

Compare the Cost of Text Messaging to Other Forms of Advertising

	Text	Email	Direct Mail	Non-Digital - Newspaper/Magazine	Outdoor
Cost for 1,000	\$50	\$30	\$525 (First Class Postcard)	\$20 per 1,000 (\$300 minimum)	\$5 per 1,000 (minimum \$800/mo.)
Effective For	<ul style="list-style-type: none"> • Promotions • Customer Service 	<ul style="list-style-type: none"> • Branding • Promotions • Customer Service 	<ul style="list-style-type: none"> • Promotions 	<ul style="list-style-type: none"> • Branding • Promotions 	<ul style="list-style-type: none"> • Promotions
Response Pattern	2 hrs - 7 days	3 - 7 days	14 - 21 days	7 days	30 days
Typical Response Rate	10%+	4 - 8%	0.5% - 1.5%	1 - 3%	Varies
# of Impressions	999	800	800	15,000	30,000 - 40,000
Responders	100	32	15	150	300
Net Revenue*	\$400.00	\$128.00	\$60.00	\$600.00	\$1200.00
Cost of Goods	-\$160.00	-\$51.00	-\$24.00	-\$240.00	-\$480.00
Campaign Cost	-\$50.00	-\$30.00	-\$525.00	-\$300.00	-\$800.00
ROI	\$190.00	\$47.00	(\$489.00)	\$60.00	\$80.00

*based on \$4 average customer ticket

For businesses with low average tickets, text messaging produces one of the highest ROI's of any advertising media available. Research shows that businesses are worth up to 80% more in liquidation value when they have an accurate addressable customer list.

*loyalTXT is easy to use,
operationally efficient,
and cost-effective*

