

# Stop Shouting, Start Connecting: The Future of Mobile Messaging in a Multi-Channel World

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**blueshift**

# Speakers



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**Stop Shouting,  
Start Connecting:**

**The Future of  
Mobile  
Messaging in a  
Multi-Channel  
World**

# Housekeeping

- A copy of this presentation + session recording will be sent to all that have registered
- You can submit questions through the Q&A box at anytime. We will answer these at the end of the presentation
- For feedback and comments, please use the Chat Box
- We will share helpful resources at the end of the session

# About Blueshift

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- Founded in 2014
- HQ in San Francisco, CA
- Gartner MQ for CDPs
- Deloitte Technology Fast 500™ in 2020-2023
- Blueshift's Customer Engagement Platform combines a CDP, cross-channel marketing hub & patented AI to activate customer profiles and scale personalized 1:1 engagement.

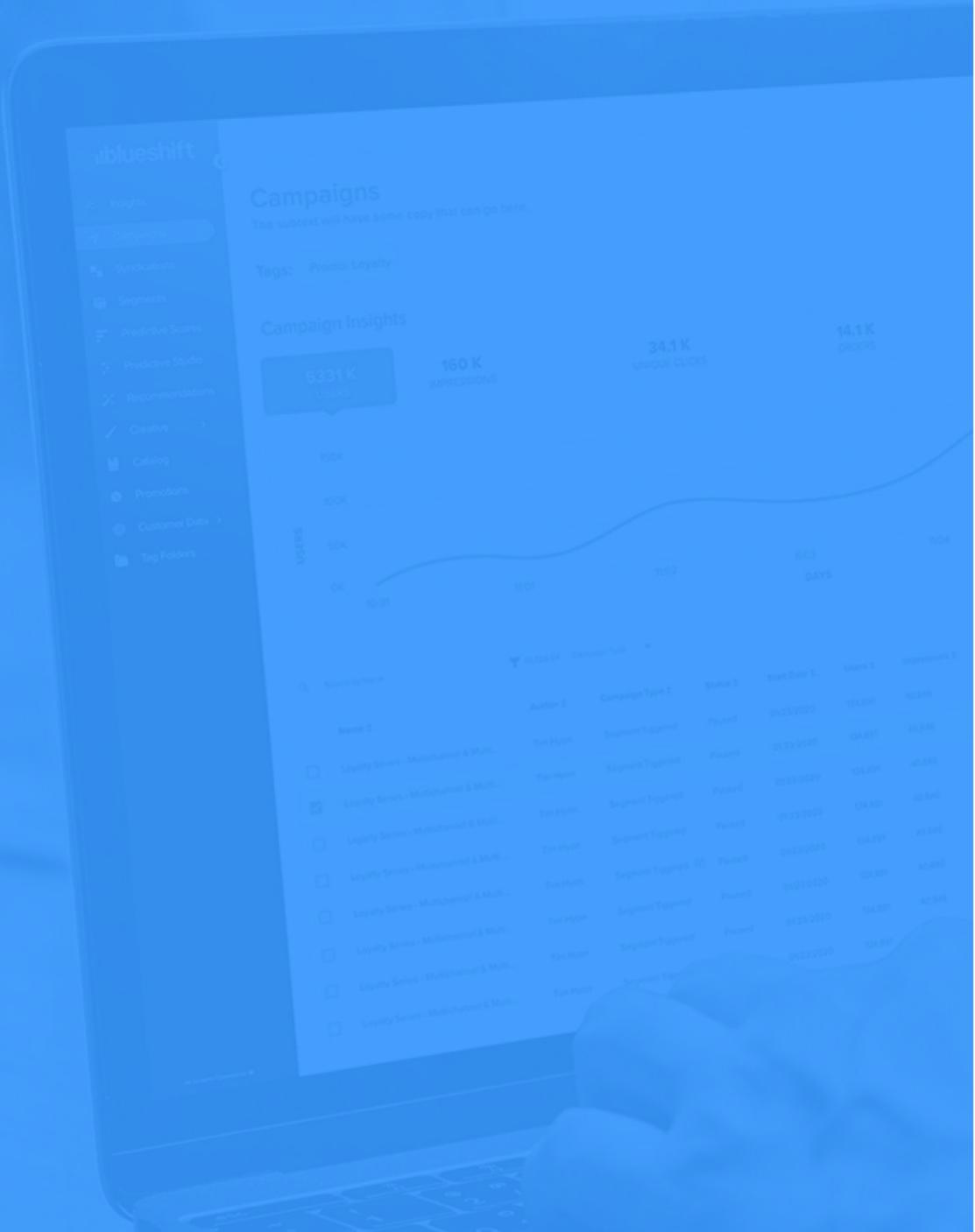


# About Sinch

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- \$3.3B Global Leader in Cloud Communications (CPaaS)
- Global HQ in Stockholm, US HQ in Atlanta
- Leader in Forrester, Gartner, IDC
- Direct connection with 600+ wireless operators across the world and capable of reaching every mobile subscriber on the planet
- GDPR, CCPA, HIPAA certified and hyper focused on data privacy/security
- Fastest growing player in CPaaS space





# Agenda

- Housekeeping
- Introductions
- Data & AI's Impact on Multi-channel Marketing
- Why Mobile is Critical for Marketers
- Case Studies
- Key Takeaways & Resources for Attendees
- Q & A

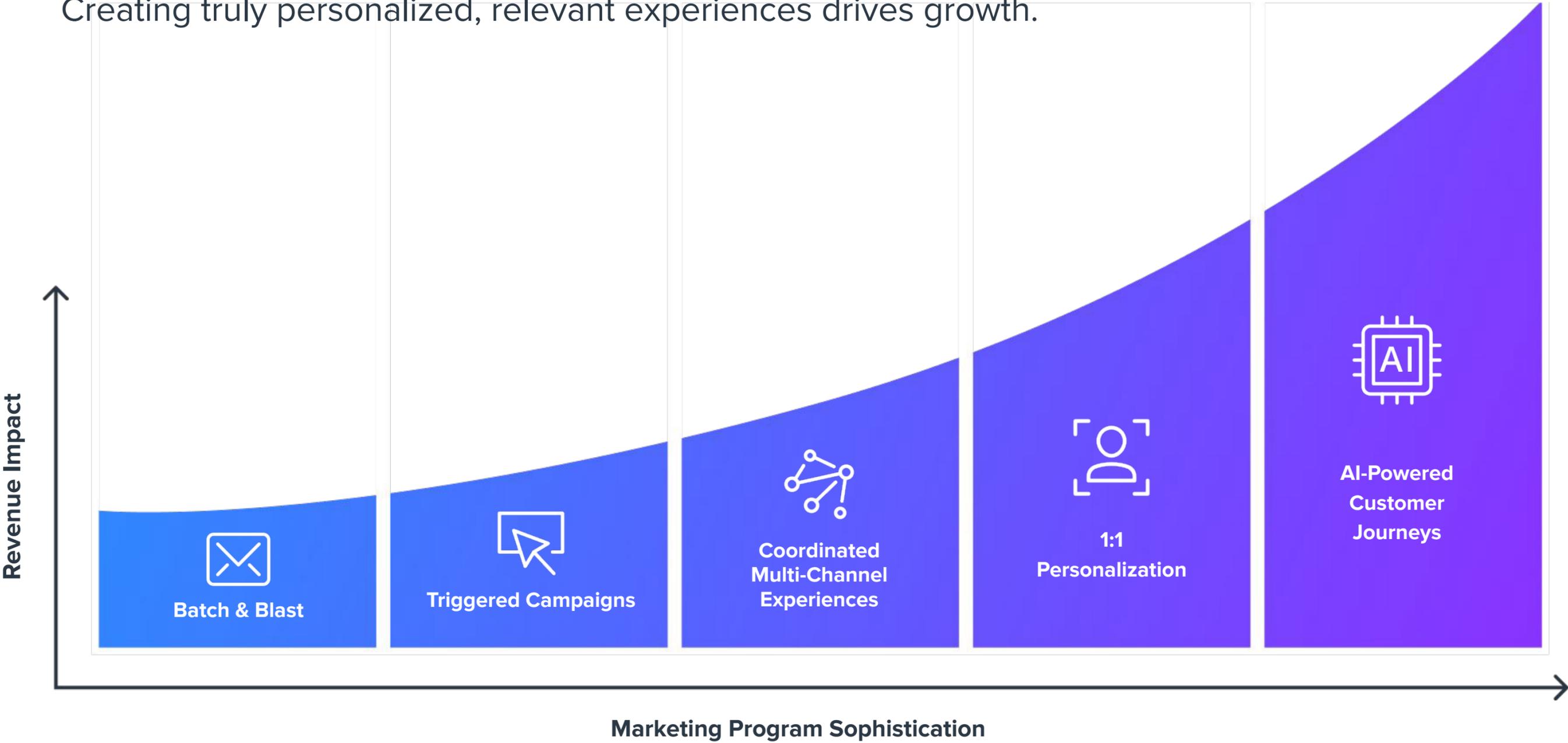
# Data & AI's Impact on Multi-channel Marketing

