



Deliver Unmatched SMS Customer Engagement

With TrueDialog's innovative technology and direct carrier access, customers benefit from reliable message delivery and significant cost savings.



SoftwareReviews

A Division of Info-Tech Research Group



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Why Companies Are Increasing Investment in SMS Marketing Now

The rise of cell phones has transformed communication, making SMS marketing a preferred way for customers to engage with businesses. With remote work on the rise and an increase in spam calls, consumers now trust and expect brands to communicate updates and information through text messages.

The Increasing Significance of SMS Marketing for Enhanced Customer Interaction

Nonintrusive

75% of consumers prefer to receive texts from businesses over email or calls (*Live Person, 2022*).

Timely

Text messages are typically read within minutes of receipt.

Quicker response time

The average response time for a text message is 90 seconds, compared to 90 minutes for email (*CTIA, 2023*).

High open rates

According to a 2022 CTIA study, text messages have an impressive 98% open rate, surpassing the open rates of email marketing.

Two-way interactive communication

The interactivity of SMS two-way conversations allows for personalized customer service, feedback collection, and even sales transactions.

Scalable and efficient

The scalability of SMS marketing enables companies to reach a large audience quickly and efficiently.

Convenient access

97% of adults in the US own a smartphone (*Pew Research, 2024*), usually within arm's reach.

Cost-effective

SMS marketing is generally more cost-effective, making it an attractive option for businesses of all sizes.

Better ability to target and personalize

With SMS marketing, businesses can do more targeted and personalized messaging, increasing the chances of engagement.

Fast measurable results

SMS marketing campaigns can be easily tracked and measured. Valuable insights into campaign performance, which delivery rates, open rates, and click-through rates provide allow for data-driven optimization.

This report is prepared with insights and research from the Info-Tech Research Group and its SoftwareReviews division.

Info-Tech Research Group is a leading IT research and advisory firm, offering guidance for offering strategic guidance to business leaders on their technology operations.



TrueDialog Delivers an Award-Winning Customer Experience

SoftwareReviews.com, a peer review platform, has recognized TrueDialog as a 2024 Emotional Footprint Champion in the SMS Marketing Category for 2024, highlighting its standout performance and customer impact.



What is the Emotional Footprint?

SoftwareReviews evaluates 27 aspects of the customer relationship using a net promoter methodology. These ratings include provocative, detailed questions on the experience of working with the vendor, creating a powerful indicator of overall user sentiment.

Category-Leading Customer Satisfaction

TrueDialog customers provide overwhelmingly positive reviews and a +84 Net Promoter Score.



NET EMOTIONAL FOOTPRINT +84

Champion Performance

The SoftwareReviews Diamond highlights which technology providers deliver a high-value customer experience.

“They provide a level of support that is nonexistent at other companies.”

Director, Sales and Marketing,
Finance Industry

TrueDialog: Leading the Way in Business Text/SMS Messaging

TrueDialog stands out in SMS marketing due to the breadth of features, including TrueDelivery® and the Automated 10DLC Registration feature, native integrations with leading CRMs, direct carrier connections for lower cost and better customer support, and robust API offerings. TrueDialog rated high for ease of implementation, and overall fast business value.



TrueDialog: Leveraging Direct Connections and Advanced Tech for Superior SMS Marketing



Native CRM integrations

Application integrations with Salesforce Sales Cloud, Salesforce Marketing Cloud, Hubspot, MS Dynamics 365, and Microsoft Office 365 means you can text from these platforms directly.



Security

TrueDialog ensures top-notch security with its TX-RAMP Certification and SOC 2 compliance, providing robust protection and trust for your messaging needs.



TrueDelivery®

Incorporates AI to analyze and provide insights into the likelihood of successful delivery, helping customers optimize their messaging for better delivery.



Extensive API offerings

TrueDialog's API integration provides customers with a wide range of programmatic capabilities to integrate messaging into their existing applications.



