MessageWhiz
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2026 State of Digital Customer Communication Survey Report

Jan 2026

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Introduction and Key Findings

Introduction & Methodology

Customer communication is entering a period of accelerated change. Customers now expect to engage with businesses seamlessly across channels, in real time, and on the platforms they already use in their daily lives. At the same time, enterprises are under increasing pressure to improve customer experience, drive efficiency, experiment with AI, and unlock new sources of growth, often with leaner teams and tighter budgets.

Communications Platform-as-a-Service (CPaaS) has emerged as a critical enabler in this shift. CPaaS provides cloud-based building blocks that allow organizations to embed messaging, voice, and other communication capabilities directly into their applications and workflows. CPaaS is a critical component and key enabler of enterprise initiatives to improve customer experience, drive operational efficiencies, increase customer engagement and drive digital transformation. Reflecting its growing importance, Gartner projects that by 2028, 90% of global enterprises will utilize CPaaS for customer experience and engagement, up from 50% in 2023.

Yet widespread adoption does not automatically translate into effective execution. Many organizations recognize the need to communicate across more channels and to use messaging more strategically but struggle to operationalize these omnichannel ambitions. The result is a growing gap between omnichannel intent and omnichannel reality, and a disconnect between the potential of customer messaging and the reality of revenue and engagement outcomes.

This survey explores how small and medium-sized companies are currently using customer communication channels, where execution falls short of expectations, and how priorities are shifting. It examines not only channel adoption, but also use cases, investment plans, integration challenges, and perceptions of emerging capabilities such as AI. Together, the findings provide insight into why messaging remains underutilized as a growth lever today, and where SMEs see the greatest opportunity to close that gap.

Methodology

To get more insight into the true state of omnichannel communications, we commissioned a survey of 300 senior marketing, operations and product leaders in companies of between 50 and 1,000 employees which have an annual revenue of $10M+. All respondents were Director level and above. The survey was completed by Global Surveys, an independent survey company.

The survey gathered responses from five key industries, Gaming, Travel, Retail, Hospitality and Financial Services, and from respondents in the United States, LATAM, EU and MENA. The respondents were recruited through a global B2B research panel, invited via email to complete the survey, and all responses were collected during November 2025. The average amount of time spent on the survey was 8 minutes and 8 seconds. The order of the answers in the majority of the non-numerical questions was randomized, to prevent order bias.

Key Findings

01 | 99% of business leaders say omnichannel is a strategic priority, but only 43% have expanded beyond email and SMS

Omnichannel communication is nearly universal in importance, with 99% of respondents recognizing its value. The intensity of this priority increases with seniority, and 74% of C-suite leaders rate it as very important, compared with 42% of Directors. However, despite strategic emphasis at the executive level, only 43% of organizations have expanded beyond email and SMS to support a broader omnichannel mix. This disparity highlights a clear disconnect between executive expectations and current operational execution.

02 | Email (87%) and SMS (60%) still dominate, while WhatsApp (52%) and other channels make inroads

Email remains the primary customer communication channel for 87% of organizations, reinforcing its central role despite it having lower engagement characteristics. However, other channels are beginning to make an impact. Channels that are gaining momentum for messaging are WhatsApp (52%), RCS (10%) and Telegram (8%). This pattern indicates that companies are starting to experiment with other channels.

03 | 99% use messaging operationally, compared with 53% for growth… But SMEs have plans to double their usage

While messaging today is dominated by operational and service use cases, (91% for notifications and alerts and 86% for customer service) respondents signal a clear shift in future priorities. Companies are planning on doubling growth messaging, and with this, the usage of messaging for individual promotions will increase to 62% and loyalty programs to 53% within the next six months.

04 | Despite 86% of companies experiencing revenue growth from new channels, only 40% added a new channel in 2025

Those organizations that have expanded their channel mix recently report clear benefits. Among recent adopters, 86% indicate increased customer engagement following implementation, with 14% reporting a significant increase and no respondents reporting a decline. However, just 40% added a new channel in 2025. This contrast highlights the same persistent execution gap: channel expansion delivers measurable value, yet most organizations are not moving quickly enough to realize it. Perhaps a change is on the horizon, as 98% of respondents say they are planning channel expansion in the next 12 months.

05 | Operational complexity is the primary barrier to using messaging more effectively to see growth

Despite near-universal intent to expand communication channels, execution remains constrained by operational limitations. 80% of organizations cite a lack of unified omnichannel functionality as a barrier to adopting new channels, and only 11% report full integration between their messaging platforms and CRM or business systems. This fragmentation is reflected in day-to-day challenges, with 59% identifying the complexity of managing conversations across multiple platforms as a primary issue. Together, these findings indicate that the omnichannel and revenue opportunity gaps are driven less by strategy or investment appetite, and more by the inability to operationalize messaging at scale.

Survey Report Findings

Importance of Omnichannel: C-suite Expectations vs. the Operational Reality

99% of respondents indicate that omnichannel communication is important to their organization's growth strategy. The digital customer is persistently connected and increasingly expects communication and engagement via their preferred channels, regardless of time or location.

This emphasis is strongest at senior levels: 74% of C-suite respondents and 71% of vice presidents rate omnichannel as very important, compared with 42% of directors. This disparity indicates that executive leadership is more likely than directors to view omnichannel as a strategic requirement tied to long-term performance and differentiation.

However, this strategic intent is not yet reflected in operational reality. When examining actual channel adoption, only 43% of organizations report having expanded beyond basic email and SMS to support a broader omnichannel mix that includes platforms such as WhatsApp, voice, or other messaging applications. The data indicates that while leadership recognizes the value of richer, more flexible communication ecosystems, many organizations remain constrained by legacy approaches and limited channel portfolios.

Taken together, the findings highlight a clear expectations-versus-reality gap. Omnichannel communication is firmly established as a strategic priority at the executive level, yet most organizations have not fully operationalized this vision.

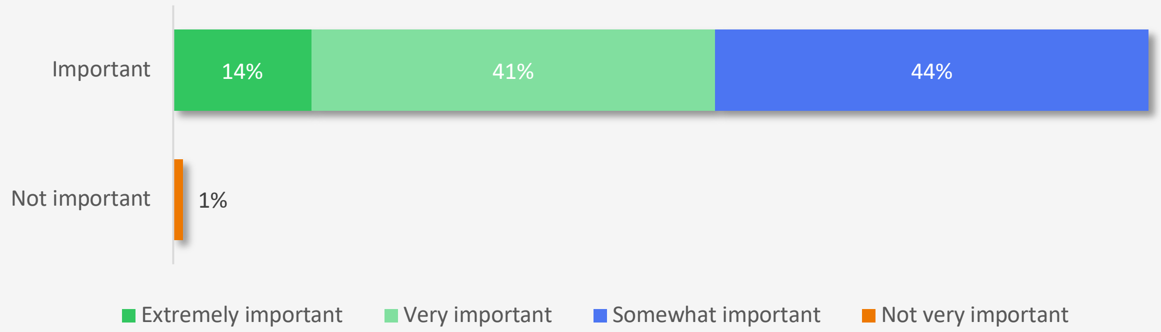

Figure 1: Importance of omnichannel communications to company growth strategy

Figure 2: Importance of Omnichannel by Job Seniority (Extremely + Very Important)

