

klaviyo[™] x *recharge*

2024 GLOBAL TEXTING TAKEAWAYS

8K+ consumers reveal how and when
brands should text them



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More consumers are buying more often from SMS messages: 86% made 2 or more purchases in the last year from a branded text. That's up from 55% in 2022.

How do we know this? We asked thousands of shoppers around the world who already get texts from brands.

From this data, we also learned that SMS messages speed time to purchase. 65% of consumers said the last purchase they made because of a text message was something they planned to buy “in the near future” or “in a few months.” A carefully crafted and well-timed text message sped that consideration period up, recapturing consumer attention and interest, and resulting in a quicker sale for the brand.

SMS marketing isn't just a nice-to-have—it's essential for a highly profitable marketing program.

After all, consumer attention is what ecommerce marketers most need to increase conversion and grow their brands—and SMS messages do an excellent job of capturing consumer attention.

In this report, we'll unveil what more than 8K global consumers like—and don't—about SMS marketing, plus:

- ✓ How to grow your SMS list
- ✓ 3 different SMS message types
- ✓ What moves subscribers to purchase the fastest
- ✓ How email and SMS work together
- ✓ How SMS preferences differ, slightly, between North America, Europe, and Asia-Pacific



SURVEY METHODOLOGY

We teamed up with subscription and recurring payments platform **Recharge** to survey 8,781 people across North America (AMER), Europe, and the Asia-Pacific region (APAC) to educate brands on:

- The types of texts consumers want to receive and how this varies by consumer type
- The impact different SMS message types have on a consumer’s likelihood to purchase
- How to use this data to implement an effective SMS and email marketing strategy

Survey respondent requirements:

- At least 18 years old
- Own a smartphone, desktop, or a tablet
- Conduct at least half their shopping online
- Shop online at least twice a month
- Receive SMS/text communications from brands
- Employed full-time, part-time, or self employed

	Total	AMER	Europe	APAC
Psychographic Statements				
	Describes me Extremely/Very Well			
People come to me for advice on technology	43%	36%	46%	43%
I am among the first to try new technology	42%	36%	45%	38%
I consider myself to be tech savvy	48%	43%	48%	52%
Employment				
Employed full time	64%	52%	70%	58%
Employed part time	13%	10%	12%	22%
Self-employed (Business owner)	5%	6%	5%	5%
Unemployed	0%	0%	0%	0%
Full-time student	4%	3%	5%	5%
Homemaker or stay at home parent	4%	5%	2%	6%
Retired	10%	24%	6%	5%
Region				
AMER	22%			
Europe	59%			
APAC	19%			
Age				
18-25	17%	11%	17%	24%
26-35	27%	18%	28%	33%
36-45	24%	20%	26%	21%
46-55	14%	15%	15%	11%
56-65	10%	16%	9%	6%
66+	8%	21%	5%	5%



SMS LIST GROWTH DOESN'T DEPEND ON DISCOUNTS ALONE

Your audience—i.e. your list—is a reflection of your ability to earn the right to talk to prospects and customers again and again, without having to use third-party channels.

What encourages consumers to subscribe most often? Discounts are the most popular answer, but conversational SMS, being offered a unique product or experience, and personalized SMS messages also increase consumer likelihood of subscribing.

” A/B testing is really important for list growth. Klaviyo AI form optimization makes pop-up timing testing a lot faster. Then, double check that it is easy for folks to opt in to your SMS messages. Use **Klaviyo's Smart Opt-In** for SMS, which sends subscribers a one-time code that they can click to autofill their information at sign up.

MINDY REGNELL, HEAD OF MARKET INTELLIGENCE, KLAVIYO

When it comes to actually converting SMS subscribers, there is one thing that beats out discounts—brand affinity. Consumers want to hear from brands they love, and are more likely to give those brands their numbers. This speaks to the importance of a holistic marketing strategy. No channel works in a silo.