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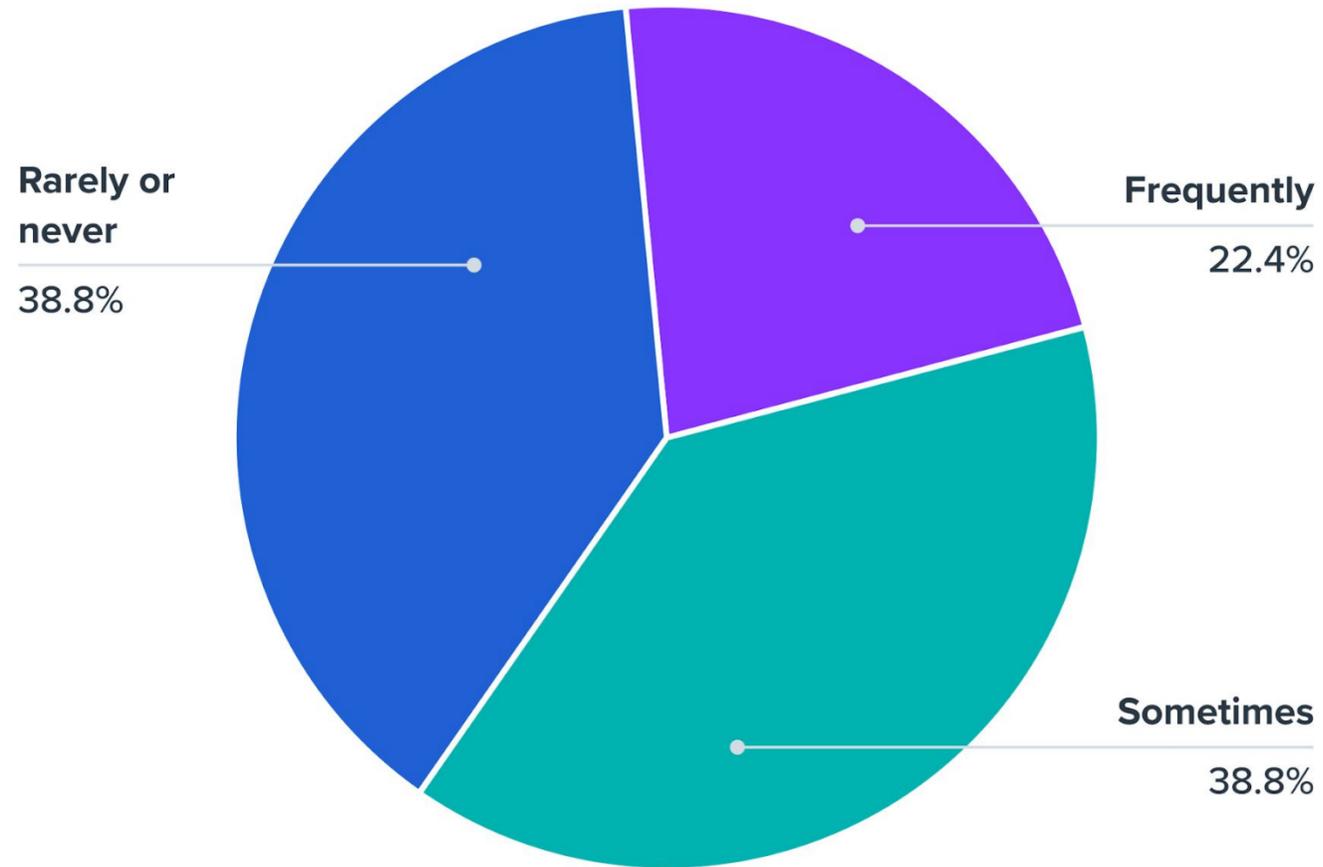
# The Journey to True Multi-channel Marketing

Creating truly personalized, relevant experiences drives growth.



# Data bottlenecks are the primary reasons campaign fail to scale according to 61% of teams

Do data bottlenecks significantly impact your ability to scale campaigns?

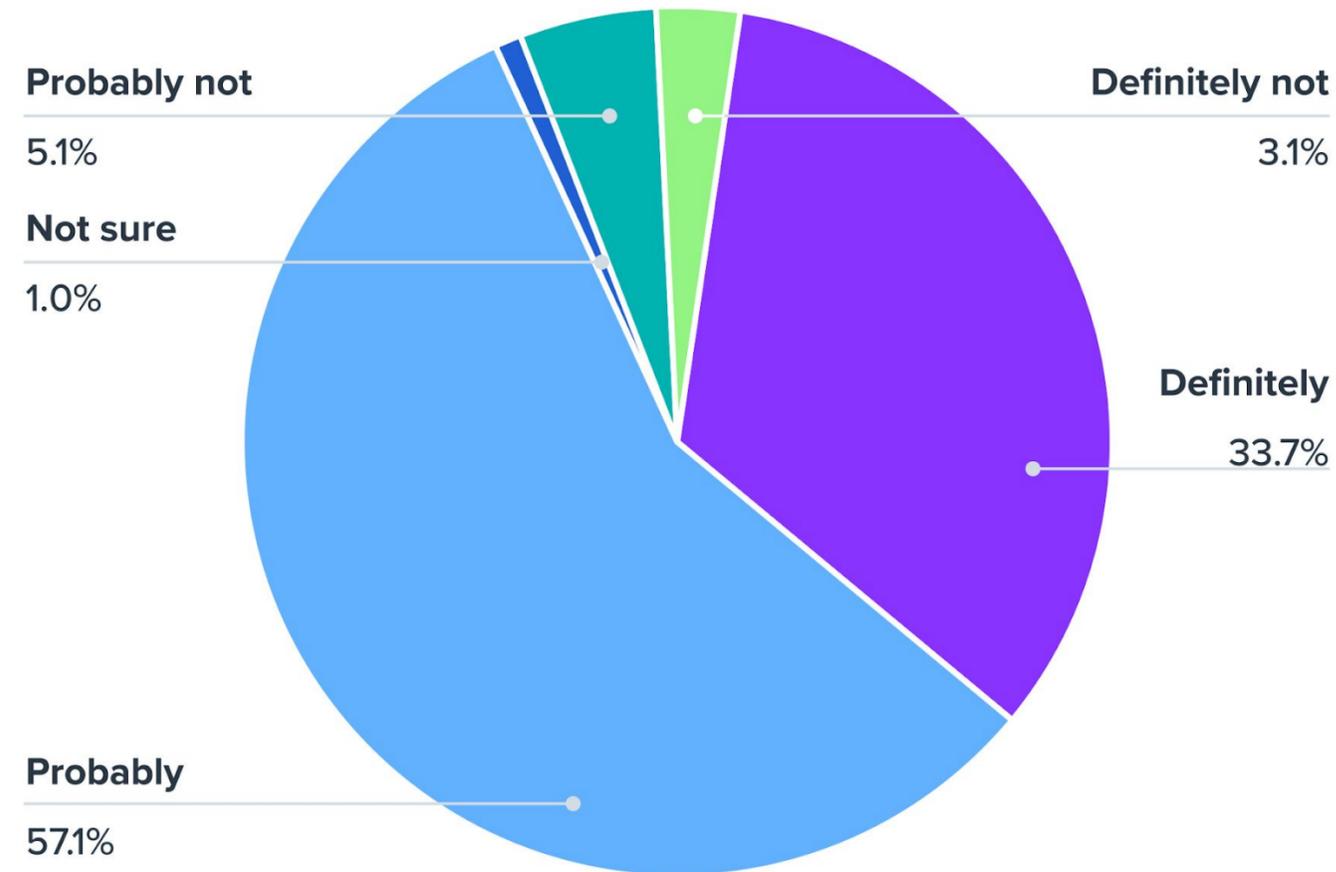


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Blueshift Data and AI Research, Jan 2025

# Recognizing customer preferences across multiple touchpoints increases customer satisfaction according to 91% of marketing leaders

Do you believe recognizing customer preferences across touchpoints improves customer satisfaction and campaign performance?

