



2016 mobile messaging report

The face of marketing is changing; time to get prepared.



ubisend

For growing businesses looking to interact with their customers, our mobile messaging platform enables conversation through messaging apps. Within messaging apps 98% of messages are read within 3 minutes.

www.ubisend.com



Your customers expect more.

They are turning to new methods of communication.

They talk with their friends and family, rapidly and frequently using messaging applications. Sending pictures, videos, audio, text messages - all for free.

Yet when it comes to communicating with business, they have to take a step back.

Somehow, business haven't reached the same availability and immediacy as they'd expect.

This report shows how your audience wants to communicate with your business.

Who did we survey?



We cast the net wide to reach a large demographic

We tried to get a balanced number of replies from both consumers and business owners.

We wanted to accurately represent the expectations consumers have of businesses.



Males
15+ years old

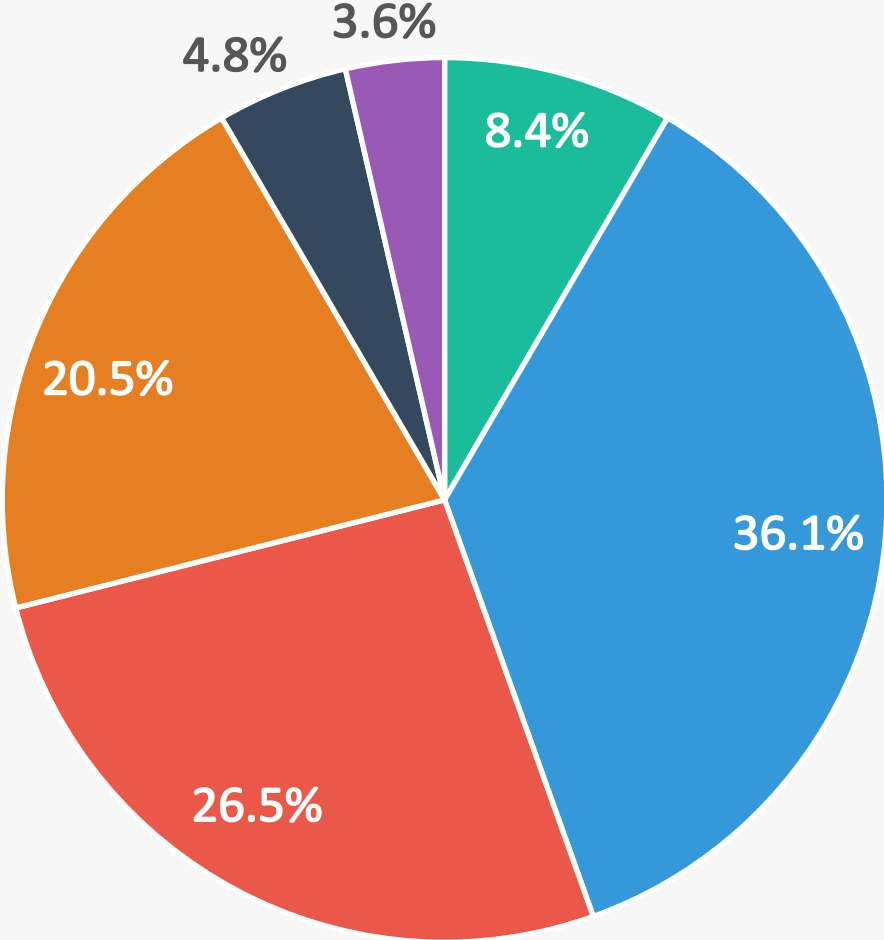


Females
15+ years old

Survey demographics



- 15 - 24 years old
- 25 - 30 years old
- 31 - 40 years old
- 41 - 50 years old
- 51 - 60 years old
- 61 + years old