What increases the likelihood of subscribing to a brand's SMS messages

	Total	AMER	Europe	APAC
Being offered a discount	59%	63%	56%	66%
Being able to ask questions & receive fast responses via text messages (Conversational SMS)	39%	42%	38%	39%
Being offered a unique product or experience	38%	35%	38%	40%
Personalized messages	33%	29%	35%	31%
Knowing there is a person on the other end of the message	31%	33%	30%	30%
Being able to communicate with your favorite brands via text messaging	28%	27%	29%	26%
Being able to edit / update my upcoming subscription order	27%	30%	27%	25%
Being able to repeat purchase via text message (without providing payment info)	23%	24%	24%	21%
Being able to repeat purchase via text by providing payment	20%	21%	21%	17%

Reasons why consumers have actually signed up

It's a brand I love	39%	39%	39%	41%
I am about to make a purchase and want to get a discounts	38%	41%	36%	42%
I want to get messages about my order status	38%	43%	36%	38%
I purchase from the brand frequently	37%	41%	36%	38%
It's a brand I want to purchase from when there is a sales	35%	38%	33%	38%
I want early access to sales or new products	34%	35%	32%	38%
I want notifications when specific products are on sale or back I stock	29%	29%	30%	27%
I want reminders about upcoming orders of appointments	29%	32%	28%	28%
It's a brand I spend a lot of money on	28%	30%	26%	29%
I want to stay out of date about the latest news	24%	20%	26%	20%
I want to early edit / update my upcoming subscription order without logging into my account	21%	20%	22%	16%

What makes consumers unsubscribe from SMS

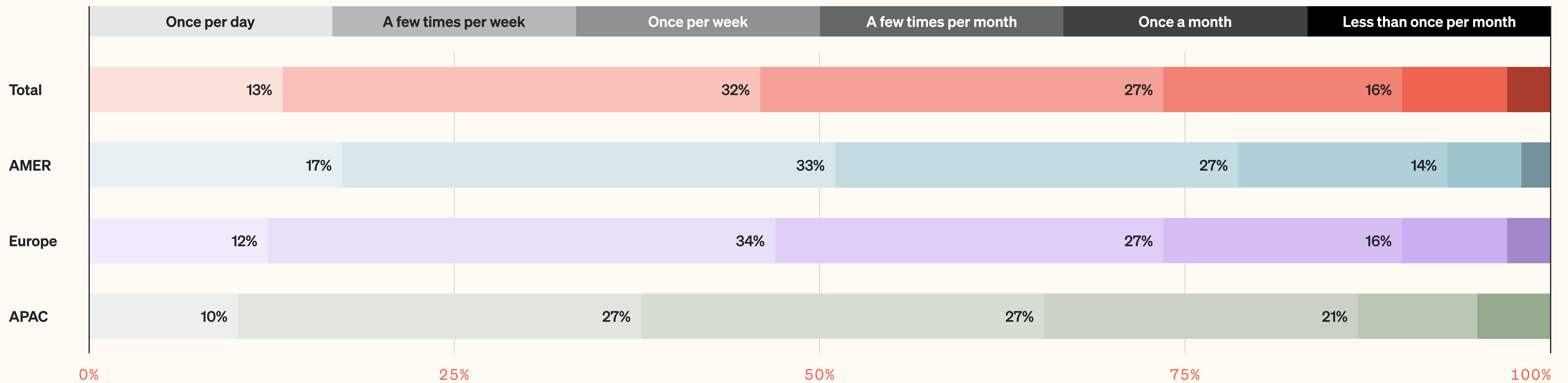
Receiving too many message	61%	67%	57%	69%
Receiving the same message many times	57%	64%	54%	61%
Messages that don't have a purpose	53%	59%	49%	58%
Receiving messages on topics/products I'm not interested in	46%	52%	42%	57%
Messages that don't seem intended for me	44%	51%	41%	52%
Receiving the same message by email and sms	37%	39%	33%	44%
Receiving messages at inappropriate times	35%	39%	32%	41%
Only receiving messaging regarding discounts and sales	17%	15%	18%	16%

THE SMS MESSAGE FREQUENCY GOLDILOCKS ZONE

Receiving too many SMS messages is the #1 reason consumers unsubscribe, but their definition of “too many” may surprise marketers. Our research revealed that there is a Goldilocks zone for SMS message frequency.

When consumers subscribe to your SMS messages, 72% of them expect to receive a message at least 1x per week. Of those, 45% expect to receive SMS messages from you more than 1x per week.

This aligns with [Klaviyo best practices research](#), which found that the top 10% of brands generating the most revenue from SMS were sending at least 1 SMS campaign per week, up to 2-3 when segmenting their SMS list.



