

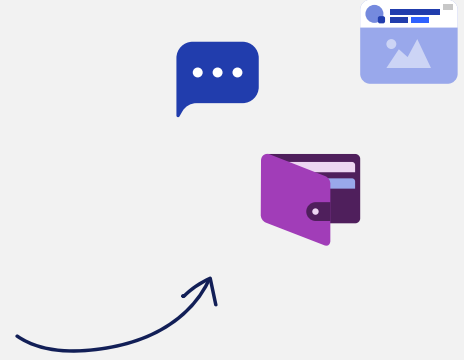


Mobile Consumer Insights Report 2024



2024 Mobile Consumer Insights:

How SMS, MMS and Mobile Wallet are Changing Purchase Behavior



The influence that mobile messaging is having on consumer behavior in 2024 isn't just growing - it's skyrocketing.

Mobile devices are an integral part of the daily life of consumers, enabling communication, information, entertainment, and more. New consumer research, such as that found in this report, shows that brands looking to connect with consumers and make them aware of promotions and offers can best do so strategically through mobile channels like SMS, MMS and Mobile Wallet.

7 years ago, Vibes began to conduct annual research to help fuel how we evolve our platform to ensure these mobile channels worked seamlessly to help connect consumers to the brands they love. Each year we see many of the same trends persisting, along with the emergence of surprising new consumer insights.

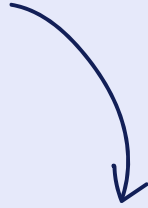
This year, we once again partnered with Industry Dive to study how mobile users interacted with brands, and what their appetite was for ongoing communication via SMS/MMS messaging. We also set out to explore Mobile Wallet more deeply, asking questions about how consumers use Mobile Wallet and if there was interest in using it more. We also asked about how much mobile communication from brands plays a role in when they choose to make a purchase.

Among dozens of interesting findings, 3 key themes really dominated the results for 2024. Brands would be wise to take note of them to help ensure their 2024 communication is as effective — and as revenue-driving — as possible.

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Key Findings



60% 

Consumers expect to hear from brands via text messaging often – **60%** prefer at least once a week.

75% 

SMS adoption continues to grow, with **75%** of consumers saying text messages routinely drive them to purchase from brands.

52% 

Once reserved primarily to store credit cards, **52%** of consumers now use Mobile Wallet for storing other items such as loyalty cards, offers or coupons, gift cards, and event tickets.

54% 

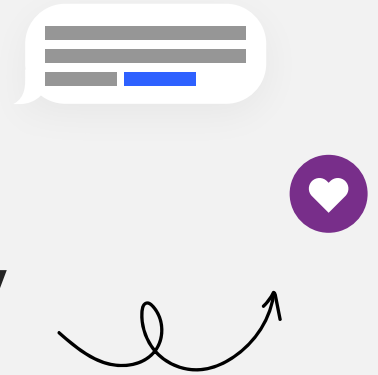
Mobile Wallet is driving foot traffic for brands - **54%** of consumers have made a purchase at a physical location with a mobile wallet offer, and nearly **60%** have used their mobile wallet loyalty card when making an offline purchase.

Keep reading as we dive deeper into findings that emerged across the spectrum of mobile brand communication to help you inform and sharpen your 2024 digital communications strategy.

Consumer Sentiment on Mobile Brand Communication



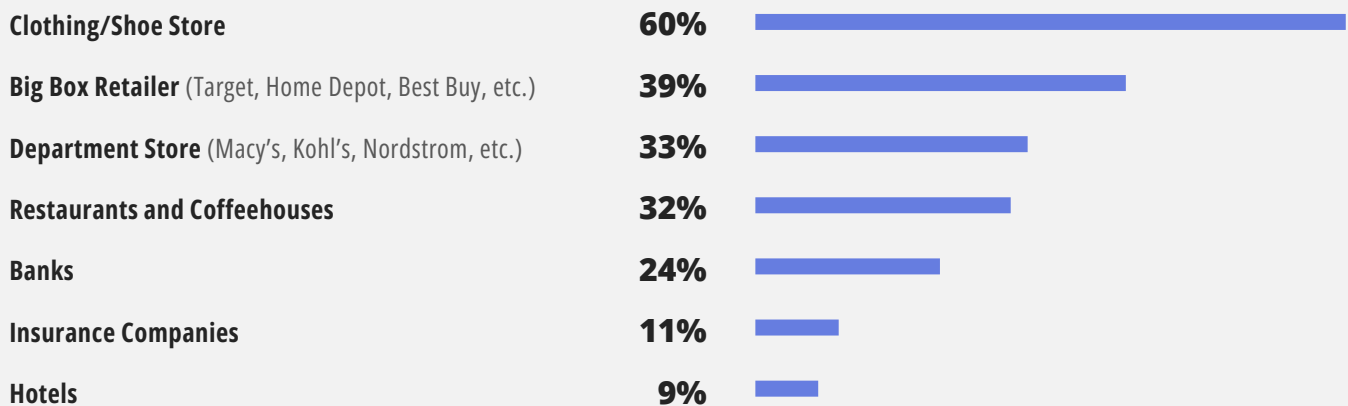
Mobile messaging continues to surge as a preferred marketing channel across a variety of industries.