Why **business** is being slow



Entering a new
and untested
channel

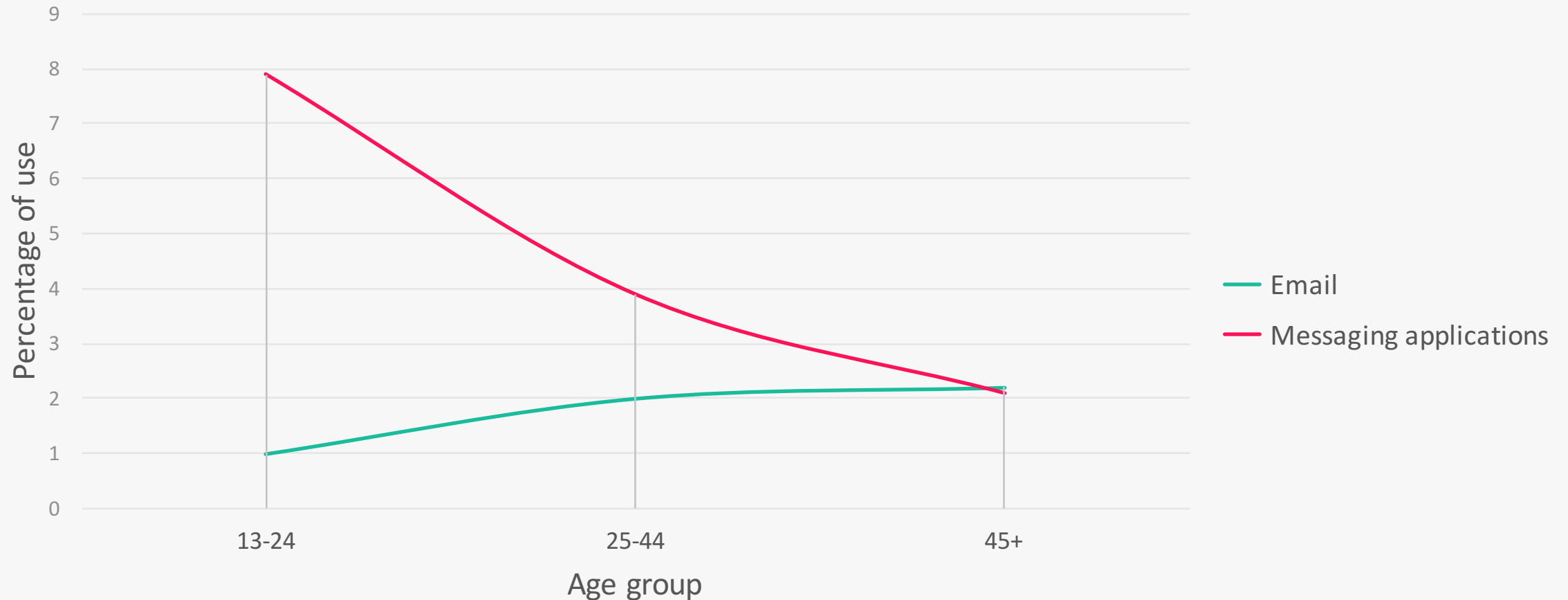


They think it
would be
expensive



They doubt an
ROI and
increased
engagement

Email trends



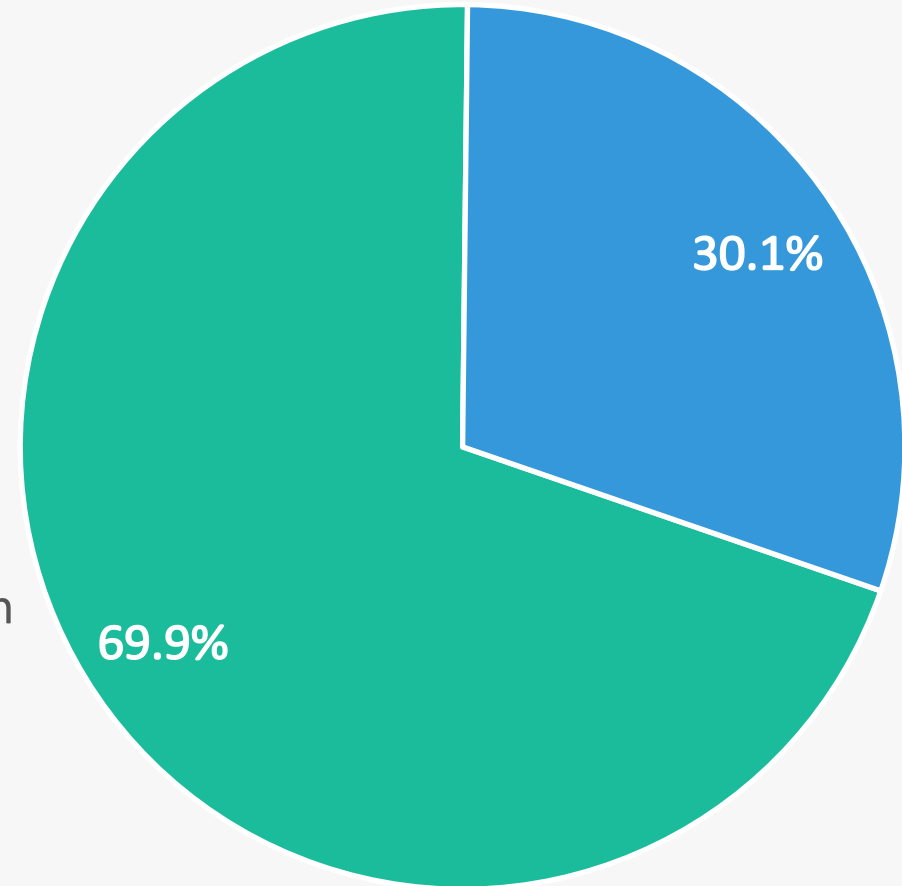
Consumers under 24 use email **3.5 times less** frequently than other means of communication. For 25-44 year olds, it's **almost 2 times less**. *Data courtesy of App Annie*

Q1

How would you prefer to make **initial contact** with a company?



