

Data Sheet

SMS vs. Email Comparison

How Do These Powerful Communication Channels Compare? See Our ROI Comparison

Gain & Delight New SMB Customers

Getting a customer's consumers attention can be hard — there are in infinite messages, ads, and images that are vying for their consideration.

With so many sales and marketing channels available to you, it can be difficult to decide which one will resonate with and have the greatest impact on their your audience.

In fact, what works for one organization may not work for another — even within the same industry. By adding Business Text Messaging (BTM) to your solution suite, you can empower your SMB customers with a powerful communication channel.



Avoid The Junk Folder

Of the 269 billion emails being sent per day, nearly 50% are spam.



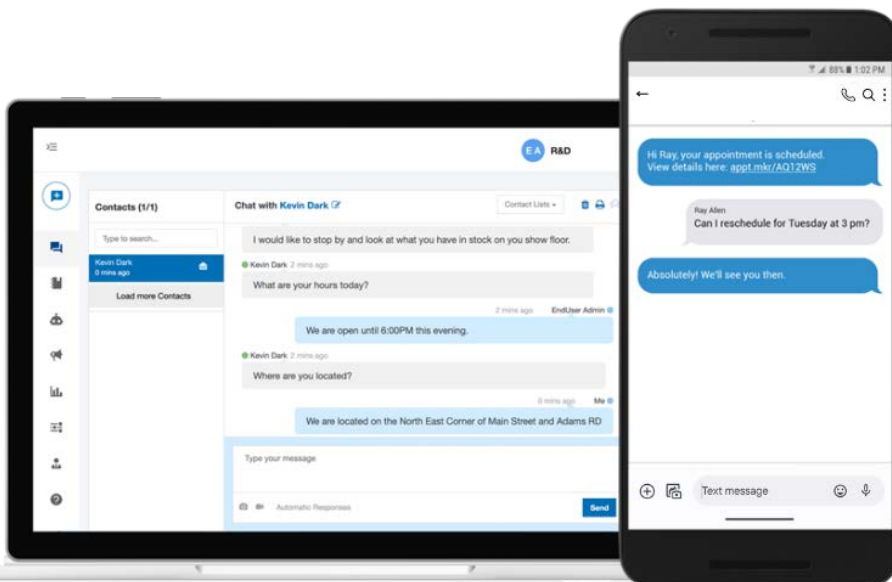
Pair Email with SMS

The daily volume of sent and received emails is rising year over year, and is set to reach 361 billion in 2024. How much effort was put into those emails that most customers never read? Email isn't dead, but it should be paired with a powerful, user friendly SMS tool.



Increase Audience Awareness

60% of SMS users report getting one spam message a week, but that number is insignificant compared to emails. Increase the opportunity to get your message across to your audience with text messaging.



30%

A Smart Insight survey found that asking your customers if they have read your email, in a follow-up text, can increase open rates as much as 30%.



By utilizing both communication channels, your SMB customers can quickly and easily increase engagement, retention, and the end user experience.



Business Text Messaging Enhances – No Rip & Replace Needed

Many cConsumers prefer text messages to phone calls for short exchanges. Which, which means your customers are seeking out text message messaging solutions to meet their customers' expectations. Many studies have shown that SMS engagement rates far outperform other communication means. This creates a substantial market opportunity for service providers.

Alianza's Business Text Messaging provides is another communication channel that can be introduced into a customer's solution suite – **and best of all, it's not a replacement for existing communication solutions tools.** For service providers who offer this compelling solution, it'll be much easier to convince SMB or enterprise customers to enhance their impact by introducing adding a new tool **rather than convincing them to replace an existing solution** with something else.

Email vs. SMS Use Cases

Business Text Messaging enables a business to use its existing, local phone number to send and receive SMS and MMS with customers and prospects.

Email and SMS are both powerful communication tools, but depending on the type of message you want to send, one may be better than the other.

Idea Email Use Cases

When it's suitable to use emails:

- In-depth and educational information
- Deals and coupons
- Service or product promotions
- Policy changes
- Meaningful, detailed content
- Feedback, advice, or action requests

Ideal SMS Use Cases

When SMS helps maximize ROI:

- Deals and coupons
- Meaningful content that gets straight to the point
- Keeping clients in the loop
- Personal alerts, notifications, and account updates
- Quick access to important details
- Providing information to customers who don't want to visit apps or websites



SMS vs. Email ROI Comparison

There are some similarities between texts and emails: They're both universal communication channels, messages are delivered in seconds, engagement is trackable, and both are capable of two-way conversations. When compared side by side, however, they differ in performance.

Email has been (and still is) one of the most accessible and reliable business marketing channels. However, with the rise of mobile phones, SMS and MMS text messaging is quickly becoming the easiest and most effective way for a business to reach their customers.

The Results?

SMS is 28x more effective than email

With SMS, audience increases by 11.4%

With SMS, response time increases 60x

Now imagine the Revenue per Click is more than \$10 and the impact it would have on your customers results.

Entice your SMB customers with the powerful results of using SMS.

	Email	SMS
Messages Sent	100	100
Cost per Message	\$0.0001	\$0.025
Open Rates	20%	98%
Number of Clicks*	0.64	18.62
Revenue per Click	\$10	\$10
Total Revenue	\$6.40	\$180.62
Total Cost	\$0.01	\$2.50
Net Revenue	\$6.39	\$178.12

*Number of Clicks = Click-Through Rate x Open Rate



Almost 63% of consumers would switch to a company that offers text messaging.



Start Growing Today With Business Text Messaging

Alianza's feature-rich Business Text Messaging solution enables service providers to quickly launch and deliver a profitable business texting SMS and MMS solution tool **while maintaining control over pricing, feature bundling, and customer relationships.** As a turnkey solution, it also includes account management and all the features SMBs need to automate and streamline customer interactions and improve business performance.

Business Text Messaging is a powerful tool for allows service providers to improve market differentiation, increase customer stickiness, and expand commercial sales opportunities. Alianza's solution is well suited for any telecommunications service provider, MSO, or ISP that offers SMB voice services — even CSPs that don't operate their own voice networks. Sign up for BTM today to increase market opportunities, extend service reach, and grow revenues.



Get Started! Contact us today, and let's start a conversation.