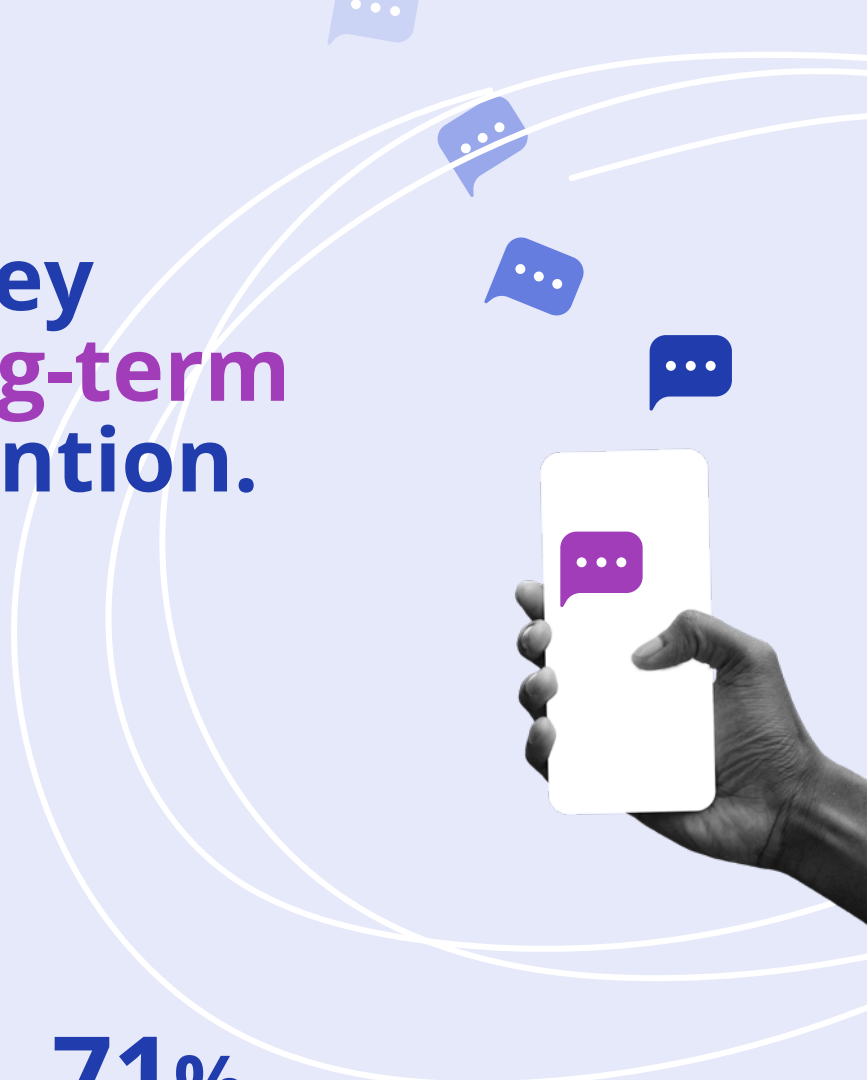
6 in 10

60% of consumers expect to hear from brands via text messaging at least once a week.

Industries that consumers say they have received or currently receive text messages from:



Relevancy is key for driving **long-term** customer retention.



1 in 4

Over **1 in 4** consumers say the frequency of text messages does not matter, as long as the message is relevant to them.