Automated 10DLC registration

TrueDialog streamlines the process with an automated system for 10DLC number registration, essential for businesses, eliminating the need for the manual paperwork and submissions that competitors might require.



Direct carrier connections

TrueDialog has direct carrier connections, unlike some competitors who rely on third-party providers. This allows for faster setup, better troubleshooting, and more control over the messaging process.



Intelligent routing and two-way messaging

TrueDialog intelligently routes incoming messages to the appropriate user or team and supports two-way messaging capabilities, which can be valuable for customer engagement and support.



Experienced client services team

Experienced experts in the telephony industry is as a key advantage in providing high-quality support to customers.

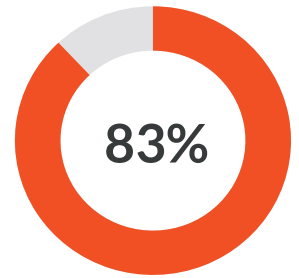
“The uniqueness of TrueDialog lies in its ability to automate certain communication processes, which has given us the opportunity to execute automatic messages and responses.”

Digital Operations Manager, Telecommunications Company

TrueDialog Makes It Easy to Implement and Operate SMS Messaging

Once you choose your platform, the time to value is an important factor when implementing your software.

TrueDialog stands out in the market by excelling in making it simple to implement, operate, and integrate our TrueDialog platform. In fact, TrueDialog outperforms the market in all these critical capabilities, ensuring users can rapidly take advantage of the software.



Clients highly value TrueDialog for the **business benefits it delivers.**

TrueDialog Is Easy to Implement

Ease of Data Integration



Ease of IT Administration



Ease of Implementation



Vendor Support



“Excellent support, transparent service, reliable.”

Director, IT
Technology Company

Commitment to Outstanding Support



Client Satisfaction

High-quality vendor support ensures timely and effective assistance, leading to higher client satisfaction. 85% of clients are delighted with the TrueDialog vendor support, which directly impacts customer retention and loyalty.



Scalability

As businesses grow, their SMS marketing needs may become more complex. Reliable vendor support ensures that businesses can scale their operations without compromising on service quality.



Competitive Advantage

TrueDialog has a top ranking in SMS marketing, with a NPS score of +85. Anything above +50 is considered “World Class.”



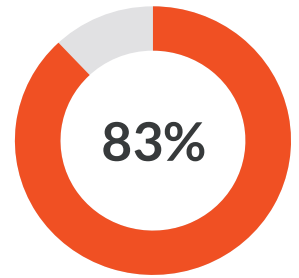
Efficiency and Recovery

Effective vendor support helps businesses quickly resolve issues, minimizing downtime and maintaining smooth operations.

Revolutionizing SMS Marketing With TrueDelivery®

Unlock the Full Potential of SMS Marketing with TrueDelivery®

SMS marketing stands as an effective method for customer engagement, yet it faces significant obstacles, particularly in crafting messages that avoid being mistakenly identified as spam. TrueDialog addresses this issue directly with its pioneering tool, TrueDelivery.®



An impressive 83% of customers report that they **love working with TrueDialog**

Revolutionary AI/ML Technology

TrueDelivery® harnesses the power of artificial intelligence and machine learning and, based on the analysis of hundreds of millions of text messages, now optimizes campaign effectiveness. This groundbreaking feature:

- 1.** Analyzes message copy for deliverability, best practices, and spam avoidance
- 2.** Provides a score for each message before it's sent, helping marketers refine their content
- 3.** Adapts to carrier filter updates, ensuring optimal delivery rates

Early adopters of TrueDelivery's® beta version have experienced significant benefits, including a dramatic **reduction in false positives (between 50% and 85%)**. This has translated to increased user engagement and improved overall campaign results.

Transformative Customer Benefits

With TrueDelivery,® businesses can:

- **Boost Campaign Success**
Avoid carrier spam flags, reduce false positives, and enhance engagement with improved deliverability
- **Achieve Cost Efficiency**
Prevent unnecessary fees from undelivered messages and protect future communication capabilities
- **Stay Ahead of the Competition**
Leverage AI/ML insights to optimize message delivery and quality, ensuring a competitive edge

"Very easy to use & we love the reporting features! Would highly recommend this product to anyone in marketing or recruiting."

