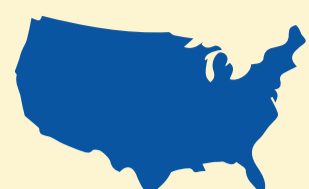
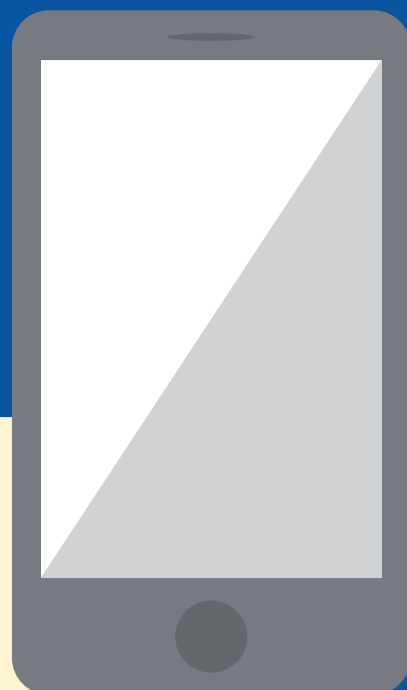
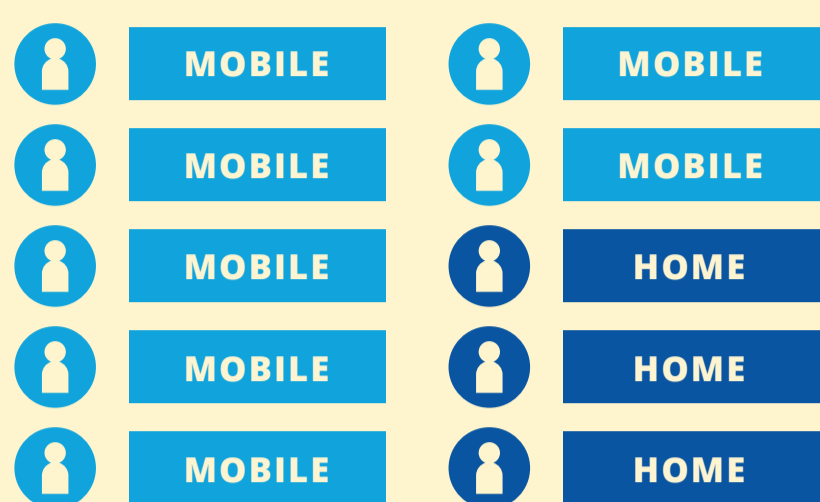


WHY TEXT?