71%

71% of consumers say too many messages or updates from brands is the #1 reason for not wanting to receive text messages from brands.

Why this matters

If brands are intentional about what they communicate to their mobile customers, not only will most consumers not care how often they receive messages, but it will also drive higher brand revenue. Here's how one of Vibes' customers [went from "total frustration" to earning 39% higher-than-average revenue.](#)

Results seen by Vibes customers:

20%

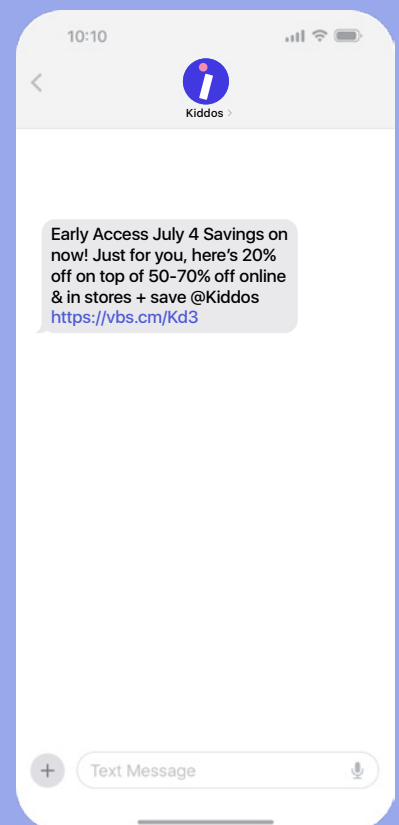
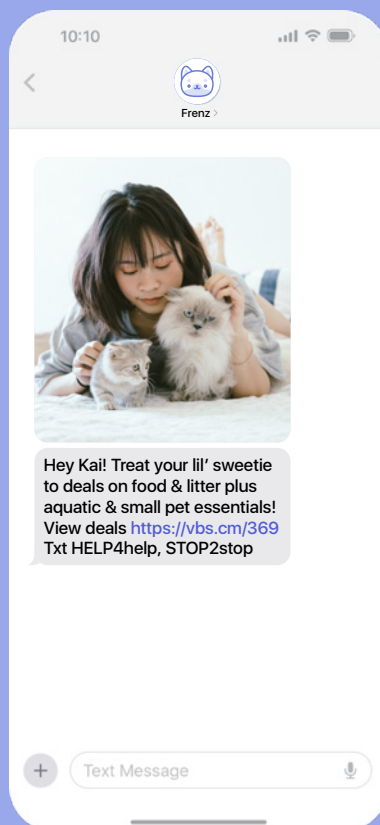
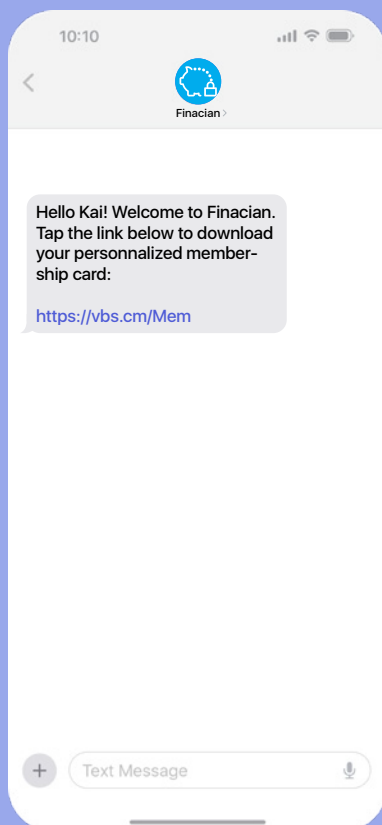
Lower SMS program opt-out rates upon executing personalized messaging strategies

> 65%

Increase in conversion seen with intentionally-targeted MMS messages

250%

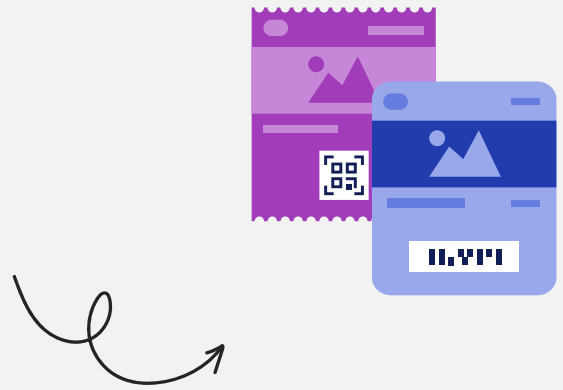
Average increase in conversion from personalized SMS messages



