

Your Checklist For Choosing an SMS Provider

We've done the research, so you don't have to.

Simplify your search for an SMS provider that will support your growth over the long-term. Use this easy-to-reference checklist to ensure your partner checks off on these 10 key areas.

1. Guidance on getting started and compliance

- ✓ Provides strategic support for getting your program launched, including your sign-up flow and welcome offer strategy.
- ✓ Provides guidance, training, design and development resources, and learning opportunities.
- ✓ Has the expertise to help you navigate the TCPA so you remain compliant at every step.
- ✓ Recommends that you use a 5-6 digit short code, toll-free number, or A2P 10-digit long code (vs. a standard P2P 10-digit long code).



Standard P2P 10-digit long codes are no longer permitted for sending marketing messages, according to US cellular carriers.

2. Reliability you can count on

- ✓ Has a close relationship with carriers, and focuses on reliable deliverability.
- ✓ Conducts rigorous capacity, load, and disaster planning months ahead of high-traffic seasons.
- ✓ Uses half a decade of experience to anticipate bottlenecks, improve processes, and mitigate issues before they occur.
- ✓ Leverages multiple sending partners to ensure extremely high traffic volumes have strong deliverability.



Attentive is one of the only SMS marketing platforms with a seat on the CTIA board, helping shape deliverability rules and regulations across the industry.

3. Integrations that connect with your tech stack

- ✓ Has seamless integrations that make it easy to connect to the rest of your marketing stack, including your e-commerce platform, ESP, CDP, CRM, etc.
- ✓ Lets you centralize and access the data from your tech stack to send more relevant texts.

4. List growth tools

- ✓ Offers multiple list growth tools that allow you to grow your subscriber list across channels—both online and offline.
- ✓ List growth solutions are automated and optimized.



Manually opting in subscribers can significantly limit your SMS list growth rate and overall performance.

- ✓ Gives you flexibility to customize the look of your sign-up units, and decide where and when to display them.
- ✓ Sign-up unit templates are built with ADA and TCPA compliance in mind.

5. Sophisticated campaign message-sending workflows

- ✓ Lets you schedule and send one-time campaign messages.
- ✓ Text messaging campaigns can be A/B tested and optimized.
- ✓ A/B test performance can be accessed in real time, and results can be used to improve future messages.
- ✓ Lets you segment campaign messages, so you can reach subscribers with more relevant content.



AI Pro offers tools to help you easily create high-performing, on-brand copy and maximize your budget by reaching the highest-intent subscribers at the perfect moment. **Learn more** →

6. Media options including SMS, MMS, and video

- ✓ Offers the ability to include images, GIFs, or videos in your messages.
- ✓ Has built-in A/B testing functionality so you can understand how subscribers engage with different types of media.

7. Personalized triggered messages that engage subscribers across lifecycle

- ✓ Offers a comprehensive and customizable set of behavioral events so you're effectively retargeting and retaining customers by messaging them during key moments.
- ✓ Has pre-built triggered messaging flows, including welcome messages, browse and cart abandonment reminders, post-purchase messages, and transactional updates.



AI Journeys automatically optimizes and personalizes the content, send frequency, and timing using each subscriber's complete history—so no two messages are the same. **Learn more** →

8. Real-time, two-way conversations

- ✓ Allows you to send two-way, back-and-forth text messages that subscribers can reply to (e.g. keyword-driven campaigns that automatically reply to the subscribers based on their response).

9. AI-powered personalization and targeting tools

- ✓ Incorporates AI to generate on-brand message copy, with models automatically trained on your past, top-performing messages.
- ✓ Utilizes AI for predictive targeting to optimize performance and improve ROI.
- ✓ Provides out-of-the box targeting capabilities that integrate with your tech stack.
- ✓ Offers advanced segmentation functionality using data such as purchase history, message engagement, location, shopping behaviors, etc.



Attentive drives an average of 20.5% of total online revenue for e-commerce brands.

Learn more about why thousands of brands choose Attentive as their #1 SMS marketing solution, and see what we can do for you.

Try us for free →



At a minimum, you should be able to see subscriber growth (by source), message engagement (and opt-out reporting), and revenue attribution.

- ✓ Lets you set up custom reports or pull ad-hoc reports.
- ✓ Lets you schedule reports to be sent to you on a recurring basis.



This can be helpful when sharing insights about your SMS program with key stakeholders.