% of consumers who say a brand should send SMS messages at least 1x per week

Total **72%**
 AMER **77%**
 Europe **72%**
 APAC **64%**

% of consumers who say a brand should send SMS messages more than 1x per week

Total **45%**
 AMER **50%**
 Europe **46%**
 APAC **37%**



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SEND YOUR SMS SUBSCRIBERS MESSAGES REGULARLY. IF YOU DON'T, YOUR SUBSCRIBERS ARE LIKELY TO FORGET THEY SIGNED UP FOR TEXTS. THIS CAN DRIVE UP NOT ONLY UNSUBSCRIBE RATES, BUT ALSO INCREASE THE CHANCES YOUR TEXTS ARE FLAGGED AS SPAM, WHICH CAN HURT YOUR DELIVERABILITY.

MINDY REGNELL, HEAD OF MARKET INTELLIGENCE, KLAVIYO



TYPES OF SMS MESSAGES CONSUMERS WANT TO RECEIVE

It's not enough, though, to grow your SMS list, and merely send ad hoc messages to those subscribers. You need to engage those subscribers, and ultimately move them toward purchase. Our research found that there are 3 general message categories that consumers are more likely to prefer to receive via text versus email.

01 Transactional

Transactional messages are communications connected to a consumer's order or account. A few examples of these messages are:

- **Shipment and delivery confirmation**
- **Order confirmation**
- **Back-in-stock notifications**
- **Subscription reminders**
- **Order editing and modification notifications**

Consumers prefer receiving these messages by text the most and they're table stakes for your brand. While they don't drive purchases directly, they build consumer trust and a positive impression.

02 Exclusivity

Consumers want to feel special, and personalized offers are the best way to deliver this. Messages that imply exclusivity or special access are popular with consumers, helping them feel seen and connected to your brand.

Some examples of these messages are:

- **Birthday deals**
- **Loyalty program offers and benefits**
- **Early access to sales, product drops, and other VIP experiences**
- **Coupons or promotional codes**
- **Promotion/sales announcements**

03 Reciprocity

Reciprocity is the practice of exchanging things of mutual benefit or value, and in the case of SMS list growth, consumers are willing to sign up more often when offered a discount. A significant number of consumers indicate that a percentage discount, such as 20% or more, is appealing. However, you don't have to reduce prices all the time to get people to subscribe.

For instance, free shipping is a common incentive that consumers find attractive. Other examples of discounts and promotions include:

- **Buy-one-get-one offers**
- **New customer welcome discounts**
- **Loyalty reward points**
- **Exclusive access to sales**

TYPES OF MESSAGE CONSUMERS PREFER: EMAIL V. SMS

	Total		AMER		Europe		APAC	
	SMS/ Text Message	Email	SMS/ Text Message	Email	SMS/ Text Message	Email	SMS/ Text Message	Email
Shipment & delivery confirmation	32%	46%	38%	46%	29%	45%	35%	46%
Birthday deals	26%	47%	26%	50%	24%	45%	29%	50%
Order confirmation	24%	54%	29%	54%	21%	53%	25%	56%
Coupons or promotional codes	23%	50%	26%	52%	22%	48%	26%	51%
Back-in-stock notifications	23%	44%	28%	44%	21%	43%	23%	47%
Early access to sales, product drops, and other VIP experiences	22%	46%	26%	49%	21%	44%	24%	48%
Promotion/sales announcements	21%	48%	22%	52%	20%	45%	20%	52%
Edit/update my upcoming subscription order	21%	50%	25%	50%	20%	48%	21%	53%
Product subscription reminders	20%	47%	24%	48%	19%	46%	20%	51%
Loyalty program offers and benefits	20%	51%	24%	53%	18%	48%	19%	55%
Low inventory alerts	18%	37%	22%	37%	18%	36%	14%	39%
“Item in cart” reminder	18%	39%	23%	40%	16%	38%	14%	42%
Special announcements like upcoming events	18%	46%	22%	50%	17%	45%	17%	48%
Messages based on my actions	18%	41%	24%	40%	17%	41%	15%	43%
New product announcements	15%	47%	17%	51%	15%	45%	14%	50%
Interesting or helpful content with no sales component	15%	44%	17%	46%	15%	43%	12%	46%



SPEED TIME TO PURCHASE WITH SMS

SMS marketing converts. This we've known. Klaviyo data shows that the **brands growing the fastest** on our platform are actively growing both their email and SMS lists, and using a multi-channel strategy to drive higher conversions.

