

PERSONALIZED TEXT MESSAGING

Your Next Top Revenue Channel

Discover how to increase sales and build diner loyalty by serving mobile offers to customers via personalized text messaging.

FOR FOOD, BEVERAGE, & RESTAURANT BRANDS

attentive®



Why personalized text messaging is your next top revenue channel

How can innovative food, beverage, and restaurant brands break through the digital clutter of information to interact with mobile-first audiences driving both engagement *and* revenue?

Follow this guide to learn how to get started with personalized text messaging

Marketing in the Era of Information Overload

With the mass adoption of smartphones, consumers interact with companies and gather information online more easily than ever before.

Of course, this also raises some unique challenges. Because people can use their phones just about anywhere, at any time, to do anything, it's become more difficult for marketers to capture and maintain their attention.

With overflowing email inboxes, screens full of apps, and ever-changing social media algorithms that control which content mobile users see, companies are constantly looking for new ways to break

through the digital clutter to reach mobile-first audiences and drive engagement and revenue.

Think about your experiences. How many emails do you receive each day from brands, and how many do you read and click through on? How many apps do you regularly use—the same 2 or 3? But how many text messages do you leave unread? **Probably none.**

This is why food and beverage marketers are turning to text messaging as the next big way to reach mobile-first audiences and drive foot traffic, loyalty, and ultimately—revenue.

With 30%+ click-through rates on text messages and 10x more engagement than email per message, this channel cannot be overlooked.

Shifts in Consumer Mobile Behavior

98%

of US adults ages 30-49 use text. This rises to 100% for ages 18-29

60%

of US adults ages 18-29 primarily use their mobile devices to browse the internet

45%

of consumers say mobile ordering or loyalty program would increase online orders

Powerful Results

30%+ CTR

on text messages

10x

more engagement than email per message

Mobile Messaging—Why Now?

Although text messaging has existed for years, it has only recently emerged as a new channel for companies to add to their marketing and outreach mix. Why is now the right time for food and beverage brands to adopt a text messaging strategy?

1. Unsaturated Marketing Opportunity

Text messaging is the most widely used mobile application. According to the Pew Research Center, 98% of US adults ages 30-49 use text messaging. This increases to 100% for the 18-29 population.

People spend more time text messaging on their phones than they do checking email, using apps (including messaging apps), or browsing the web, providing a massive opportunity to engage your audience where they spend the majority of their time.

Although email will not be going away anytime soon, its effectiveness has steadily declined. Over the last 5 years, email marketing click-through performance has fallen 47%. The average email click-through rate is now just 2.4% and the average email open rate is only 19.4%. Compare that to the 99% open rate of text messages.

2. High Consumer Adoption

Previously, many mobile plans required consumers to pay to send and receive text messages. Today, plans that include unlimited text messaging are the norm. A recent survey of US adults across various age groups and demographics showed 98% of participants have an unlimited text messaging plan.

What's more, mobile users want to interact with their most-loved brands via text. 79% said they want to hear from their favorite brands and companies through mobile messaging. And 45% of consumers say that mobile food ordering or loyalty programs would increase online orders. Using text messaging to engage customers is an effective way to build relationships and make sure they (and their hunger) are always satisfied.

3. Net-New Direct Communications Channel

When it comes to driving sign-ups and revenue through a new channel, companies that use text messaging regularly see 99% open rates and 10x+ more engagement per message than email marketing.



Mobile users have grown increasingly more comfortable using their smartphones to research online. In fact, 70% of US consumers are currently using their mobile devices as part of their interaction with fast-food and fast-casual restaurants, and 42% say they use their mobile devices to look for restaurant coupons and deals—making it the most popular dining-related activity. Text messaging helps food and beverage brands bridge the gap between mobile site traffic and foot traffic by converting browsers into paying customers.

4. Personalized Messages Increase Engagement

The impact of text messaging is amplified even further with the use of behavioral data. Previous orders, product preferences, and geographic information can be used to automatically build dynamic segments and send highly personalized messages to each subscriber.

