



How to Confidently Leverage SMS as a Marketing Channel

Brad Blanken, VP of Strategic Alliances at Telnyx





Agenda

- 01** Introduction
- 02** SMS Appeal
- 03** Optimizing SMS for your business
- 04** Campaign demo
- 05** Takeaways & Questions

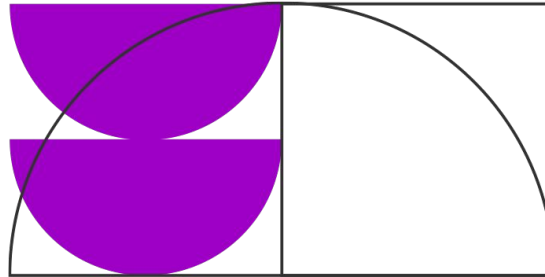


Introduction

Brad Blanken

VP of Strategic Alliances, Telnyx

A leader and change-maker in the mobile marketing industry, Brad has spearheaded mobile initiatives such as inter-carrier messaging, the US common shortcode, wireless AMBER alerts and a partnership with the American Red Cross that raised over \$40M via Text message for Haiti relief - forever changing the face of nonprofit fundraising.





Introduction

Telnyx is a Global connectivity partner

Messaging, Video, Voice, Wireless IoT

Licensed carrier in 30+ countries, with a global SMS reach to over 200 countries.

We built a multi-cloud, private IP network from the ground up for real time communications.

Iterable partner enabling global SMS and MMS campaigns.

Licensed carrier in

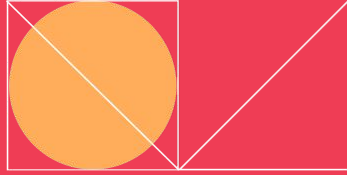
30+

countries

SMS reach to over

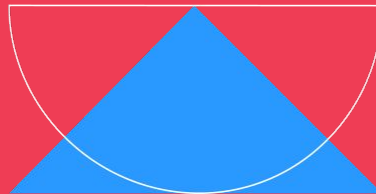
200

countries



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SMS Appeal





SMS Appeal

Trends

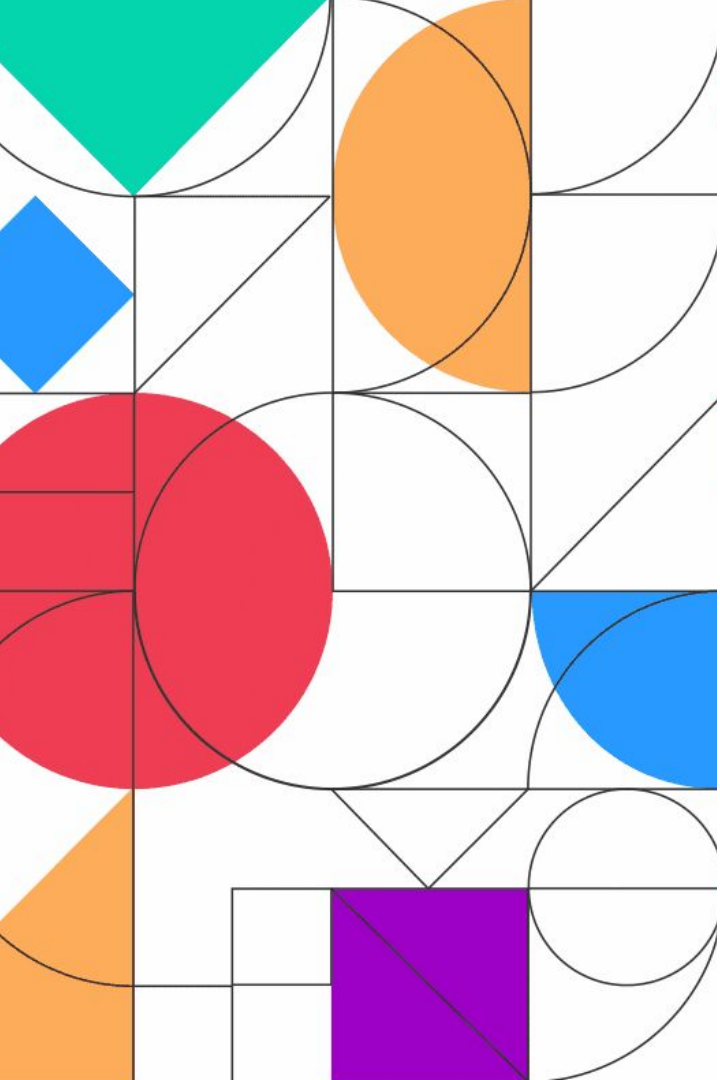
- Owned channel that allows for direct customer engagement
- Consumer consent is important
- Creating intimate relationships
- Sense of immediacy

