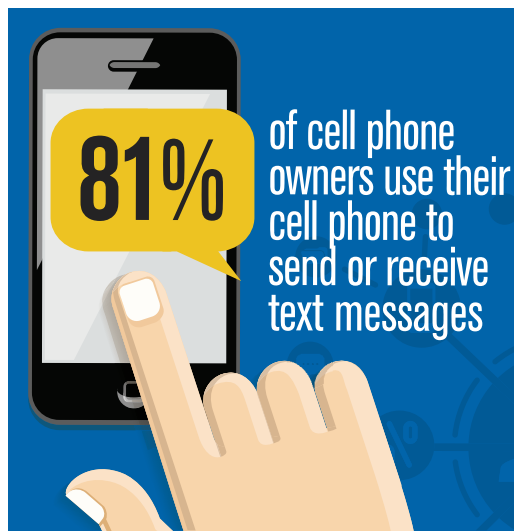
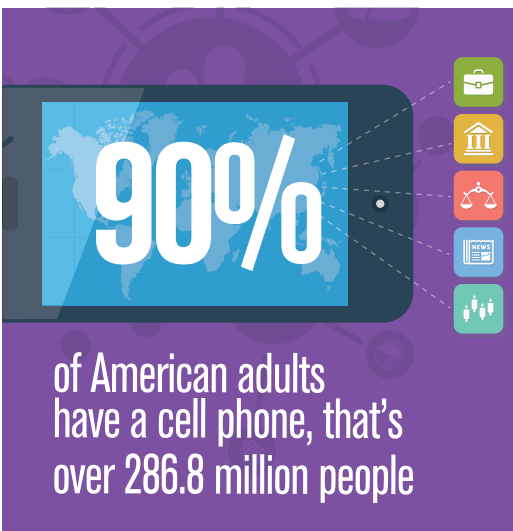


TEXT MARKETING & NOTIFICATIONS



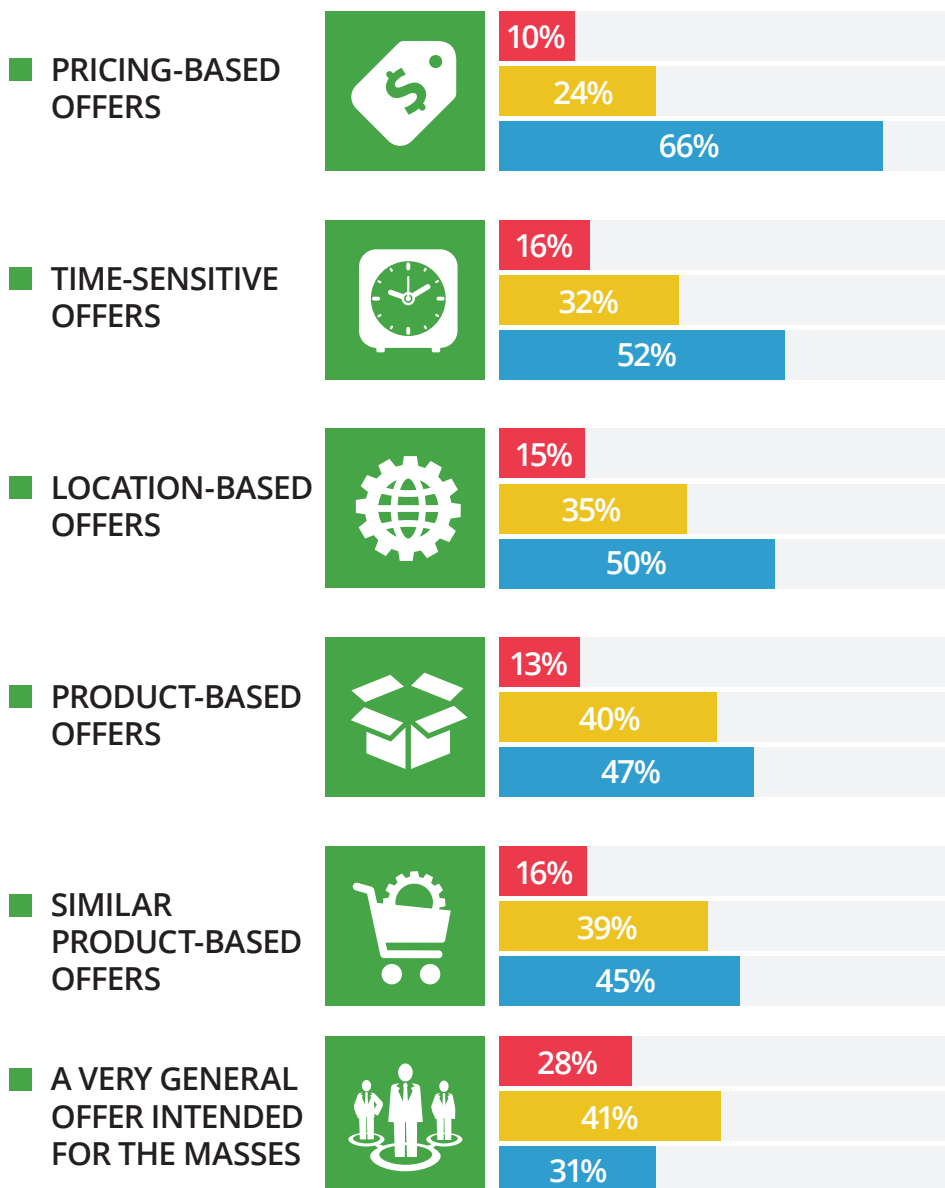
Text messaging is the world's leading mobile data communication tool. Its simplicity and pervasiveness make it the dominant choice of consumers.



Mobile Offers Most Likely to Trigger Consumer Action:

% share among US respondents who have opted in to receive mobile communications from brands:

"If you were to receive the following types of offers on your mobile device, how likely is each to trigger an action on your part?"



FACTS

Mobile advertising increased in 2014, cresting \$18 billion **83%**

150x Average number of times per day mobile users check their phones

Number of texts per week to keep a customer engaged and opted-in **1 to 2**

29% of Americans say their phone is the first & last thing they look at every day

SMS has a final read rate of **98%**

6 to 8 times higher response rates in SMS than email

Smartphone penetration of mobile phone owners in the U.S. **64%**

51% of total time online is with mobile - eclipsing desktop