Boost ROI with SMS Full Service

Blueshift Intelligent Customer Engagement Platform for SMS

As SMS marketing continues to grow and mobile usage skyrockets, SMS is becoming an essential part of an effective marketing strategy and this will only increase as mobile usage skyrockets with nearly 7.5 billion mobile users in the world by 2024. Missed opportunities, lower engagement, and lost revenue are risks you take without SMS. With SMS, brands are only a text away from an immediate customer connection.

With Blueshift, you unlock the power of SMS in your cross-channel strategy with a connected platform that enables marketers to deliver hyper-personalized, SMS campaigns in real-time. By using SMS with email, push, in-app marketing, and more, you can increase the impact of your marketing campaigns and your bottom line.

Key Benefits

SMS IS A POWERFUL CHANNEL

SMS marketing is highly effective, generating higher click-through rates and faster engagement than any other channel. SMS enables brands to reach customers where they are already spending the most time and in real-time. SMS is also cost effective, has expanded reach with younger audiences, and achieves even more success when paired with a cross-channel approach.

THE RIGHT PLATFORM TO REAP THE BENEFITS OF SMS

The Blueshift intelligent customer engagement platform empowers brands to learn about each customer in real time so you can connect with them anywhere they are with the right message, sent at the right time. Through unified data, cross-channel orchestration, intelligent decisioning, and unmatched scale, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey.

DELIVER SEAMLESS EXPERIENCES ACROSS CHANNELS

SMS marketing continues to accelerate as consumers prefer seamless, cross-channel experiences. Build connected customer experiences by integrating and automating your marketing campaigns across email, SMS, mobile app, paid marketing, and more. With Blueshift, marketers can leverage SMS as a strategic piece of their marketing strategy and implement it across the full customer lifecycle for increased engagement – all in one place.

KEY BENEFITS

- Drive increased engagement with SMS marketing
- Combine SMS with email, paid media and other channels all in one place.
- Deliver 1:1 experiences in real-time across the entire customer journey.

KEY FEATURES

- Get everything you need, from setting up your short codes, to trackable short URLs, personalization, and more
- Use data and AI to intelligently automate customer engagement for SMS
- Engage customers in two-way personalized conversations using the power of Blueshift and Sinch

Key Features

END TO END PLATFORM

Get all the tools you need to build a successful SMS program. Blueshift makes it easy for marketers – from setting up short codes, to trackable short URLs, personalization, triggering, and more.

- Include deep links in SMS messages to personalize in-app or landing pages to maximize engagement.
- Engage users with multimedia content such as images, videos, or GIFs with MMS
- Automatically update SMS subscription preferences for opt in/out with industry standard and custom messages such as "STOP" or "RESUME".
- Confidently comply with local texting regulations with automatic restrictions, ensuring no messages are sent to opted-out recipients.
- Shorten URLs for insights into SMS engagement to conversion.
- Optimize with built-in testing and reporting.
- Leverage AI to optimize send times by analyzing past messaging activity, customer attributes, and site activity.
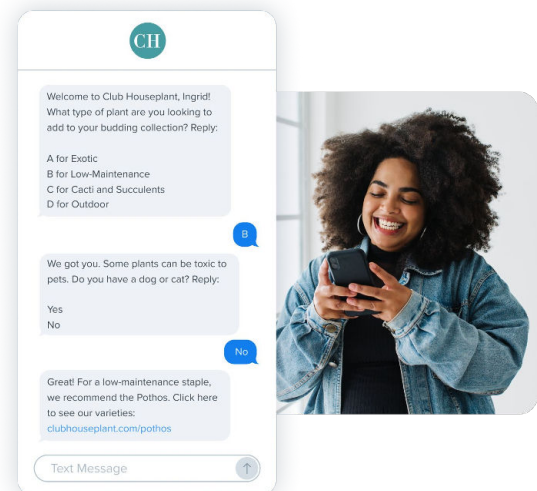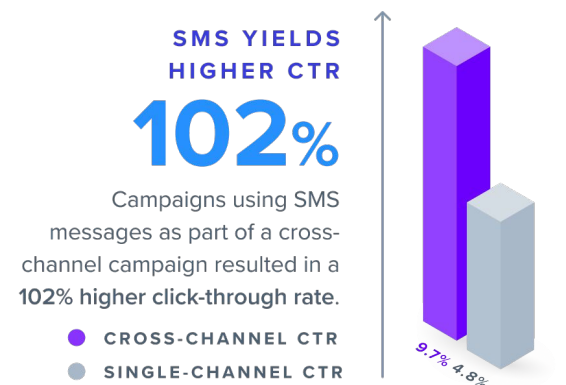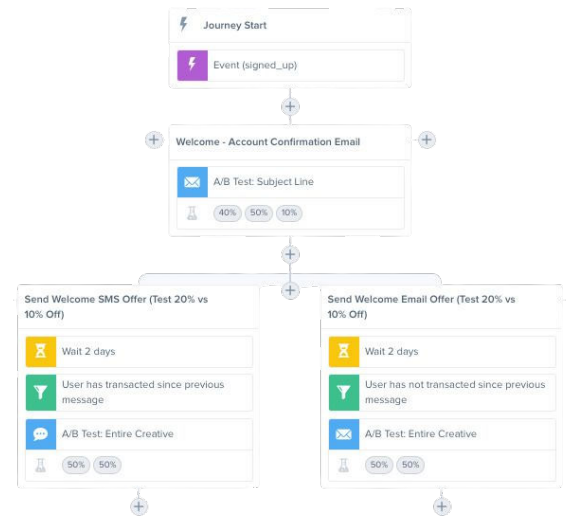
CROSS-CHANNEL HUB

Blueshift enables marketers to use data and AI to intelligently automate customer engagement across channels. With Journey Builder, deliver engaging cross-channel SMS experiences all in one hub for increased efficiency – from dynamic customer profiles and precise audience segments to AI-powered personalization and cross-channel orchestration.