HR Manager, Healthcare

Competitive Edge of TrueDialog: Direct Carrier Links and Advanced Technology

TrueDialog's differentiation versus other SMS software on direct carrier relationships gives its customers two major benefits:



Improved Deliverability

By eliminating the middleman, TrueDialog reduces potential points of failure and reliance on third parties, which enhances the reliability and speed of message delivery.



Lower Costs

Direct carrier connections allow TrueDialog to offer great business value compared to competitors who do not have such direct relationships.



Improved Support

TrueDialog can go directly to the carriers for support, versus other platforms who use a hidden third party, which makes the carriers further removed and complicates the support chain.

“TrueDialog has significantly improved our communication efforts. Its ease of use, versatile communication options, campaign creation capabilities, and fair pricing make it a **top choice for anyone in need of a reliable texting platform**. I highly recommend it to businesses looking to enhance their text-based communication strategies.”

Executive Sponsor,
Human Resources,
Healthcare

TrueDialog's technology elevates your SMS messaging to an exceptional level



Microsoft Azure Cloud Hosting

TrueDialog's SMS API is hosted in the Microsoft Azure cloud, which guarantees a 99.9% uptime.



Efficient SMS API

TrueDialog's campaign endpoint allows sending millions of messages with just one API call, reducing the strain on bandwidth and ensuring faster delivery.

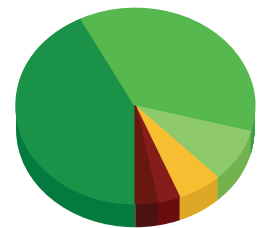


SMSSafe

TrueDialog maintains a duplicate opt-out database in its ISO 9001 cloud-database for extra protection against accidentally texting a contact that has opted out.

88%

Helps Innovate

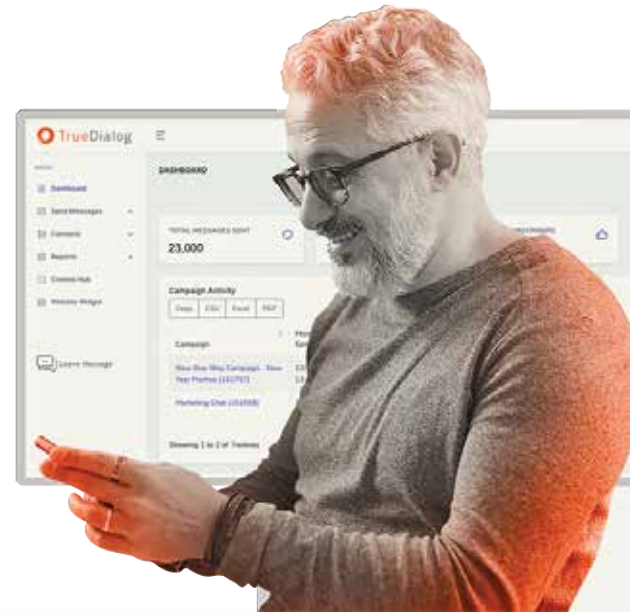


TrueDialog Earns Top Marks from Customers Who Credit It with **Fueling Innovation**

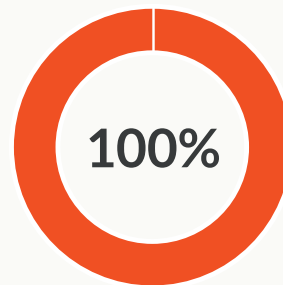


Companies That Prioritize Strong Client Relationships Cultivate Long-Term Success

TrueDialog's Commitment to Customer Success: Exceeding Industry Standards with Superior SMS Solutions and Support



Data from SoftwareReviews reveals that a strong, positive relationship with your technology provider is the key to satisfaction, surpassing even the importance of product features and pricing.



