

U.S. SMS Marketing Market Size, Share & Trends Analysis Report By Enterprise Size (SMEs, Large Enterprises), By End Use (Retail, Travel, Automotive, Healthcare, IT & Telecom, Media & Entertainment), And Segment Forecasts, 2019 - 2025

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Abstracts

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The U.S. SMS marketing market size is expected to reach USD 12.6 billion by 2025, expanding at a CAGR of 20.3%, according to a study conducted by Grand View Research, Inc. Use of text messages for promotion and advertisement is gaining popularity owing to increasing number of mobile phone users in the country. U.S. is one of the leading country in terms of adoption of smart phones, aiding the marketers in reaching the target customer. Moreover, cost effectiveness and convenience of reaching the target is anticipated to propel the demand for text message marketing over the forecast period.

The use of Rich Communication Service (RCS) protocol is enhancing the text message system by allowing sending and receiving of high-resolution media files via messages. It allows marketers to make promotional messages more interactive and creative in order to attract customers. The advent of RCS, coupled with technologically advanced smartphones that support advanced messaging features is expected to drive the market growth.

Companies are largely focusing on improving customer relationships and engagement by providing special discounts and offers, tailor-made for customers. The use of SMS for sending such offers helps them to customize messages according to the individual customer. Thus, increasing competition has led to the increased usage of text

messages, and the trend is expected to influence market growth over the forecast period.

Further key findings from the study suggest:

SMS marketing market is gaining traction owing to the fact that it eliminates the use of paper used by other means of marketing

The SMEs segment is anticipated to record substantial growth from 2019 to 2025 owing to increasing use of text messages by small retailers and businesses to send promotional coupons and other offers

In an attempt to sustain competition, banks are introducing several services. The use of texts for marketing these services is expected to augment the growth of the BFSI segment over the forecast period

The U.S. SMS marketing market is characterized by intense competition with several players such as Infobip Ltd.; InMobi; Marketo; Amobee, Inc.; Chartboost; Slick Innovations, LLC.; and IBM Corporation offering similar solutions. Pricing and product differentiation is the key to sustain competition.

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