- Easily create precise, auto-updated, ready-to-use audience segments for all of your SMS campaigns in a matter of minutes.
- Use the powerful Journey Builder canvas to build customer journeys that grow engagement throughout the customer lifecycle.
- Drive conversion with timely, personalized messages that trigger at critical moments of the customer journey.
- Bring any channel, tool, or touchpoint into the customer experience with connected partner apps with App Hub.

SMS YIELDS HIGHER CTR

102%

Campaigns using SMS messages as part of a cross-channel campaign resulted in a **102% higher click-through rate.**

- CROSS-CHANNEL CTR
- SINGLE-CHANNEL CTR

9.7% 4.8%

ENGAGE IN TWO-WAY CONVERSATIONS

Initiate and engage in two-way conversations with customers at scale. With Sinch's Conversation APIs integrated directly in the Blueshift App Hub and Journey Builder, marketers can respond to customers anywhere they are across social apps and mobile communications.

- Easily orchestrate a unified experience across conversational channels and traditional marketing channels like email, paid media, and mobile notification.
- Trigger intelligent two-way conversational engagements at the right moments in a customer's journey.
- Drive engagement and commerce through helpful nudges such as back-in-stock updates, price drop alerts, product recommendations and more on conversational channels.
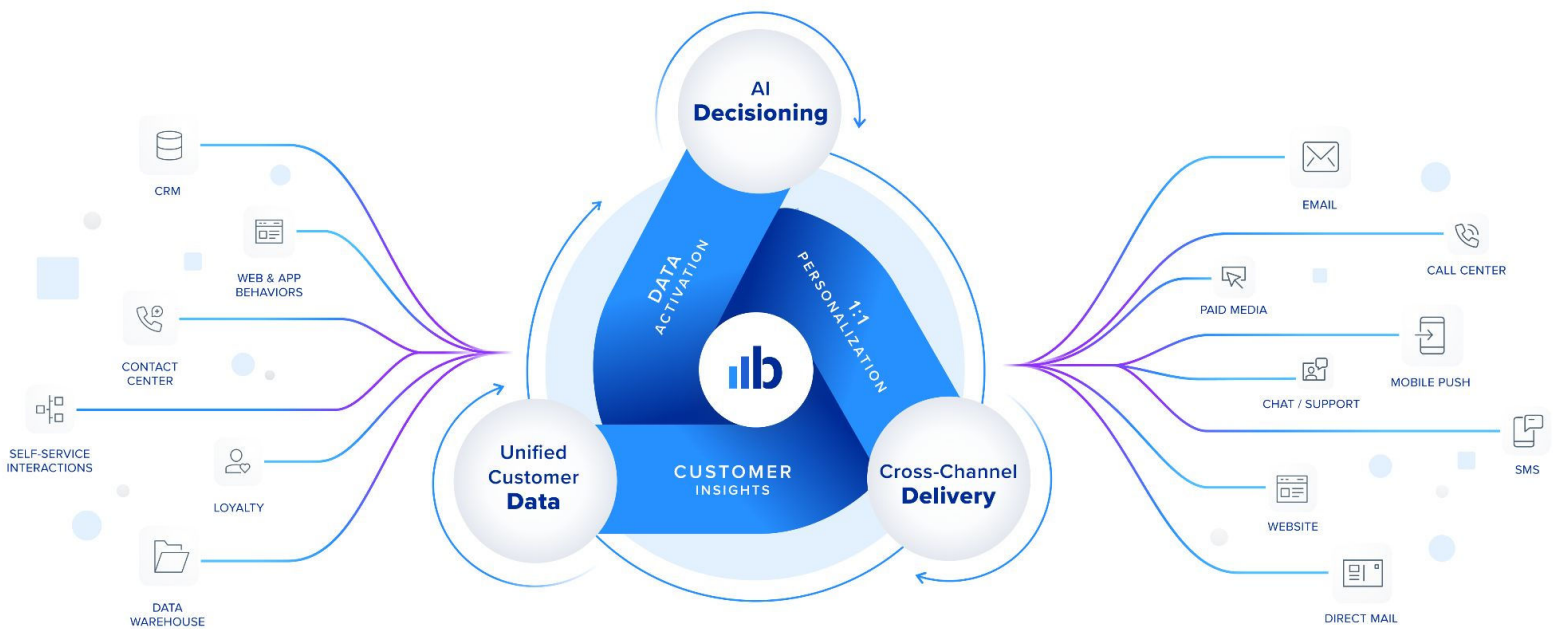
About Blueshift

San Francisco-based Blueshift helps brands deliver relevant, connected experiences across every customer interaction. The Blueshift cross-channel marketing platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications.

Through unified data, cross-channel orchestration, intelligent decisioning, and unmatched scale, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey.

Blueshift has been recognized in the Deloitte Technology Fast 500™ lists in 2020, 2021, and 2022 as one of the fastest growing technology companies in North America.

Learn More

To learn more about how Blueshift can help you become successful with SMS marketing, visit **Blueshift.com** or schedule a demo today.