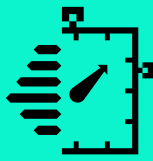
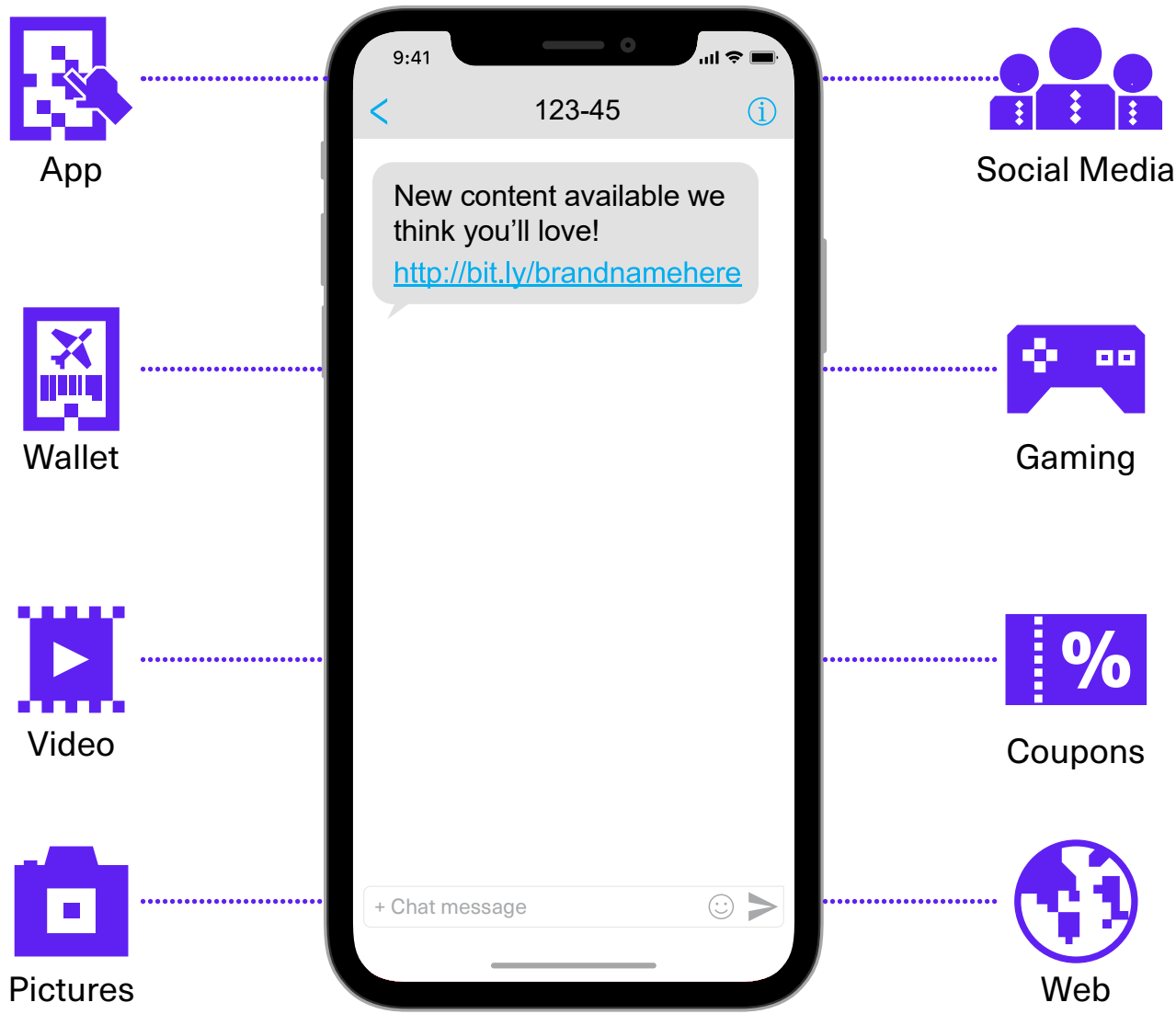


The power of the SMS embedded link

The immediacy and personal nature of receiving a text message (SMS) increases the importance of the information within it. But if that information isn't engaging or relevant, then it won't be well received, leading to customer dissatisfaction and lost loyalty. To ensure that doesn't happen, brands can embed links in their message communications, taking the customer to rich content like games, apps and videos that will improve engagement and drive action.



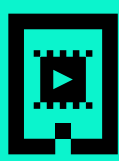
Average number of minutes spent per day on a mobile device: **177.**

Source: Bloomberg Businessweek



SMS response times are **90 seconds** on average.

Source: The Mobile Marketer



Engagement rate of rich media ads is **8x more** than standard banners.

Source: AdForm

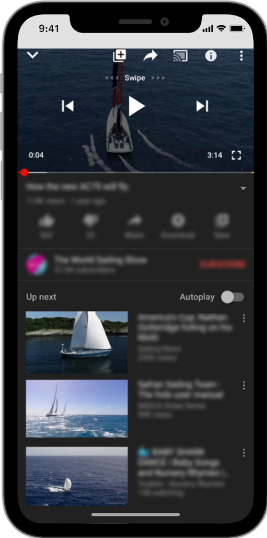


The open rate of text promotions/offers is whopping **98%.**

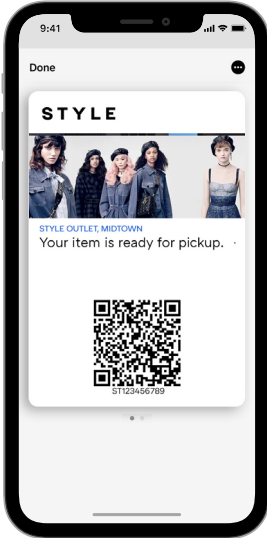
Source: Venture Beat



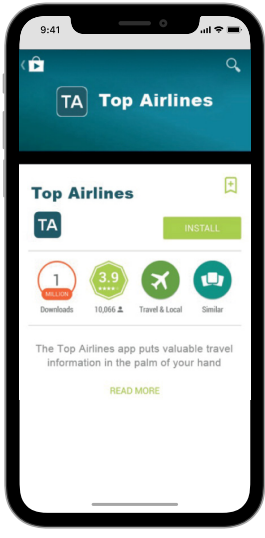
Gaming



Video



Wallet



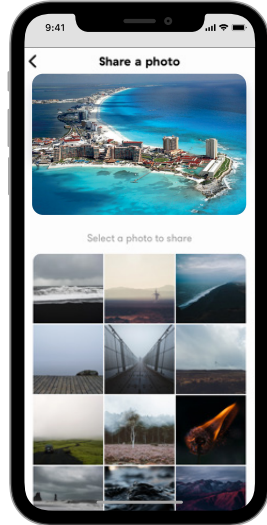
App



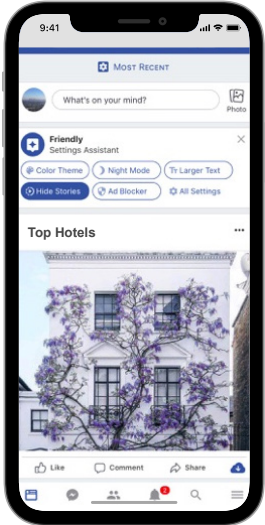
Coupons



Web



Pictures



Social Media

Check out our [mobile engagement resources](#) for best-practice examples and guides to help you further realize the power of mobile!