

Mobile Messaging: Most Widely Used Data Application in the World

2.4 BILLION Active Users

Razemedia

# Mobile Messaging Facts

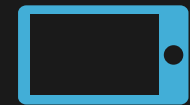
Mobile Coupons are

**10x** More Likely to Be Redeemed Than Mail or Newspaper Distributed Coupons

& **50%** of People Made a Special Trip To The Store Just to Redeem That Mobile Coupon

**20%** OF HOUSEHOLDS ARE **MOBILE ONLY**

## MESSAGING



178  
98%

Average Messages Received Monthly  
Open Rate

## EMAILING



1216  
22%

### SMS For Your Business

Raze Media creates and implements SMS marketing campaigns specifically designed to reach your customers. We offer basic campaigns to share information about events, product updates, or coupons, as well as interactive campaigns that provide high-level data and information about participants.



**91%** of US Population has a Cell Phone

**3 MINS**

IS THE AVERAGE TIME BEFORE A TEXT IS READ.

**95%** of those Phones have SMS Capabilities