



# SMS-Magic



AppExchange Program  
**PARTNER**

## **Messaging: Your Customers' Favorite Way to Connect**

*A powerful CRM-based messaging platform for Salesforce, Zoho & more!*

2,500+

HAPPY CUSTOMERS

59

DIRECT CARRIERS

240 M

MESSAGES/YEAR

190+

COUNTRIES COVERED

## SMS-Magic Helps You Connect with Customers

It's no secret that most consumers prefer messaging over any other communication channel. By tapping into this advantage, all businesses can leverage the power of messaging to thrive. Our messaging solution easily integrates with Salesforce, Zoho and most marketing automation platforms to solve the challenges that businesses around the world are facing. With SMS-Magic, teams enjoy 70% response rates, 90% read rates and 50% higher ROI.

## Engage Customers and Drive Revenue With SMS-Magic

Since 2008, SMS-Magic has offered business users a robust messaging platform. SMS-Magic incorporates messaging intelligence into consistent processes to support business growth and profitability. We partner with thousands of global retailers and high-stakes service organizations, across industries that include healthcare, financial services, higher education, staffing, real estate and contact centers.

**“The conversational messaging capabilities of SMS-Magic are among the best in the industry and offer security and reliability for SMBs to large enterprise customers.”**

— STAN PETIT, SENIOR PARTNER SALES MANAGER, VONAGE

## How Does SMS-Magic Help You Win?

Our messaging solution easily integrates with Salesforce and marketing automation platforms to solve the communication challenges that high-stakes consumer service providers are facing.

Why does SMS-Magic create so many sales wins?

- Message response rates are 295% higher than phone call response rates.
- On average, it takes your customers 90 minutes to answer your emails, but only 90 seconds to answer your messages.
- 50% more attendees to a meeting when they get a message reminder.

## How SMS-Magic Delivers Real Results for Your Business

Our world is noisy, but consumers respond to text messages sent quietly to their phones. With SMS-Magic, all of your teams can start conversations and establish relationships faster with both leads and customers. Everyone benefits when customers are engaged and staff productivity increases. Here's how we can help:

**Marketing** — Marketers using SMS-Magic see their response rates soar by 70%, read rates by 90%, and ROI by 50%. Our dashboards and reporting capabilities let marketers easily detect, diagnose and resolve performance areas. Managers can effectively track teams' key performance metrics to attract more leads, build pipelines and gather important campaign details.

**Sales** — SMS-Magic empowers sales teams to drive leads, respond faster and increase revenue through personal conversations. Rep guidance helps your reps close deals faster by managing prospect conversations on a larger scale. Our clients achieve 40% more conversions and a 25% faster sales cycle than their competitors. They move more prospects through the pipeline faster, and they find that messaging motivates 66% of customers to pay more for a product.

**Service** — 68% of your customers would rather get a message than a call or email. SMS-Magic empowers your customer service team to respond faster, resolve issues sooner and communicate more effectively, boosting your productivity and NPS ratings. When you switch to SMS-Magic from traditional phone outreach, each of your reps can easily handle 6x more contacts than before!



**“This product is AMAZING and is changing my business.  
It reaches clients 100x better than email.”**

— MICHAEL GOLDENBERG, PRESIDENT, DEBTCARE CANADA

## Why Not Partner With The Best in the Business?

- #1 rated messaging application on the Salesforce AppExchange
- Salesforce Partner and a leading provider of managed messaging
- Customizable platform with clickable configuration, intelligent routing, delivery and plug-n-play integrations
- HIPAA-compliant messaging services





## Put Our Dedicated Team To Work For You

SMS-Magic's backbone is our global team of 200+ dedicated professionals. We proudly provide the best service in our industry, delivering the most widely used and recommended managed messaging platform provider to customers in 190 countries worldwide.

### About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic's commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



[www.sms-magic.com](http://www.sms-magic.com)  
[sales@sms-magic.com](mailto:sales@sms-magic.com)

Follow us on



Business Inquiries  
US: 1-888-568-1315  
UK: 0-808-189-1305  
AUS: 1-800-823-175

To book a demo simply message "DEMO, FirstName, Email" to  
US: 36343  
AUS: 61427142795  
UK & RoW: 00447860017097