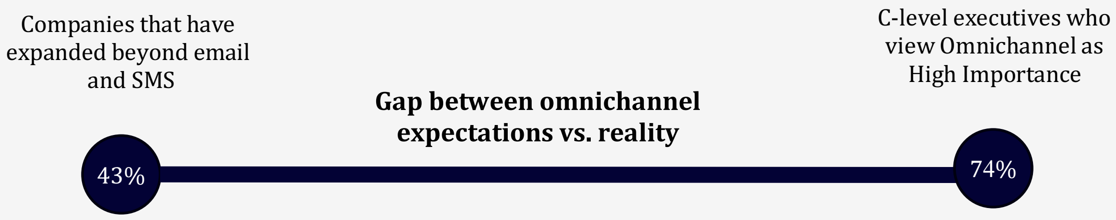

Figure 3 : Gap between executive omnichannel expectations vs. implementations

While Companies Use Multiple Channels, Many Are Still Limited to Email and SMS

Despite the strategic emphasis placed on omnichannel engagement, most SMEs continue to rely on a narrow set of communication channels. Email and SMS remain the dominant channels, used by 87% and 60% of respondents respectively. This is followed by WhatsApp, which we see gaining a greater share of small and medium business' communication mix at 52%.

Adoption of additional messaging channels remains limited, with RCS used by 10% of respondents, Telegram by 8%, Facebook Messenger by 4%, and iMessage by 3%. Overall, usage remains heavily concentrated around email and SMS, indicating that for many organizations, omnichannel strategy has not yet translated into broad, diversified channel adoption.

The continued reliance on email reflects its perceived advantages, including low cost, operational familiarity, and ease of deployment at scale. However, this reliance also exposes a structural limitation in current communication strategies. Email typically delivers slower message visibility and lower engagement than real-time messaging channels that surface notifications directly on a user's home screen. While email may continue to demonstrate acceptable return on investment due to its low marginal cost, its effectiveness as a primary engagement channel is increasingly constrained by declining attention and responsiveness.

Although newer messaging platforms such as WhatsApp are beginning to gain traction, adoption of additional real-time and conversational channels remains limited, suggesting that most mid-size organizations are still in the early stages of omnichannel maturity.

Contextual note: Outside of the scope of this data, many organizations place significant emphasis on owned channels such as in-app messaging and push notifications, despite their inherent limitations: messages are only seen if users are active in the application or have notifications enabled. In contrast, third-party messaging platforms offer more consistent reach and immediacy.

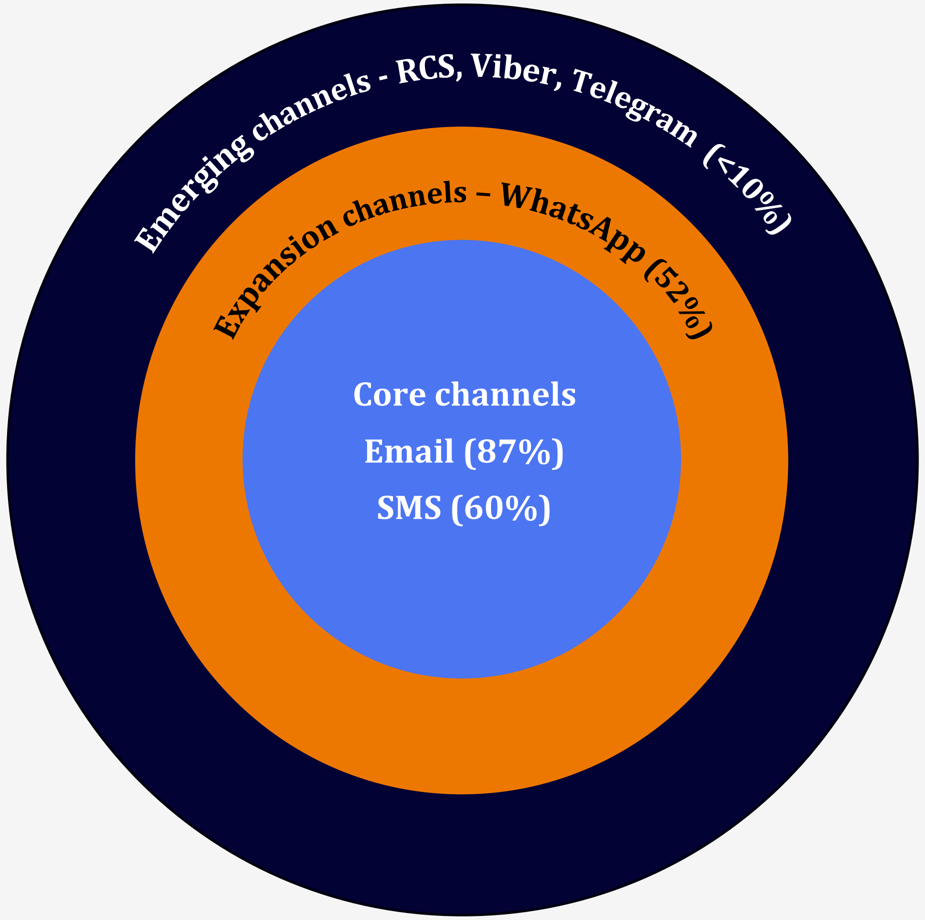

Figure 4 : Channels included in the company's current customer communication mix

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

63% of SMEs Say Their Primary Use Case for Messaging is Reactive or Operational

We asked respondents to name their primary usage for customer messaging, and found it is currently used most often to support reactive and operational interactions rather than proactive growth initiatives.

One-third of respondents (33%) indicate that messaging is primarily used for customer support and service interactions, while a further 30% cite operational notifications such as account updates or service status alerts.

Marketing-driven use cases, including campaigns and promotions, represent 26% of primary usage, while customer retention or loyalty initiatives are cited least often, at just 11%. This distribution suggests that primary messaging strategies are still largely oriented around service continuity and transactional communication.

While these use cases deliver clear operational value, they represent a limited application of true messaging capabilities. By prioritizing notifications and support interactions, many organizations are underutilizing channels that offer higher immediacy, visibility, and engagement than traditional digital touchpoints.

The findings point to a broader maturity gap in how organizations conceptualize customer messaging. Rather than being treated as a strategic lever for growth, primary use cases for messaging remain positioned as a utility channel, activated after a customer action has already occurred.

This may be for two reasons:

1. Messaging channels are generally not included in the marketing mix when planning growth campaigns.
2. Messaging channels have historically not provided reliable data for channel attribution. However, newer channels including WhatsApp, RCS, Viber, and even two-way SMS have changed the messaging landscape and tech stack.

