
MARKET FACTS!

MARKET FACT #21

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1 in 3

consumers checks their SMS text notifications within ONE minute after receiving a text

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COMMENT: Because of the destruction coming from Big Tech (*when it comes to getting the attention of potential customers*) + the overcrowded internet, SMS is pushing its way through once again, but now recently, in 2022. It's experiencing a massive renaissance. On average, **27% more businesses are using SMS message marketing** now compared to this time in 2022. It's important. Just look: Over half of consumers (51%) reply to a text message within 1-2 minutes. Over half of consumers check their text messages 11 times a day or more. And 61% of consumers say they want the ability to text a business back. Now who can match SMS today? Which marketing channels? Very few I assure you.

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