

Conversations That Convert

Boost Loyalty, Sales, and Satisfaction
with SMS & WhatsApp Messaging



Reach Customers Where It Matters

Ditch the inbox! SMS & WhatsApp are fast, personal, and right in your customer's pocket. Connect. Convert. Keep them coming back.

Hit Send, Get Results

98%

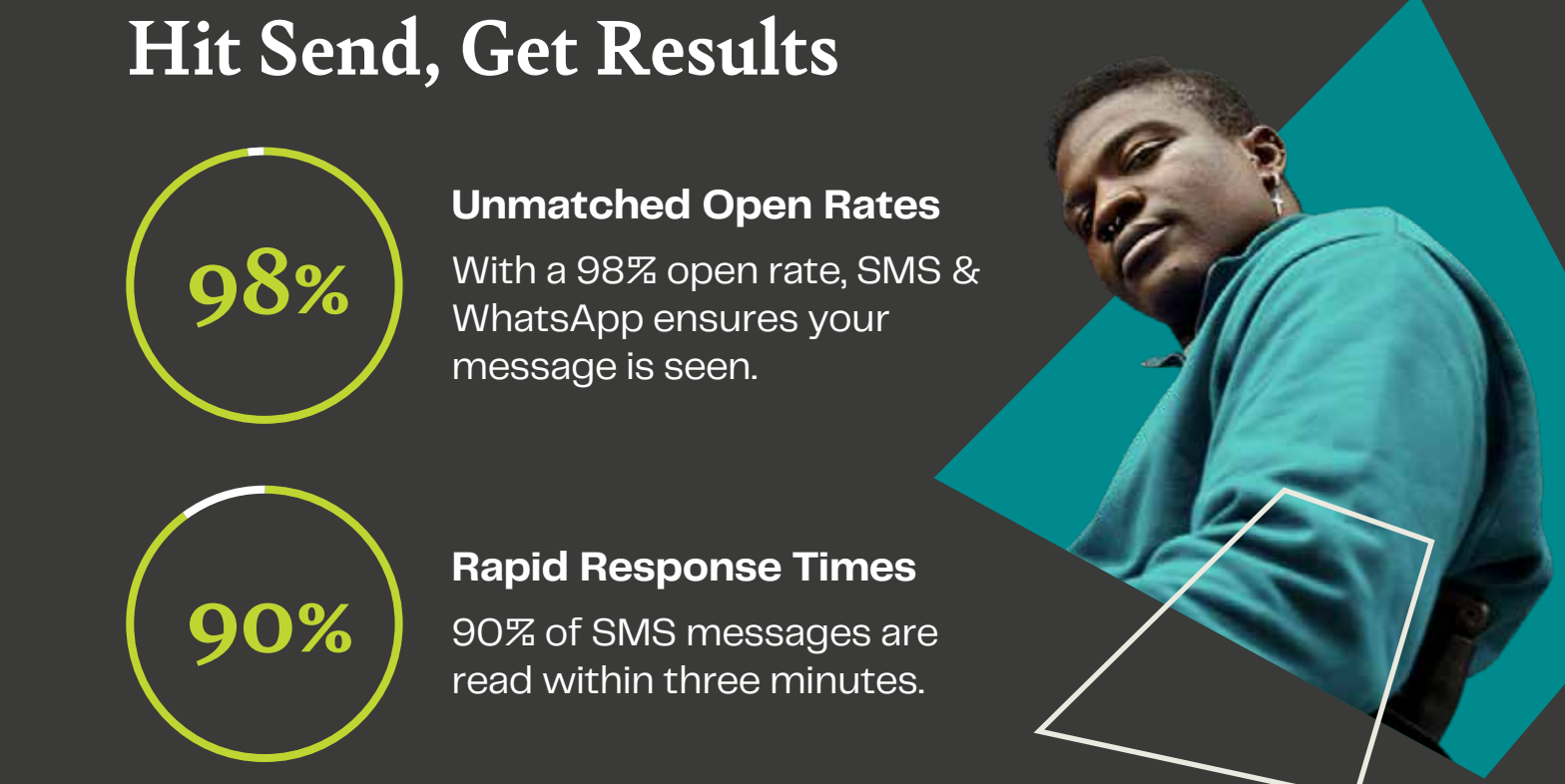
Unmatched Open Rates

With a 98% open rate, SMS & WhatsApp ensures your message is seen.

90%

Rapid Response Times

90% of SMS messages are read within three minutes.



Make Every Ping Count

Preferred Communication Channels

66% of customers choose messaging over calls or emails.

66%

Enhanced Interaction Rates

More replies, more results—
SMS outperforms email
45% to 6%.

45%



From Chat to Checkout

11-20%

Revenue Booster

SMS campaigns contribute 11–20% of total sales.

45-60%

High-impact Messaging

WhatsApp drives 45–60% conversion.



Savvy Messaging, Serious Savings

\$71



Affordable & Effective

SMS delivers \$71 back on every \$1.



Broad Audience Reach

5+ billion people can receive SMS—reach the world affordably.

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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