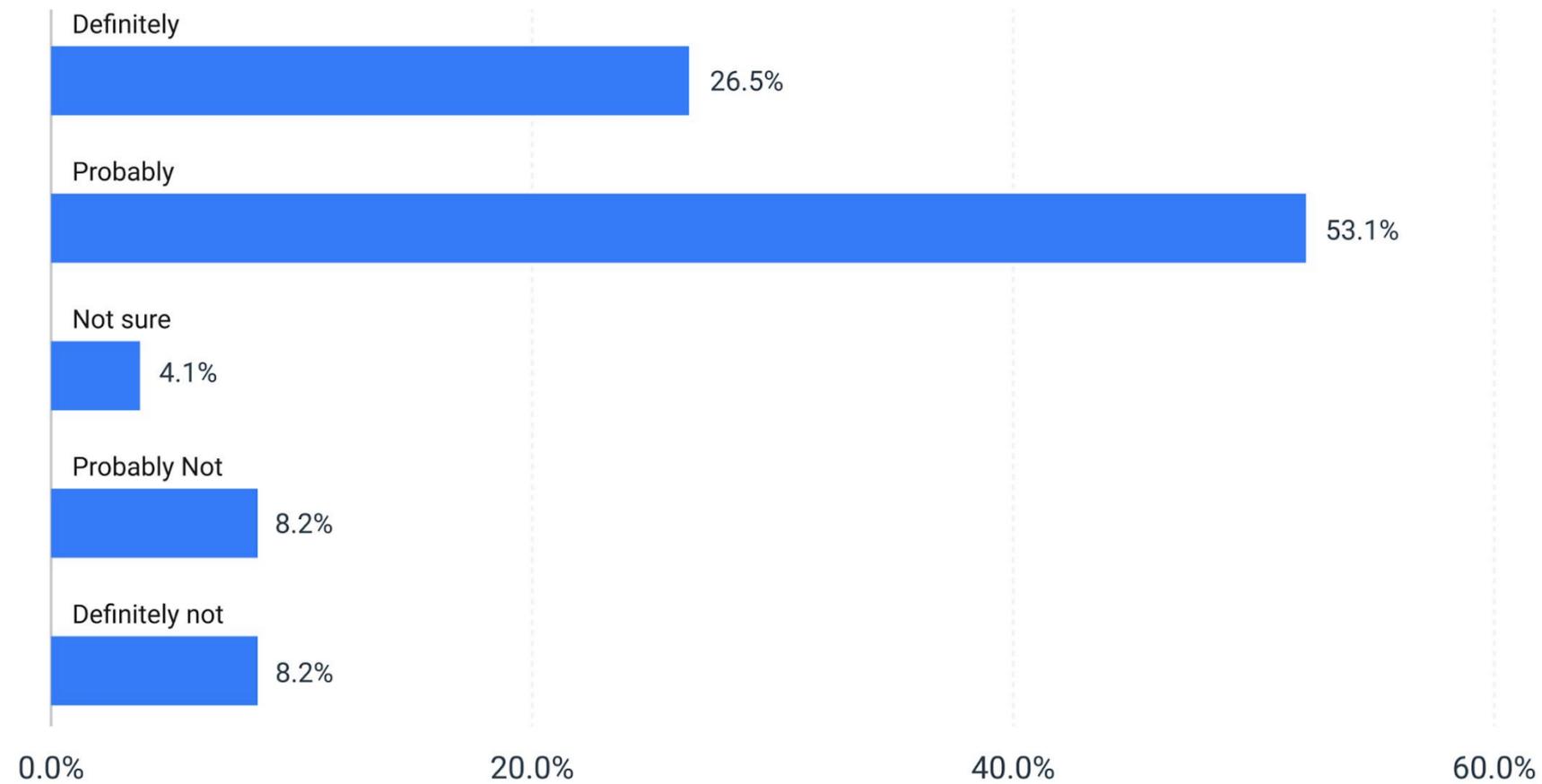


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Blueshift Thought Leadership Survey, Jan. 2025

# AI-driven, cross-channel marketing has led to higher CLTV according to 80% of marketing leaders

Has AI-driven cross-channel marketing contributed to increasing customer lifetime value in your campaigns?



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Blueshift Data and AI Research, Jan 2025

# The top ways B2C marketers are improving their use of data to hit revenue targets:



**Integrating customer data platforms**



**Investing in predictive analytics**

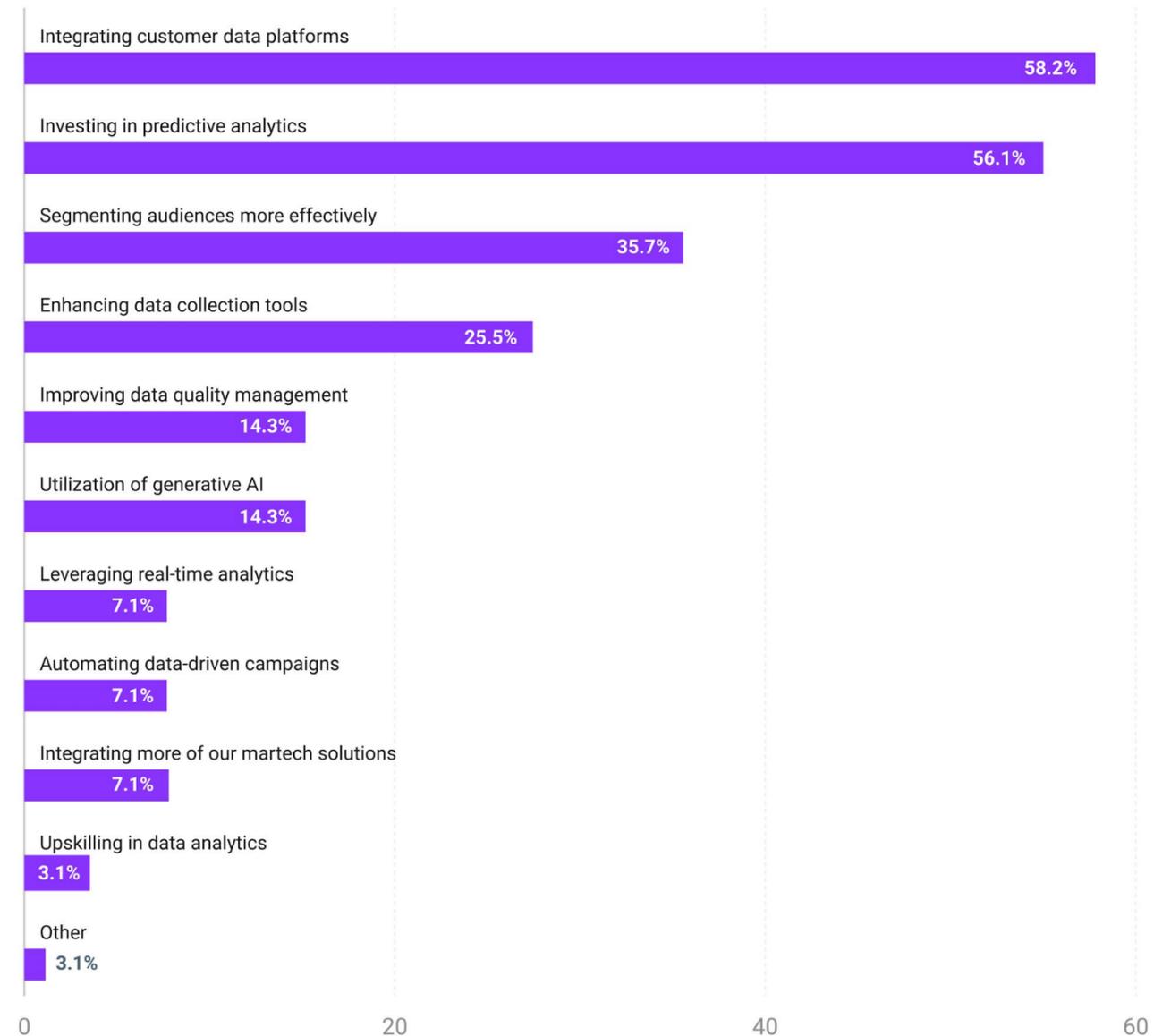


**Segmenting audiences more effectively**



**Enhancing data collection tools**

**Which strategies have you adopted to improve your use of data for achieving revenue targets?**  
(Select all that apply)



