

# Email vs. SMS *in 2024*

A MESSAGING CHANNEL SHOWDOWN

 MARIGOLD™



# Introduction

There's an elephant in the room we need to address. Between the long-tail impact of the pandemic and a constricted economic environment – marketers need to reevaluate their communication strategies and martech stacks.

Email has been the number one marketing channel for brands since shortly after its inception. It's hard to think back to a time when brands didn't use email to communicate with customers. But, is email really still the best channel for direct communication?

Or, should brands begin to shift focus to other channels? Given the personalization advancements in SMS technology – is SMS a better marketing channel to divert funding to?

We understand you may be pressed to make tough decisions about your marketing strategy in the year ahead. This quick guide will help you weigh your options and discover what both are capable of.





When you need to deliver time-sensitive messages to your customers or prospects, SMS is tough to beat.

We have our phones on us practically all the time. Some of us even sleep with our phones by our pillows. Short of a phone call, what notification or app are you going to prioritize over a text message?



## The *Immediacy* and *Visibility* OF SMS MAKES IT A GAME CHANGER



*of consumers* check their notifications within 5 minutes of receiving a text.<sup>1</sup>



*of Gen Zers and Millennials* check their text messages more than 10 times per day.<sup>1</sup>



*of consumers* have opted in to receive texts from at least one business in the past year.<sup>1</sup>



*of consumers* state that checking, sending, and responding to text messages is the activity that they're most engaged with throughout the day.<sup>1</sup>

The majority of businesses report SMS click-through rates between **20 and 35%**<sup>2</sup>

<sup>1</sup> SimpleTexting. *The State of Texting & SMS Marketing in 2023*. [simpletexting.com/blog/2023-texting-and-sms-marketing-statistics/](https://simpletexting.com/blog/2023-texting-and-sms-marketing-statistics/)

<sup>2</sup> SimpleTexting. *The State of Texting & SMS Marketing in 2022*. [simpletexting.com/blog/text-sms-marketing-statistics-2022/](https://simpletexting.com/blog/text-sms-marketing-statistics-2022/)

## SMS *continued*

### SMS Messaging Opportunities

- **Flash sales and limited-time offers:** Create a sense of urgency with offers that are only available for a short period of time.
- **Product re-stocks:** Give customers an opportunity to secure high-demand products.
- **Event reminders:** Send reminders about upcoming events to maximize attendance.
- **Appointment reminders:** Prevent missed appointments with strategically timed reminders.
- **Restaurant reservation updates:** Remind diners of upcoming reservations, or alert those without reservations when seating becomes available.
- **Travel updates:** Deliver a cadence in line with a traveler's itinerary to protect against missed flights or check-ins.
- **Loyalty program updates:** New loyalty tier reached? New reward available? Surprise customers with the good news.
- **News alerts:** Keep customers up-to-speed on your brand's latest news, updates and developments.



The high likelihood of being seen is a clear appeal of SMS, but with great power comes great responsibility.

**If your text messages miss the mark, they can be annoying and intrusive to recipients.**



*of global consumers* have been frustrated by receiving irrelevant content or offers from brands in the last six months.<sup>3</sup>

<sup>3</sup> Marigold. 2024 Global Consumer Trends Index. [go.sailthru.com/2024-global-consumer-trends-index](https://go.sailthru.com/2024-global-consumer-trends-index)

## SMS *continued*

### IT'S IMPORTANT TO NOTE

Text messages are subject to more strenuous regulations compared to email. In addition to requiring explicit consent before you begin sending transactional or promotional messages (which is best practice for email, too), the U.S. Telephone Consumer Protection Act (TCPA) sets limits to the time in which you may send SMS messages. **You must avoid sending before 8:00 AM and after 9:00 PM in the recipient's time zone.**

To maximize the effectiveness of SMS, you need to ensure your content is both timely and relevant.

And for that, you need a personalization strategy. Fortunately, today's advanced SMS solutions, following suit of email, offer multiple methods to deliver this personalization.



**Segmentation:** If leveraging a cross-channel provider, like Marigold, you can pull your existing customer data to create segments for SMS. As you learn more about your customers, you can continuously refine these segments to deliver more relevant messages.



**Triggered messaging:** People interact with your brand in all sorts of ways. They sign up for in-stock alerts, they register for events, they book appointments and the list goes on. All of these actions represent opportunities to demonstrate that you value their engagement with your brand. To reduce manual workloads and deliver messages at precisely the right time, you can set triggers that automatically deploy messages for specific scenarios.



# Email

Email has been the backbone of digital marketing strategies for decades, and for good reason.

Email is an extremely familiar and accessible channel for consumers, and it's where they expect to receive marketing communications.

