

13 Global Business Messaging Trends You Cannot Ignore in 2021



By 2023, the total number of SMS service subscribers is expected to grow to 8.9 million and “over-the-top” messaging app subscription is expected to grow to 4.9 million.

Source: Juniper Research

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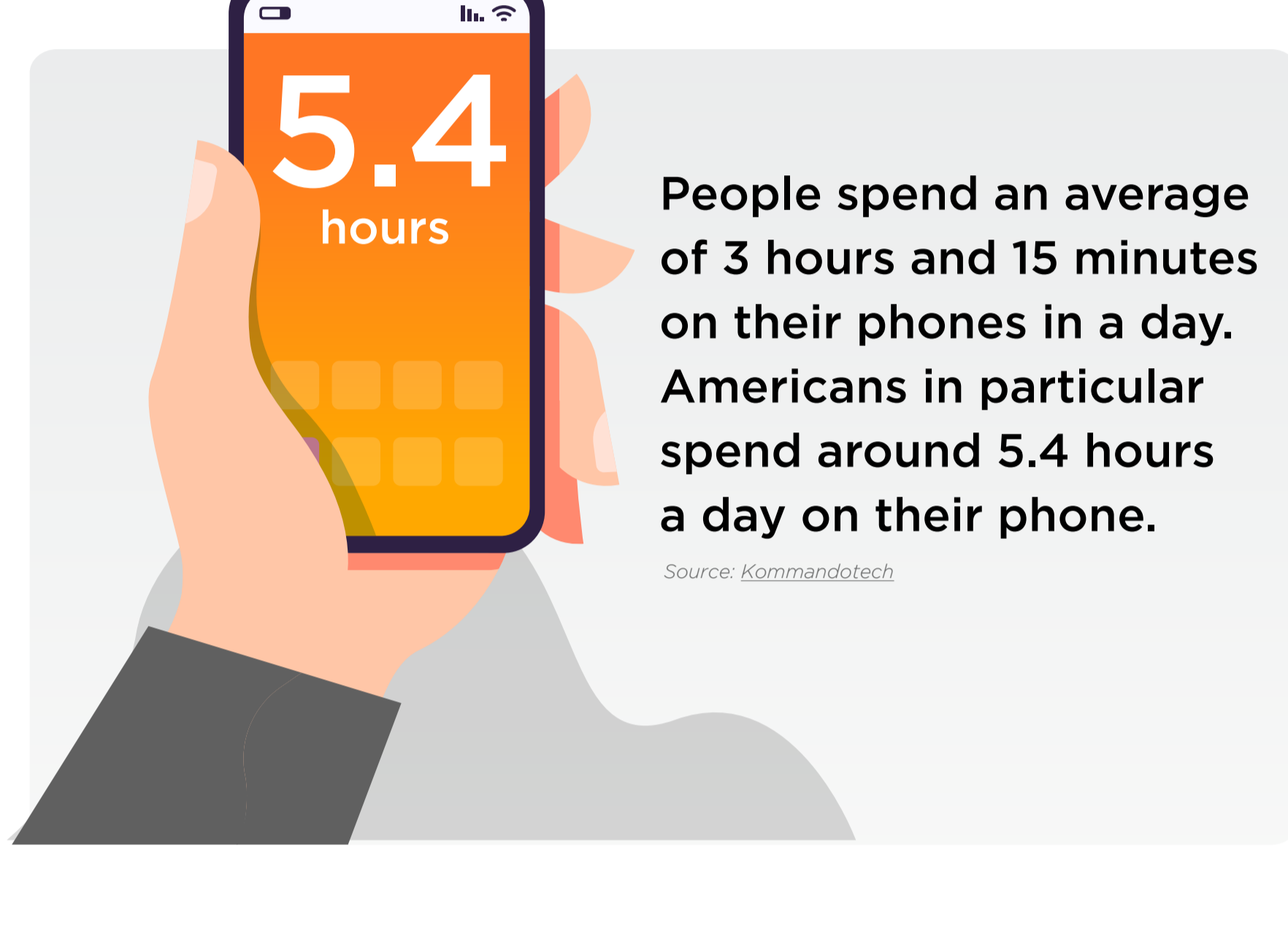
GSMA predicts that ‘by 2025, three out of four mobile connections will be on smartphones and that 61% of the world population and 86% of unique subscribers will be reached by mobile internet penetration.

Source: Kommandotech.com



70% of mobile sessions are shorter than 2 minutes.

Source: Kommandotech



People spend an average of 3 hours and 15 minutes on their phones in a day. Americans in particular spend around 5.4 hours a day on their phone.

Source: Kommandotech

The average response time for a text message is 90 seconds. For email it is 90 minutes.