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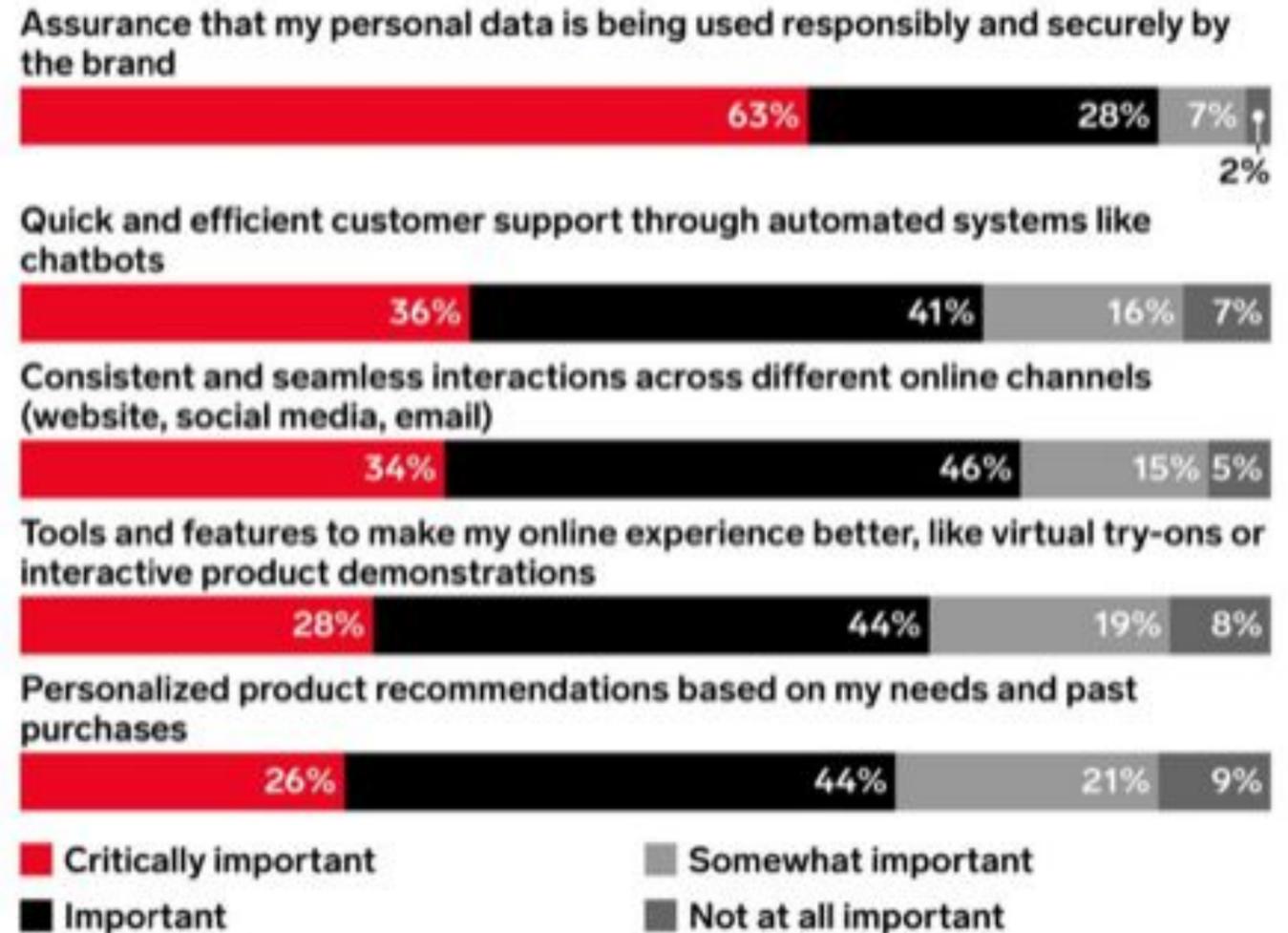
Blueshift Data and AI Research, Jan 2025

# Brands must get data security right when interacting with buyers

Consumers prioritize data security over convenience in brand interactions, with 63% considering responsible data use critically important

## Importance of Various Factors in Shaping Customer Experience With Brands According to Consumers in the US and Europe, Feb 2024

% of respondents



Note: n=6,489 ages 18-74; numbers may not add up to 100% due to rounding  
Source: Adobe and Econsultancy, "2024 Digital Trends," April 9, 2024

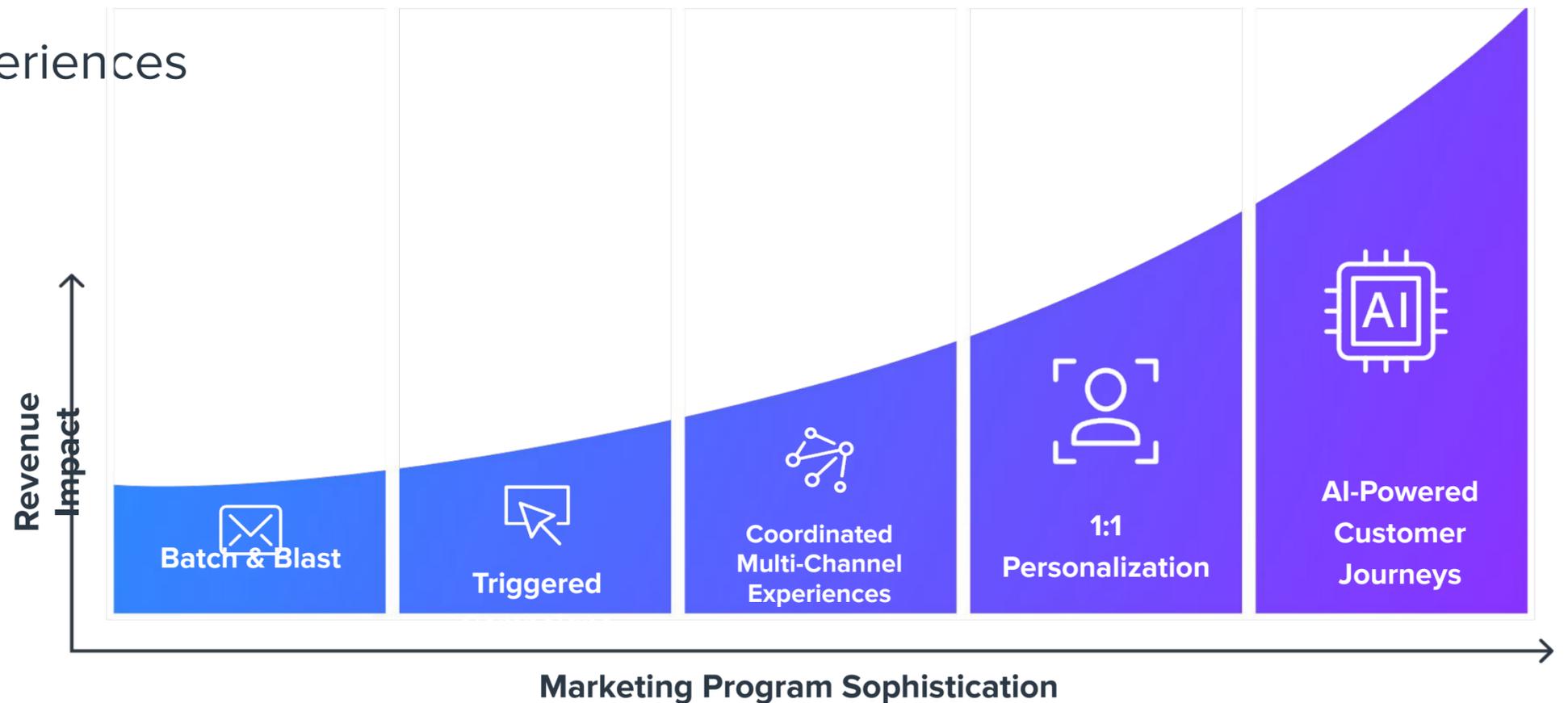
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EMARKETER

# Poll Question #1

Where are you in your multi-channel journey? (select more than one if you are in between stages)

- Batch-and-blast
- Triggered Campaigns
- Coordinated multi-channel experiences
- 1:1 Personalized Journeys
- AI-powered Personalization