- Email
- Messaging Application

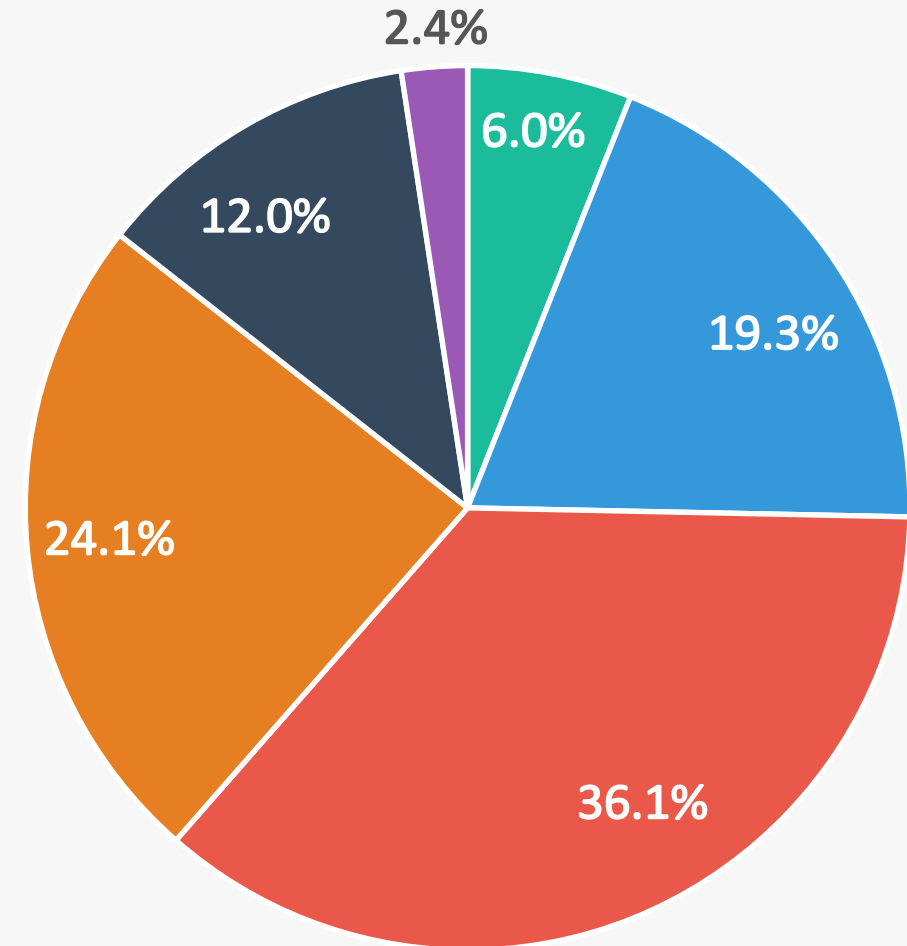


Q2

What do you think of the marketing emails you currently receive?



- They are bad
- They are mostly bad
- They are often bad
- I don't have a particular opinion
- They are often good
- They are mostly good
- They are good



Email insights



When asked what they thought of marketing emails, **not a single person** answered “they are good”.

Here are some of the free-field responses...

“They are mostly spam. I didn’t ask for the information.”

“Too impersonal. Too jargon-y. Too much self back-patting.”

“They are often repetitive and content isn’t targeted to me or my previous contact with the company.”

“Emails shouldn’t be too intrusive.”

The biggest issues are the lack of personalisation, interaction and relevancy.



*The way people communicate has changed.
We've moved from expensive and short SMS
to free, rich media, instant messages.*

The way we talk to companies hasn't caught up. We still browse a website looking for a contact form or the correct "info@" email address.

We end up searching the internet to learn about products and services. Wouldn't it be better if we could just ask the company?

This survey showed **only 2.4% of customers** go straight to a company to ask a question.

There's more to it than just preferred communication channels, the results also show there's a disconnect in availability expectations.

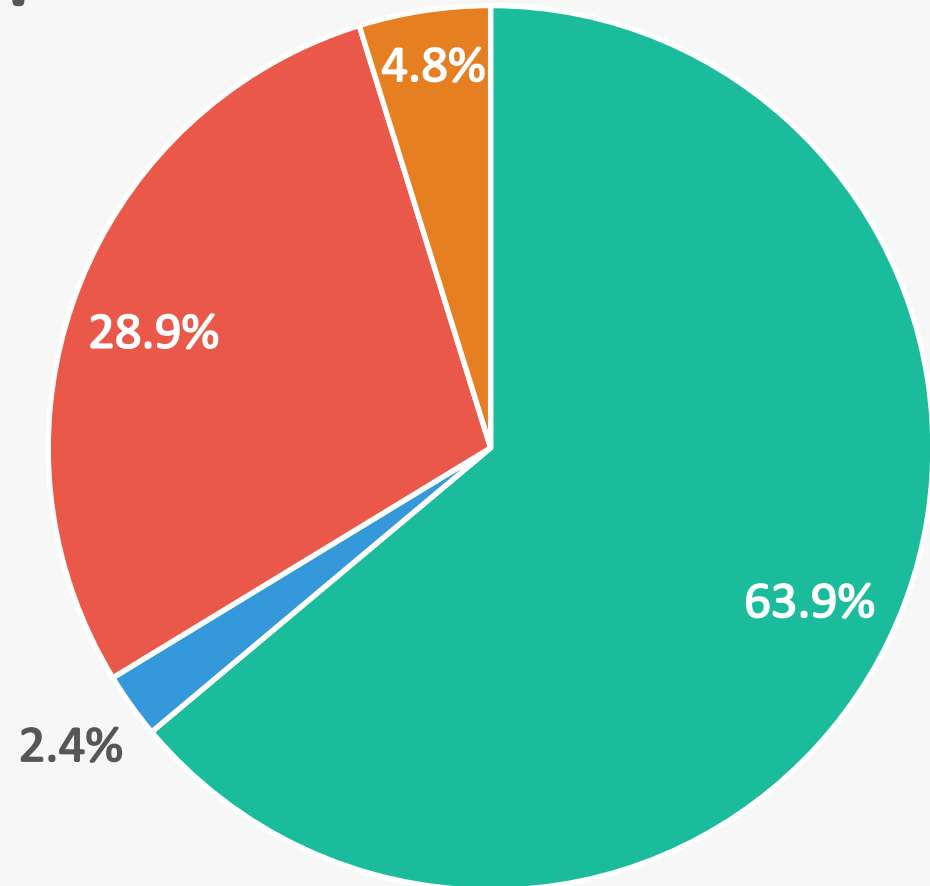
**The following answers tell
you when customers need you.**

Q3

Before buying something, how do you do research?

