

# binaryfountain

[www.binaryfountain.com](http://www.binaryfountain.com)

*MOBILE TESTIMONIALS:*

## HOW CAN TEXT MESSAGING GROW MY BUSINESS?



☎ 800.549.9552

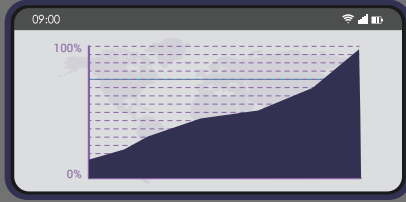
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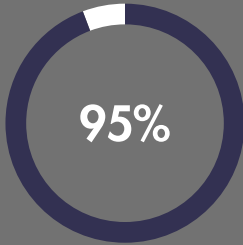
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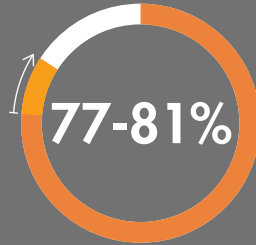
# Everyone Owns a Mobile Phone



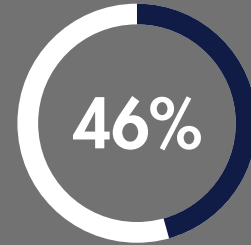
Now that 95% of consumers own a cell phone, reaching them is easier than ever before



**95% of consumers** own a cell phone\*



**77-81% of consumers** own a smartphone - only 35% did in 2011\*



**46% of seniors** age 65 or older own a smartphone\*

\* Source: Pew Research, 2018



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# Active And Engaged

Mobile is the most convenient and immediate messaging for consumers. Why shouldn't communication with businesses be just as accessible?

The average person checks their cellphone **80 times** per day\*



**98% of text messages** are read within **2 minutes**\*\*\*

The average person receives **32 text messages** every single day\*\*

\* Source: NY Post, 2017

\*\* Source: Time, 2015

\*\*\* Source: TxtSignal 2017



# Mobile Technology

1

Mobile enjoys a **36%** click-through rate\*

2

Texts have an open rate of **98%\*\***

3

Mobile sees **6 to 8 times** more responses than email\*\*

4

Mobile use has increased by **197%** for B2B marketers\*

\* Source: Twilio, 2018

\*\* Source: Gartner, 2018



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# How Can Mobile Testimonials Help?



## Client A's Success with Mobile Testimonials:

Facebook ratings increased from **2.9 to 4.1**

**20%** increase in Customer Feedback Score\*

Customer review volume increased by **500%\***

## Client B's Success with Mobile Testimonials:

**72%** increase in online reviews\*

Online rating scores increased from **4.3 to 4.6**



\* Source: Based on 1,498 reviews received between November 2017 and April 2018 when Mobile Testimonials platform was introduced.



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# How Binary Fountain Powers Review Generation?



## Generate Reviews:

Make the “ask” with our Mobile Testimonials platform to simplify the process of generating reviews.



## Save Time:

Create campaigns simply and easily using a streamlined wizard and powerful management tools.



## Measure Progress:

Track accurate analytics and delve into deeper trends to reveal vital insights.



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