

Why SMS? Because It Delivers.



Ready to drive more sales, faster?

SMS isn't just a messaging tool—it's your secret weapon for conversions, customer reach, and real results.

9x More Revenue Than Email

Same Audience. Same Offer. Bigger Results.

Example Product

Retail Price: £10

Customers

10,000

10,000

Open Rate

20%

98%

Click-Through Rate

2.3%

36%

Conversion Rate

2.25%

20%

Potential Sales

£2250

£20,000

9X

Higher
Revenue

Why Businesses Love SMS



Sky-High Engagement

Messages are opened 98% of the time—most within minutes.



Higher Conversions

20% of SMS recipients take action compared to just 2.25% from email.



Affordable & Scalable

Send to 100 or 100,000—it scales with you, and it doesn't break the bank.



Friction-Free Experience

No apps to install. No logins to remember. Just straight-to-pocket communication.

From Flash Sales to Follow-Ups SMS Does It All

Whether it's a limited-time promo, appointment reminder, or loyalty reward, SMS gets your message out in seconds, and drives action fast.

Bottom line?

It's simple, scalable, and seriously effective. If you want more conversions for less cost, SMS is the way to go.

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

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