The more relevant the marketing message is to an individual recipient, the more likely that person is to take action. Food and beverage brands that prioritize personalization will maximize the effectiveness of their marketing spend.

19%

the average email marketing open rate

31%

the average number of engaged subscribers on email lists

99%

the average open rate for text

What Messages Do Subscribers Want?

As a marketer, the benefits of text messaging are clear, but what do subscribers expect from this channel?

Mobile users are eager to interact with their favorite companies via text messaging. 79% of US adults surveyed said they either currently receive text messages from companies or would like to, but don't yet.

Mobile users also indicated they are interested in getting a wide range of text messaging updates from companies across the entire lifecycle of their interactions. Subscribers want to use text messaging to hear about opportunities like new menu offerings, updates on their orders, limited-time deals, seasonal offers, and in-store events.

The brevity and instantaneous nature of text messaging make it a perfect fit for sharing time-sensitive updates with your audience.

For example, maybe you're offering a free slice for National Pizza Day, a holiday that only comes around one day per year. Mention the free slice offer and include a link to where they can find the closest location to redeem this offer directly within the text message. Subscribers expect a brand's mobile content to capture their attention, be personally relevant, and "get to the point."

Most text messages from companies follow the same structure as the example

What Mobile Users are Saying

Direct quote from a mobile user focus group with varied demographics:

"I'm getting hundreds of emails a day. I don't read them all. I **tend to look at everything that arrives in my text message inbox** - it takes me literally 10 milliseconds to open and read a text."

JESSI, FEMALE 20-29,
\$100K+ INCOME

What Food and Beverage Companies are Saying

"Our text program consistently **outperforms email** when it comes to driving *immediate revenue results*. We couldn't be happier working with the Attentive team—their expertise in the space is really unmatched."

SHANNON MURPHY,
SENIOR CRM MANAGER,
JACK IN THE BOX

"Without a doubt, Attentive has the **best onboarding experience** and customer service of any software provider I've worked with. We're thrilled with our performance from Attentive—**16x overall ROI and 17%+ CVRs** on messages."

JACK MCKEON
FOUNDER & CEO, COCONUT BOWLS

above—include the offer or content you're promoting, one link, and a strong call to action clearly directing recipients how to take the next step.

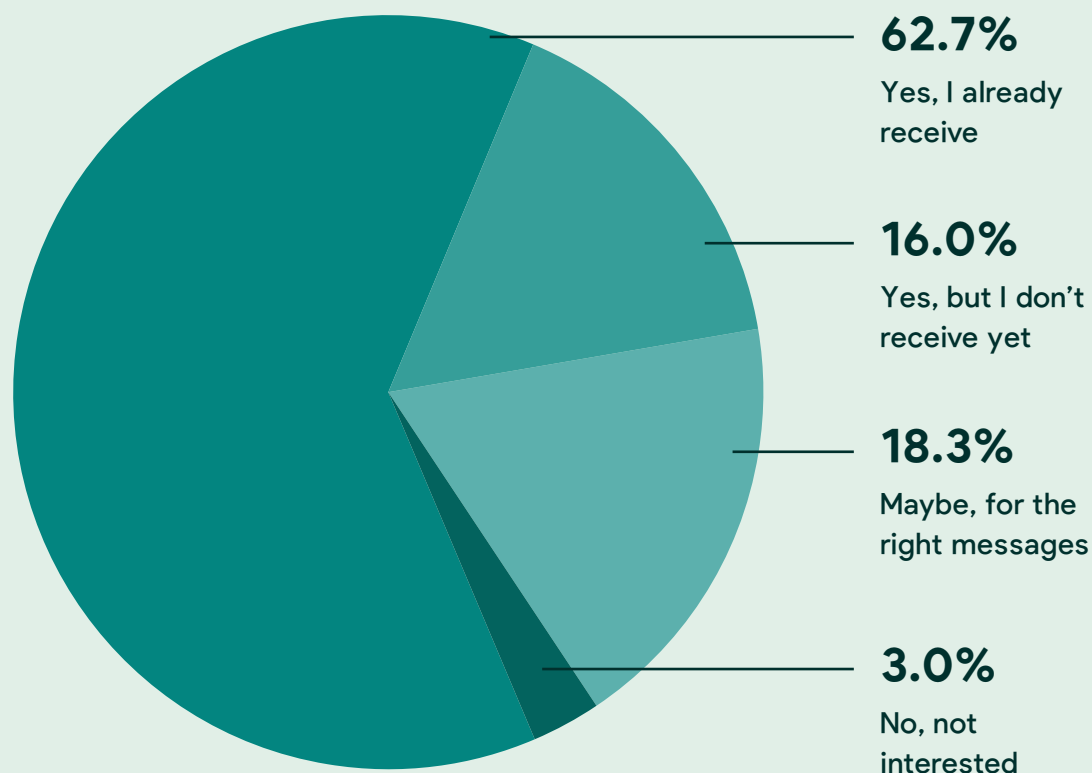
The most impactful marketing happens when you reach your target audience with engaging content that personally resonates and drives engagement where they spend the majority of their time.