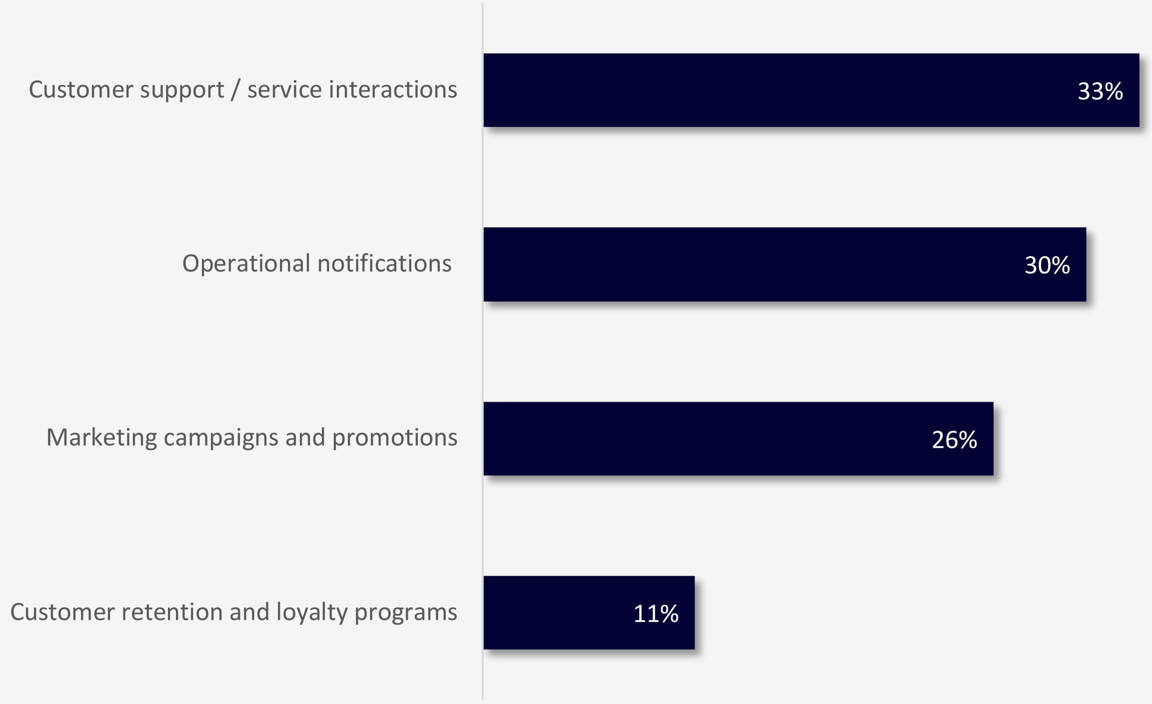

Figure 5: Primary business use of customer messaging today

The Current Focus of Messaging is Operations, with Planned Expansion to Growth Marketing

Zooming out from the primary use case for customer messaging, we asked respondents to explain how they use customer messaging more generally across the organization. Customer notifications and alerts are the most widely adopted messaging type, used by 91% of respondents, followed closely by customer service and support interactions at 86%. Security-related messaging, including one-time passwords and account protection, is also well established at 71%. These figures reinforce the findings from the previous slide; that messaging is primarily deployed today for operational and service-driven use cases, and to support transactional, compliance-driven, and reactive communication needs.

It is interesting to see that organizations signal a clear intent to broaden their use of messaging toward more proactive and engagement-focused applications. Individual promotions represent the fastest area of planned expansion, with 38% of respondents indicating they plan to introduce this use case within the next six months. Loyalty programs are also a projected area of growth, with 34% planning adoption over the same time period. If these plans are realized, overall usage of messaging for individual promotions would rise to 62%, while loyalty-related messaging would reach 53%, effectively doubling adoption levels.

This planned expansion suggests a meaningful shift in how organizations view the role of messaging. Rather than remaining confined to operational functions, messaging is increasingly being positioned as a channel for personalization, engagement, and incremental value creation. Notably, this pattern is consistent across industries, with the largest intent for usage in Gaming (51.7%) and eCommerce (41.7%). While messaging is not yet widely embedded as a growth tool, the data indicates that the strategic tide is beginning to turn.

