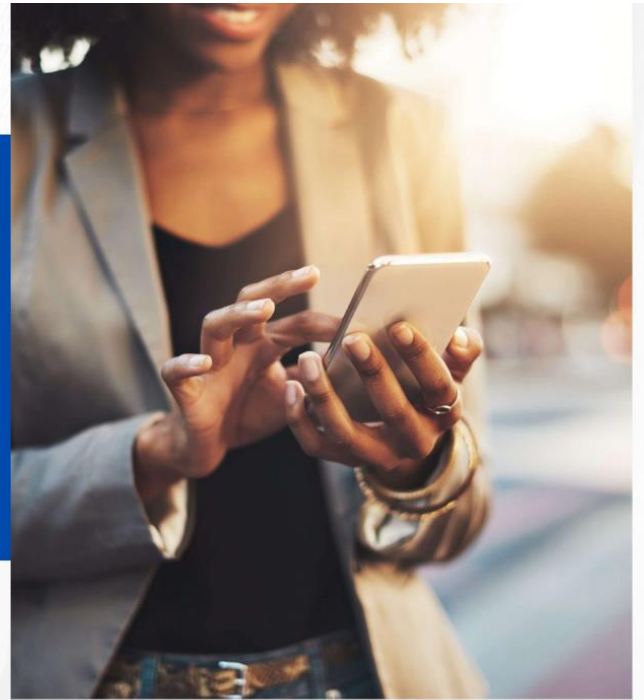


# WHY TEXT?

Text messages continue to be a primary source of communication and obtaining information.

DigiConn, LLC



## SMS FACTS

- SMS stands out as the top choice for 48% of consumers wanting brand updates, attributed to its user-friendliness and wide reach.
- A significant 75% of customers express a desire to receive SMS-based offers.
- For 62% of businesses, the rapid delivery of SMS is seen as its primary benefit.
- Approximately 29% of SMS recipients click on embedded links.
- Around 90% of text messages are opened and read.
- A majority, 90% of consumers, wish for businesses to reach out to them through SMS, emphasizing the need for businesses to integrate SMS solutions.
- Sending SMS reminders for business appointments can curtail no-shows by around 26%.
- 92% of U.S. adults have text-capable phones, with 98% of smartphone owners texting regularly. However, only 14% of businesses communicate via text, presenting a considerable opportunity.
- On most days, users access their texting apps more frequently than any other application on their mobiles.

## BENEFITS

### 1. Increased Revenue

With a high click through rate, you can embed your payment portal URL directly into messages giving quick and easy access to submit payments.

### 2. Decreased Costs

Text messages are much cheaper than sending letters through the mail or hiring staff to manually make outbound phone calls.

### 3. Quick Communication

DigiConn's platform can send hundreds of thousands of messages every single day. Send custom messages to all your contacts in a matter of moments.

## AT A GLANCE

- Fast communication
- High open rate
- Incredible click throughs
- Economic communication
- Preferred form of contact



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Automated Outbound Messages