In today's world where people are increasingly overwhelmed by choices, marketers can rely on text messaging to break through the noise and ensure their messages are seen and acted on.



QUESTION

Would you ever sign up to receive text messages from a brand or organization?



79% of consumers would sign up to hear from brands or organizations via text messaging

Powering Engagement with Personalized Text Messaging

Text messaging helps food & beverage marketers reach their audience where they spend the majority of their time—their smartphones. But why is text messaging essential for not only reaching—but engaging—your audience?

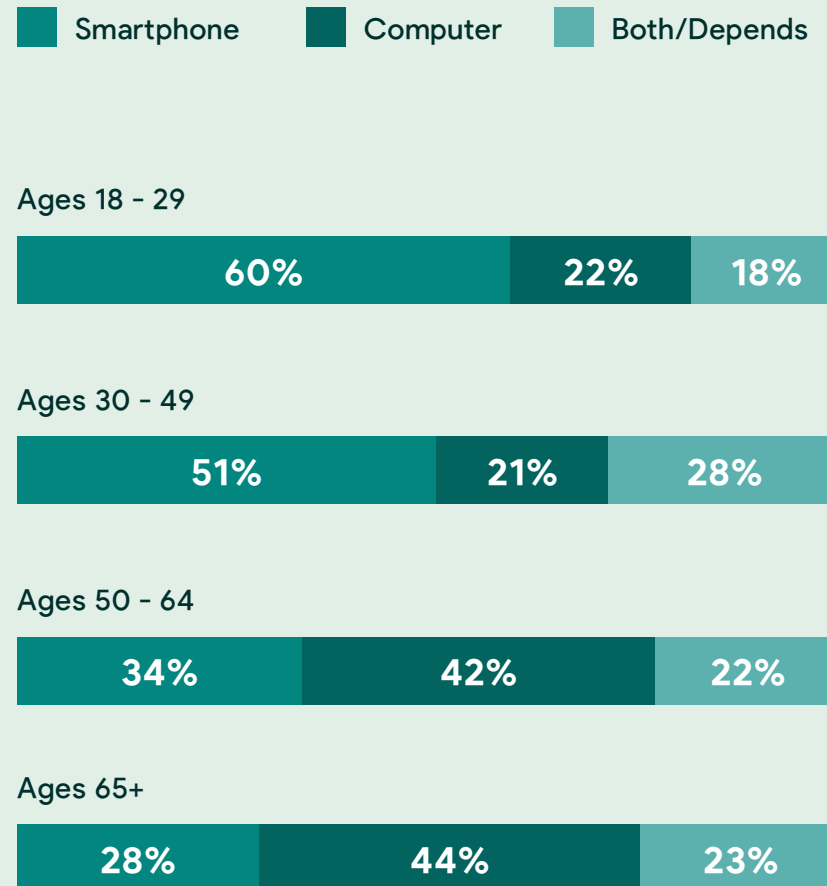
Rapid Shifts in Mobile Usage

The largest single technology change to take place over the last 20 years is the popularity of mobile devices sweeping every part of the globe. Despite the differences throughout generations, smartphones have become essential for almost everyone.

