

MARKETING



CONVERSATIONAL TEXT MESSAGING FOR MARKETING

SMS-Magic



AppExchange Program
PARTNER

Messaging: Everyone's Favorite Marketing Channel

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 Delivers the Marketing Results You Need

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 in the digital age. Our messaging solution easily integrates with Salesforce, Zoho and most marketing automation platforms to solve the marketing challenges that businesses around the world are facing. With SMS-Magic, marketers 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

What Do Your Customers Think About Messaging?

- 54% of consumers want marketing text messages, but only 11% of businesses send them.
- Customers are 6x more likely to respond to personalized messages than emails.
- 78% of consumers say messaging is the fastest way to let them know about updates and offers.

SMS-Magic Provides Tools to Create & Measure Marketing Success

This platform helps you design effective campaigns and measure their performance. Among the purpose-built tools, you'll find:

Dashboards and reporting capabilities allow your team to detect, diagnose and resolve performance areas with ease. Managers can effectively track teams and key performance metrics to attract more leads.

Personalized conversations help accelerate leads into opportunities. 42% of Americans say that if a company doesn't provide them with a personalized experience, they're likely to switch brands. Our platform integrates with your CRM, making personalization a snap.

Progressive profiling makes personalization easier than ever before. Our platform lets you use simple keywords to deepen lead and customer profiles, so you can effectively target your marketing campaign.

High-value automated campaigns with short URLs help you respond to leads right away, around the clock. You'll save time and resources while sharing tips, updates and insights to engage customers and leads.

Text message templates give you effective pre-defined content to speed up the process of creating personalized marketing campaigns. These templates can save you hours of work.

Multichannel messaging lets you generate conversations through a variety of channels, from Facebook to WhatsApp, all from a single platform!



**“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.



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