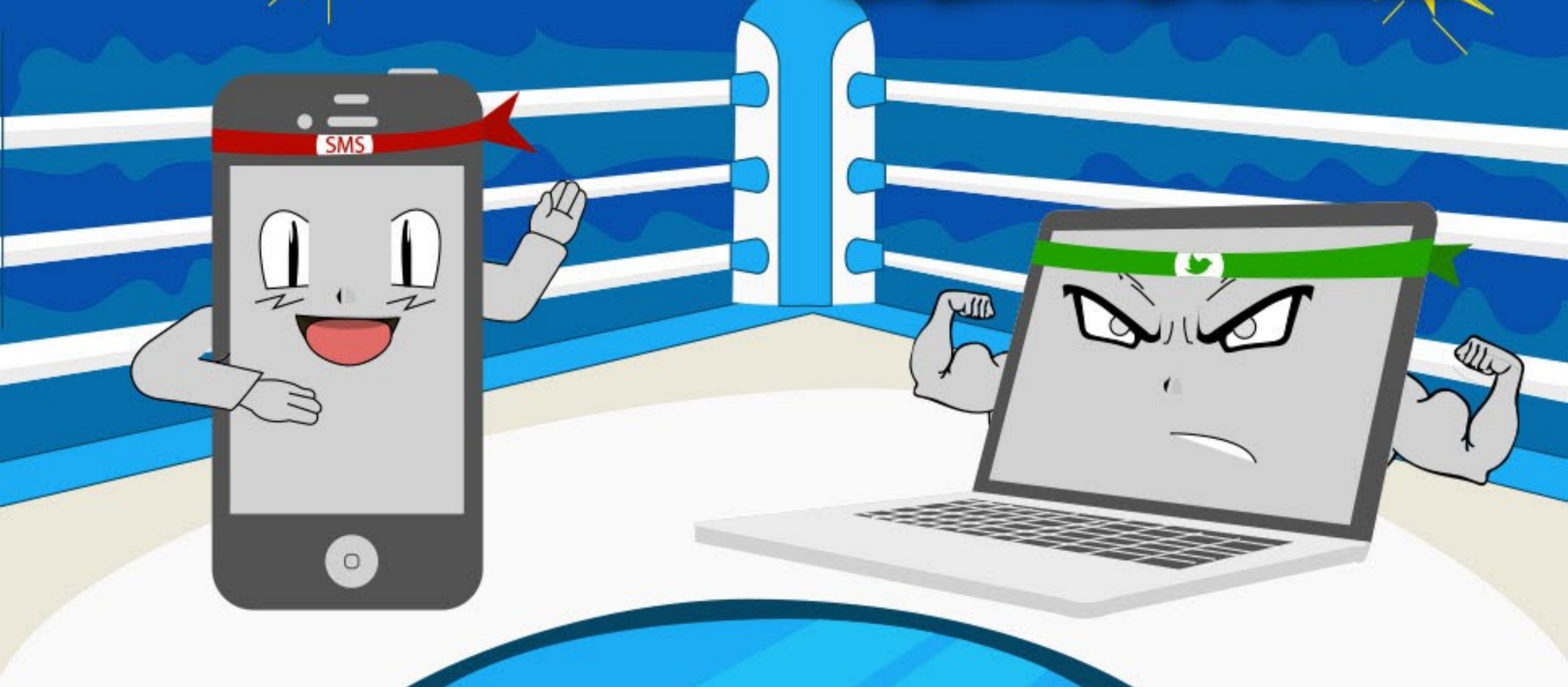


SMS VS SOCIAL THE BATTLE



For decades, two warriors have been fighting for the attention of our great society. Text message, with his wealth of knowledge and experience vs. Social, with his new and lightning fast digital attack manoeuvres. Who will win in the great battle of SMS vs. Social? Let the battle...commence!

