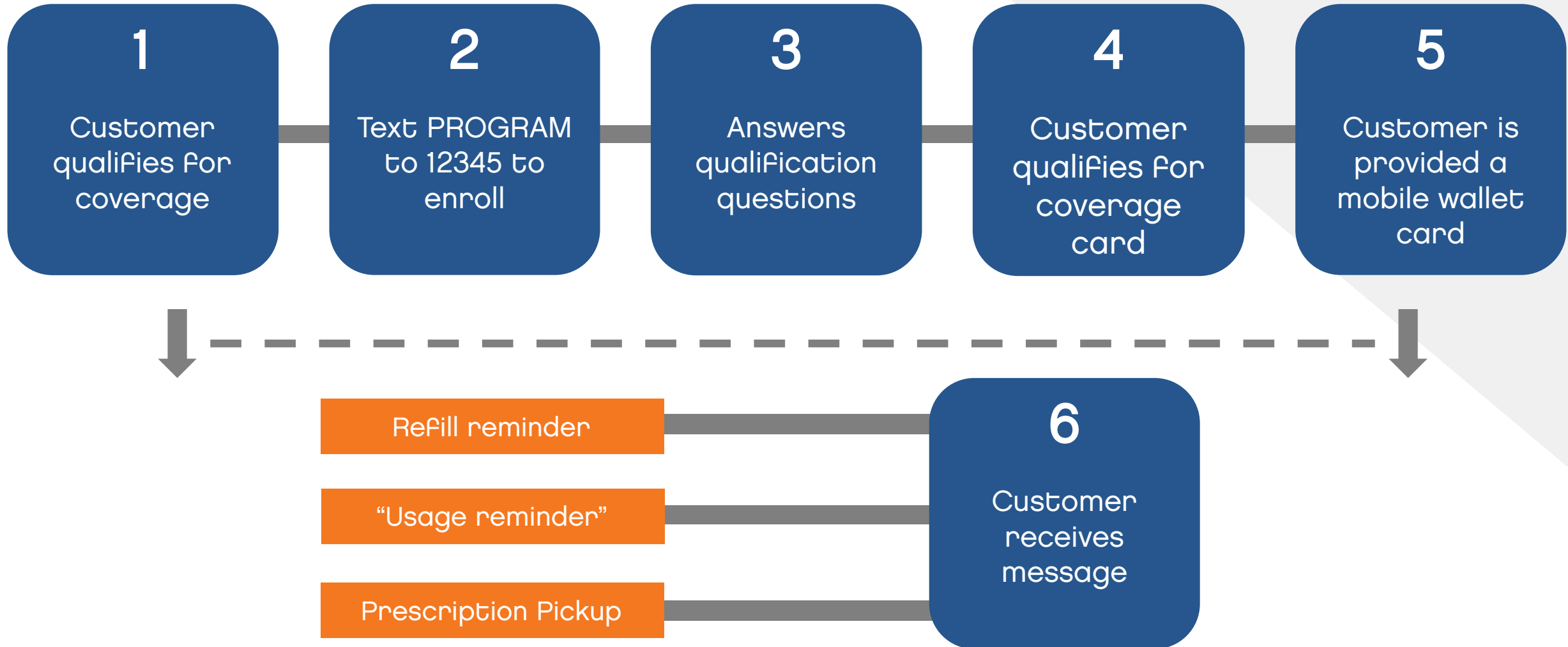
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Use Case #4: Internet Usage Warning

1 — Customer has used 90% of their monthly Download limit

2 — Engage Customer with SMS Warning

3 — Provided information on download usage

4 — Prompt customer with options to remedy
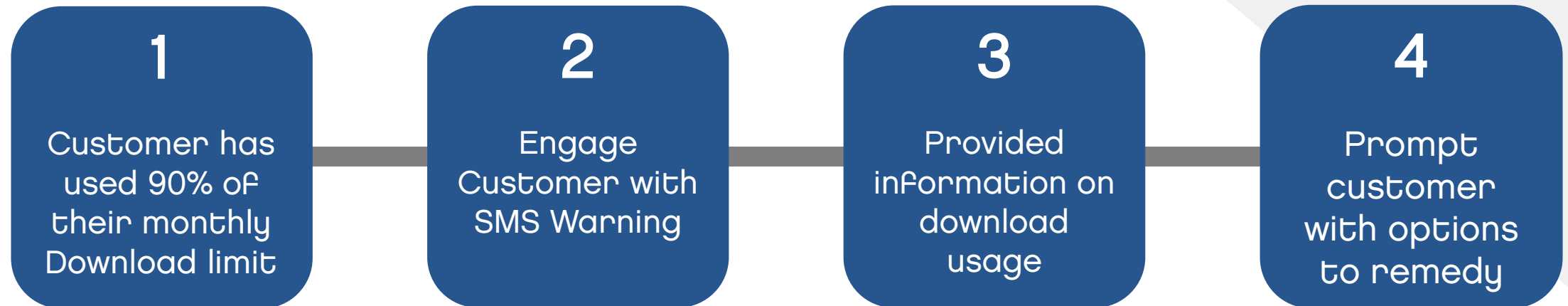
Questions?

Thank You!

Contact us for more information

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