More and more households choose to forgo having high-speed internet at home in favor of using their smartphones. 60% of adults age 18 to 29 say they mostly go online through their smartphones—up from 41% in 2013. Consumers are now using their phones to browse, research, and make decisions. Because these devices have become extensions of themselves, consumers don't hesitate to complete actions on their phones. For many, this technology equals convenience, with 59% placing takeout orders via their mobile device.

QUESTION

What is your preferred way of accessing the internet?



As customers pick up their phones to learn more about you, it's vital that you're ready and eager to answer their questions. In today's world of information overload, it's no longer enough to simply have a mobile-optimized website or one-size-fits-all communication channels.

Creating a text messaging channel presents food & beverage marketers with an opportunity to convert casual site visitors into loyal customers by sharing relevant, engaging content with them.

Fueling Two-Way Interactions

Personalized mobile messaging presents an opportunity not only to drive foot traffic but to also increase engagement and loyalty.

1. Break through the information clutter

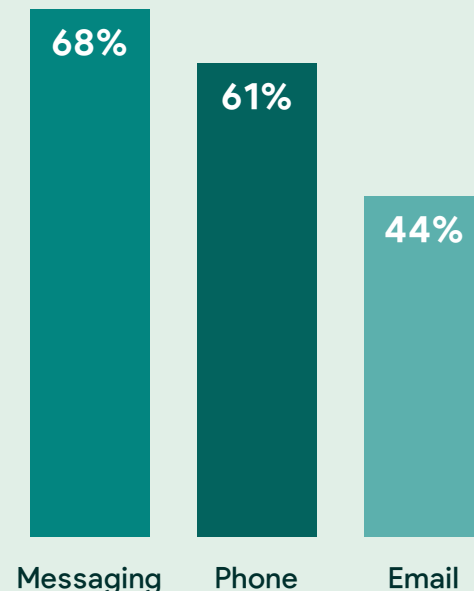
Today's consumers have access to more information than ever. Your customers no longer rely strictly on "best-of" lists or word-of-mouth advertising. Instead, they browse for restaurants and brands that cater to their personal wants and needs in that moment—and on their smartphones.

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QUESTION

What is your preferred method of brand communication?

Millennials and Gen Z prefer texting over phone & email

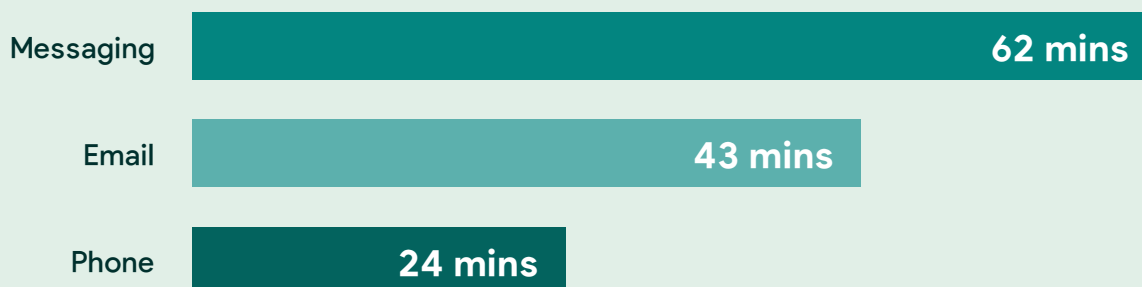


MarketingStrategies.com, May 15 2017

TRENDS

Baby boomers love text messaging, too!

Time spent by channel for baby boomers (aged 55-75 years old)



Forbes.com, 2019

It's become even harder to capture their attention through traditional channels. Physical mailboxes and email inboxes are inundated with marketing communications from other companies vying for the attention of potential customers. Your marketing attempts and messages can be interesting and beautifully designed, but their impact is drowned out by the noise.