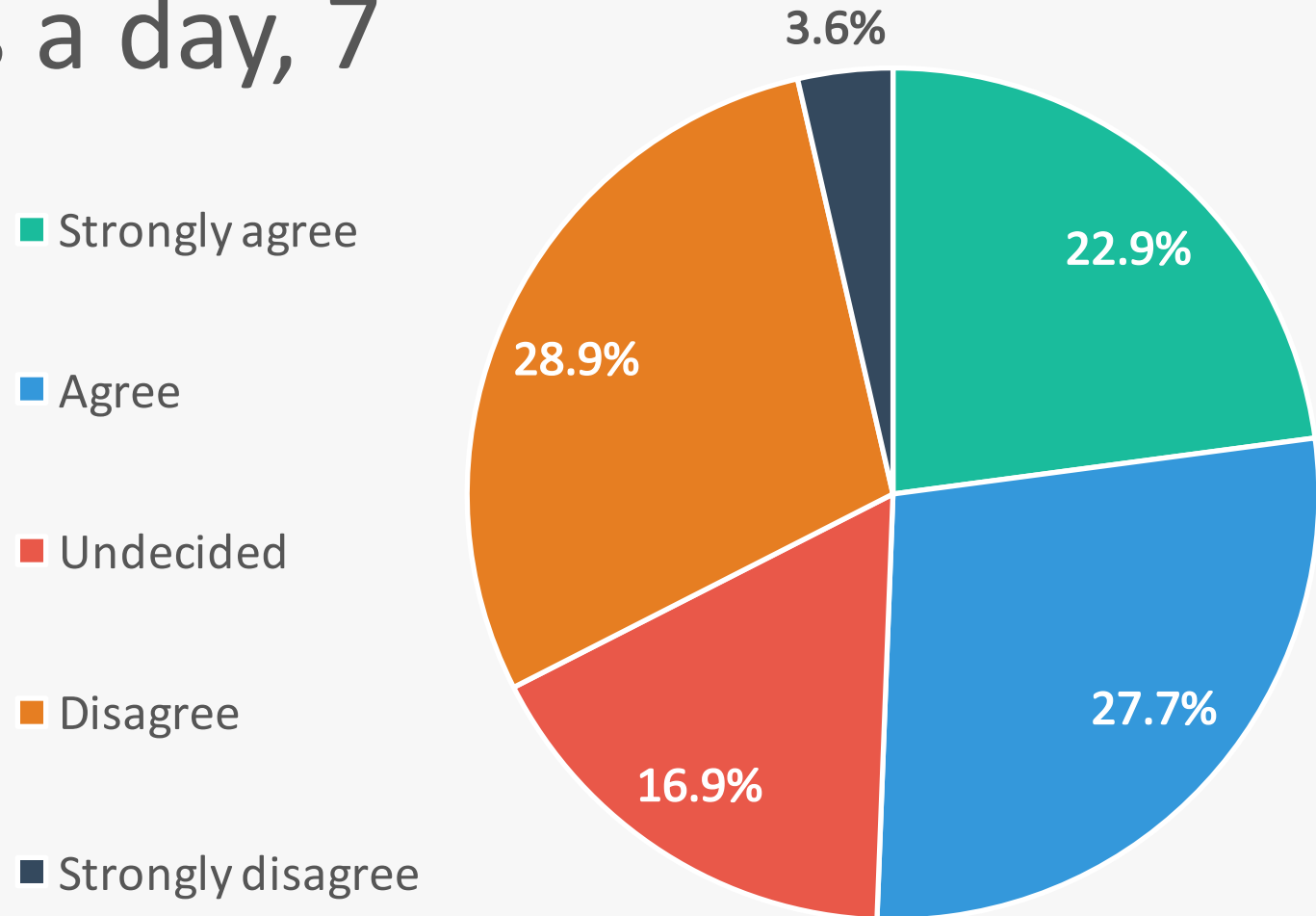


- Research on my own (google etc)
- I talk directly to the company
- Both, but research first then talk to company
- Both, but talk to company first then research