Metrics

- SMS is frequently used for basic use cases: password reset, 2FA
- Efficacy: Delivery rate, consent/opt in rate, interaction (CTR) rate, unsubscribe rate, list growth rate, conversions, acquisitions
- Optimization: Time of day, CTA testing, campaign types

Challenges

- SMS is perceived as expensive
- It all comes down to performance
- Orgs need to be metric driven to effectively leverage SMS
- ROI, acquisition costs, long term value supports SMS

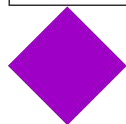


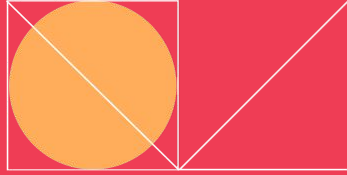
SMS Appeal

**“Cost doesn’t matter
if the message isn’t
delivered.”**

George Washington

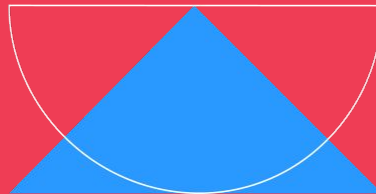
Fmr President, USA





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How to Leverage SMS



How to leverage SMS

Text Messaging Isn't Regulated

- Federal Law: Telecommunications Consumer Protection Act
- Private Regulations: Carrier guidelines differ
- International: Take the US and multiply by 200 in terms of complexity

Legal ≠ Compliant

- Following federal law doesn't guarantee carrier compliance
- Complying with carrier guidelines doesn't mean its legal
- Examples: political messaging, cannabis, 3rd party lead gen (affiliate marketing), debt collection

Golden Guidance

- Pick a messaging partner who can ensure legal and carrier compliance.
- Work with in-house counsel who can make sure you're covered