# The Focus on Mobile CX

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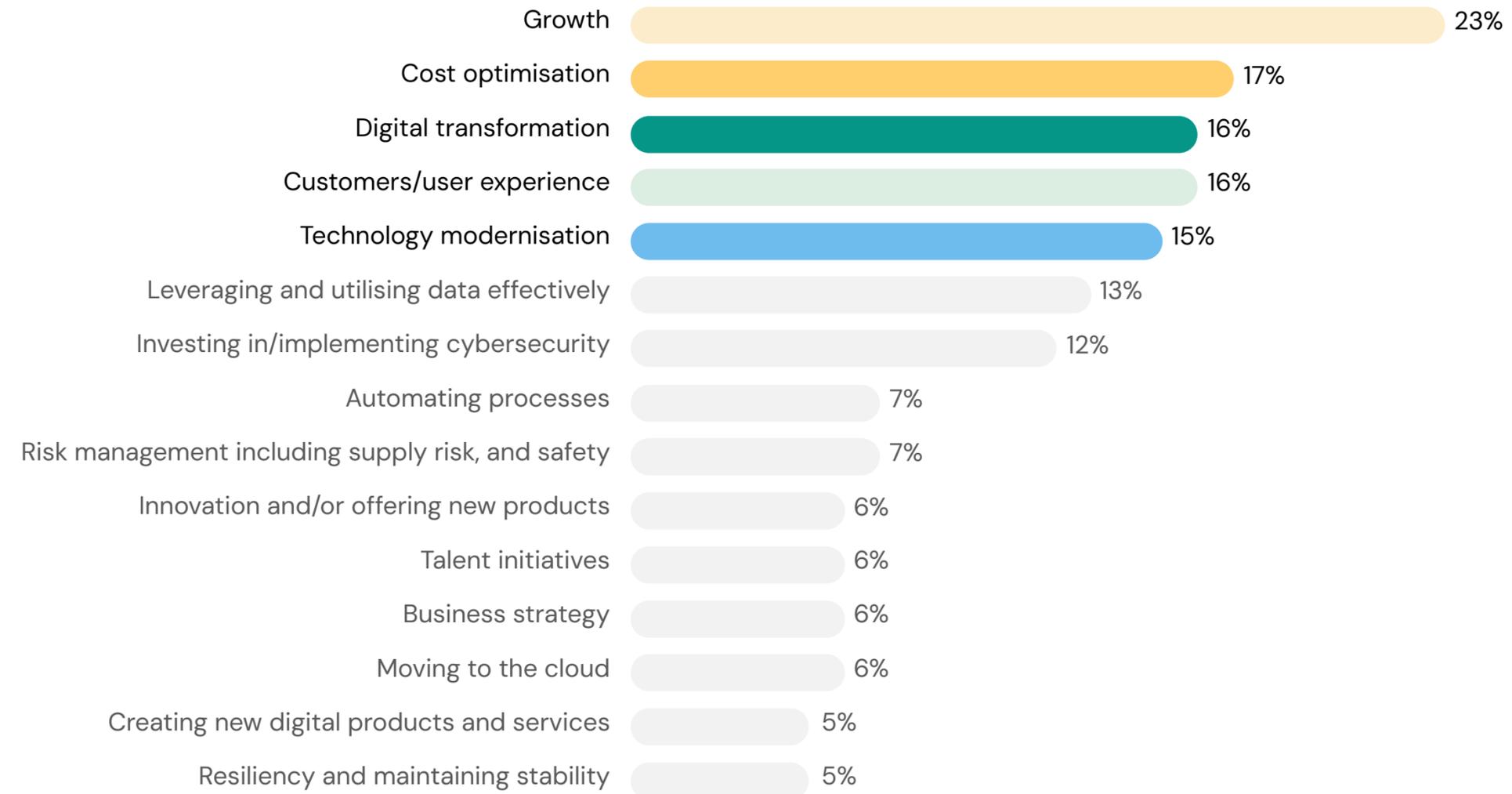
# Businesses focus on growth, cost and CX

5 enterprise priorities that need to be top of mind

N=2,043 CIOs and technology executives answering

Q: What would you say is your enterprise's top priority for 2022 and 2023?

Source: 2023 Gartner CIO and Technology Executive Survey  
Coded verbatim responses, multiple responses allowed





Mobile is the  
centerpiece for  
**customer experience**  
and consumers have  
come to expect  
personalized 1:1  
Mobile CX at every  
touchpoint

• 65%

• Email opens

• 80%

• Video views

• 60%

• Web traffic

• 63%

• Organic search

• 98%

• Facebook traffic



# Messaging

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90%

of SMS messages are read in the first 3 minutes

59%

of users want their communications function built into the phone—not as a separate app

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70%

of customers say SMS is a good way for businesses to get their attention

19%

of links in text messages are clicked

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45%

the average response rate for SMS

82%

of people say they open every text message they receive

# Trends in Messaging



Customer insight driven personalization



End-to-end customer journey



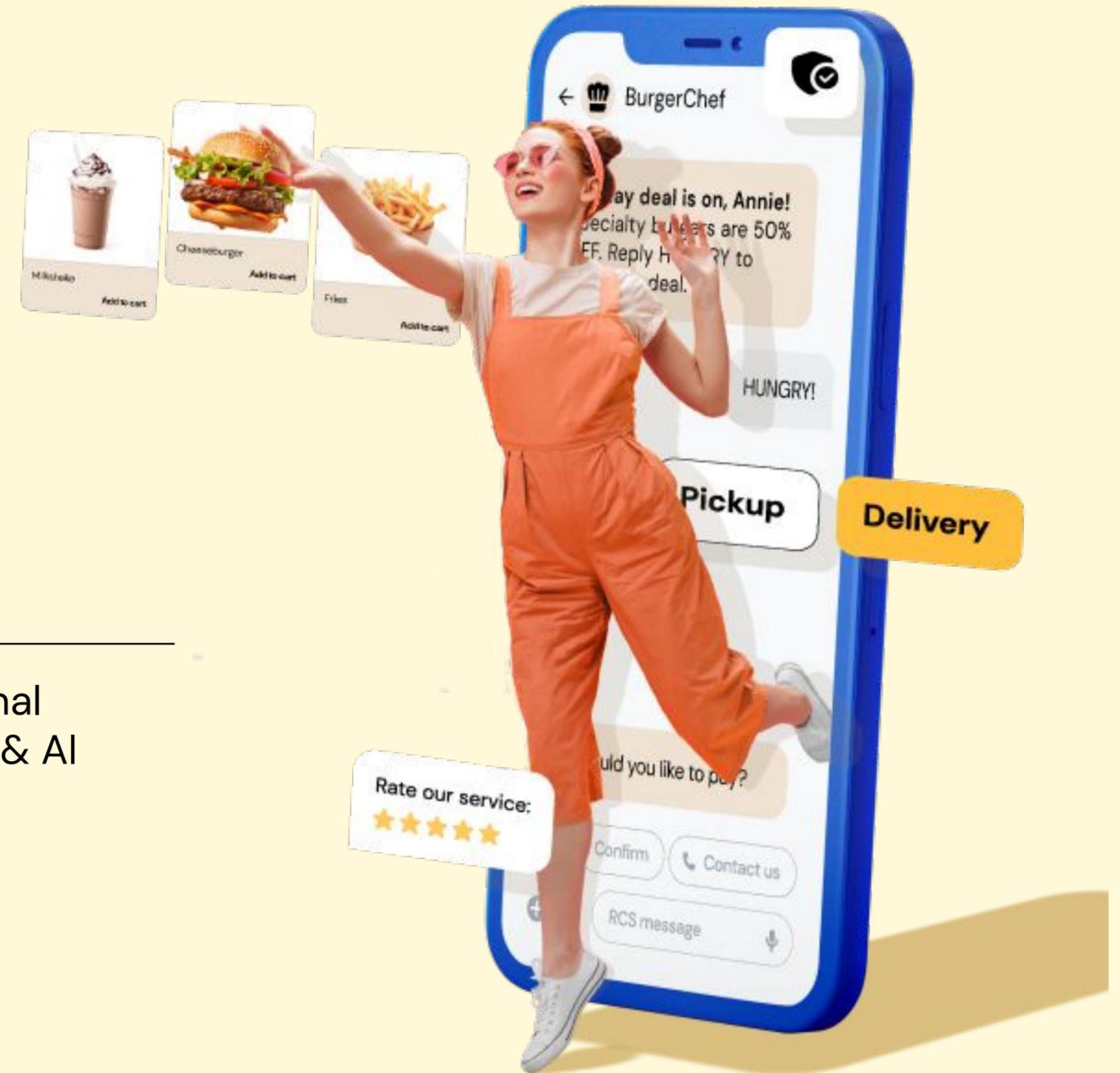
Rich communication channels and tech



Data privacy and security



Conversational experiences & AI





# The problem with most all business messaging today:



## It's one way

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There's no easy way for users to ask questions



## Business centric

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Sent when and where the business wants, not where customers are



## Uninspiring

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Usually plain text, with some images in emails



## Impersonal

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Feels very transactional with generic content



One-way business messaging used to be enough. But customers are demanding more.