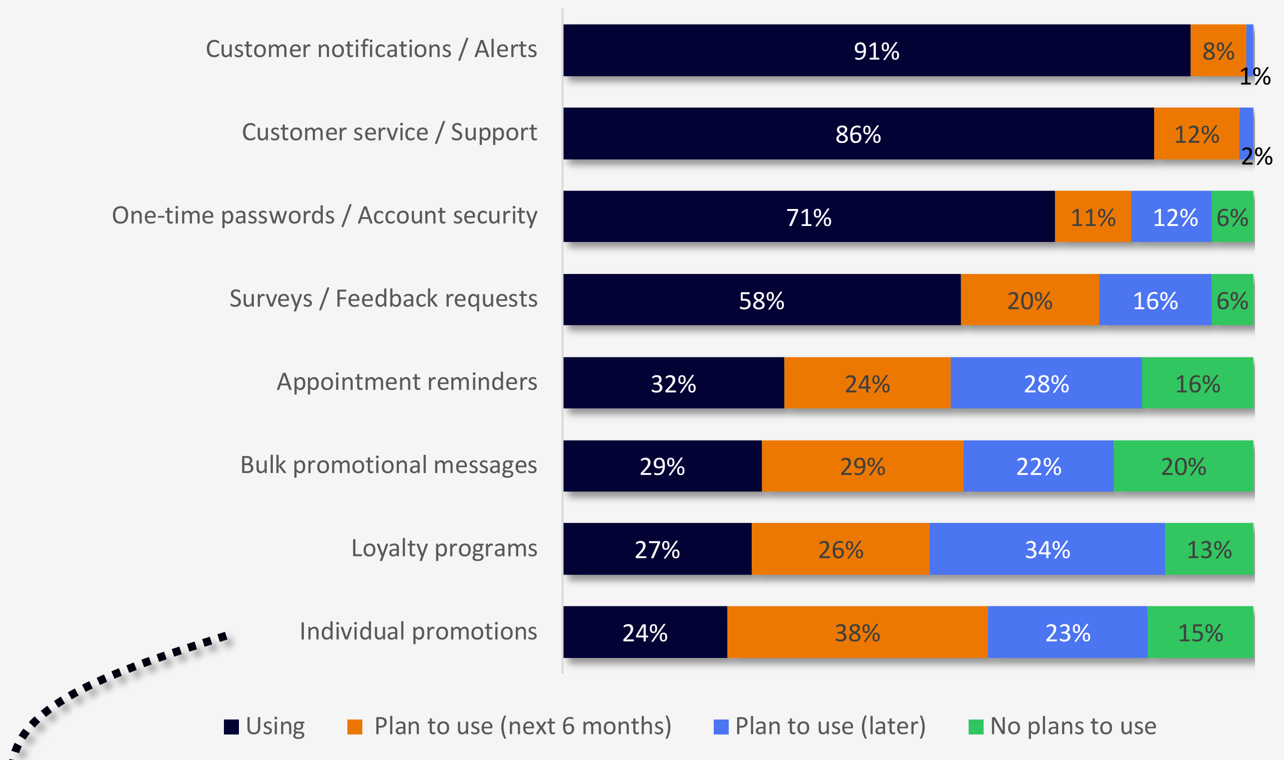

Figure 6: Current and planned usage of different messaging types

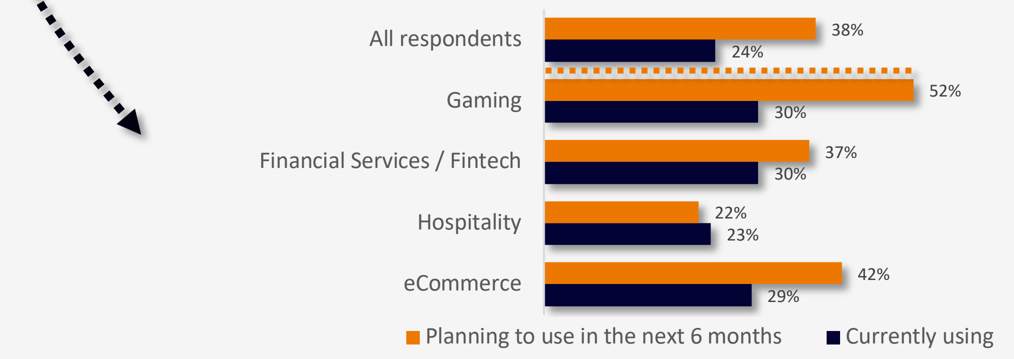

Figure 7: Using and plan to use in 'individual promotions' by industry

Companies' Overall Usage of Messaging: 99% Operations vs. 53% Growth

Bringing together the previous two slides, we can see a clear imbalance in how customer messaging is currently deployed. While operational messaging is nearly universal, with 99% of organizations using it to support notifications, alerts, and service interactions, adoption drops sharply when messaging is applied to growth-oriented use cases, where only 53% report active usage.

As it stands, messaging is predominantly an efficiency tool rather than a fully realized driver of growth, representing a substantial opportunity for organizations to evolve their messaging strategies beyond operational execution. Companies are opening their eyes to the money left on the table. Recognizing the opportunity, the data shows they are looking to expand into growth activities as quickly as within the next six months.

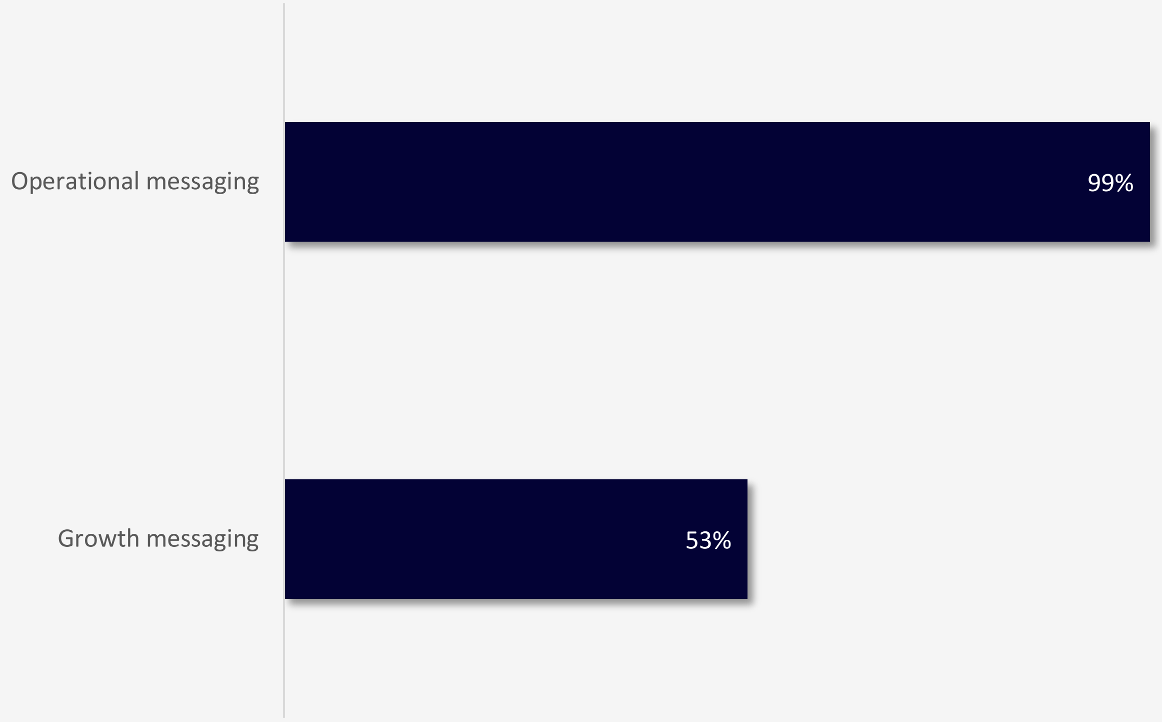

Figure 8: Companies' usage of messaging – operations vs. growth

RCS (44%) Leads as SMEs #1 Missing or Underused Messaging Channel

The data reveals a clear expansion mindset: 99% of respondents identify underused or missing channels that represent unrealized customer engagement potential. RCS stands out as the top opportunity (44%), followed by WhatsApp (31%).

Additional gaps are identified across Telegram (25%) and in-app messaging or push notifications (18%), with smaller but still notable mentions of Facebook Messenger, SMS, voice, and Viber. Only 1% of respondents report that no channels are missing from their current mix, indicating near-universal recognition that existing communication strategies could be expanded.

The prominence of RCS is particularly notable. Despite relatively limited current adoption, a significant proportion of respondents recognize its potential to enhance customer engagement, in some cases exceeding perceived opportunities associated with more established messaging platforms. The data suggests that organizations understand the capabilities of advanced messaging channels, and are working to translate that understanding into broader, growth-oriented usage.

While small and medium businesses may largely associate messaging with functional updates, such as appointment confirmations or service notifications, they are ready to adopt channels that could support richer interactions, direct selling, and long-term engagement.