Source: Digital Marketing Magazine

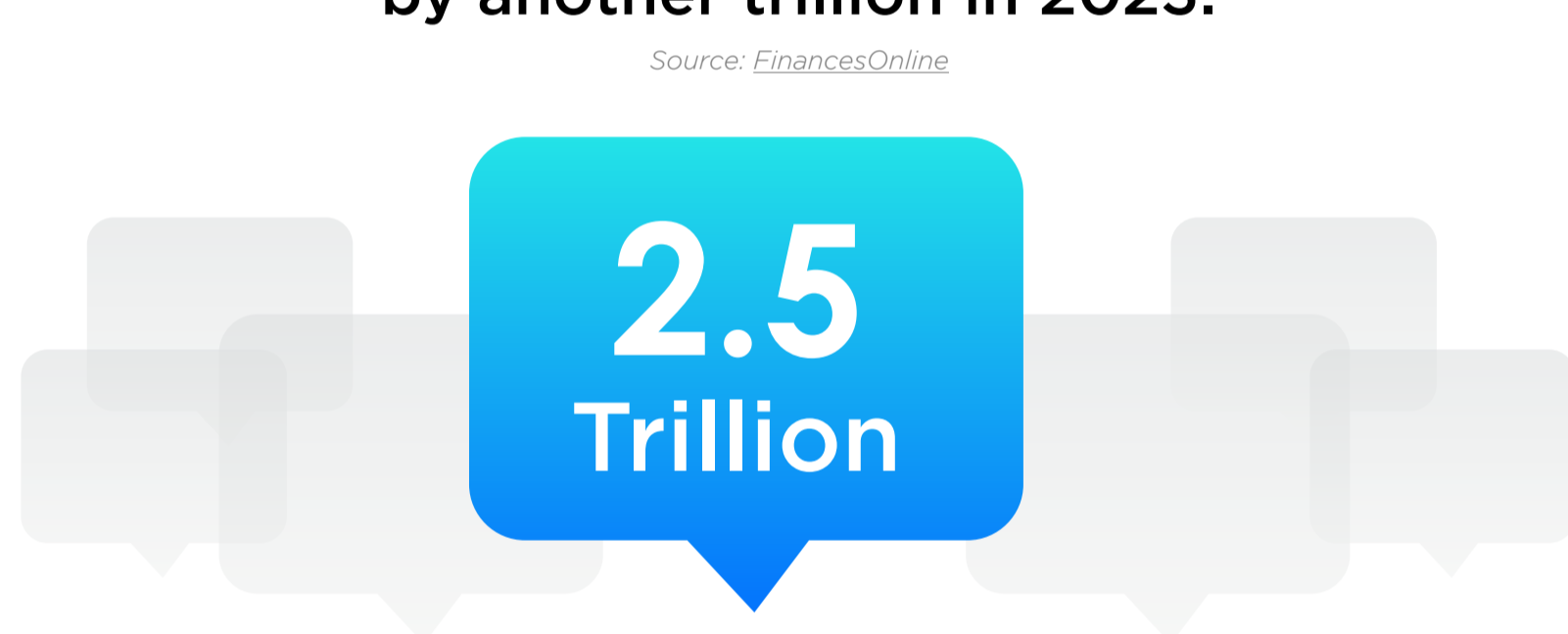


In 2020, 48.7 million people opted to use business text messaging, making it one of the most rapidly growing marketing channels.

Source: FinancesOnline

About 2.5 trillion business SMS messages were sent in 2019 and the number is expected to grow by another trillion in 2023.

Source: FinancesOnline



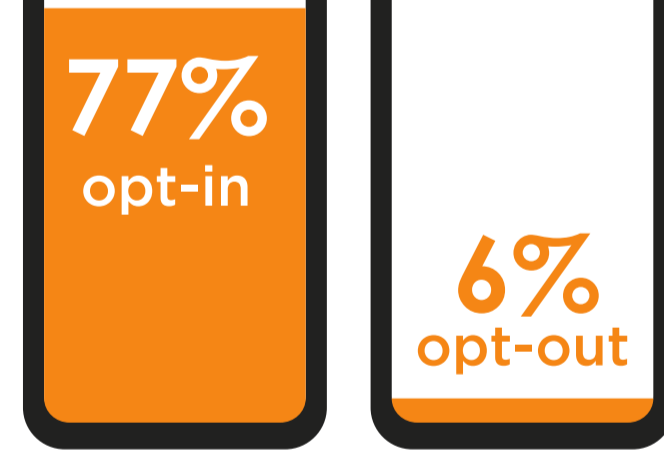
9 out of 10 consumers prefer to communicate with businesses through text message, whether through alerts, reminders, back and forth communication, etc.

Source: FinancesOnline



Messages have a 77% opt-in rate and only 6% opt-out rate.

Source: Twilio



SMS open rates are as high as 98% and response rates 45% compared to 20% open rates and 6% response rate for email. This is attributed to the fact that users need to wade through far more email noise than SMS.

Source: Gartner

SMS marketing delivers an average of 209% higher response rate than phone, email, or Facebook.

And nearly 50% of responders will make a purchase.

Source: Techjury



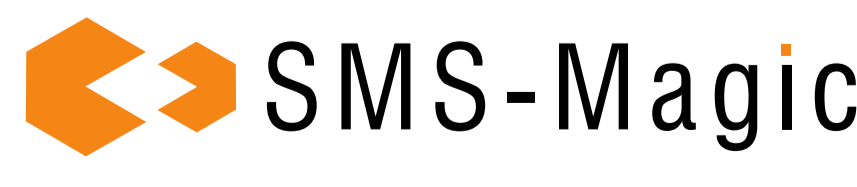
\$290 billion

The total spend over conversational commerce channels will reach \$290 billion by 2025; rising from \$41 billion in 2021. This represents a rise of 590% over the next four years.

Source: Juniper Research

Global messaging for your business is no longer a “nice to have”. It’s imperative for growing your revenue and engaging with customers.

SMS-Magic provides you with everything you need to get started and grow your messaging capabilities.



SMS-Magic Delivers Results

- SMS-Magic clients see:
- 40% more conversions
 - 25% faster sales cycle
 - 70% response rates
 - 90% read rates
 - 50% higher ROI



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