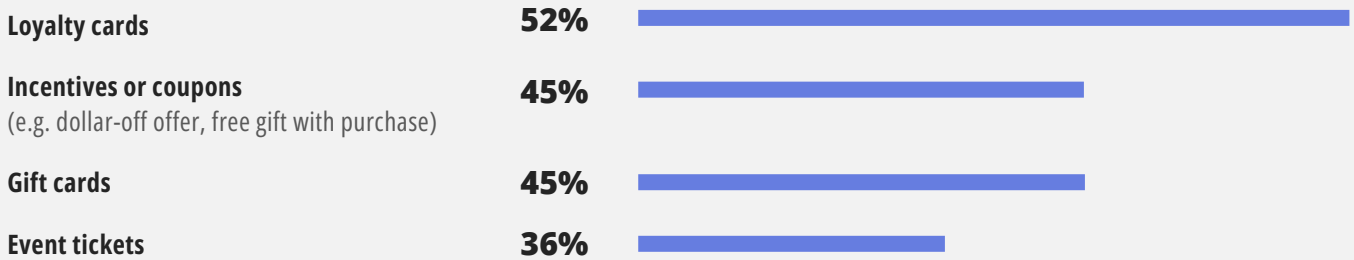
Mobile Wallet Adoption



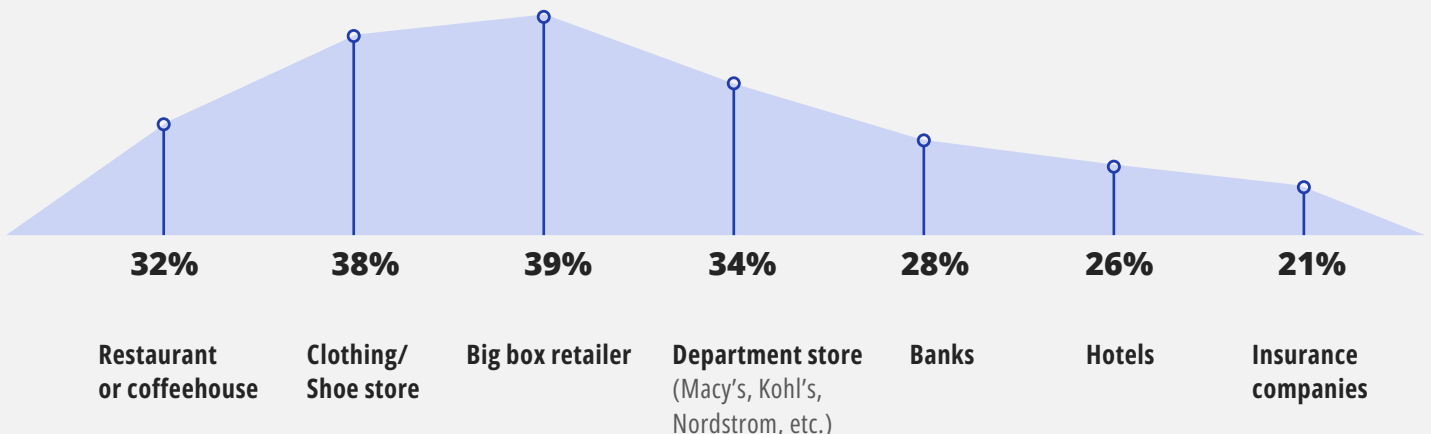
More than half of consumers are now routinely using Mobile Wallet to store and access digital offers, loyalty cards, gift cards and event tickets.



Mobile Wallet engagement by pass type



Engagement with *both* offers/coupons and digital loyalty cards, by industry



As household income increases, our survey found that there is a higher likelihood of consumers using Mobile Wallet for more than just a place to store their credit cards



55%

More than half indicated that they are now more likely to engage with brands that offer a mobile wallet option for coupons/offers or a loyalty card.

1 in 4

One in every four respondents say they now use their mobile wallet passes more than once a week.