How to leverage SMS

Finding the right use case for your business: the 5 “I”s

1 Immediate

4 Individual

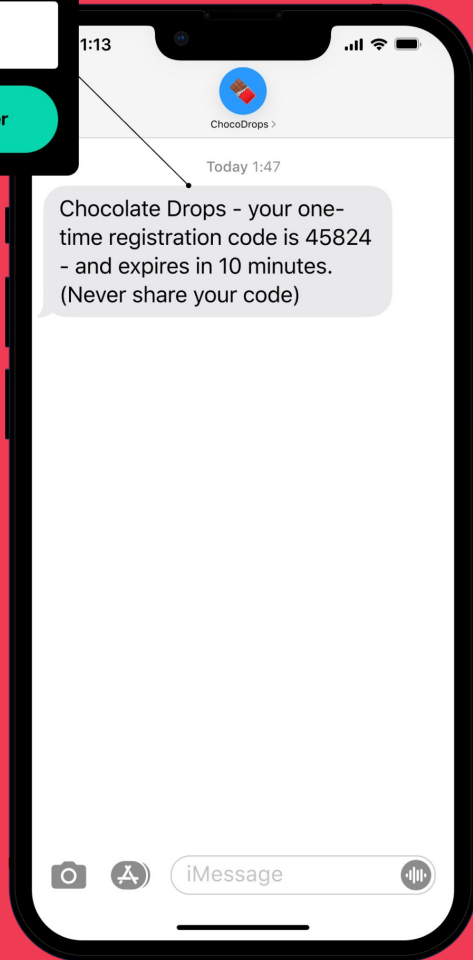
2 Informative

5 Interoperable

3 Intimate

1-555-234-5678

Verify my phone number



SMS use cases

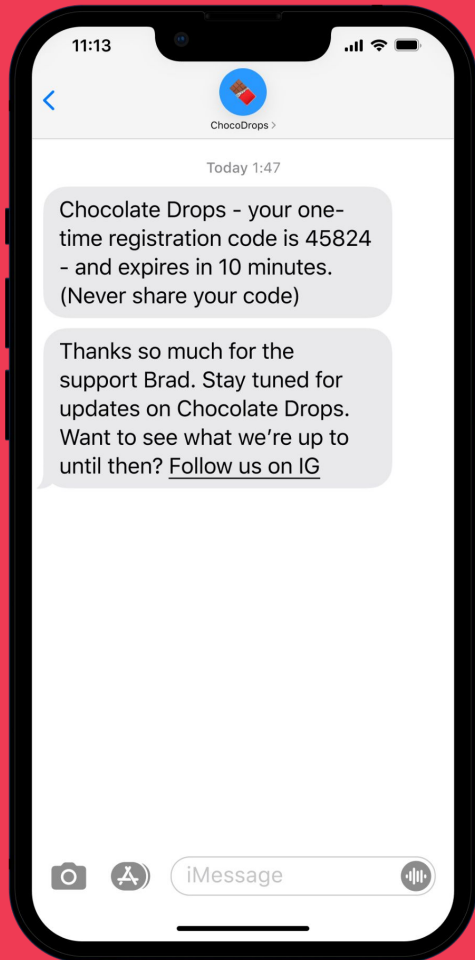
Immediate

Sent with urgency, received
as an opportunity

SHOP Now

Flash Sales 🇨🇦 🇨🇦

Two factor authentication (2FA)



SMS use cases

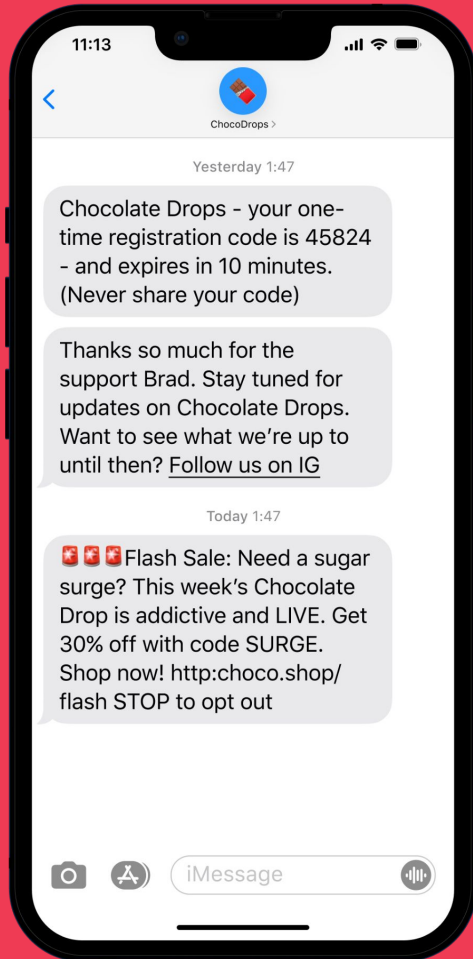
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SMS use cases

