

SMS MARKETING

Boost ROI with Unified SMS: Blueshift SMS Full Service

SMS is essential, offering an immediate, personal connection with 90%+ of messages read within 3 minutes and engagement rates that are 6-8X higher than email. However, siloed SMS tools limit your potential and ROI. Blueshift's SMS Full Service empowers marketers to harness this powerful channel within a unified, cross-channel strategy.

Now, you can deliver hyper-personalized SMS experiences that dramatically boost engagement, conversions, and ROI – all while simplifying your marketing stack.



Unmatched Engagement and Conversion



Go beyond simple SMS alerts and start engaging with intelligent, two-way SMS conversations.

- Drive conversion with timely, personalized messages triggered at critical moments of the customer journey.
- Drive engagement with price-drop alerts, product recommendations, back-in-stock updates, and more.
- Deliver engaging SMS marketing with dynamic profiles, precise targeting, AI personalization, and cross-channel orchestration.

Drive ROI with Cross-Channel Synergy



- Integrate SMS with email, push, in-app, and paid media in unified customer journeys
- Trigger intelligent, automated two-way conversations based on replies or journey context to foster engagement and drive conversion

Deliver True 1:1 Personalization with AI-Driven Interactions



Connect SMS to unified customer profiles for real-time, AI-driven personalization.

- Connect with users through 1:1 tailored messages
- Optimize send times using AI-powered analysis
- Include personalized deep links to maximize conversion rates

Drive Higher Engagement Through Relevance



- Ensure every SMS message is relevant and timely using real-time data. Hyper-personalization cuts through the noise, boosting interaction and response rates

Why Switch to Blueshift SMS Full Service?

The Blueshift platform unifies data, orchestrates cross-channel experiences, and enables intelligent decisioning for 1:1 customer experiences.

Simplify Your Stack: One Platform, One Vendor - Tired of juggling point solutions?

Unified Customer Engagement

- Consolidate solutions with an all-in-one marketing system
- Manage a single contract with one trusted vendor
- Access unified reporting across all channels, such as mobile push, email, web, mobile app, SMS, and more

Enhanced Customer Journeys

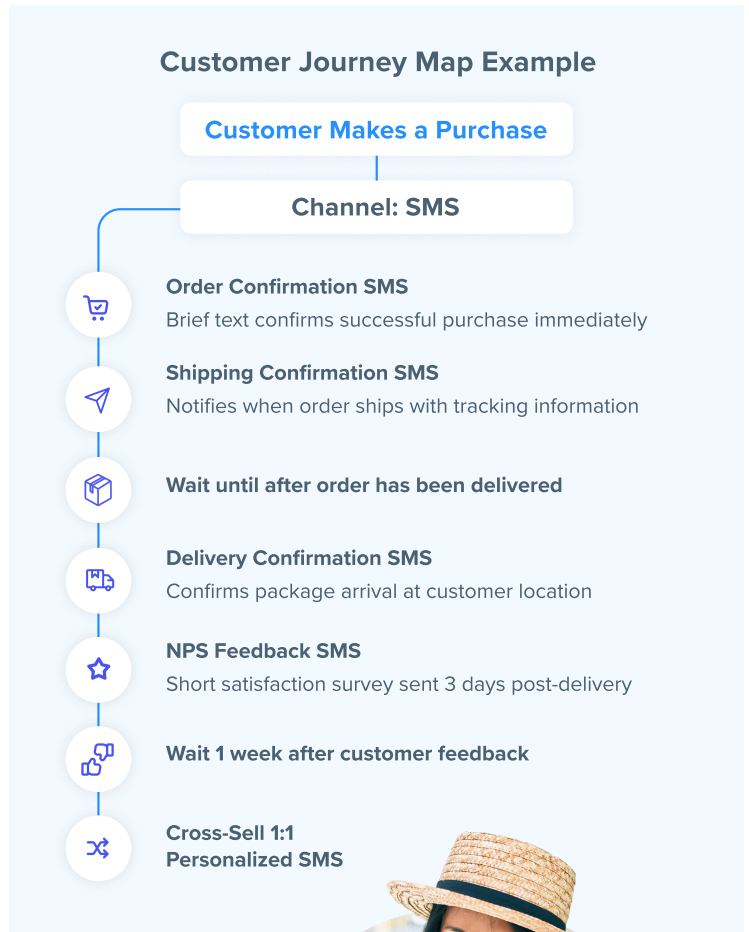
- Incorporate SMS seamlessly into existing campaigns
- Engage in intelligent two-way conversations
- Leverage AI features, including Predictive Recommendations

Real-World Results

- Ecommerce retailer: \$1.5M revenue through SMS campaigns
- Deals platform: 28% average CTR with SMS
- Personal styling service: 17x higher engagement

Key Capabilities

- Unified Customer Data & Cross-Channel Journey Orchestration
- AI-Powered Decisioning & Send Time Optimization
- End-to-End Platform (Setup, Compliance, Analytics, A/B Testing)
- Deep Linking, URL Shortening & MMS Support
- Automated Preference Management & Compliance
- Two-Way Conversation
- Integrated Web Conversion Suite for Opt-In Capture



Ready to elevate your marketing ROI with SMS?

Stop managing SMS in a silo.
Discover how Blueshift SMS Full Service can transform your customer engagement.