Q4

A business should **respond to me** 24 hours a day, 7 days a week



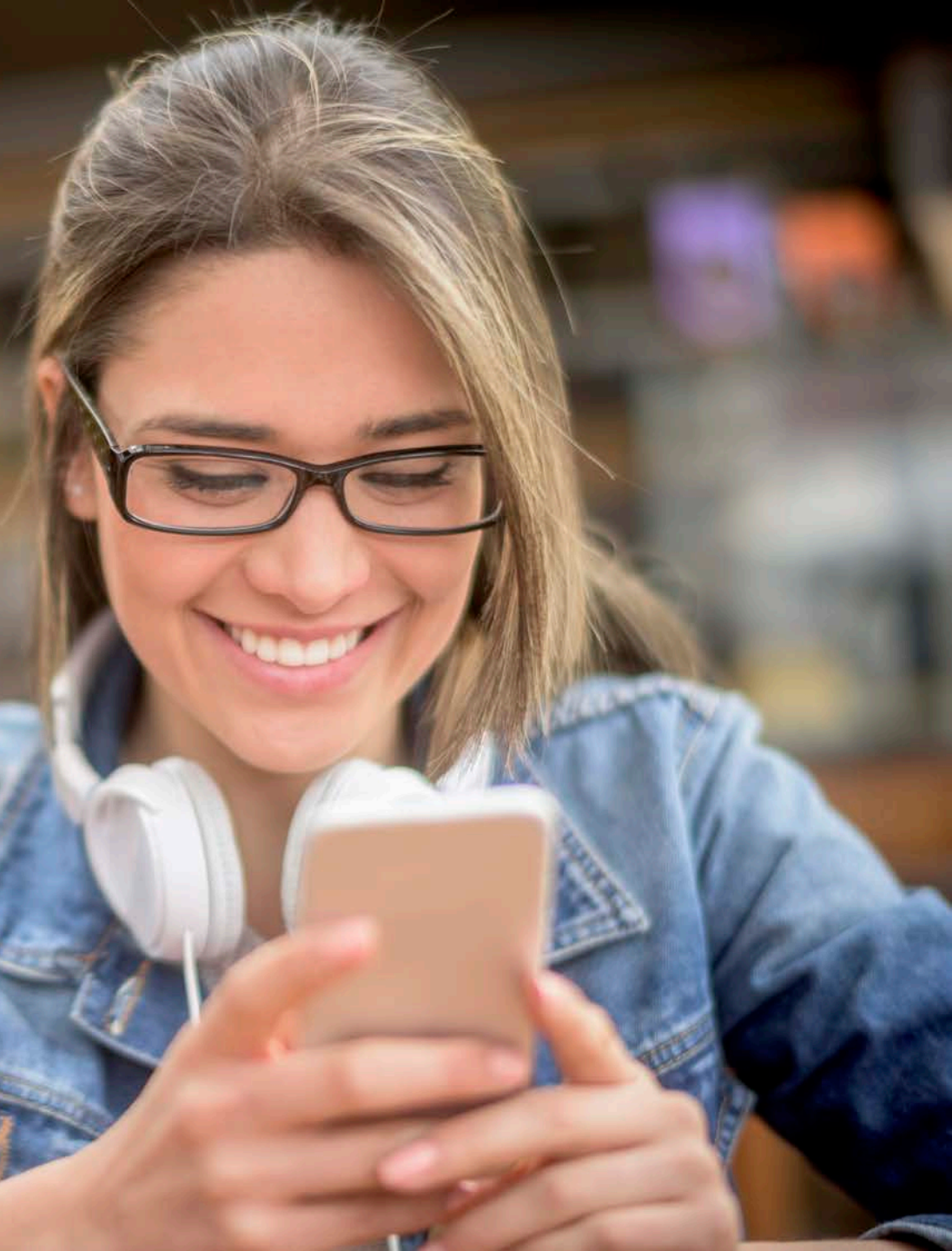
Consumer research **insights**



Over 50% of people surveyed said it is important for a business to be available, contactable and responding promptly 24 hours a day, 7 days a week.

There is an expectation for the **instantaneity and availability** the consumer experiences when talking with peers to also happen with companies.

An email to “hello@business.com” simply isn’t good enough anymore.



SMS is still widely used as a way to send short messages when the internet isn't available.

Companies have used SMS for a long time.

Think of the SMS you've received; appointment reminders, delivery notifications, Friday night pizza promotions etc.

The following two questions gave great insight as to whether consumers want to use SMS to talk to a company.

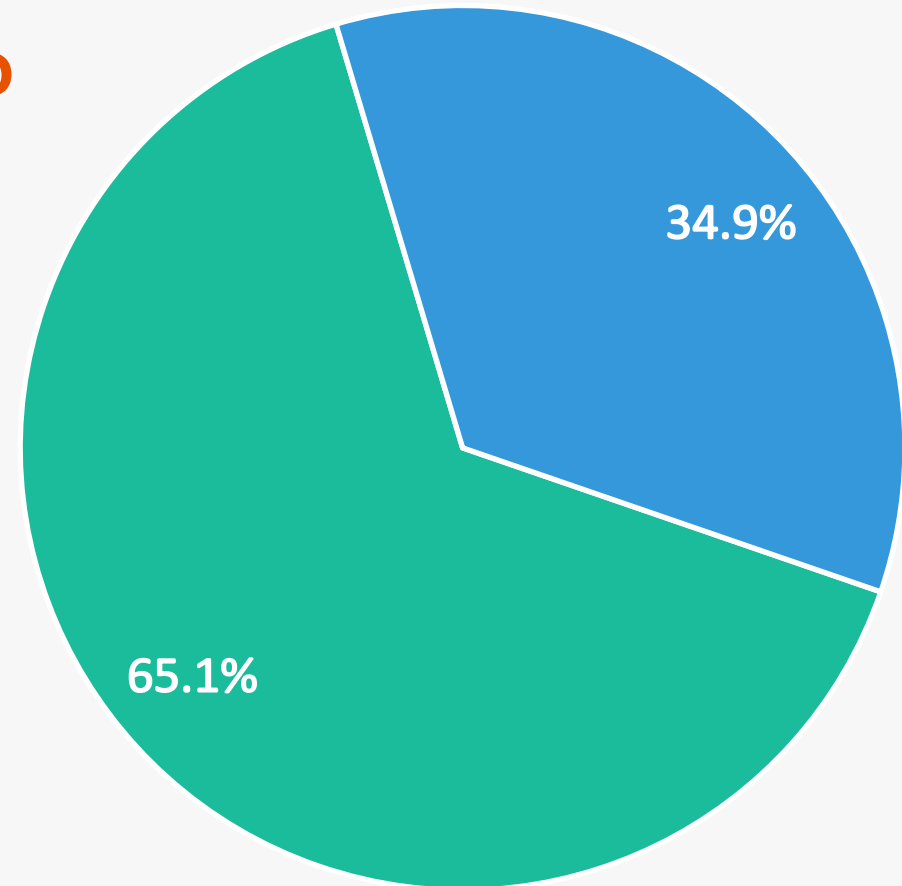
Q5

Assuming both are free and possible, how would you rather **talk to a business?**