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SMS use cases

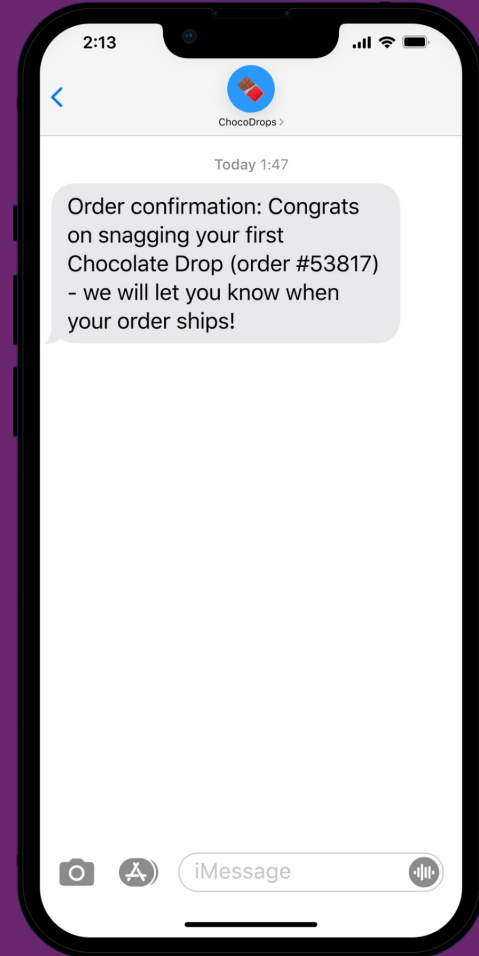
Informative

Valuable & wanted information

News, weather, sports, alerts

Delivery notifications

Get out the vote



SMS use cases

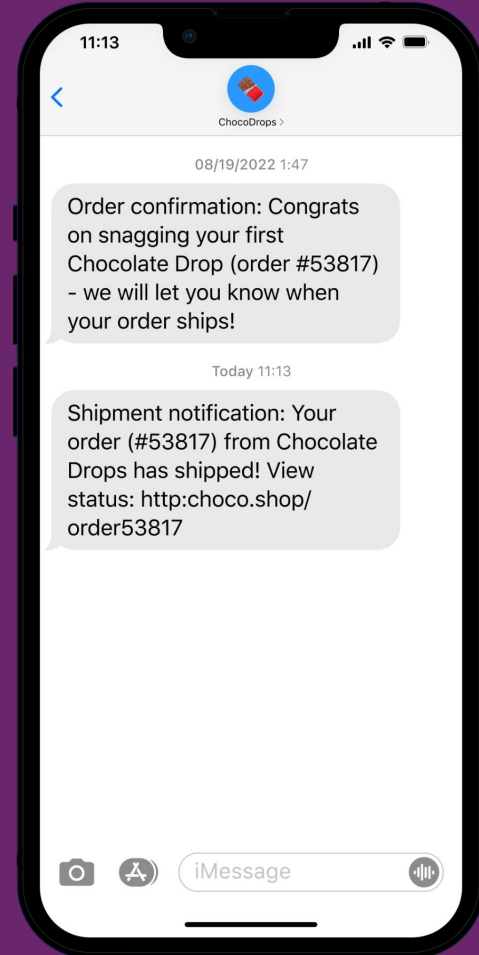
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SMS use cases

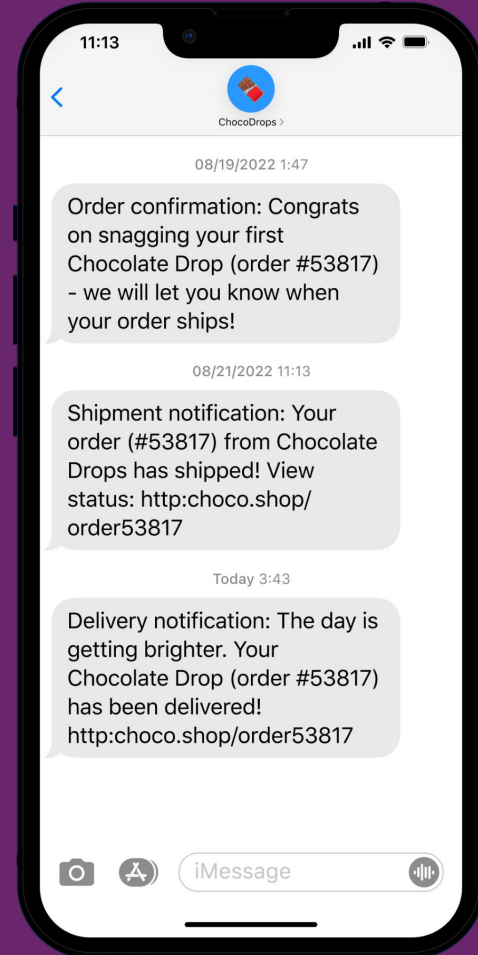
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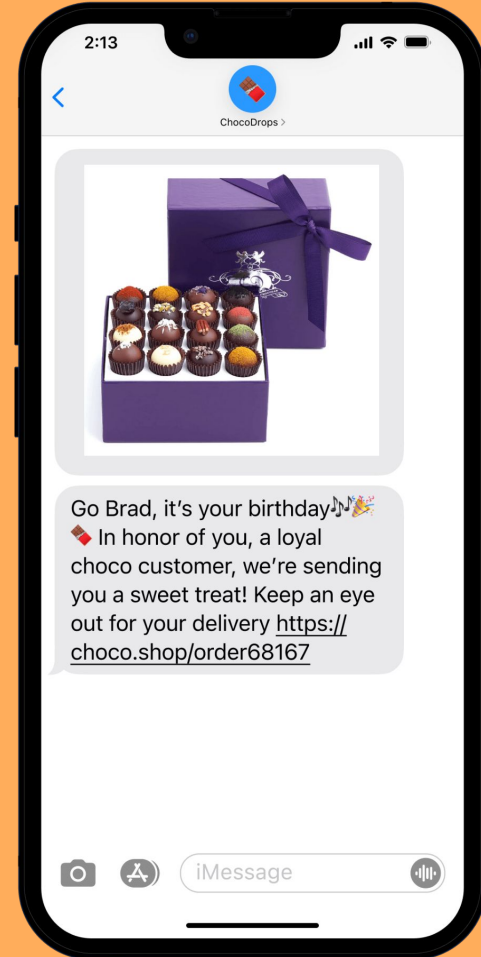


