LETS COMPARE
MOBILE COMMUNICATION CHANNELS

You want to reach your customers. Your customers want you to communicate with them through their preferred method. Most often, this is via their mobile device. But which channel’s optimal for reaching more users and growing your business? Let’s take a look at a few key comparison stats.

% REACH ON MOBILE

AVERAGE OPEN RATE

AVERAGE OPEN TIME

AVERAGE CTR

BUSINESS IMPACTS

BUSINESS RETURN ON INVESTMENT

BUSINESS REVENUE

BUSINESS COSTS

BUSINESS ENGAGEMENT

CUSTOMER CAN REPLY

TIME SENSITIVE COMMUNICATIONS

OVERALL RANKING

LET’S DO THE MATH
WHICH CHANNEL IS MOST EFFECTIVE?

SMS
PUSH
EMAIL

EXPERTISE MECHANISM

CAPABILITY OF REACHING

APPROX. OPEN RATE

APPROX. USER TURN-AROUND RATE

APPROX. COMPLETION RATE

HIGH
MEDIUM
LOW

HIGH
MEDIUM
LOW

HIGH
MEDIUM
LOW

HIGH
MEDIUM
LOW

HIGH
MEDIUM
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HIGH
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MEDIUM
LOW

HIGH
MEDIUM
LOW

HIGH
MEDIUM
LOW

HIGH
MEDIUM
LOW

SMS is widespread. SMS is personalized. SMS is flexible. SMS generates results. So, whether you are looking to acquire new customers or engage more with existing ones, nothing beats the кличуеног информационных систем of SMS. From personalized customer service alerts, anniversaries, notifications, user authentication to simple promotional marketing campaigns. SMS provides a quick and easy way to add value and deliver a great experience.

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