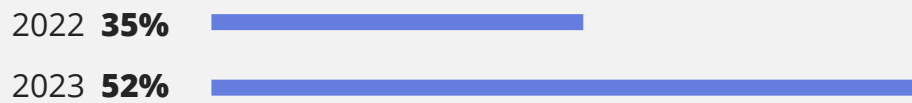
Why this matters

Only Vibes bridges the engagement gap between high-reach, low-engagement email marketing and low-reach, high engagement mobile app marketing, with the elegant combination of SMS and Mobile Wallet. Plus, Vibes customers who have integrated both of these channels together have seen **19x more revenue per message** vs. just sending SMS messages on their own.

Mobile Wallet has arrived – and consumers say they’ll use it more if brands use it as a key, ongoing communication channel.



Increase in Mobile Wallet usage, 2022 vs. 2023



Factors driving overall Mobile Wallet usage today



31%

It was **convenient and accessible** to use directly from my phone



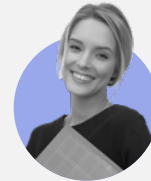
29%

It was a **strong enough incentive** to push me to make a purchase



28%

I received a **notification on my phone** that I had an available offer that I could use at a location very close to where I was



27%

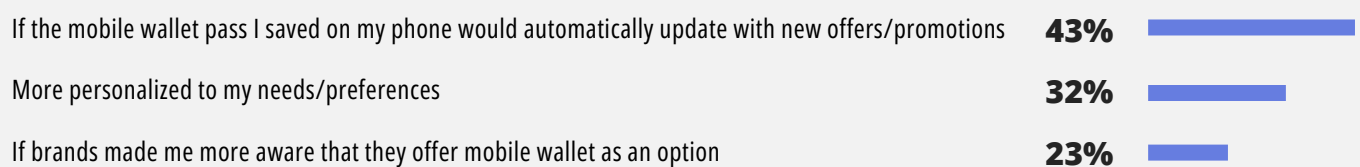
It was a **personalized offer** on a product/service I like



26%

I received a **notification** on my phone that I had an **expiring offer** to use

Top factors that would most likely drive more engagement with Mobile Wallet





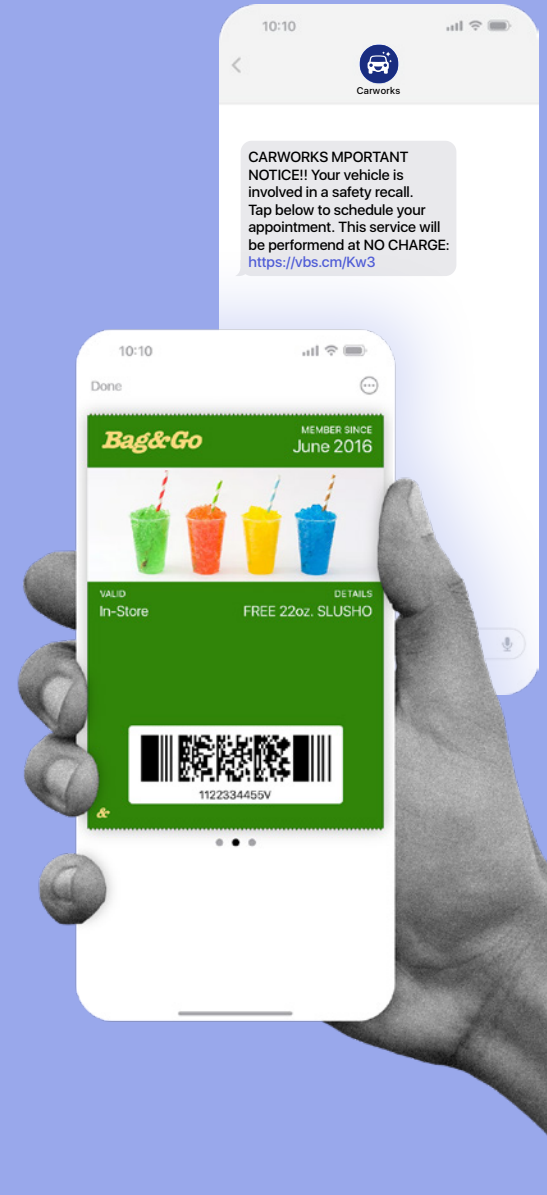
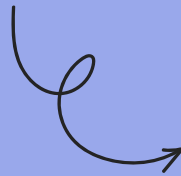
Why this matters

Vibes' mobile wallet marketing platform makes updating existing mobile wallet passes easy so that brands using Vibes can do it at any time, as often as they desire, without concern of a cumbersome task ahead of them – offering a method to continuously engage with consumers in a manner they've told us they prefer.