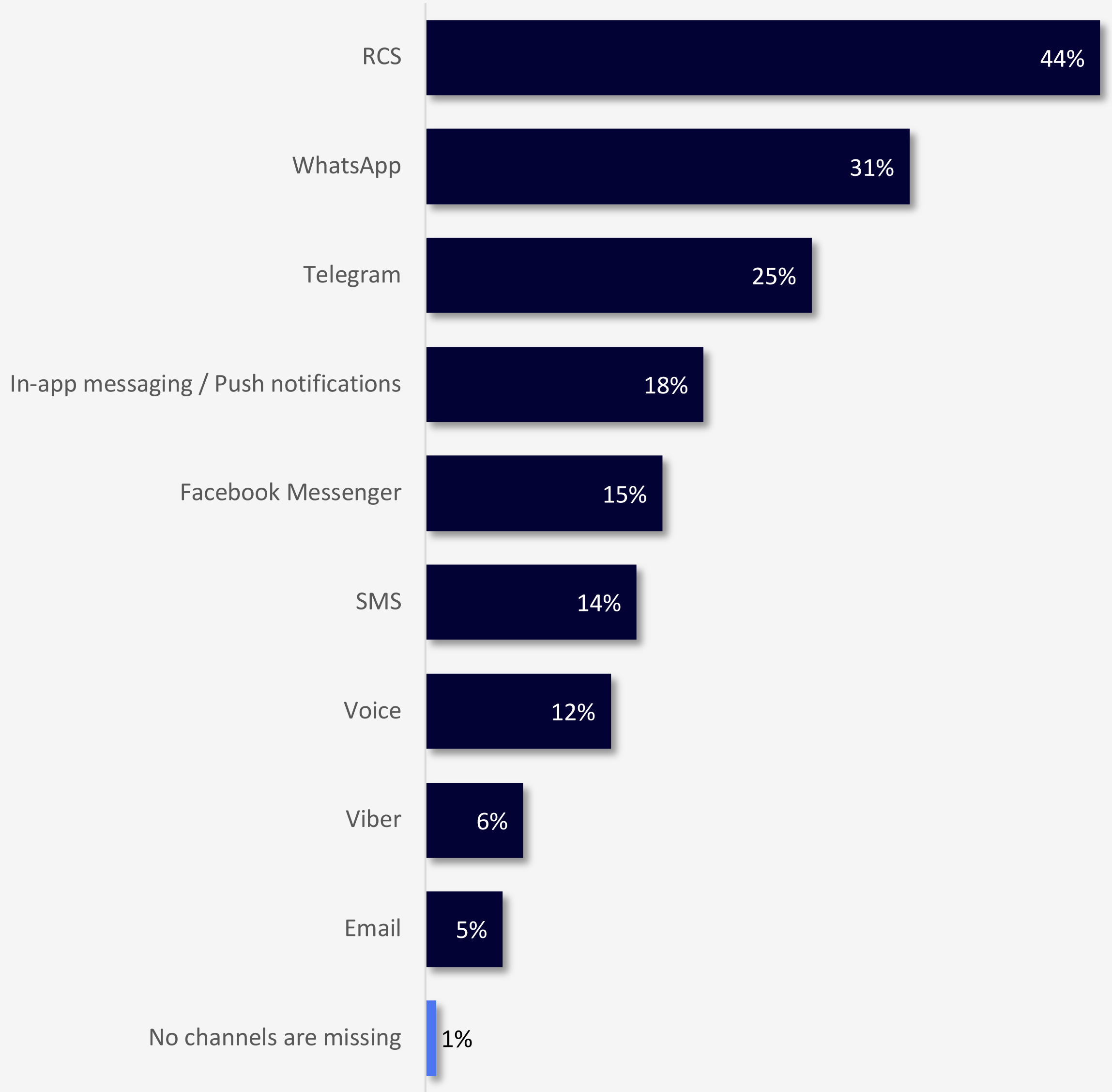

Figure 9: Customer engagement opportunities from missing or underused channels

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Biggest Challenges in Customer Communication Range from Omnichannel Management to Low Engagement

59% of marketing, operations and product leaders see the complexity of multiple platforms, difficulty reaching customers, and low engagement and response rates as among their top pain points.

The most commonly cited challenges in customer communication are operational rather than strategic. Nearly six in ten respondents (59%) identify the complexity of managing conversations across multiple platforms as their primary challenge, followed by difficulty reaching customers on their preferred channels (53%) and low engagement or response rates (52%). These top issues point to execution challenges in channel coordination, delivery, and effectiveness, rather than a lack of intent or awareness. Together, it's clear that companies lack the operational infrastructure to successfully manage omnichannel campaigns.

These findings align closely with earlier results showing heavy reliance on email and SMS and limited adoption of broader omnichannel capabilities. Fragmented platforms make it difficult to orchestrate conversations across channels, while constrained channel choice reduces the likelihood of reaching customers where they are most responsive. As a result, low engagement emerges not as a standalone issue, but as a downstream consequence of operational fragmentation.

In this context, challenges related to real-time insights (44%) and personalization (43%) further reinforce the operational nature of the problem. Without integrated data and analytics, organizations struggle to adapt messaging in real time or tailor interactions to individual customer needs.

The data suggests that improving customer communication outcomes will depend less on redefining strategy and more on addressing the operational foundations that enable scale, coordination, and insight.

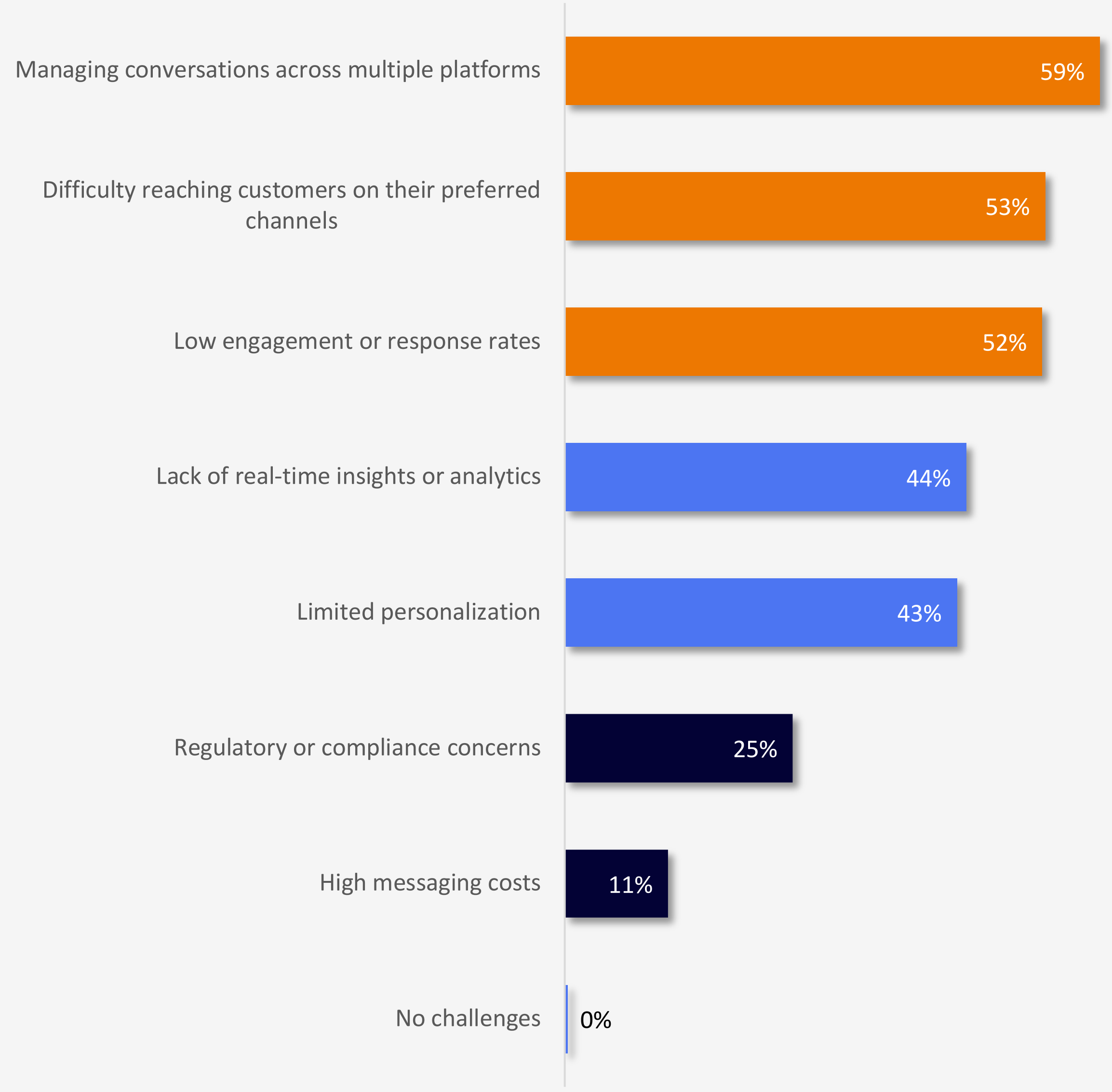

Figure 10: Biggest challenges the company faces in customer communication

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

89% of SMEs Lack Full Integration Between Messaging and CRM Systems

When we spoke with marketing, operations, and product leaders about integrating messaging platforms with CRM and other business systems, we found that full operational integration remains limited. Only 11% describe their messaging environment as fully integrated. In other words, nine out of ten companies have not fully integrated their messaging applications with their CRM.