Personalized text messaging is a direct channel to communicate with mobile audiences. And you can rest assured that your messages are seen immediately—98% of text messages sent are opened, and promotions shared through texts are 10x more likely to be used.

2. Engage subscribers and answer questions

On average, consumers prefer to communicate with companies via text messaging vs. phone calls and email. Giving your audience the power to choose where—and how—they communicate with you means they're more likely to engage with the content you share.

Text messaging is an inherently personal channel, so the subscribers who choose to interact with you via text messaging are much more likely to be highly interested in what you have to say. Ensure they

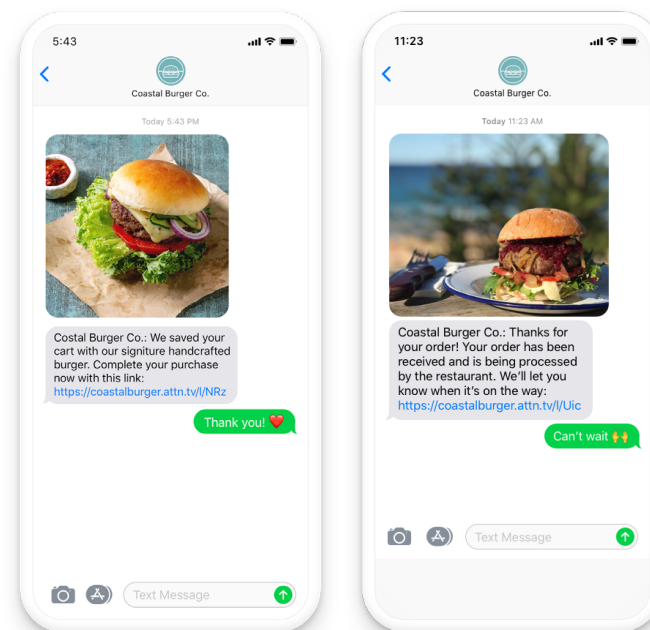
receive relevant content by building segments based on demographics and behaviors, like products of interest, geographic location, and engagement levels. Segmenting your text messages also enables you to reach best-fit customers—making your channel much more effective.

The instantaneous, direct nature of personalized mobile messaging makes it an ideal channel to drive engagement by communicating one-to-one with subscribers. Sending your audience interactive content or answering their customer service questions via text messaging boosts engagement and can help build a sense of community, leading to higher foot traffic and revenue.

3. Drive engagement

82% of consumers primarily engage with marketing content on their smartphones. With consumer preferences and demands constantly shifting, brands are always looking for new ways to elevate the customer communications experience.

As food and beverage companies compete in a challenging market, it's important that they are catering their content and communication options to what their customers want. Customers now expect

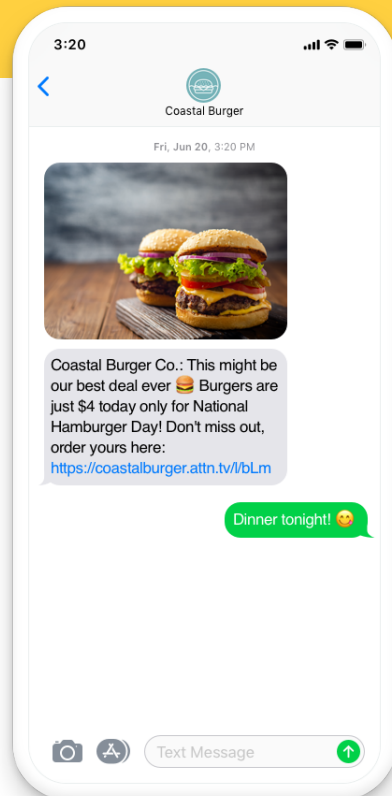


fast, seamless, and accurate ordering from their smartphones. Brands should test various strategies to ensure they can meet these needs as efficiently as possible.

By continually analyzing message performance, companies will better understand how best to communicate with their audience and what content they want to receive.