Consumers using Mobile Wallet are far more likely to also be engaging with brands via SMS/MMS.

40%

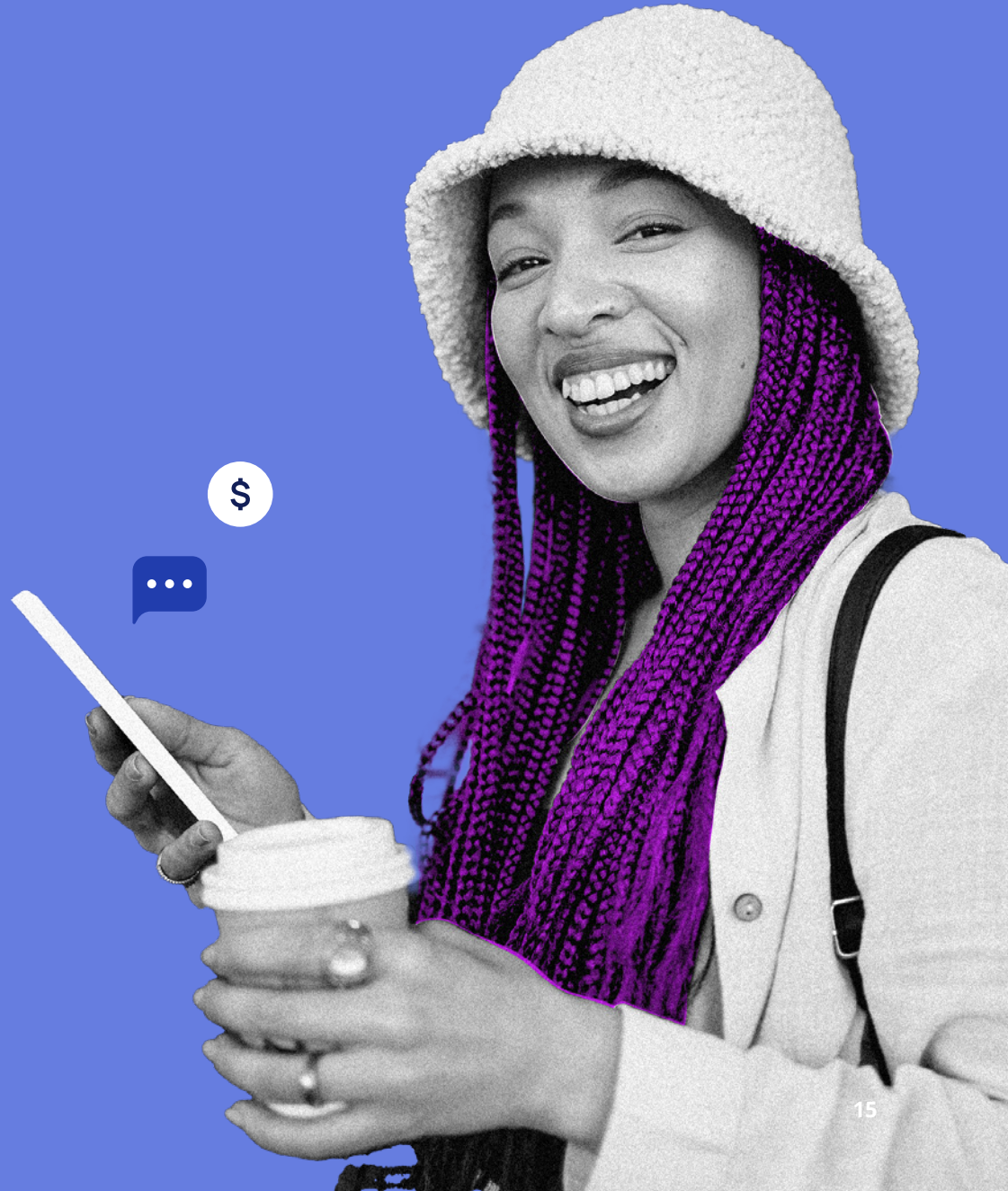
Mobile Wallet users are **40%** more likely to also currently be signed up to receive text messages from brands