ROUND 1 Reach

SMS

98%

of text messages are read

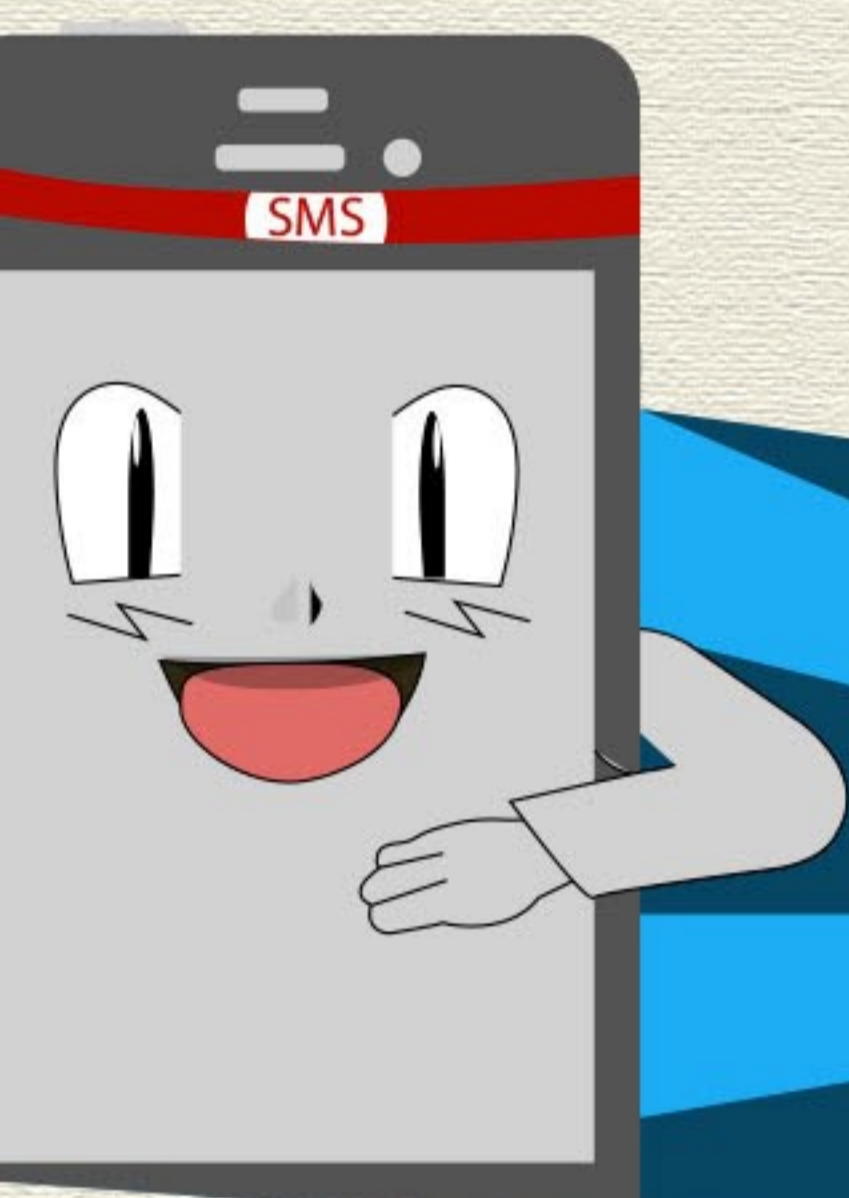
SOCIAL

29%

of tweets are read

17%

of Facebook news feed stories are read



SMS WINS!

