

**EMAIL
MARKETING**

VS

**SMS
MARKETING**

3.6 BILLION
EMAIL ACCOUNTS
IN THE WORLD

6 BILLION
ACTIVE
MOBILE
PHONES IN
THE
WORLD

LITMUS



Emails
Opened in Mobile



Emails
Opened in Desktop



Emails
Opened in Webmail

MAILCHIMP



of people will click
in the URL sent in an Email



of people will click
in the URL sent in an SMS

COMPUWARE



won't return to a
webpage if it didn't
load properly
on their mobile

NIELSEN



of Millennial Consumers
Own a Desktop



of Millennial Consumers
Own a Smartphone

FROST & SULLIVAN

OPENINGS

22%

MAIL

98%

SMS

source: <http://www.textmarketer.co.uk>