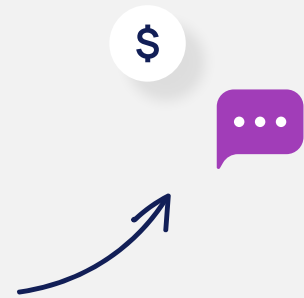
Why this matters

The pronounced growth of SMS and Mobile Wallet opens an opportunity for brands looking to drive more in-store and in-location traffic, given 98% open rates for SMS and the ability to directly attribute the ROI that Mobile Wallet drives for businesses.

The Power of Mobile on Purchase Behavior



A majority of consumers now say **text messages** have driven them to purchase from brands.

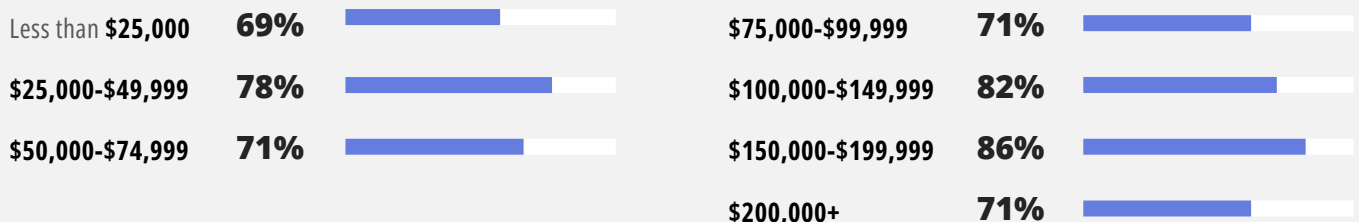


Routinely driven to purchase based on a text message they received from a brand

- Made purchase **75%**
- Did not make purchase **25%**



As household income increases, we found that there is a higher likelihood of consumers being driven by SMS to make a purchase, proving mobile is effectively connecting with audiences with higher purchasing power



Purchase intent is a top motivator for why consumers **sign up to receive text messages** from brands.



“I only sign up for text message communications from brands that I’m confident I want to buy from within the next 1-3 months.”



“I only sign up for text message communications from brands that I’m confident I want to buy from within the next year.”



Why this matters

Not only does Vibes have the quickest turnaround times in the industry for getting brands launched with SMS, but Vibes also ensures that these brands engage and retain their SMS customers. [Here’s how we helped KBP Brands](#) launch and test the market quickly, ultimately helping them see mobile ROI faster.

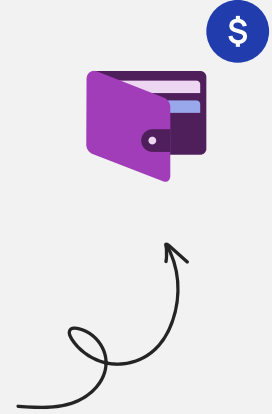


“SMS engagement is much more immediate than email, and Vibes has helped us tap into that - now we can reach more people in real time, and more efficiently. **Vibes also really cared about helping us grow our business, not just giving us a platform to use**, and we were up and running much faster than we had anticipated.”

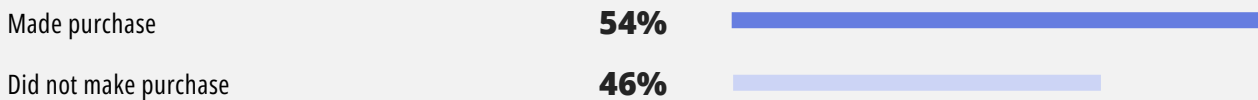
ADAM PRICE, Senior Software Engineering Manager,
Progressive Leasing