SMS use cases

Intimate

Interact in a meaningful way
by showing you know and
understand your customers -
SMS allows you to engage on
your timeline

Political Messaging
Targeted Marketing
Milestone Messages



08/05/2022 9:41

Request for feedback: Hello Brad! We understand you had some problems with your order. We wanted to check in and see if the Chocobot resolved your issue. From a 1 to 5, with 5 being the the best, how would you rate the Chocobot in resolving your issues

5

We're happy when you're happy!
Thank you for your feedback!



08/19/2022 9:47

Coupons/incentives based on buyer behavior: Sometimes money can buy happiness. Because money buys chocolate. We've dropped \$10 into your account in preparation of today's Drop. Credits expire tomorrow at midnight. STOP to opt out"

SMS use cases

Individual

**Personalized and
customized engagements
that grow loyalty**

Adding customer names to campaigns

Request for feedback

Appointment reminders

Reengagement & nurtures (abandoned carts)

Coupons & incentives based on behavior

SMS Use Cases


The Final “I”

Interoperability

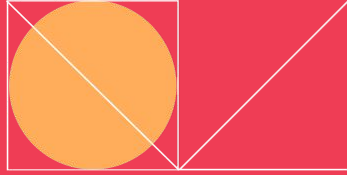
Ubiquitous, cross-carrier, cross-country messaging with global reach

Messaging has a history of silos, and working with a partner to help navigate those waters is critical

Beyond delivery, optimizing messaging to delivery the riches experience at the most economical price

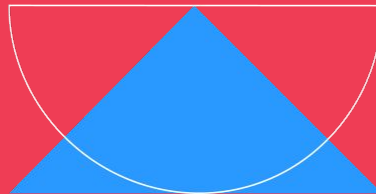


Flash Sale: Need a sugar surge? This week's Chocolate Drop is addictive and LIVE. Get 30% off with code SURGE. Shop now! <http://choco.shop/flash> STOP to opt out



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Campaign Demo



Presented By:



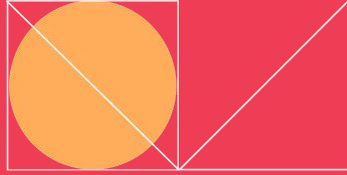
The Savvy Marketer's Guide to Building a Stellar SMS Strategy

Text “iterable” to 835699 and we'll send
you a copy!

Or visit iterable.com/sms-guide

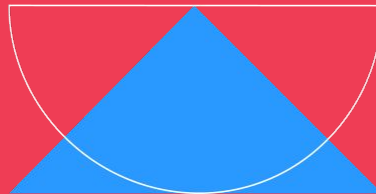
A graphic of a smartphone with a teal screen. The screen displays the text: Text “iterable” to 835699. The phone has a white border and a shadow.

Text
“iterable”
to 835699



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Questions?





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
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- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