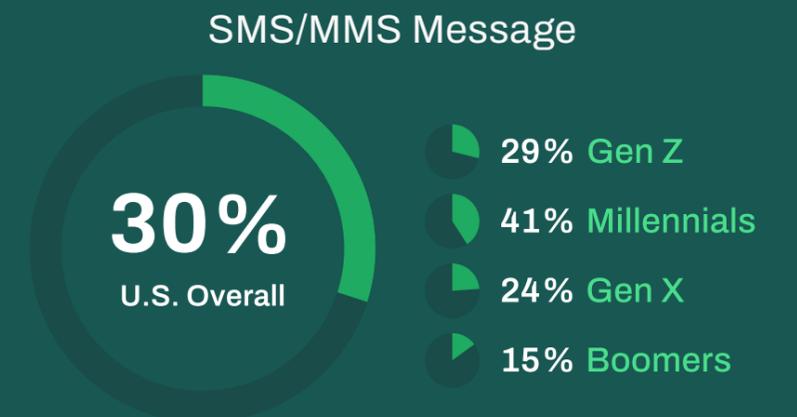
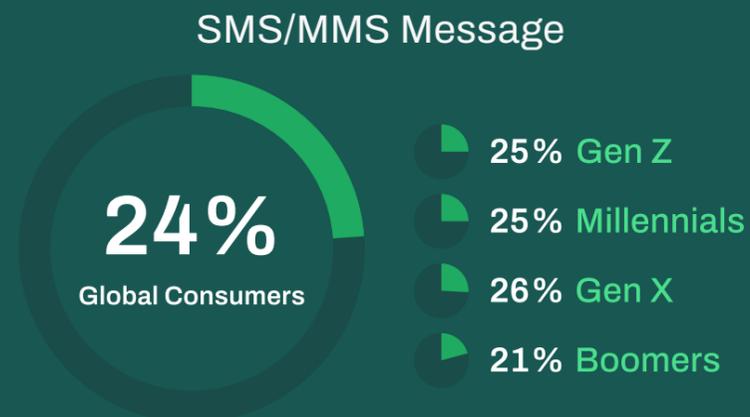
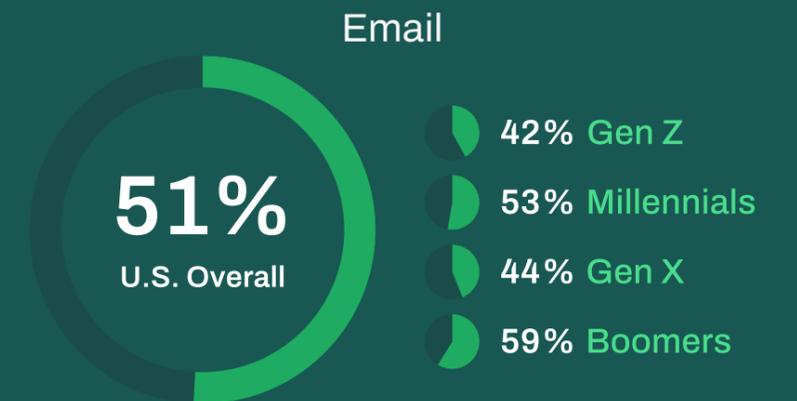
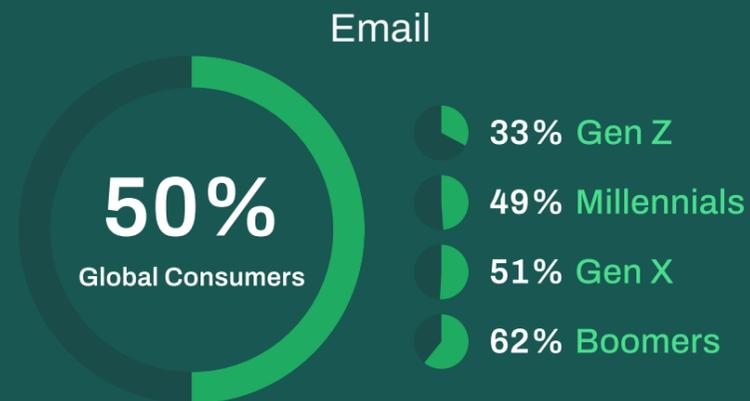
And ultimately, more consumers (both globally and in the U.S.) have made a purchase from an email (**50%**) in the last year than from an SMS/MMS message (**24%**), social media post (**43%**), social media advertisement (**48%**) or banner advertisement (**21%**).

## Have you made a purchase from any of the following

### IN THE LAST YEAR?

#### GLOBAL CONSUMERS

#### U.S. CONSUMERS



## Email *continued*

While email and SMS can both deliver segmented, personalized messages, and both are owned channels free from the algorithms of social platforms, **email does have several critical differentiators.**

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### **Formatting Options:**

With email, you have so many options to make your messages visually appealing and on-brand. Customized layouts, branded design elements and the ability to templatzize them both makes visually appealing emails simple and scalable.



### **Dynamic Content Elements:**

A significant advantage of email is the ability to integrate a vast selection of dynamic content elements that deliver hyper-personalization and urgency. Live countdown timers, interactive coupon codes, animated charts, integrated web pages, weather forecasts and real-time traffic overlays are among the many elements that can be embedded directly into emails.