■ Phone call

■ SMS



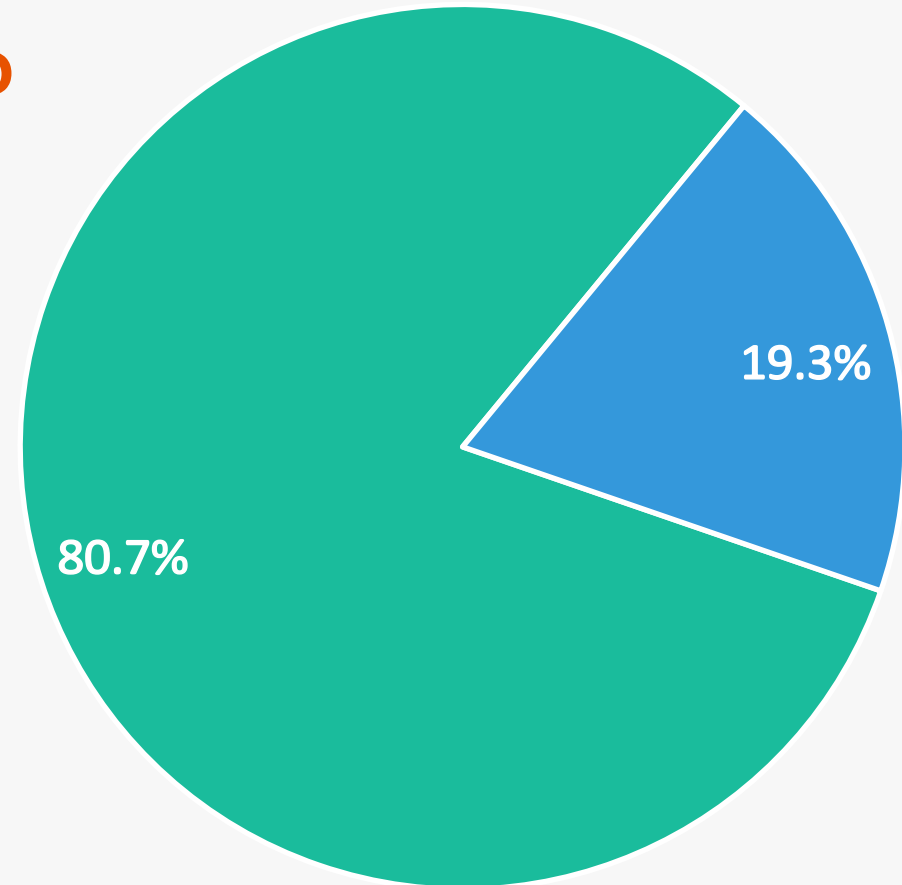
Q6

Assuming both are free and possible, how would you rather **talk to a business?**



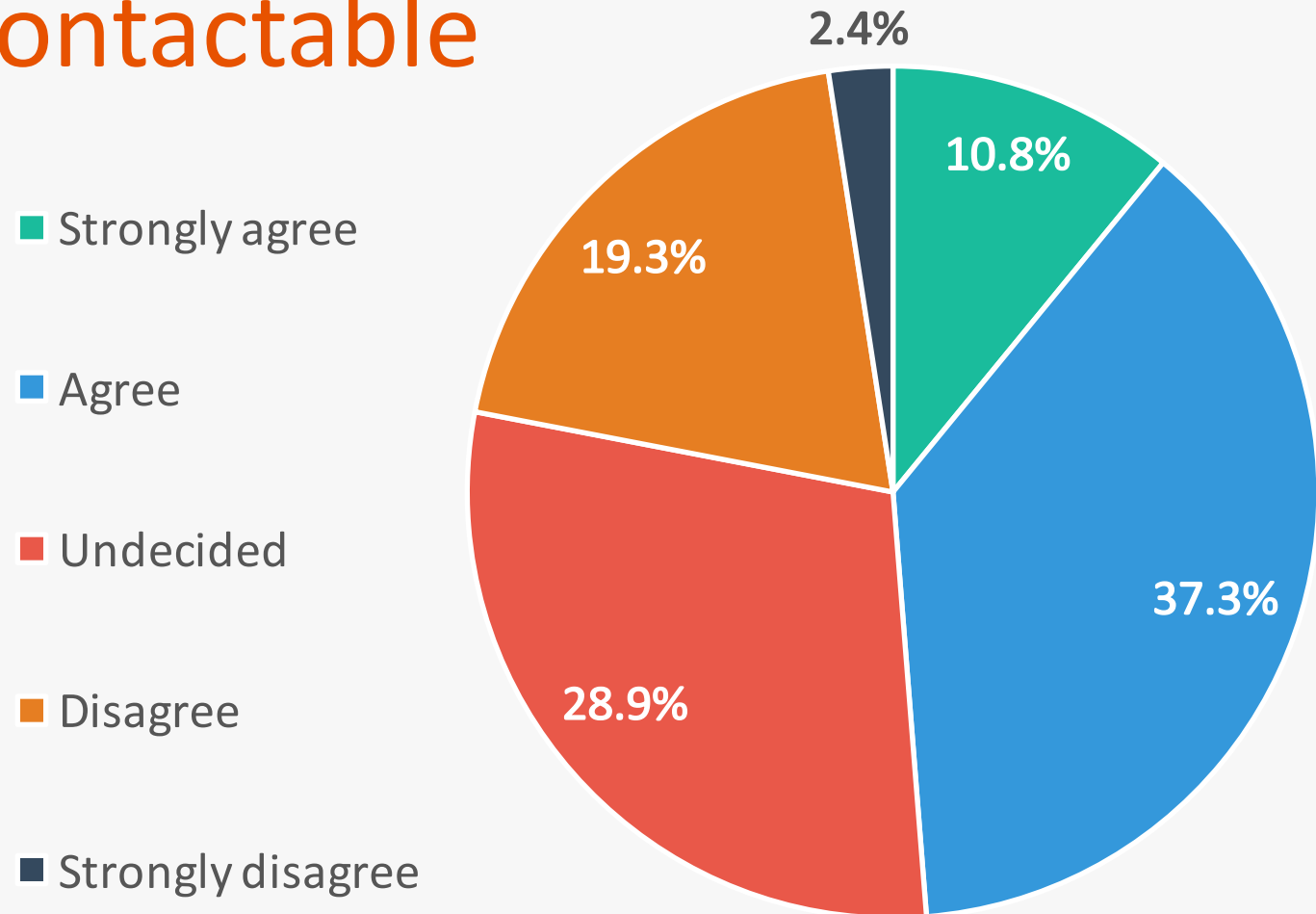
■ Website online chat

■ SMS



Q7

“Businesses should be available and contactable via SMS”





SMS insights

Compared to making a phone call, SMS is more appealing to **more than a third of the people** we surveyed. Why?

Sending an SMS requires little effort, provides high anonymity and little social commitment. A phone call has potential to be put on hold, finding the right department and talking to someone.

When offered the choice between SMS or website online chat, **over 80% of people picked online chat**. Why?

It requires little social interaction, provides much anonymity and no commitment.