189,700,000

PEOPLE IN THE U.S. OWN SMARTPHONES



UP TO

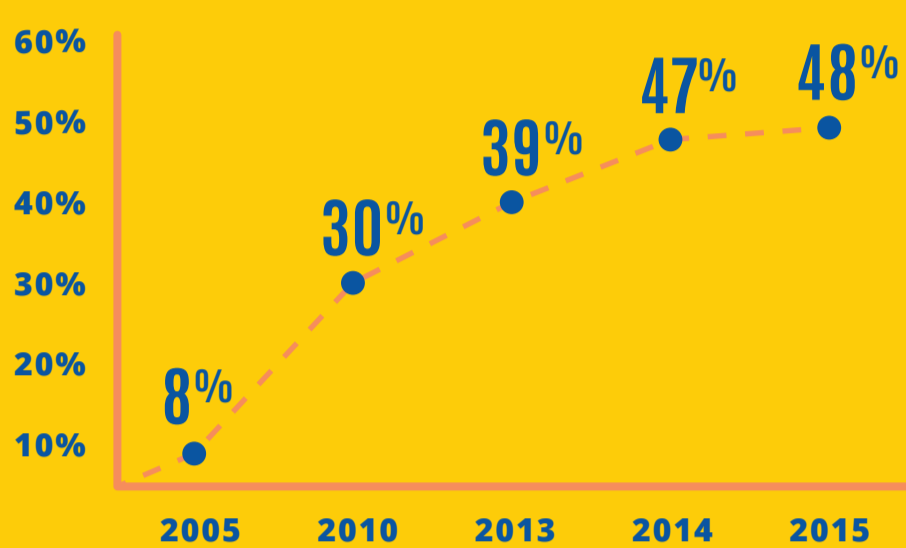
70%

OF PRIMARY NUMBERS ON YOUR CONTACT LIST ARE **CELL PHONES**

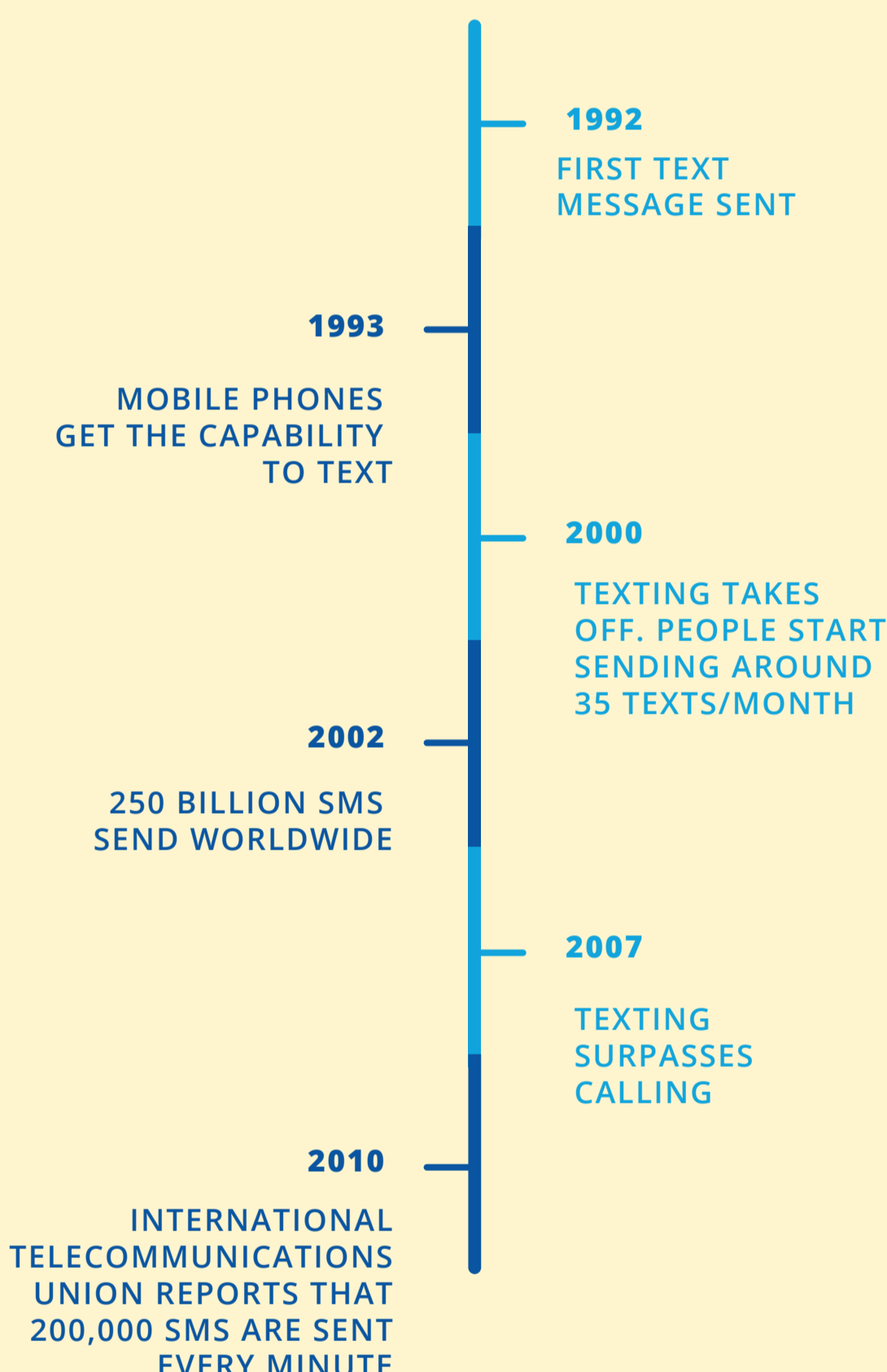
3.6 MILLION

TEXT MESSAGES EXCHANGED EVERY MINUTE IN THE US

PERCENT OF HOUSEHOLDS THAT ARE EXCLUSIVELY WIRELESS



THE EVOLUTION OF TEXT



CONSUMERS READ

98%

OF TEXTS WITHIN 90 SECONDS



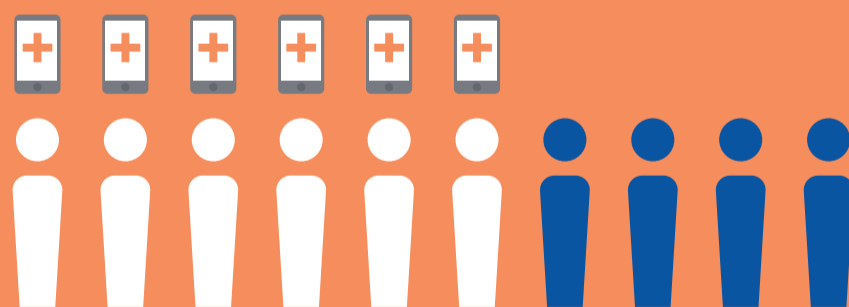
CONSUMERS READ

20%

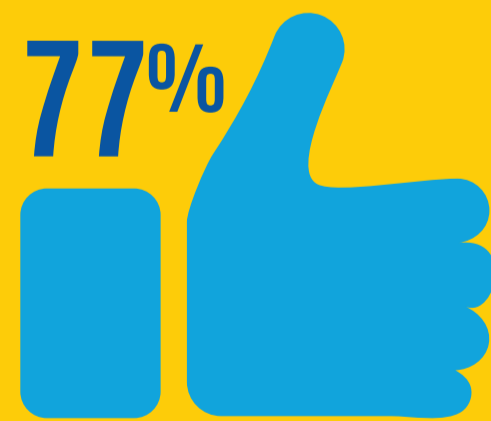
OF EMAILS WITHIN 1 DAY

80%

OF PEOPLE ARE CURRENTLY USING TEXTING FOR BUSINESS



ROUGHLY SIX-IN-TEN SMARTPHONE OWNERS HAVE USED THEIR PHONE TO GET **INFORMATION ABOUT A HEALTH CONDITION** IN THE PAST YEAR



77%

OF CONSUMERS WITH TEXTING CAPABILITIES AGED 18-34 ARE LIKELY TO HAVE A **POSITIVE PERCEPTION** OF A COMPANY THAT **OFFERS TEXT CAPABILITY**

90%

OF PEOPLE **ALWAYS** HAVE THEIR PHONE WITH THEM

Learn more about connecting with your customers through automated text messaging at www.intouchconnections.com



877-476-8808

SOURCES

Annual Wireless Industry Survey • The Text Message Turns 20: A Brief History of SMS Businesses
Texting Grows More Widespread • 6 Facts About Americans and Their Smartphones
45 Texting Statistics That Prove Businesses Need to Take SMS Comscore Reports