This global consumer research further validates that purchases over text message are happening more frequently (up 55% since 2022), and that those purchases are ones consumers were already considering for weeks to months later—but chose to buy now instead.

	Total	AMER	Europe	APAC
Frequency Purchasing in the Past Year after a Text				
One time	14%	17%	13%	15%
2–3 times	56%	59%	54%	59%
4–5 times	21%	18%	23%	17%
6 or more times	9%	6%	9%	8%

Was the Purchase Previously Planned				
This purchase was something I was planning to buy that day	20%	21%	20%	18%
This purchase was something I was planning to buy in the near future	52%	53%	53%	52%
This purchase was something I was planning to buy in a few months	13%	11%	14%	15%
No, I wasn't thinking about purchasing, but the message inspired me to	14%	16%	13%	16%

Made a purchase after receiving a text message from a brand:	Total	AMER	Europe	APAC
	72%	70%	74%	69%



SMS MESSAGE TIMING AND CONVERSION

How can you make sure your SMS messages are earning the highest possible conversion? To start—you can send them at the right time.

	Total	AMER	Europe	APAC
Time of Day Most Likely to Purchase on Phone				
Morning	9%	11%	9%	10%
Midday	13%	16%	13%	9%
Afternoon	25%	25%	27%	22%
Evening	45%	40%	45%	49%
Late night	8%	8%	7%	11%

	Total	AMER	Europe	APAC
When are purchases made				
While watching TV	52%	61%	49%	52%
While having a snack or drinking a beverage	28%	24%	29%	29%
While commuting	7%	3%	8%	6%
While working	6%	6%	6%	5%
While cooking	3%	2%	3%	2%
Something else	5%	5%	4%	5%



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YOU ALWAYS WANT TO HAVE SMS COMPLIANCE IN MIND. FEDERAL AND STATE REGULATIONS PROHIBIT SENDING TEXTS OUTSIDE OF WAKING HOURS, BUT MORE IMPORTANTLY, IT'S ALSO A SUPER NEGATIVE CUSTOMER EXPERIENCE TO RECEIVE A TEXT LATE AT NIGHT OR EARLY IN THE MORNING.

MINDY REGNELL, HEAD OF MARKET INTELLIGENCE, KLAVIYO



REGIONAL DIFFERENCES IN SMS CONSUMER PREFERENCES

Global expansion is a critical growth tactic for ecommerce brands—and your email and SMS lists are crucial components of winning in other markets. But, consumers do have different preferences across different regions.

So, while you can clone your flows and campaigns across your regional Klaviyo accounts with [a Klaviyo portfolio](#), you may want to build in some localization based on your target audience.

More North American consumers prefer SMS

SMS marketing is a tablestake channel in North America, where 30% of consumers say it is their most preferred channel of communication from brands.

These consumers are the most likely to purchase before midday compared to Europe and APAC, suggesting marketers texting consumers in North America should A/B test the time of their send more frequently.

North Americans are also the most open to receiving more than 1 SMS message per week. They prefer transactional messages, followed by special offers, and personalized SMS messages based on their actions.

Europeans are loyal subscribers—and likely to repeat purchase through SMS

Europeans have the highest brand loyalty of the regions. 61% say they're loyal to 3 or more brands, compared to 45% for AMER consumers, and 48% for APAC.

Similarly, Europeans are subscribed to the highest number of SMS messages. 46% subscribe to 4 or more brands.

And it doesn't end at subscribing—SMS converts repeat purchasers in Europe. Europeans are the most likely to have made an SMS purchase 4-5 times in the last year (23% of consumers) compared to 18% of consumers for North America and 17% for Asia-Pacific.

APAC consumers subscribe to SMS for discounts & custom experiences

Discounts are more important for converting consumers in the Asia-Pacific region to subscribe to SMS: 66% indicated so compared to a global average of 59%. They also expect the least amount of SMS messages of the regions—ideally only 1x per week.