Almost 50% of consumers surveyed said they they think businesses should be contactable via SMS.



*Increasing smartphone functionality with greater internet coverage means there are now **2.1 billion messaging application** users.*

Consumers can connect and chat with peers using messaging applications instantly and for and free.

The world has moved on from text messages, to selfies and concert videos sent across the world at no cost.

Surely this must have had a tremendous impact on how consumers talk with companies? Wrong.

Few businesses have invested in mobile messaging applications as a viable communication channel.

There is still a 'fad mentality', with doubt that consumers want to talk to business this way.

The following answers help end that mentality.



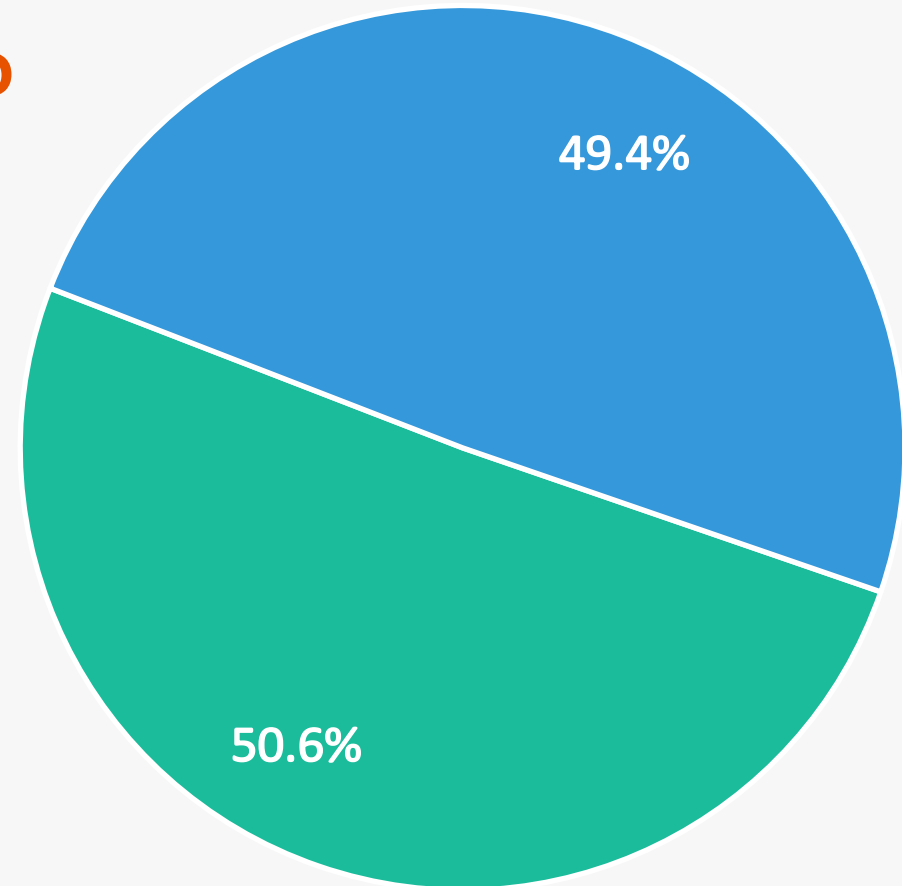
Applications

Q8

Assuming both are free and possible, how would you rather **talk to a business?**



- A phone call
- Messaging application (FB Messenger, Whatsapp, WeChat, Line etc.)

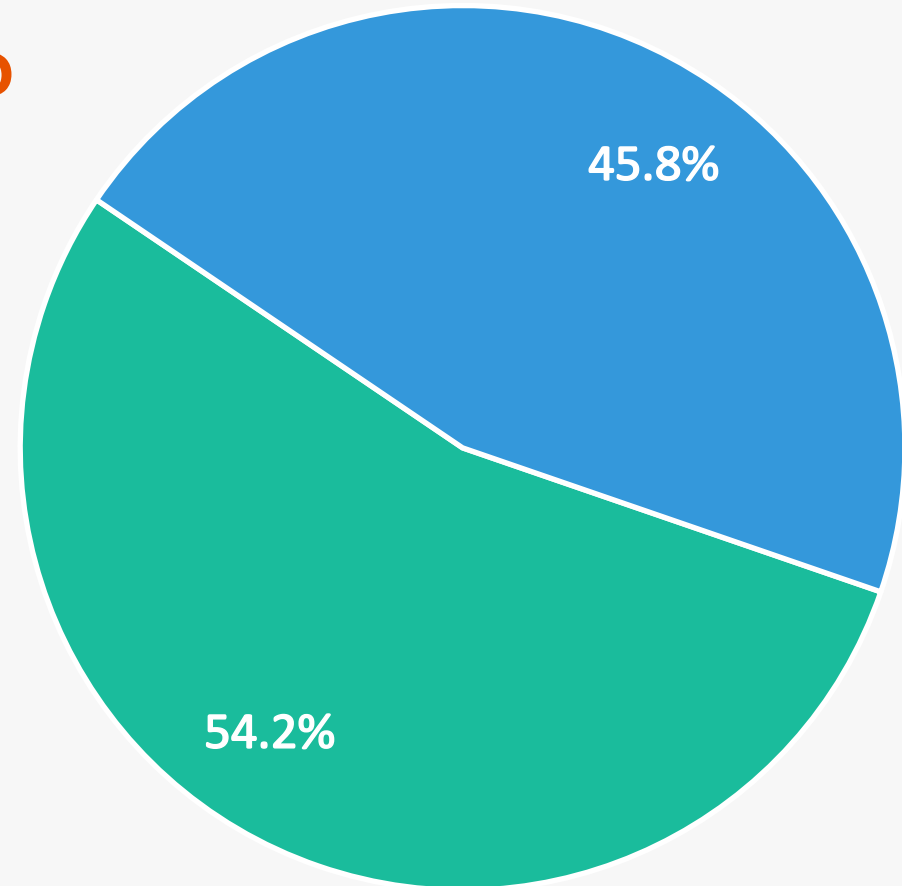


Q9

Assuming both are free and possible, how would you rather **talk to a business?**

