# Achieve Higher Target Group Interaction Rates

# Further key facts about SMS marketing

Did you know that text messaging is a much more effective way of capturing attention and of increasing target group interaction rates than any other type of messaging medium? The importance of **SMS marketing** has been largely underestimated by many companies so far. Why not place yourself one step ahead of your competitors and achieve higher sales through SMS marketing?
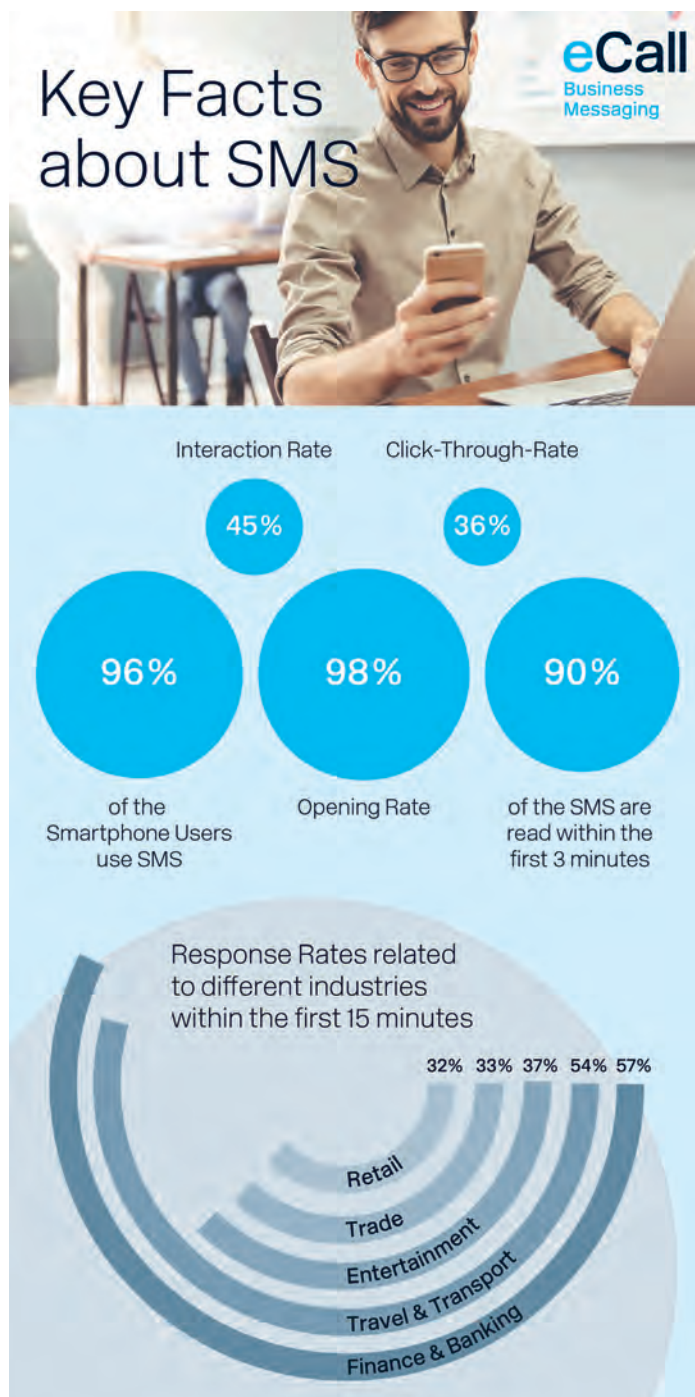
An SMS gateway enables you to achieve a higher reach and higher target group interaction rates. It is a simple and effective solution which is very easy to integrate into your existing IT infrastructure via interfaces. It will provide you with the highest degree of flexibility possible.

**Please read on to find out why eCall's SMS gateway provides you with the perfect solution:**

- Simple to use and easy to integrate via interfaces in existing CRM/ERP programmes;
- No additional IT infrastructure or software necessary;
- A fast and cost-effective way to send and receive a large number of SMS messages across the globe;
- Transmission performance of up to 50 SMS messages per second;
- Allows you to communicate with your customers/colleagues whatever the type of mobile device;
- High delivery rates as it is not necessary to download an app to receive SMS messages.

**The eCall SMS gateway can be used in wide variety of ways:**

- To conduct effective SMS marketing campaigns that are targeted towards specific groups;
- To advertise competitions, products or promotions;
- To send appointment reminders, delivery updates, reservation confirmations and much more;
- To generate simple reporting with an intelligent transmission/receipt protocol → in real time;
- To protect customer accounts/logins from unauthorised use with two-factor user authentication.



Key Facts about SMS

Interaction Rate — 45%
Click-Through-Rate — 36%
96% of the Smartphone Users use SMS
98% Opening Rate
90% of the SMS are read within the first 3 minutes

Response Rates related to different industries within the first 15 minutes

32% 33% 37% 54% 57%

Retail
Trade
Entertainment
Travel & Transport
Finance & Banking

Sources:
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