

- Text messaging is the #1 preferred form of communication. (Independent, Gallup, DialMyCalls)
- Almost 70% of web traffic is mobile and texting is the #1 way people prefer to communicate.
- 73% of consumers wish more businesses texted them (zipwhip)
- 89% of customers say they'd like to be able to text message businesses (biz insider)
- 90% of leads would prefer to be texted than called (text request)
- At least 97% of smartphone owners text regularly. (Pew Research Center)
- On average, each American sends and receives 94 text messages per day. (Text Request)
- Americans spend 2X more time texting than emailing on their phones. (Text Request)
- SMS makes up 85% of total mobile messaging. (RealityMine, AdWeek)
- Texting a prospect after initial contact can increase conversion rates by 112.6%. (Leads360, Crazy Egg)
- The average SMS campaign conversion rate is 45%. (Salesforce)
- Text message response rates are 209% higher than phone call response rates. (FranchiseHelp, Text Request)
- 90% of people say they'd rather receive a text than a phone call from a business. (Franchise Help, Text Request)
- 85% of consumers want to be able engage in text conversations with a business - not just receive information. (Twilio)
- People send 5X more texts every day than they make phone calls. (Text Request)
- The average response time for a text message is only 90 seconds. (CTIA, HubSpot)