Partial integration significantly constrains how messaging can be used in practice. Without fully unified systems, organizations struggle to automate campaigns, create event-driven triggers, or personalize communications based on real-time customer behavior. As a result, messaging workflows often rely on manual processes or static rules, limiting scalability and reducing the effectiveness of engagement efforts, particularly for growth-oriented use cases such as targeted promotions or lifecycle marketing.

These findings reinforce the broader omnichannel execution gap identified earlier in the survey. Although organizations aspire to deliver seamless, personalized, and automated customer experiences, most lack the systems integration required to operationalize that vision at scale. With only one in ten organizations achieving full integration, the ability to coordinate messaging across channels and learn from customer interactions remains constrained, especially in environments managing tens of thousands of customers simultaneously.

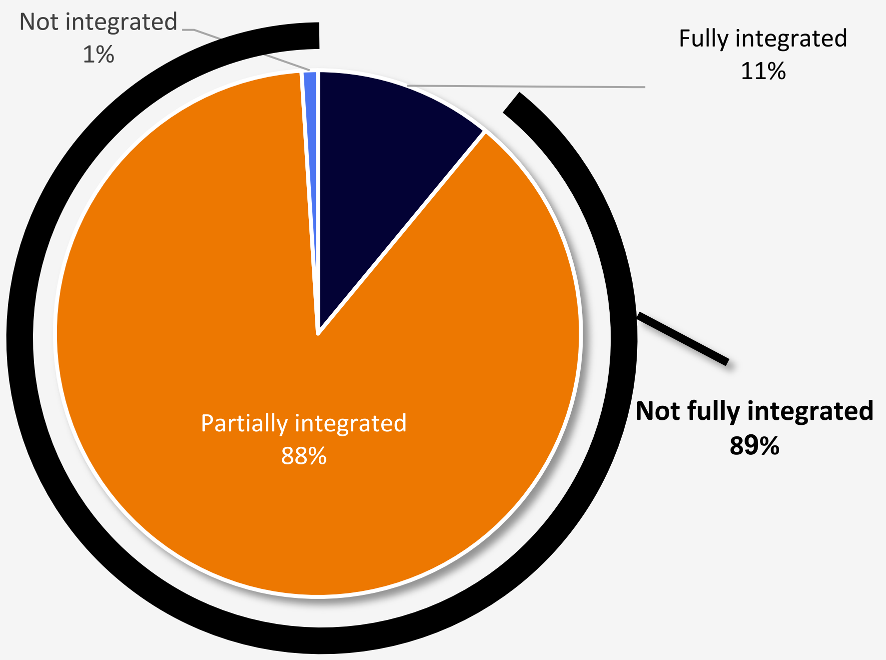

Figure 11: Level of integration between the messaging platform and CRM or other business systems

Integration is Considered the Key Requirement When Adding a New Customer Channel

To improve omnichannel capabilities, companies know they need to adopt the right new channels. Considering the challenges we've seen in the previous slides, it's no surprise to see which feature they place as highest priority: integration with existing CRM and business systems. 62% cite seamless integration as their primary requirement, reinforcing earlier findings that incomplete integration is a key barrier to effective execution. However, this barrier may be psychological, as all companies with an IT function understand API integrations and recognize that the complexity is not that high.

Security and compliance follows, reflecting heightened sensitivity to data protection and regulatory exposure as communication volumes and channels expand. Beyond integration and security, organizations emphasize capabilities that directly affect delivery quality and operational performance. Omnichannel support (28%), high delivery rates (27%), and analytics and reporting capabilities (26%) are all cited as important, underscoring concerns about message reliability, visibility, and measurability. The prominence of delivery rates is particularly notable, as failed or undelivered messages represent both cost inefficiency and breakdown in customer experience. It's also surprising to note that only 28% are prioritizing omnichannel support here as they expand their messaging channels, considering 74% of C-level executives agree omnichannel has high importance (Figure 3).

Regional differences highlight how these priorities vary. Omnichannel support is especially important in LATAM, where 39% of respondents cite it as a key requirement, compared with lower emphasis in other regions. Security and compliance considerations are most pronounced in MENA (51%) and EU (43%), while analytics and reporting rank higher in EU (33%) than elsewhere. Personalized service and support is more crucial in the US than in other locations. These variations suggest that while integration remains a universal requirement, regional market conditions and regulatory environments shape how organizations evaluate and prioritize their communication capabilities.

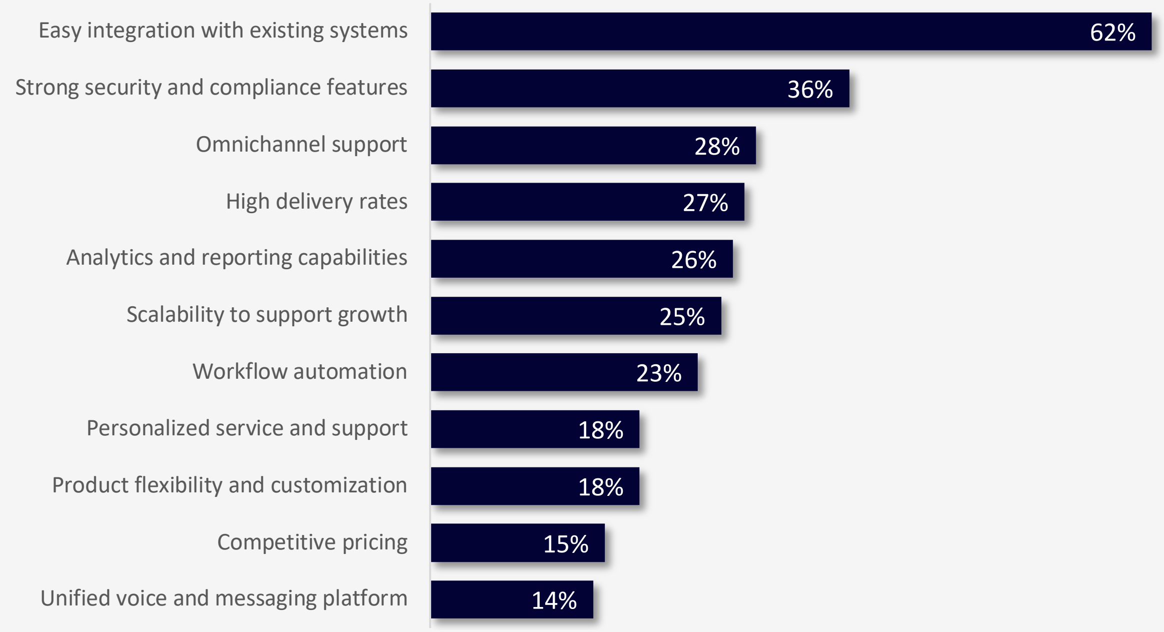

Figure 12: Key requirements when considering the addition of a new customer communication channel

	All	US	LATAM	EU	MENA
Strong security and compliance features	36%	25%	30%	43%	51%
Omnichannel support	28%	20%	39%	25%	33%
Analytics and reporting capabilities	26%	25%	16%	33%	31%
Personalized service and support	18%	25%	14%	19%	8%

Figure 13: Key requirements by region

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

SMEs Are Hesitant to Add New Messaging Channels

Adoption of new messaging channels is occurring, but at a conservative pace. 40% have added a new channel in the last year, while 8% indicate their most recent implementation took place more than two years ago. This may be because organizations lack the tools necessary to integrate these channels into their CRM, and have poor ability to manage conversations across channels, as we have seen in previous slides.

