

SMS Facts & Figures

Why text?

- On average, text messages are read within 4 minutes compared to 48 hours with email.
- There are two times as many active SMS users as there are active users of email.
- While 65% of e-mail is spam, less than 10% of SMS is spam.
- The average response rate for SMS advertising campaigns is 28%. Compare that to 2.6% for direct mail, and an average click-through rate of 0.11% for on line advertising.
- 80% of mobile subscribers are open to receiving opted-in SMS campaigns.

Fun facts

- 72% of women v 70% of men text regularly.
- Many respondents use SMS to send wishes: 70% wish Happy Birthday, and 56% wish a Merry Christmas with a text message.
- Amongst the top 10 business users of SMS are recruitment agencies, clubs and bars, internet service providers, couriers, hair salons, dentists and charities.
- 90.4% of British mobile subscribers use their phones to send text messages.

The History of SMS

- The first text message (or 'telenote' as it was originally called) was sent on 3rd December 1992 by Neil Papworth to colleagues at Vodafone and said 'Merry Christmas'. The commercial launch of SMS took place in 1995.
- The first recorded monthly text message total was 5.4 million in April 1998.
- August 2001 was the first month in which over one billion messages were sent in the UK.
- December 2002 – 1 billion SMS per day were exchanged globally.
- Annual SMS totals: 1999 – 1 billion; 2000 – 6.2 billion; 2001 – 12.2 billion; 2002 – 16.8 billion; 2003 – 20.5 billion; 2004 – 26 billion; 2005 – 32 billion; 2006 – 41 billion; 2007 – 56.9 billion; 2008 – 78.9 billion; 2009 – 96.8 billion).
- UK Sends 11 million text messages an hour.

Kapow's History

- Established in 1995, Kapow! (a division of Cygnet Internet Services Ltd), was the

UK's FIRST SMS Gateway.

-Cynet was originally an ISP and hosted websites for a range of clients including Tetleys Tea.

-SMS was initially used by our Technicians to alert them of system issues.

-We sent our first text over the web in 1995.

-Text was added to our website as a service for clients in 1995.

-In 2000, SMS sales exceeded our other offerings and became our sole business.

Sources:

<http://www.ukaop.org.uk/>

<http://smsposting.com/>

<http://www.text.it/>

<http://usagewatch.org/>

<http://www.dma.org.uk/>

<http://www.themda.org>

ICM Research

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