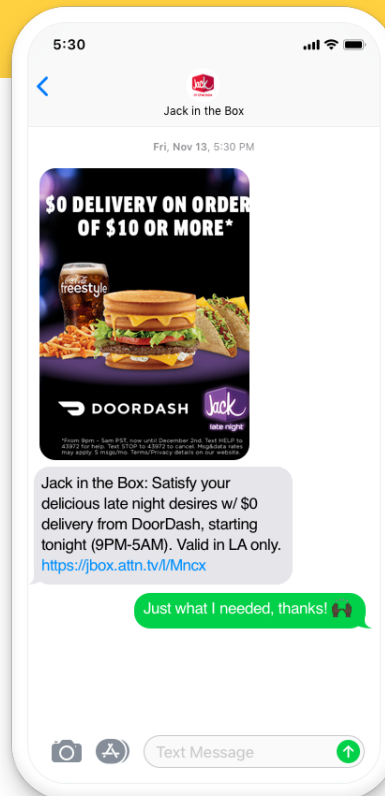
Examples of Offers & Deals

Reach customers in a direct, instantaneous way with timely offers or deals.



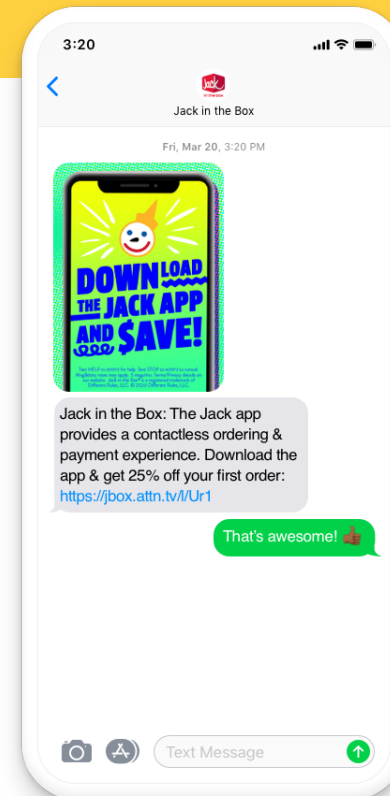
1. Sharing limited-time deals and offers

Reward hungry customers with exclusive offers—like birthday perks and national food holiday promotions—driving more foot traffic and repeat visits.



2. Sending localized marketing offers

Connect with local customers using geo-targeting—including localized offers, reservations confirmations, or current restaurant wait times.

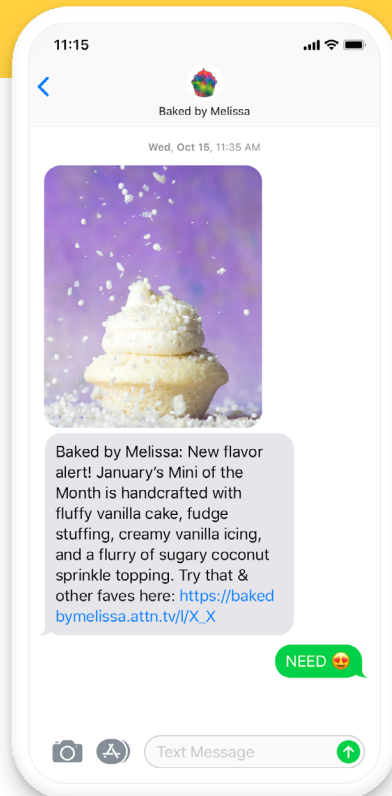


3. Driving app downloads

Drive more mobile app downloads by cross-promoting it via text messaging. As a bonus, provide subscribers with an exclusive offer for downloading your brand's mobile app.