Despite widespread recognition of the importance of omnichannel communication, the data highlights a persistent gap between stated strategic intent and the speed of operational execution.

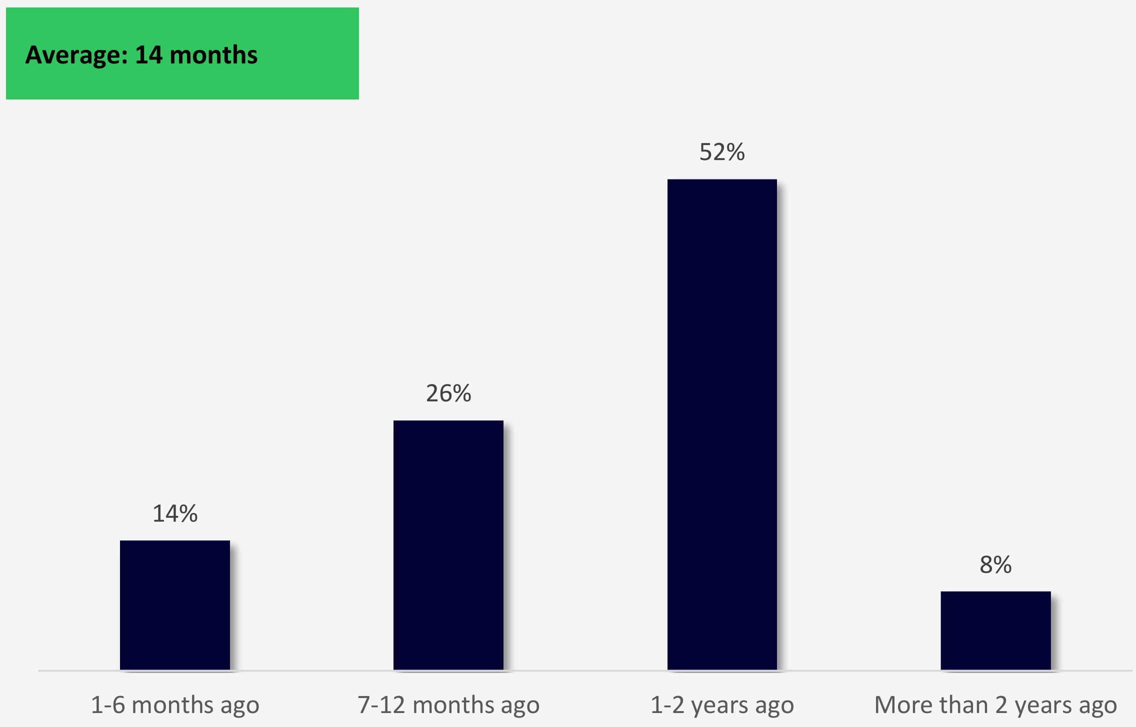

Figure 14: Timing of the most recent implementation of a new messaging channel

86% of SMEs See Positive Impact on Customer Engagement when Adopting a New Channel

Organizations that have recently expanded their messaging capabilities report consistently positive outcomes. Among respondents who implemented a new messaging channel, 86% indicate that customer engagement increased as a result, including 14% who describe the improvement as significant. No respondents report a decline in engagement following implementation. These results suggest that channel expansion carries low downside risk and is generally associated with improved customer responsiveness.

The findings are particularly notable when viewed alongside data in figure 14 showing limited momentum in channel adoption. Despite widespread recognition of the importance of omnichannel communication, most organizations have not added new messaging channels in recent months. For those that do move forward, however, the impact appears immediate and measurable. The data indicates that adding channels increases the likelihood of reaching customers in contexts where they are more receptive, thereby improving engagement outcomes.

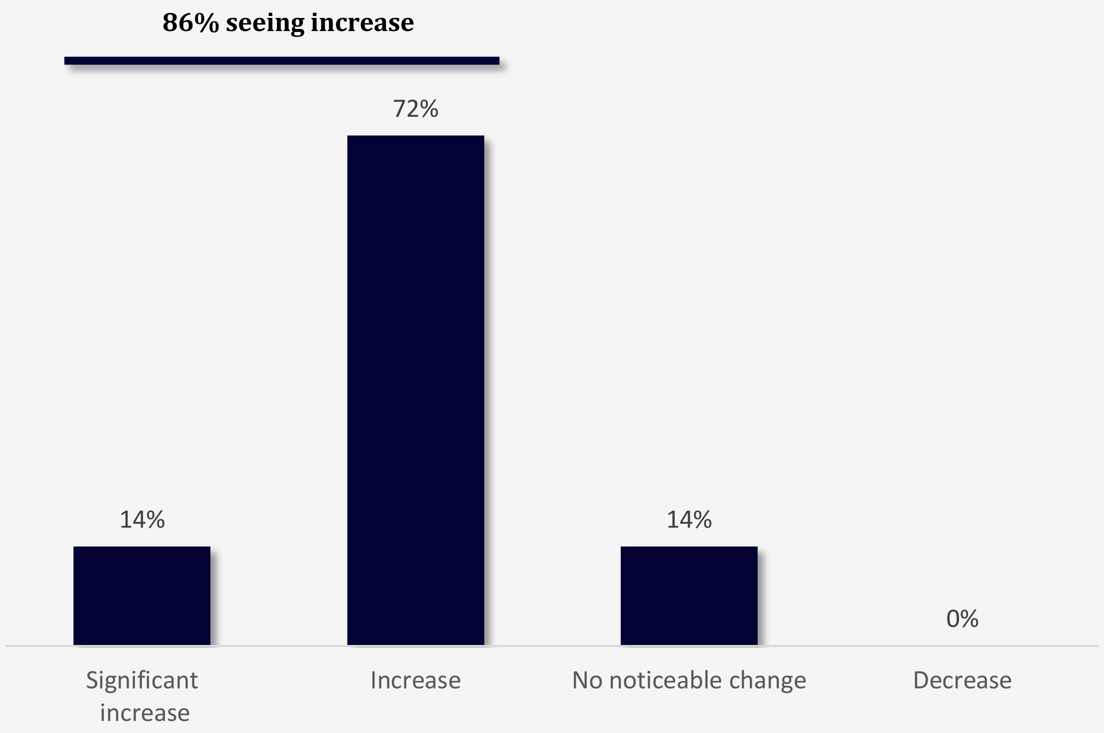

Figure 15: Impact of the most recently implemented messaging channel on customer engagement

Organizations are Universally Looking into Channel Expansion in 2026

Intent to expand customer communication channels is nearly universal. 98% of respondents indicate they are likely to add new channels over the next 12 months, with 14% reporting they are very likely to do so. Only 2% view expansion as unlikely, and no respondents indicate that channel expansion is not a priority. These results point to sustained interest and planned investment in broader communication capabilities.

