

# PAY BY TEXT

THE EASIEST, FASTEST WAY TO BOOST ON-TIME PAYMENTS

## WHY TEXT?

TEXTING

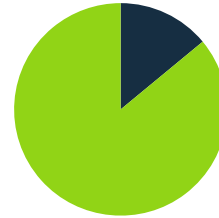
**209% HIGHER OPEN-RATE**



TRADITIONAL COMMUNICATION



## OPPORTUNITY



ONLY **14%**  
OF COMPANIES  
CURRENTLY TEXT  
WITH CUSTOMERS.

**45% OF CONSUMERS RESPOND  
TO BRANDED TEXTS.**

**92%**

OF U.S ADULTS'  
PHONES ARE  
TEXT-ENABLED.



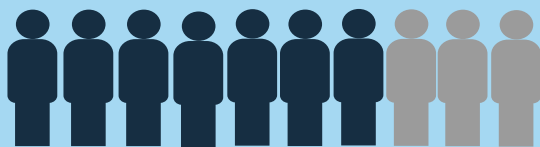
**98%**

OF SMARTPHONE  
USERS TEXT  
REGULARLY.



**98%**

OPEN TEXT  
MESSAGES  
WITHIN 3 MINUTES.



**71%** OF CONSUMERS SAY  
USING TEXT TO COMMUNICATE  
WITH BUSINESSES IS **EFFECTIVE**.

TOP REASON FOR LATE PAYMENTS:

**FORGETTING**



**69%**

said they'd be more likely to  
**PAY BILLS ON TIME BY TEXT.**

### SOURCES:

<https://www.textmagic.com/sms-survey/>

<https://www.slicktext.com/blog/2018/11/44-mind-blowing-sms-marketing-and-texting-statistics/>

<https://techjury.net/stats-about/sms-marketing-statistics/>

<https://www.statista.com/topics/982/mobile-payments/>

<https://wallethub.com/blog/late-payments-survey/58680/>

<https://www.businesswire.com/news/home/20181129005267/en/10-Americans-Anxious-Bills-Late-Paying-Study>

<https://www.oneincsystems.com/>