# What do customers want?

## Real-time

71%

of customers expect companies to communicate with them in real time<sup>1</sup>

## Personal

75%

of adults want to be able to communicate with business in the same way (they) communicate with friends/family<sup>2</sup>

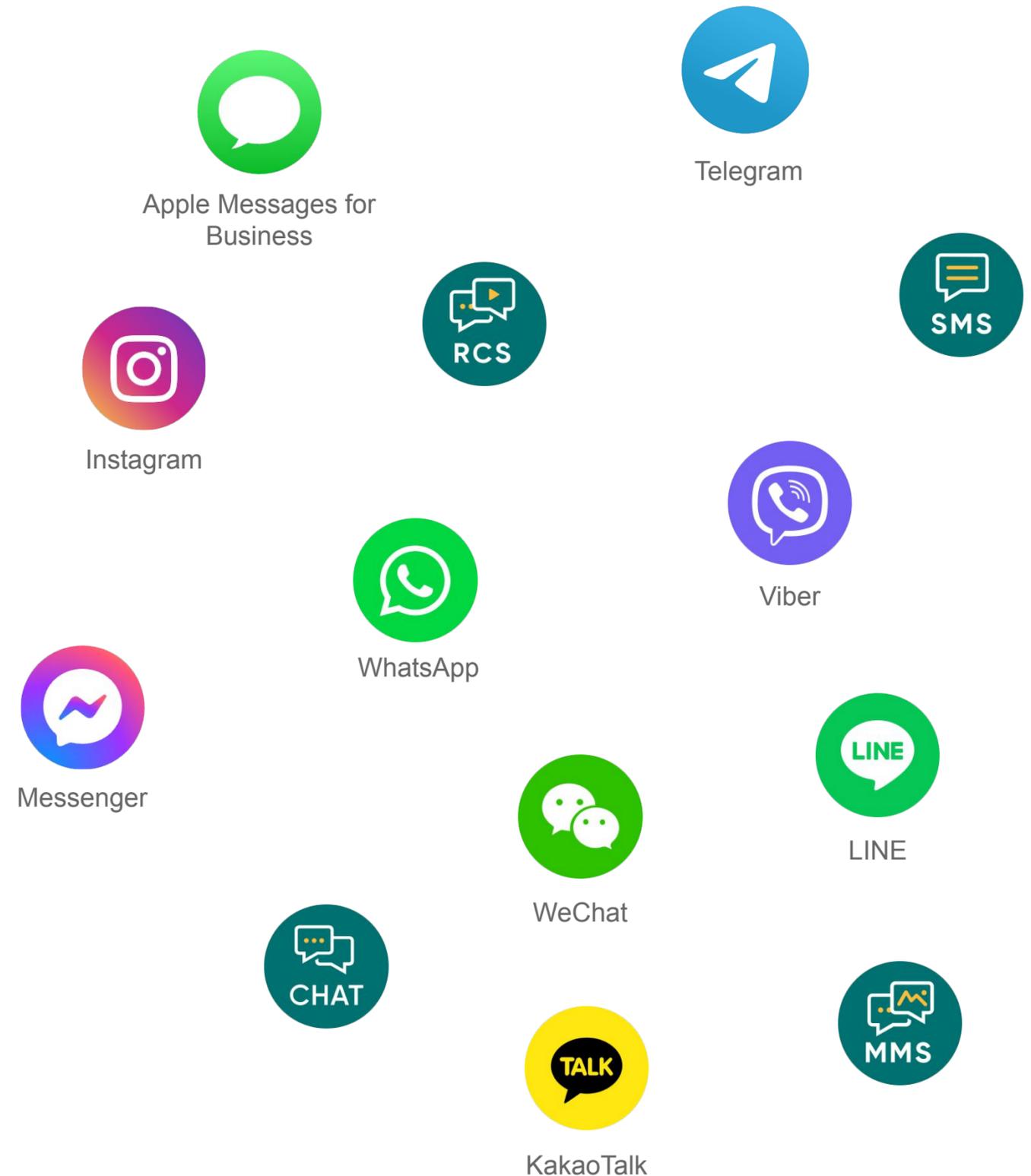
## Accessible

52%

of consumers are more likely to make repeat purchases if the company offers support via live chat<sup>3</sup>

# Where are these customers?

- 5.5B monthly active users worldwide
- 3.3B users on specific META channels
- 81% of mobile users available over RCS or iMessage alone



# The new business messaging paradigm



From SMS to  
**Omnichannel**

Expect a seamless  
Mobile CX on any  
channel



From text to  
**Rich media**

Consumers crave  
images, video, and  
app like  
experiences



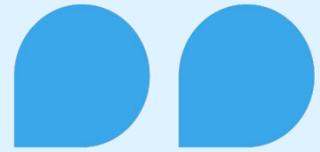
From generic content to  
**Personalization**

Consumers  
expect data  
driven 1:1  
connections



From one-way to  
**Conversations**

Turning off broadcast  
messages and  
craving  
conversations

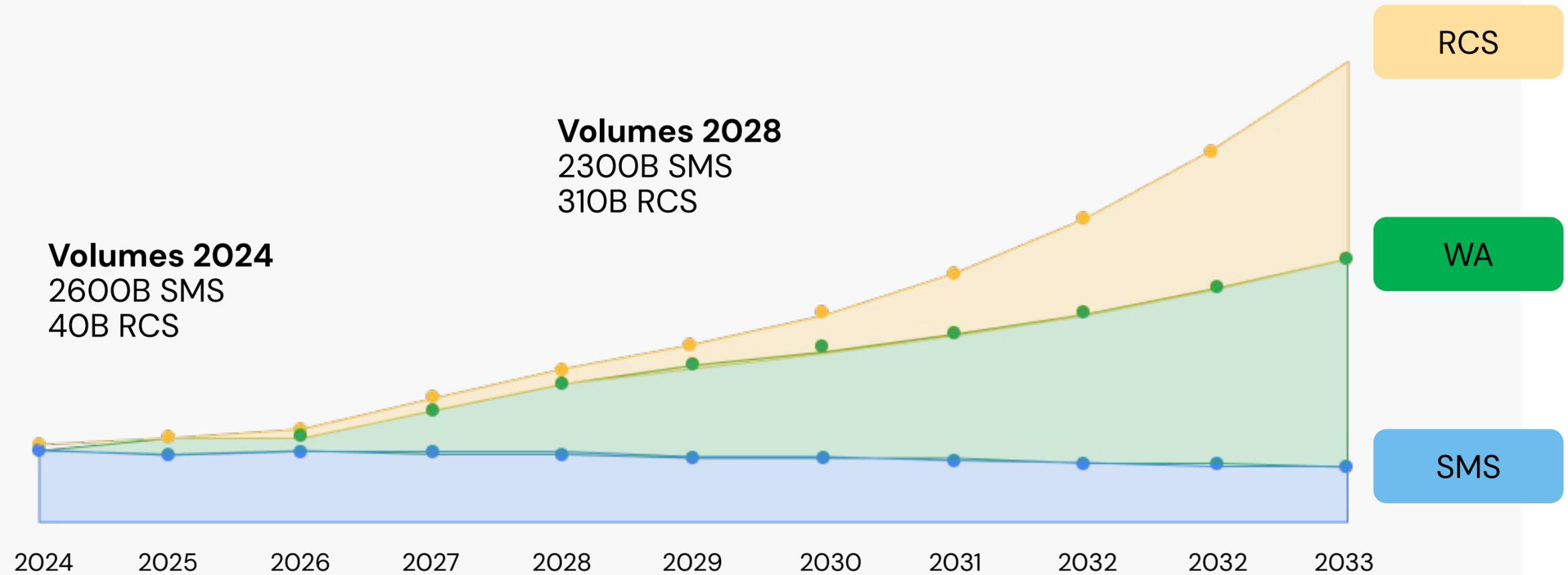


Conversational messaging is the single biggest paradigm shift taking place in the communication between brands and consumers.