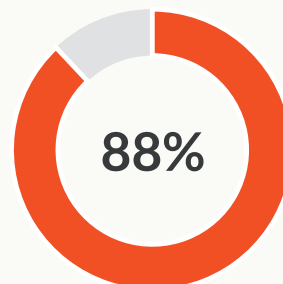
TrueDialog leads SMS Marketing with 100% of its customers **intending to renew**

TrueDialog takes great pride in building strong customer relationships, investing heavily in their success. As a result, TrueDialog significantly outperforms the category average in all key customer service metrics.

“It does what we need it to do for now cost effectively and **the support team is friendly, responsive, and helpful.**”

IT Manager, Banking

TrueDialog's exceptional SMS marketing solution, featuring direct carrier connections, is complemented by outstanding customer support, as evidenced by high customer satisfaction ratings.



Customers **Likely to Recommend TrueDialog**

Choosing the Right SMS Marketing Software for Your Needs

Info-Tech Research Group recommends the following approach to selecting an SMS marketing system. Choose a provider who can satisfy all these features and capabilities.



Reliability

Ensure the software guarantees high deliverability rates and minimal downtime to ensure messages reach their intended recipients.



Integration

The software's integration should be seamless and built in, allowing users to operate entirely within their CRM without needing to switch applications and record data without using data connectors.



Compliance

It should adhere to industry regulations and standards to avoid legal issues and ensure customer trust.



Scalability

The software must efficiently manage high message volumes, ensuring rapid delivery without any delays.



Automation

Includes functionalities such as automated replies, sequential drip campaigns, and scheduled messaging to enhance marketing efficiency alongside workflows and event-triggered communications.



Personalization

By harnessing customer data, the software can personalize messages to significantly improve engagement and conversion rates, effectively using personalization tokens directly from CRM fields.



Analytics and Reporting

Look for robust analytics and reporting features to track campaign performance and make data-driven decisions.



Security

Ensure the software has strong security measures to protect customer data and prevent unauthorized access.



User-Friendly Interface

A user-friendly interface that makes it easy for operators to create, manage, and analyze campaigns.



Customer Support

Reliable and accessible customer support to assist with any issues or questions that may arise.

About TrueDialog

TrueDialog is a leading business SMS solutions provider, empowering businesses of all sizes to send targeted text messaging to create material connections with prospects and customers. Customers in Marketing, Customer Success, Sales, and Product use its award-winning platform to communicate effectively with consumers to drive business metrics.

TrueDialog is trusted by thousands of brands, including Coca-Cola, Girl Scouts, Hilton, Kansas City Chiefs, Northern Tool, SubjectWell, and Tulane University.

For more information, visit [TrueDialog.com](https://www.truedialog.com)

TrueDialog Earns High Marks from Customers for Customer Service

Respectful



Efficient



Caring



Ready to boost your SMS marketing?

Let the experts at TrueDialog guide you to the perfect software for your needs.

[Learn More](#)

About Info-Tech Research Group and SoftwareReviews

This report is prepared with insights and research from the Info-Tech Research Group and its SoftwareReviews division.

Info-Tech Research Group provides information technology research and advisory services. They offer unbiased research to help IT leaders and CIOs make informed decisions. Info-Tech also provides executive coaching and works with IT teams to provide tools and guidance.

One of the tools provided to technology leaders and decision-makers from across industries is SoftwareReviews.

SoftwareReviews equips tech leaders with valuable insights through independent customer surveys and interviews with verified users. This unique methodology provides real-world customer sentiment and data (up to 130 data points!) to help buyers make informed software choices.

SoftwareReviews SMS Marketing Coverage

SoftwareReviews covers 18 vendors in the SMS Marketing Category and has 397 detailed user-generated reviews on 18 key products.

Data in this report is sourced from the September 2024 SMS Marketing Emotional Footprint Report launch.