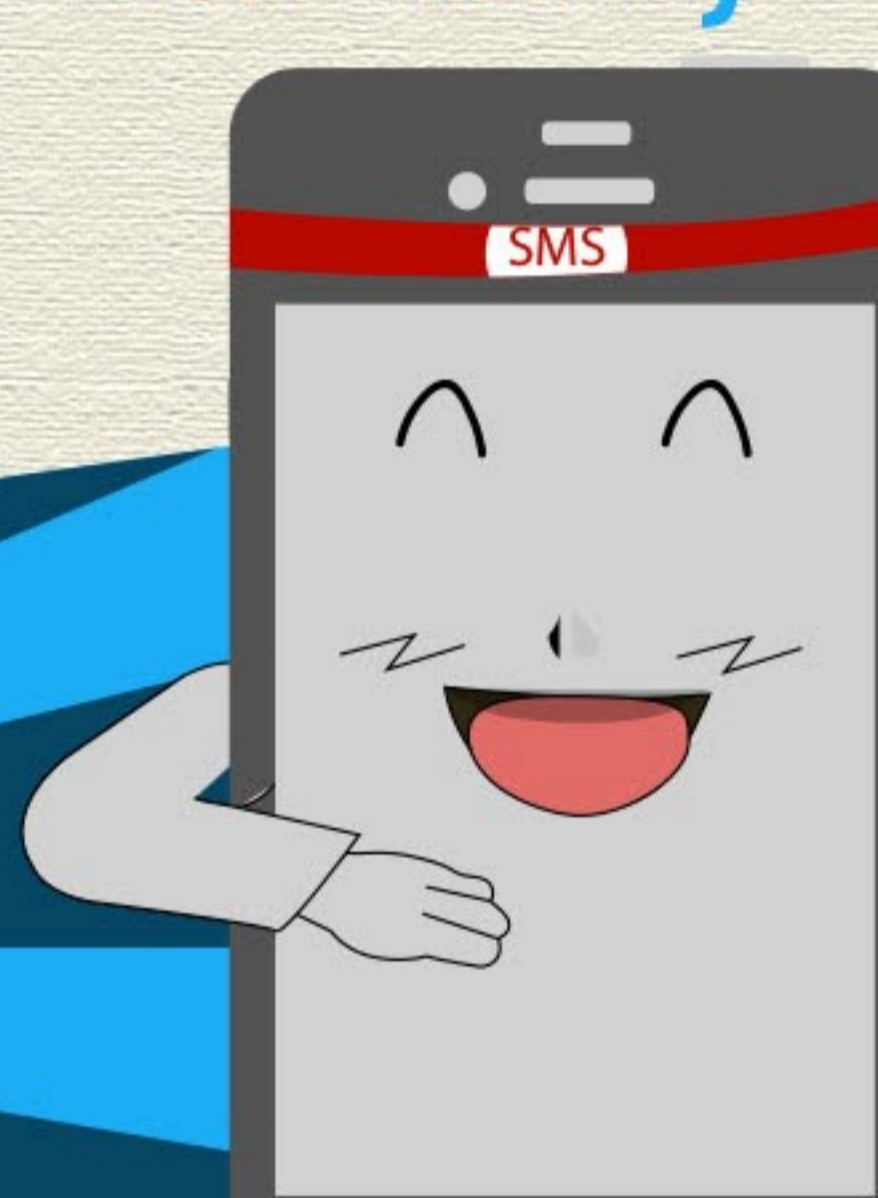
ROUND 2 Engagement

SMS

The average user checks their mobile **150 times** per day

SOCIAL

Almost half of all Facebook users login less than **once a day**



SMS WINS!

ROUND 3 Users...

SMS

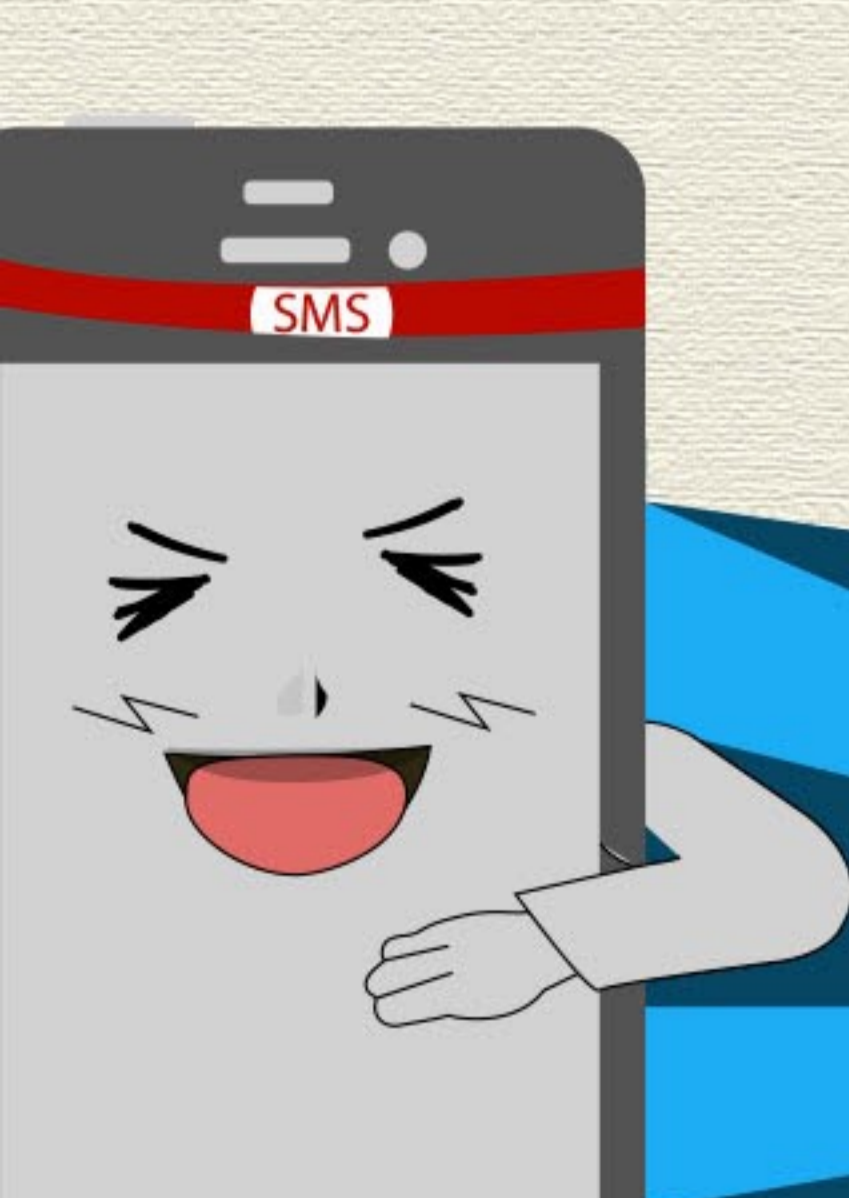
82.7 m mobile subscriptions in the UK

SOCIAL

31 m Facebook users in the UK

15 m Twitter users in the UK

10 m LinkedIn users in the UK



SMS WINS!

KNOCK-OUT!!

And the winner is... SMS!

Text messaging allows your business to reach people like no other channel is able to.

Why spend thousands of pounds on social marketing when you can

talk to potential customers for a fraction of the cost?

SMS Might be the oldest warrior, but he is still the best!