- From now on, 50% of businesses will spend more on Conversational Applications than on mobile app

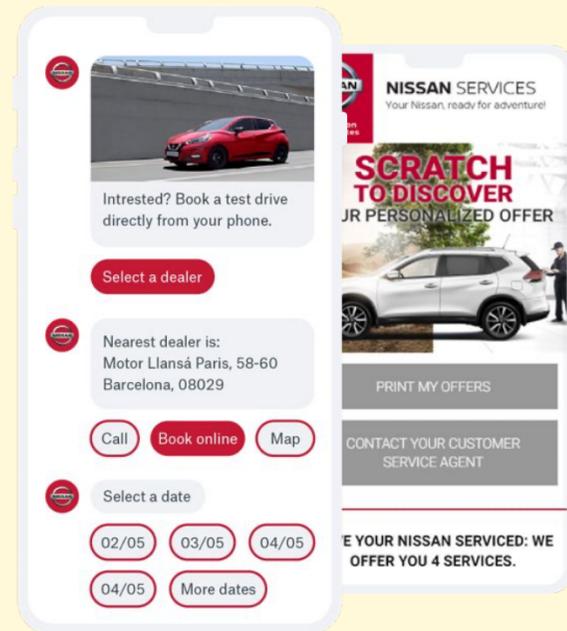
# The future is conversational

Messaging  
long term  
spend





# Business benefits of conversational messaging

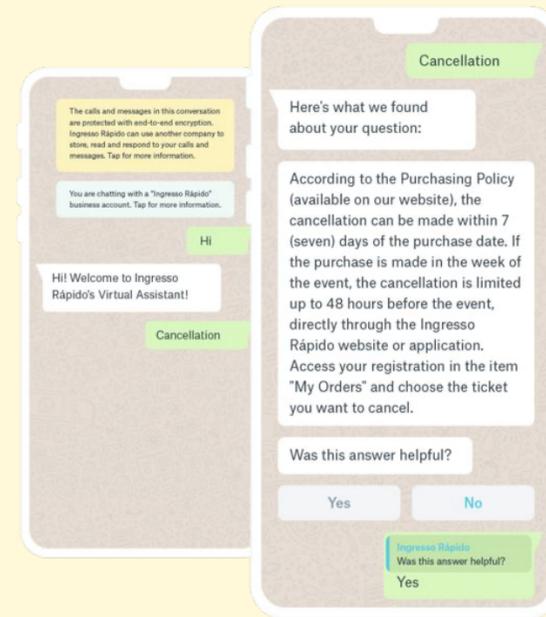


## Increase revenue

30–50%

increased conversion

Increase conversion vs. email or SMS

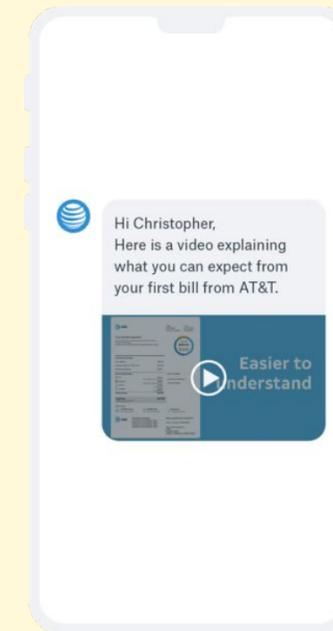


## Reduce costs

20–50%

cost reduction in customer care

Automate conversations and increase agent efficiency



## Improve customer experience

3x NPS

on chat vs. voice

Use the channels your customers know and love

# Poll Question #2

**Which channels are you using in your marketing efforts? (select all that apply)**

1. Email
2. Website
3. Mobile app
4. Mobile push
5. Text / SMS / MMS
6. RCS / WhatsApp / WeChat / Line
7. Social Media
8. Chatbot
9. In person (store, kiosk, etc.)

# Customer Examples

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# Tradera, Sweden's leading online auction marketplace

**+2.5%**

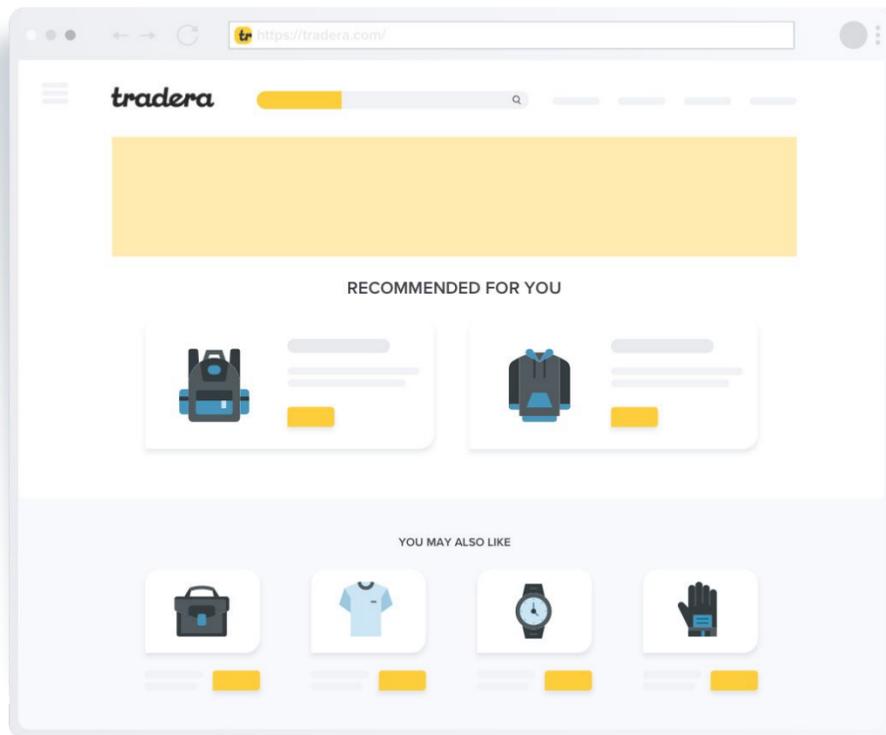
Increase in Email Open Rates

**+40%**

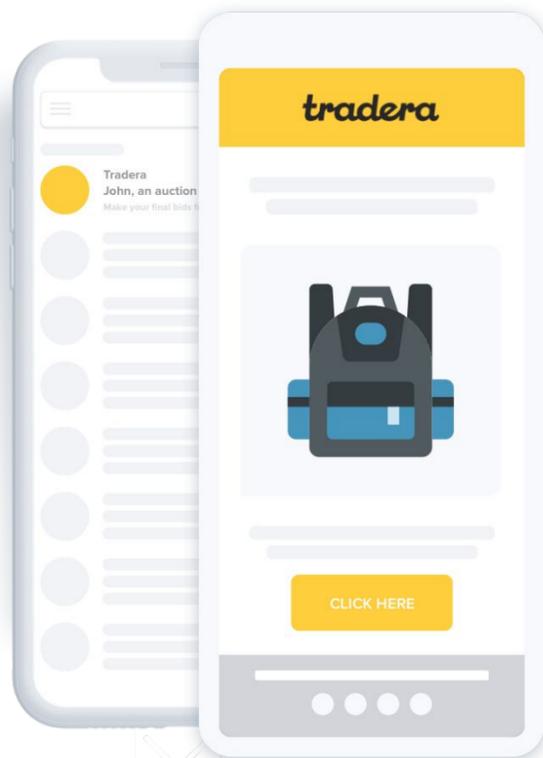
Homepage Click-Through-Rates

**+131%**

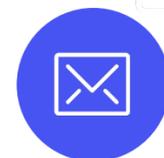
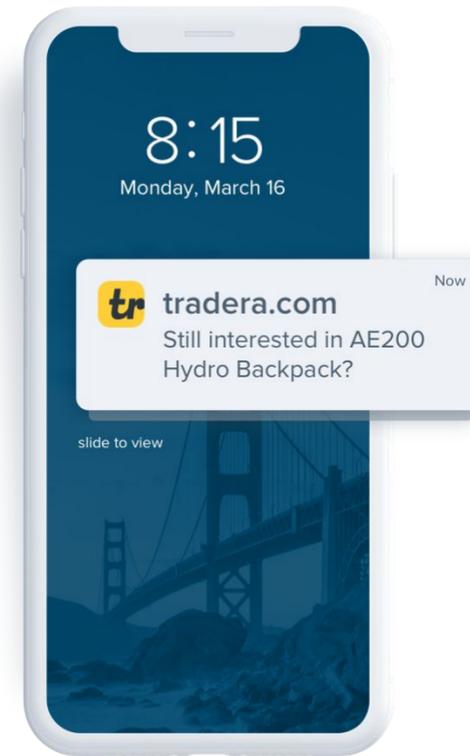
In Sales when Using Personalized Recommendation



