




10 Insane Text Messaging Statistics You Never Knew

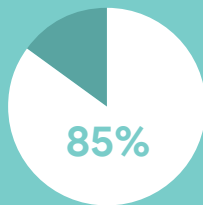


5 billion people globally send and receive SMS messages. That's about 65% of the world's population.

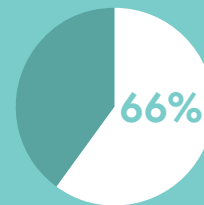


88% of people surveyed said text was the number one thing they use their phones for.


85% of customers prefer receiving text messages over a phone call or email.



66% of consumers say they would pay more for something if it was supported by a mobile messaging channel.



SMS open rates are as high as **98%**.



64% of consumers think companies who text value their time, are progressive and would recommend them to others.




53% of consumers say they feel more positive toward a brand that uses mobile messaging to communicate.

45% of consumers say the ability to send mobile messages is what could convince them to choose one brand, product or service over another.



Polls predict that by 2020, 85% of interactions between brands and customers will be managed without speaking.



97% of companies found they communicated with consumers more efficiently after launching texting initiatives.