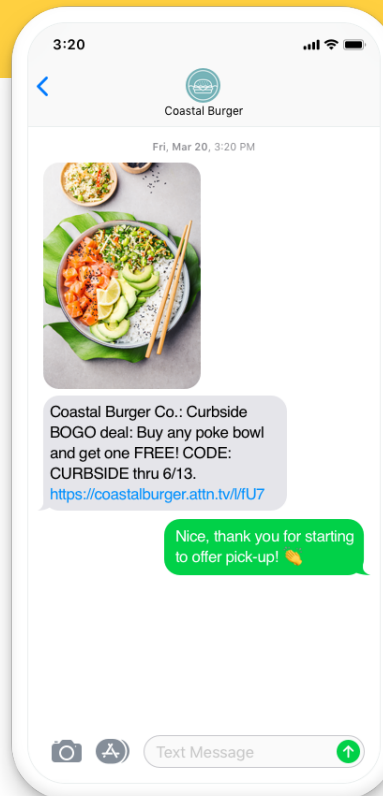
Examples of Brand Marketing

Connect with customers by sending product or brand updates.



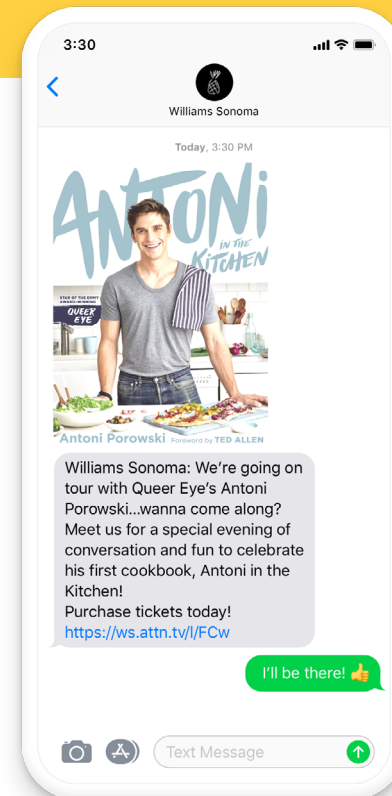
1. Announcing new products

Engage with subscribers by sharing new products and menu items, keeping them up-to-date with the latest offerings.



2. Increasing takeout orders

Reward hungry customers with exclusive offers they can redeem on takeout orders and curbside pickups, ensuring they are always satisfied.



3. Inviting customers to local events

Keep customers informed about events taking place in-store, helping you drive foot traffic, and build diner loyalty.

How to Start Your Text Messaging Channel

Here are the first steps in launching your next top revenue channel:

When done well, text messaging can quickly become one of your top 3 revenue channels

1. Define your goals

As with any new marketing initiative, it's critical to first define your goals. For many marketers, text messaging is a new channel. Key performance indicators will often center around metrics like subscriber growth, click-through rates, and offer redemptions.

When done well, text messaging can quickly become one of your top 3 revenue channels. Before launching, it is important to have clear expectations for the channel and an agreed-upon method for how you'll measure success.

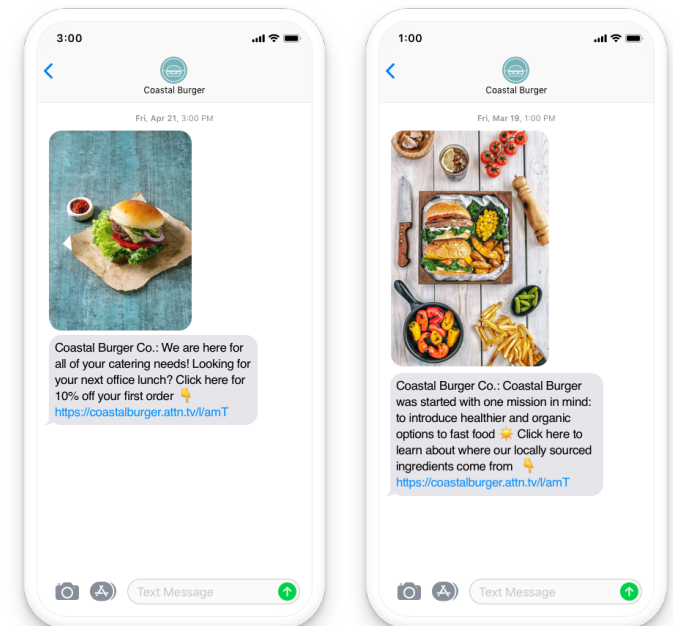
2. Start growing subscribers

The next step in launching your text messaging channel is to grow an audience of opted-in subscribers. There are many

ways to quickly scale your subscriber list, like acquisition tools for your mobile & desktop websites, in-app, email, social channels, paid media, in-store signage, delivery packaging, and more.