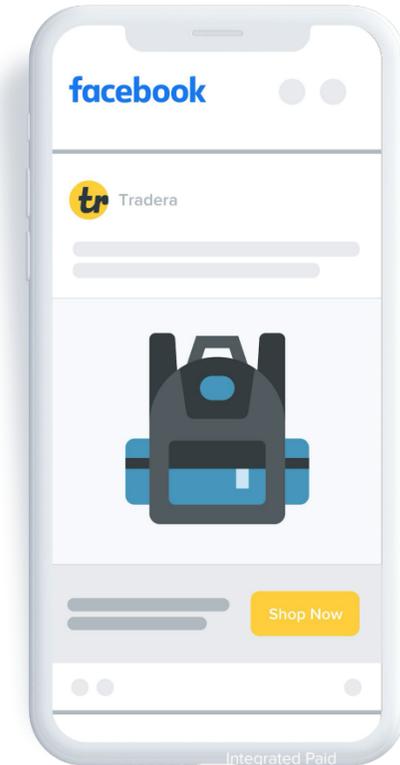
Personalized Web Recommendations



Personalized Email



Personalized Push



Integrated Paid Media

# Nissan

## The challenge:

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A path to better sales and engagement. Campaign executed in 27 countries.

## The solution:

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Nissan switches its whole customer lifecycle from email to mobile messaging. Sales, after-sales and dealership are all using Sinch.

## The results:

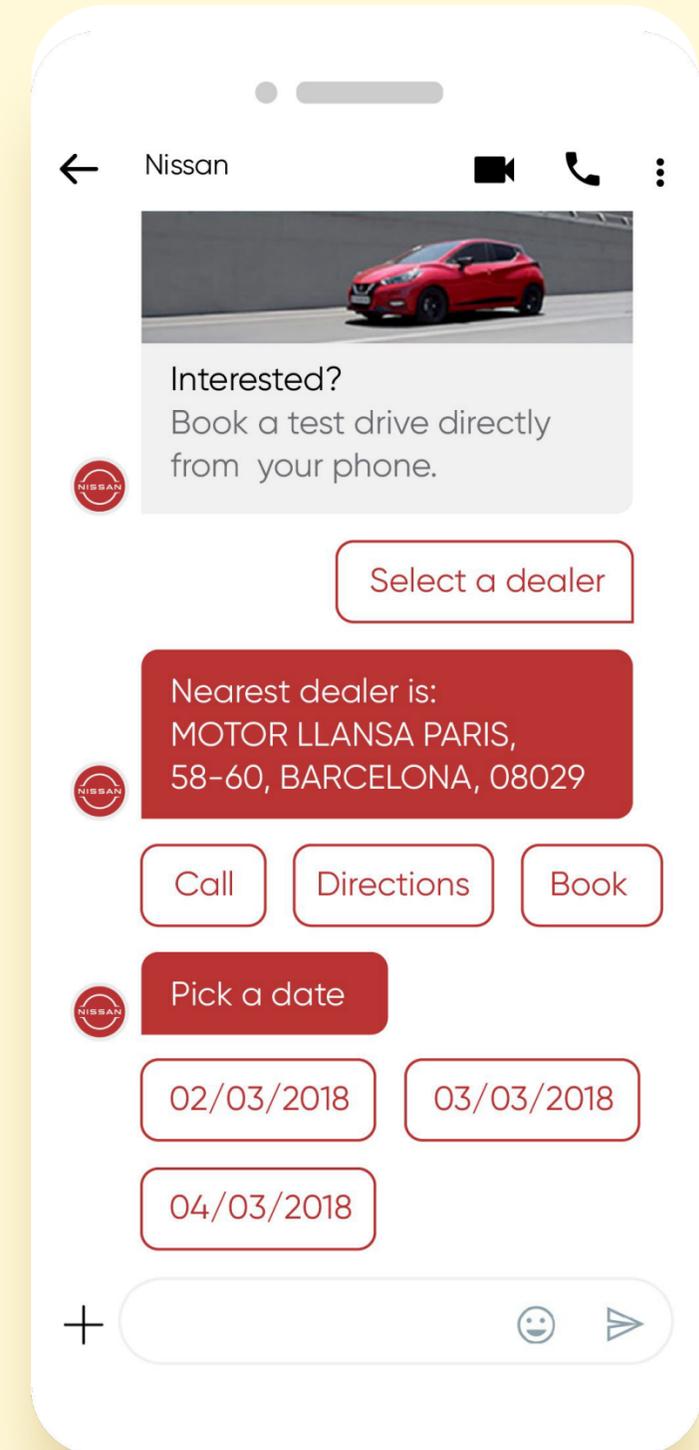
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+11%

Hyper personalized mobile campaigns achieving in conversion (car sales)

External APIs campaigns to create super relevant campaigns (weather forecast alerts via SMS)

POC on new messaging channels (RCS)



# SlickDeals, leading online collaborative shopping community

**+65%**

Increase in deal postings leveraging AI and predictive insights

**80+**

Attributes leveraged for Audience Segmentation

**+75%**

Boosted revenue from loyal user base leveraging SMS, email and push



“Blueshift has been key to creating personalized, automated journeys while also increasing efficiencies. We’re able to leverage predictive capabilities to identify the secret recipe for finding the right time and the right channel to send the right message.”



**Kristina Paulos**  
Director of Marketing, CRM



# Key Takeaways and Q&A

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# Key Takeaways

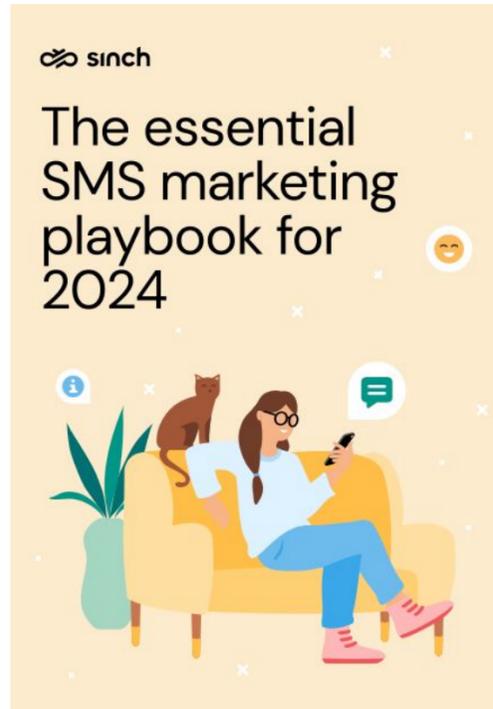
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- Today's buyers expect personalized 1:1 experience at every touchpoint
- Effective AI-driven, multi-channel marketing is difficult
- AI can unleash your data's value and enhance your marketing efforts
- Mobile is the centerpiece of customer engagement and continued innovations in Mobile make it an excellent way to reach demanding buyers
  - Consumers expect data-driven personalization in messaging
  - One way broadcast approaches to messaging are fraught with failure
  - Consumers crave richer forms of messaging that include pictures, videos, carousels and two way conversational messaging
  - Conversational messaging is a huge paradigm shift between brands and their consumers
  - RCS and conversational messaging create rich app like experiences that drive higher ROI

# Resources for attendees

## The Essential SMS Marketing Playbook

<https://bit.ly/4klxSnq>



## 30+ campaign strategies for growth, retention and revenue



[bit.ly/retail-playbook-2025](https://bit.ly/retail-playbook-2025)

## The Role of Data & AI in Marketing 2025 - New Research



<https://bit.ly/3RGDbBM>



[bit.ly/finance-playbook-2025](https://bit.ly/finance-playbook-2025)

# Questions?

Submit your questions through  
the Q & A box

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# Thank you!

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