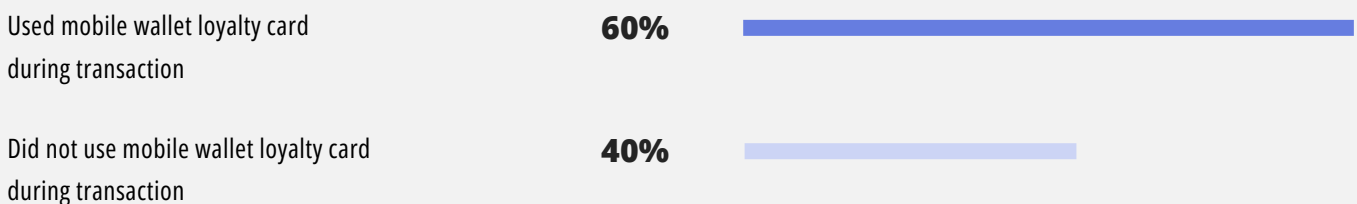
A majority of consumers say Mobile Wallet has also driven them to make a purchase from a brand.



Driven to purchase because of receiving a mobile wallet offer from a brand



Use a mobile wallet loyalty card when making a purchase from a brand



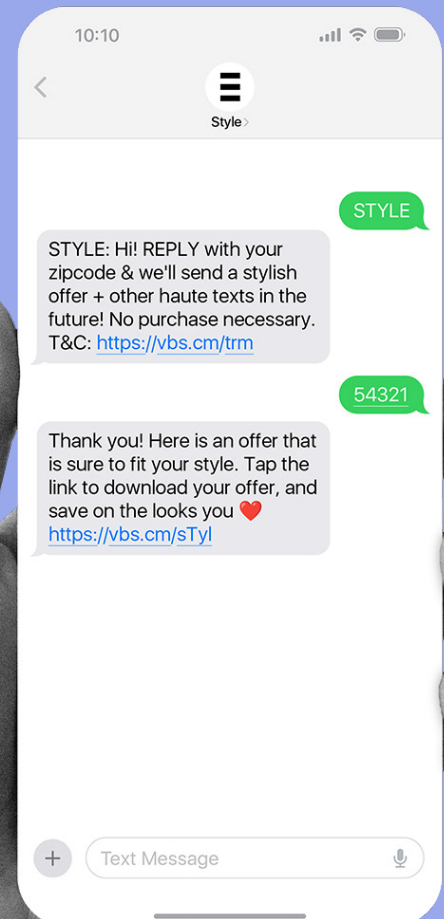
What's Next?

Mobile messaging clearly represents a critical 2024 opportunity for brands to further build and nurture their relationships with consumers. The challenge lies in sharing enough information about promotions and offers through the mobile channels that build affinity and loyalty — yet not so frequently that it overwhelms and irritates them into opting out.

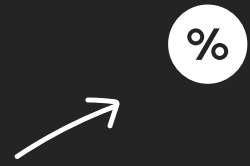
With 25 years of experience in mobile messaging, Vibes has defined, pioneered and continue to evolve how SMS, MMS and Mobile Wallet marketing can work seamlessly to grow and nurture a loyal customer base. It's why we pride ourselves on the fact that our customers retain their mobile subscribers 25% better than those using competitive platforms.

Get in touch with us

today to talk further about what's possible with mobile messaging in 2024.



Background & Methodology



The findings of this research are based on an online survey conducted by Industry Dive in December 2023. A total of 1,005 consumers with smartphones participated. The sample was drawn from Industry Dive’s databases.

Gender	% of Participants
Female	73%
Male	26%
Non-binary / Transgender / Other	<1%

Age	% of Participants
18 – 24	33%
25 – 39	33%
40 – 45	33%

Household Income Before Taxes	% of Participants
Less than \$25K	20%
25K to 49,999K	29%
50K to 74,999K	21%
75K to 99,999K	11%
100K to 149,999K	13%
150K to 199,999K	3%
200K or more	3%



Vibes aims to be the world's most trusted mobile engagement platform that intelligently creates personal and revenue-driving engagement between consumers and the brands they love.

Major mobile-first brands like **Disney, The Container Store, Chipotle, & Polo Ralph Lauren** use Vibes to deliver millions in revenue, with an average 90x ROI on Vibes-powered SMS messaging programs alone.



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BY INDUSTRY DIVE

studioID is Industry Dive's global content studio offering brands an ROI rich tool kit: Deep industry expertise, first-party audience insights, an editorial approach to brand storytelling, and targeted distribution capabilities. Our trusted in-house content marketers help brands power insights-fueled content programs that nurture prospects and customers from discovery through to purchase, connecting brand to demand.



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