3. Send targeted content

By leveraging real-time behavioral data, food & beverage marketers can send personalized text messages to subscribers at scale. For example, you could create a drip campaign for new subscribers with welcome messages introducing them to your brand; set up a place-your-order reminder for seasonal offers, or invite subscribers to in-store events.



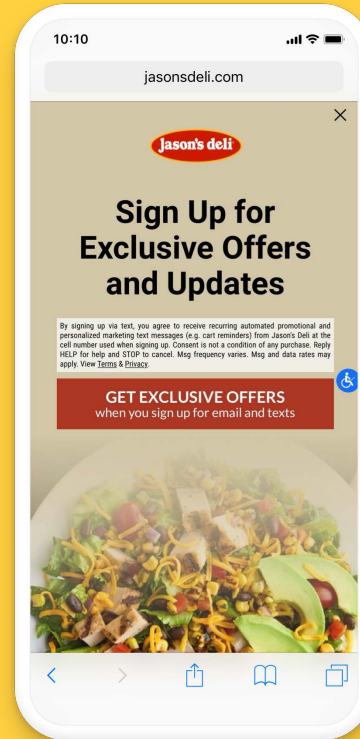
How Attentive Can Help

Attentive is a personalized text messaging platform trusted by over 1,000 brands and organizations. With Attentive, you can quickly grow a list of text messaging subscribers through a variety of acquisition tools, including our patent-pending “two-tap” sign-up, which seamlessly converts mobile browsers into subscribers.

We understand this is a new channel for many marketers. Attentive's full-service team will help at every step of the way with expert advice and guidance to maximize the channel—from goal setting to launching and scaling your program. And with real-time dashboards, you can quickly see high-level overviews of performance, click-through rates, subscriber growth, and more—allowing you to optimize your performance over time.

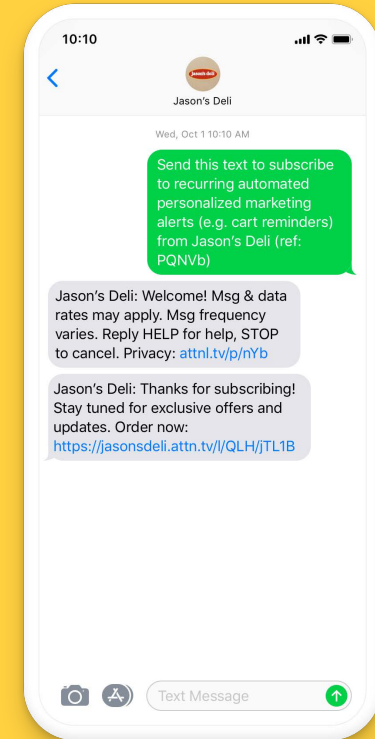
Mobile Messaging Acquisition

Attentive's patent-pending “two-tap” sign-up solution



Seamless Sign-up

Quickly grow your text messaging subscriber list with our patent-pending “two-tap” sign-up on mobile web



Automated Onboarding

New subscribers simply press “Send” on the pre-populated text to opt in and begin receiving messages

With Attentive, you can quickly grow a list of text messaging subscribers through a variety of acquisition tools

Attentive® is a personalized text messaging platform for innovative brands & organizations that can quickly become a top 3 communications channel.

Using real-time behavioral data, Attentive automatically sends engaging text messages to each subscriber at every step of the customer lifecycle. Over 2,000 leading businesses rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI. Attentive has raised over \$394 million in venture funding—with the most recent raised in September 2020—and is backed by some of the world's leading venture firms, including Sequoia, Sequoia Capital Global Equities, Coatue, IVP, Bain Capital Ventures, Eniac Ventures, NextView Ventures, and High Alpha.

To learn more about Attentive or to request a demo, visit <http://www.attentivemobile.com>.

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