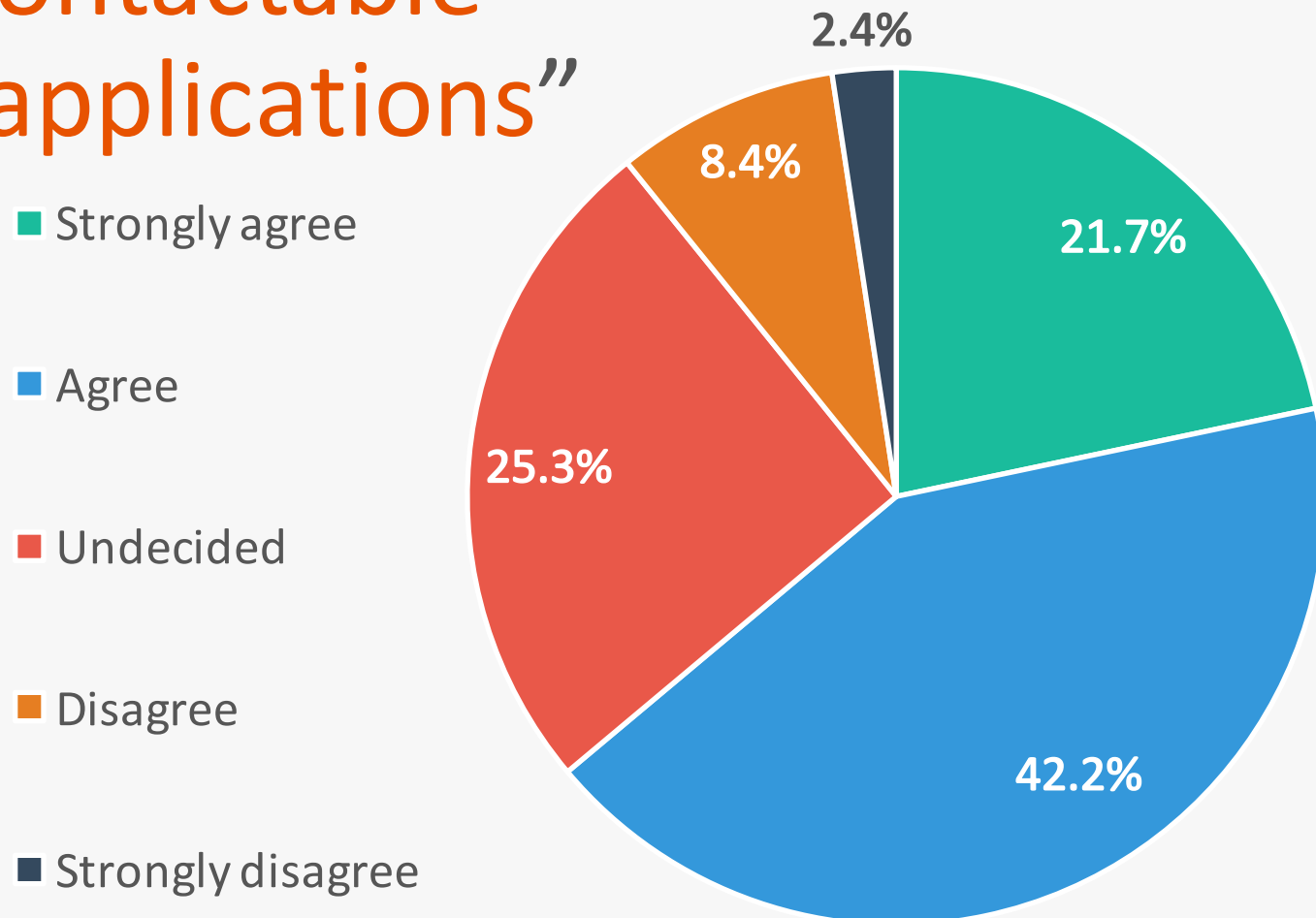


- Email
- Messaging application (FB Messenger, Whatsapp, WeChat, Line etc.)



Q10

“Businesses should be available and contactable via messaging applications”





Messaging application **insights**

49.4% of the people we surveyed said they **would rather use a messaging application** to communicate with a business than a phone call.

In the same way we saw interest in SMS over phone calls, for messaging applications the appeal is even higher. This is probably because using messaging applications is now more popular with consumers than sending an SMS.

Over 60% of consumers believe businesses should be **available, contactable and responsive** through messaging applications.



This survey showed the current state of communication between businesses and consumers.

There is **disparity in medium, channels and frequency of communication** between consumer to consumer compared with consumer to business.

Consumers are spoilt with instantaneity in peer to peer communication which is not matched in their communication with business.

The trend in mobile messaging is stabilising and not going anywhere.

By **combining both SMS and messaging applications** as a method of communication, businesses can offer the experience their customers are expecting.



Ubisend is the first ubiquitous mobile messaging platform. Our powerful solution allows businesses and NGOs to gather subscribers and communicate with them through messaging applications (FB Messenger, Telegram, Line, SMS, etc.), all from one place.

The company's patent pending technology, comprehensive features, and expert guidance are helping businesses like yours to conquer the emerging and exciting channel of mobile messaging.

Visit www.ubisend.com or read our blog at www.ubisend.com/blog



Call: +44800 009 6180 FB Messenger: [ubisend](#) Website: www.ubisend.com

More insights at: www.ubisend.com/blog

Read some case studies at: www.ubisend.com/case-studies

More information about the platform at: www.ubisend.com/features