



# Cut Through the Noise with Proactive SMS

Increase the impact of your marketing efforts—without much effort—with automated texts sent right to your customers phones

## Maximize your Marketing dollar

Take advantage of SMS marketing's impressive open rate—84% vs email's 24%. Proactive SMS is a great way to capture your customers' attention and keep your brand top of mind without expending a whole lot of effort.

## Increase traffic and revenue

Proactive SMS offers an easy way to keep your customers in the loop about upcoming sales and new product lines, or offer your VIP customers a promo code to your special Fall line they can't help but click on.

## Make it a two-way street

Just because it's a marketing text doesn't mean the conversation should end there. When a customer texts back, Gladly routes it to an agent—just like any other channel—increasing engagement between you and your customers, and making it easy to get the help they need.

## Key Features

### Every Engagement Tied to Your Customer

Proactive texts are treated just like any other channel in Gladly, saved to a customer's timeline.

### Reach Local and International Audiences

Leverage Proactive SMS to send texts to customers both in your area and beyond.



We're taking an extra 15% off items already on sale, just for today. Be sure not to miss out!

### Connect to Existing Marketing Systems

Connect to your existing marketing systems to programmatically send messages about upcoming events.

### Powered by API

Proactive SMS is powered by Gladly's flexible APIs. Find out more at [developer.gladly.com](https://developer.gladly.com).