### **Engagement Metrics:**

In addition to high-level stats like open and click-through rates, some email solutions offer a look into more revealing metrics, like precise click locations within emails, that help to reveal which elements, styles and copy elicit the most attention.



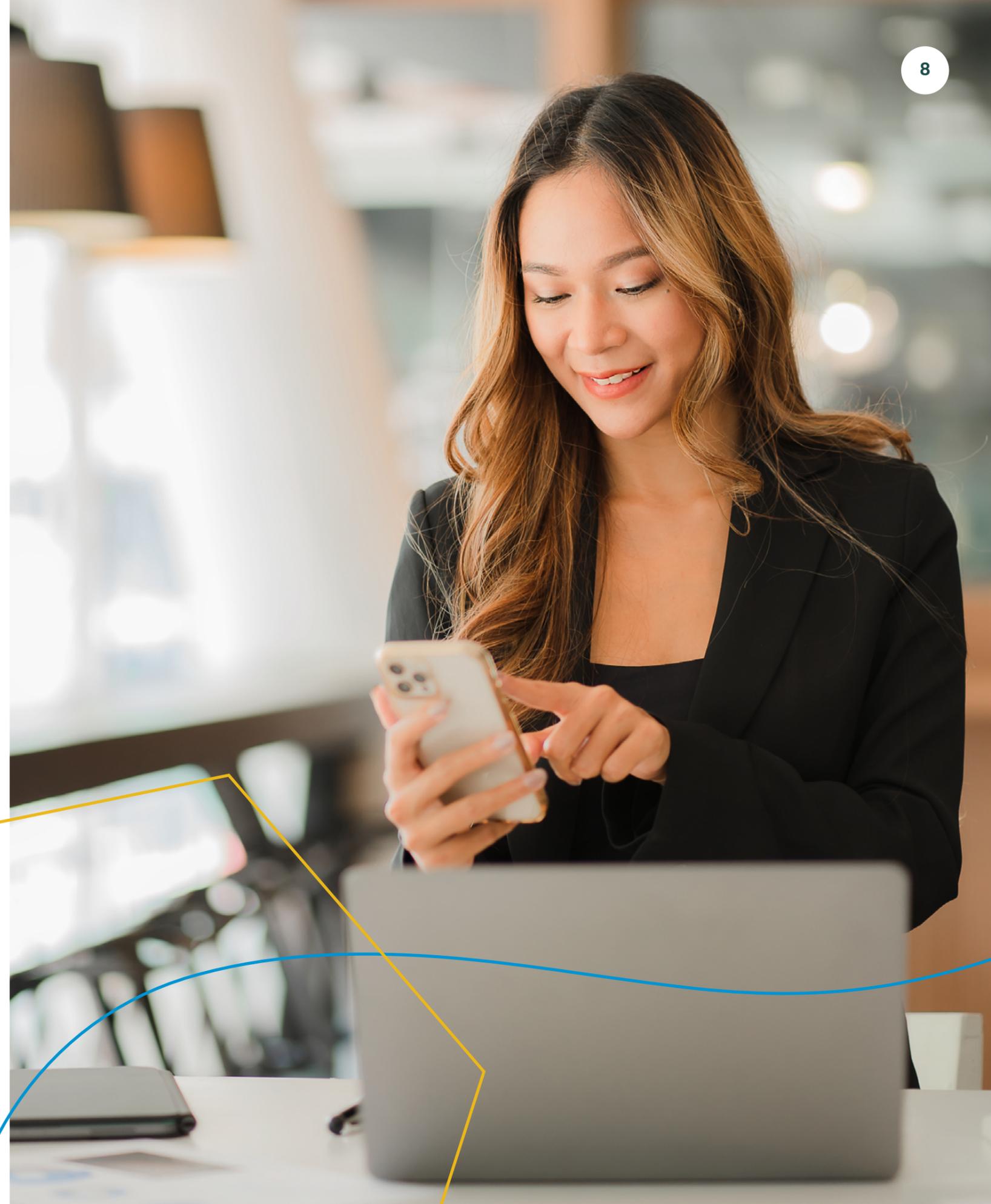
# The Verdict

Email is excellent for curating branded, personalized messages with robust design elements to match, while SMS is great for those urgent moments – reminders, updates, alerts and flash promotions – where every minute matters.

But it's Important to note that customers don't see the world as corporate departments or marketing channels. To them, it's all one experience.

If you want to deliver more consistent experiences, consolidating both your email and SMS solutions with one vendor can help you get there. When you centralize your messaging with a **cross-channel platform**, it becomes easier to provide a seamless flow of communication, as does the ability to manage and integrate data.

Marigold has the technology and services you need to unite your email and SMS efforts. **Let's talk!**



# About *Marigold*

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty, and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