SoftwareReviews Emotional Footprint Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from 397 validated users from the **SMS Marketing** category.

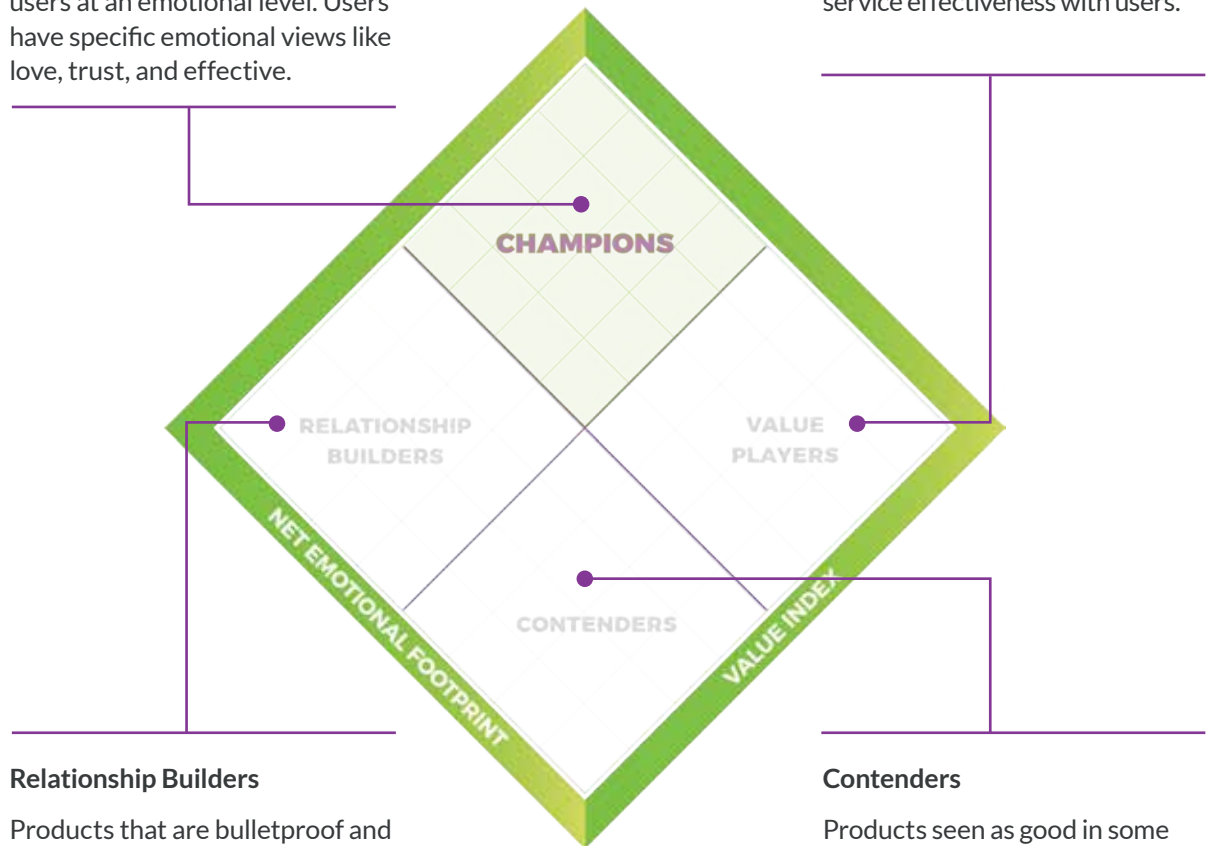
Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited by a proprietary online survey engine.

Champions

Products that resonate highly with users at an emotional level. Users have specific emotional views like love, trust, and effective.

Value Players

Products that succeed on cost and service effectiveness with users.



Relationship Builders

Products that are bulletproof and focus on fulfilling core needs with steady support, not the latest feature.

Contenders

Products seen as good in some areas and trailing in others. Users look to these for innovation at the edge but aren't committed fully.



TrueDialog