Consumers in this region are also more likely to find that receiving the same email and SMS message is repetitive—at 40% compared to 32% and 31% in AMER and Europe, respectively. This suggests that APAC consumers want unique email and SMS message experiences from the brands they subscribe to.

GLOBAL SMS MESSAGE TYPE PREFERENCES

Consumers in different regions prefer different messages types over SMS. Here is what they want to receive more of, less of, and what makes them feel like they are in an exclusive group.

	Messages to Receive More Often				Messages to Receive Less Often				Feel like an Exclusive Group			
	Total	AMER	Europe	APAC	Total	AMER	Europe	APAC	Total	AMER	Europe	APAC
Shipment & delivery confirmation	51%	57%	48%	54%	20%	19%	19%	21%	20%	23%	20%	18%
Coupons or promotional codes	42%	43%	42%	41%	24%	25%	24%	23%	31%	31%	31%	30%
Order confirmation	39%	45%	37%	41%	18%	18%	19%	18%	18%	19%	18%	16%
Birthday deals	37%	34%	37%	42%	22%	24%	22%	20%	34%	34%	33%	36%
Promotion/sales announcements	32%	32%	31%	33%	27%	28%	25%	32%	26%	27%	26%	24%
Loyalty program offers and benefits	30%	29%	31%	31%	26%	27%	24%	27%	33%	35%	31%	37%
Early access to sales, product drops, and other VIP experiences	27%	29%	25%	31%	25%	25%	23%	30%	31%	32%	30%	36%
Back-in-stock notifications	26%	28%	26%	26%	28%	31%	26%	34%	16%	15%	16%	16%
New product announcements	22%	20%	24%	20%	32%	34%	29%	37%	22%	21%	22%	22%
Special announcements like upcoming events	21%	19%	21%	21%	28%	30%	25%	32%	23%	24%	23%	23%
“Item in cart” reminder	21%	23%	20%	18%	37%	40%	35%	43%	14%	12%	15%	12%
Product subscription reminders	19%	20%	20%	17%	27%	29%	26%	30%	13%	13%	14%	12%
Edit/update my upcoming subscription order	18%	21%	19%	15%	23%	22%	23%	26%	12%	12%	14%	9%
Messages based on my actions	17%	18%	18%	14%	33%	33%	31%	38%	13%	12%	15%	9%
Low inventory alerts	17%	18%	18%	13%	34%	37%	32%	36%	13%	10%	15%	9%
Interesting or helpful content with no sales component	16%	14%	17%	14%	32%	35%	29%	39%	14%	12%	15%	12%



CONSUMERS EXPECT SMS PERSONALIZATION

Consumers were clear in our research: only 1% don't notice if brands are sending them similar messages over email and SMS.

In general, consumers see SMS marketing as a channel all its own—with different message preferences and frequency expectations than email. Like email, however, SMS users expect personalization, access to real people when they respond, and targeted messages that are relevant to their product preferences.

	Total	AMER	Europe	APAC
Is it Helpful to Receive both Email and SMS				
Yes, very helpful	35%	34%	37%	28%
No, it is repetitive	33%	32%	31%	40%
It depends on the message	27%	29%	27%	27%
I'm indifferent	4%	5%	4%	4%
I don't really notice if brands are doing this	1%	0%	1%	1%



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WE’VE SEEN THAT WHEN BRANDS RUN EMAIL AND SMS ON SEPARATE PLATFORMS, IT COMPLICATES COORDINATION AND TIMING. THIS CREATES A DISJOINTED CUSTOMER EXPERIENCE. ONLY BY LEVERAGING A UNIFIED PLATFORM LIKE KLAVIYO CAN BRANDS EFFECTIVELY TEST AND OPTIMIZE ACROSS EMAIL AND SMS.

ROB HAND, SENIOR PRODUCT MARKETING MANAGER, KLAVIYO



POWER SMART DIGITAL RELATIONSHIPS ACROSS CHANNELS

Ecommerce marketers need a solution that **integrates both email and SMS channels** to deeply understand these nuanced consumer preferences—a solution that enables brands to easily:

- ✓ Target users on multiple channels while avoiding overcommunication pitfalls
- ✓ Customize messaging to deliver personalized experiences
- ✓ Test channel effectiveness and quickly improve communication strategies
- ✓ Launch global programs, localized to the consumer preferences of each region

[Sign up for a demo](#)



