

The messaging opportunity: How to reach an audience of millions

When you spend time and money on marketing campaigns, you want to make sure the channels you use will get your message in front of the largest possible audience.

The marketing channels you use can have a significant impact on how many people see your message. In an arena full of choice, mobile messaging offers unique advantages.

Messaging reaches a vast market

Brands can reach a significant audience through messaging platforms.

69M

Around **69 million people** live in the UK

60M

Across the UK's population, there are **60 million unique mobile users**

52.7M

And **52.7 million smartphone users**

The power of SMS open rates

Messages aren't always read. But they are always seen.

Around

55%

of SMS messages are read

But,

100%

of SMS messages are seen through notification windows or message previews

Messaging: a big opportunity for retailers

All businesses can benefit from using messaging in their marketing. But some sectors have an even greater opportunity.

The average opt-in for mobile messaging across all industries is around

11 million users.

However, this number is higher for some industries:



Finance



Utilities



Retail and eCommerce

18M

users opt in

15M

users opt in

<30M

users opt in

Today, most messaging marketing spend is focused on SMS

Of the businesses investing in messaging, the overwhelming majority choose SMS.

3.5M

businesses use marketing channels in the UK, but only **around half a million use messaging**

97%

of messaging marketing spend goes to SMS messaging

Going beyond SMS

But what about other messaging channels?



49M

WhatsApp has around 49 million users in the UK



30M

iMessage and Facebook Messenger have close to 30 million each



22.5M

RCS (Rich Communication Services) is growing, with around 22.5 million users



That's roughly the same as the combined audience for the **top four TV shows in the UK.**

The power of RCS

On average, customers engage more with RCS messages.



If you sent

1,000,000

SMS messages, you'd expect to see

33,000

engagements, leading to

10,000

conversions



But if you sent just

260,000

RCS messages, you'd get

44,000

engagements and around

14,000

conversions