The findings suggest that most organizations recognize existing gaps in their current channel mix. Having already established operational messaging foundations, many now acknowledge the need to move beyond limited channel portfolios to better reach customers and support more proactive engagement.

The strength of forward-looking intent indicates that channel expansion is firmly on organizational roadmaps, and our previous data showing small to medium-sized businesses are aware of which channels are missing (figure 9), and their planned usage of different messaging types (figure 6) only serves to strengthen this view.

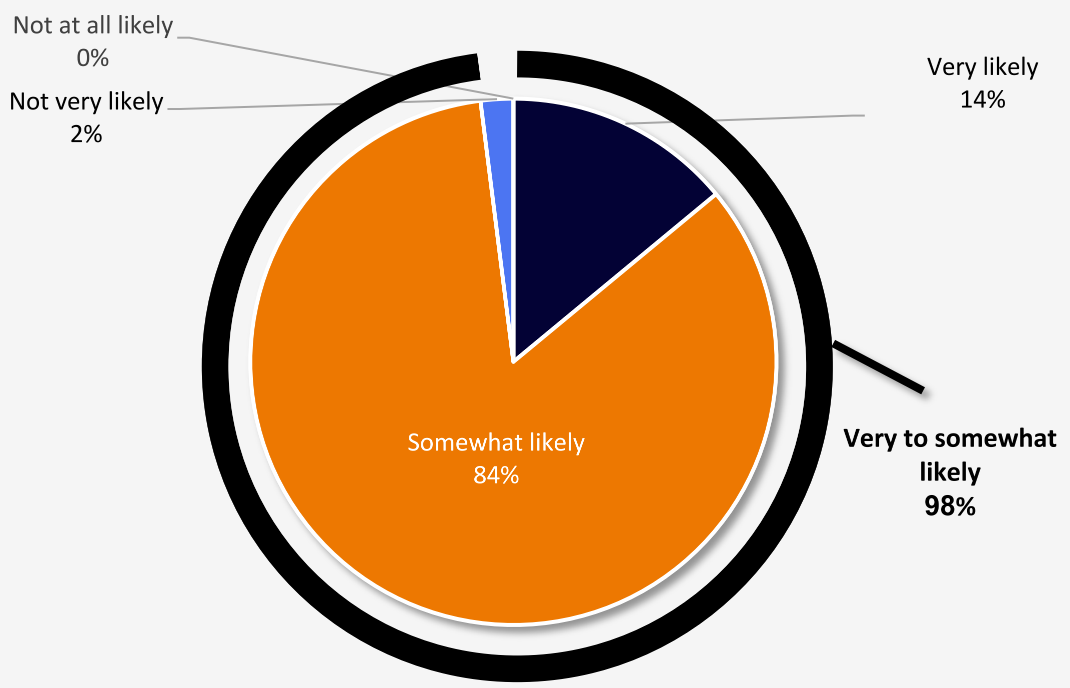

Figure 16: Likelihood of expanding customer communication channels over the next 12 months

80% of SMEs Cite the Lack of Unified Functionality as Their Top Barrier to Adoption

The primary barriers to adopting new customer communication solutions are rooted in functional and usability limitations rather than resistance to change. The most frequently cited obstacle is the lack of unified functionality required to support true omnichannel communication, identified by 80% of respondents. This suggests that many existing tools do not adequately bring multiple channels together into a single, cohesive operating model.

Beyond unified functionality, organizations report challenges related to both coverage and complexity. Six in ten respondents (60%) indicate that available solutions do not support all of the channels they require, while 58% cite tools that are too complex or difficult to use. Together, these findings point to a strong demand for simpler, more intuitive platforms that can be deployed without extensive development effort or specialized technical expertise.

Notably, no respondents identify satisfaction with their current provider as a barrier. This indicates that organizations are actively seeking improvement and are open to change, but are constrained by product limitations rather than a lack of need or willingness to adopt.

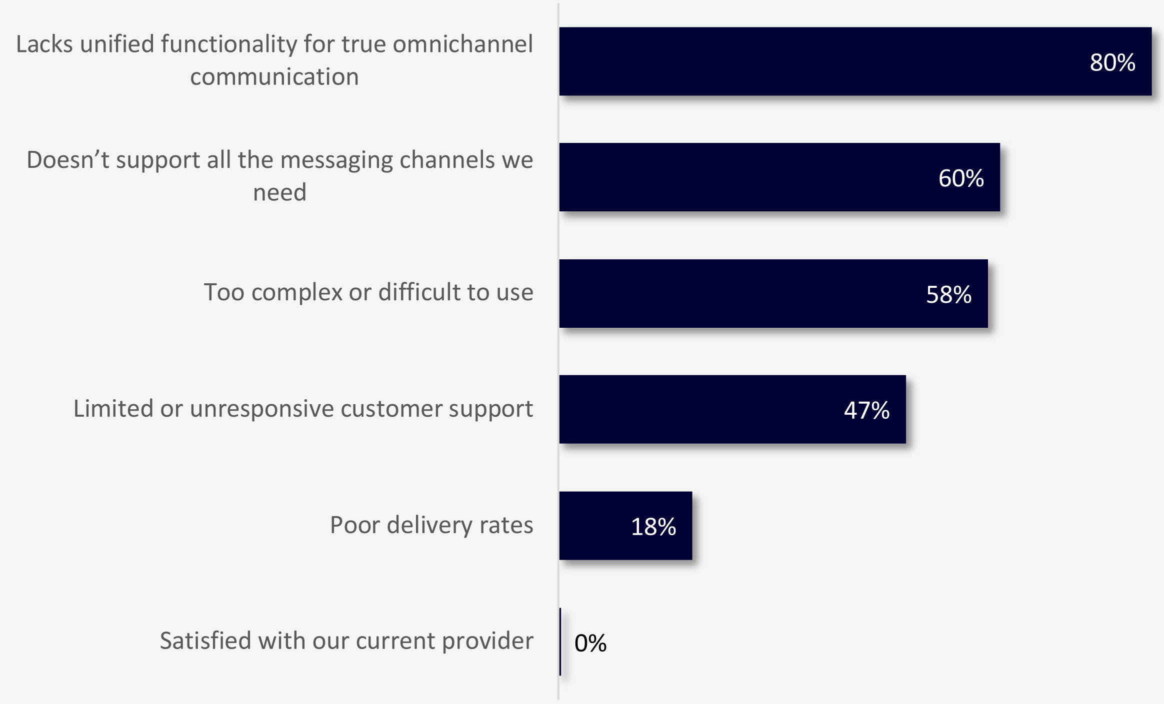

Figure 17: Barriers preventing the adoption of a new customer communication solution

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Only 42% of SMEs Think AI is Very Important When Selecting a Customer Communication Solution

AI is viewed as an important consideration by a significant, but not dominant, portion of respondents. A total of 42% report that AI is very or extremely important when selecting a customer communication solution, indicating that AI is beginning to influence purchasing decisions, but has not yet become a primary selection criterion for most organizations. This suggests that while awareness of AI's potential is growing, it remains uneven across the market.

This may reflect uncertainty about how AI capabilities translate into tangible communication outcomes. Many organizations appear to prioritize foundational requirements, such as integration, usability, and channel coverage, before advanced capabilities. As a result, AI is often viewed as an enhancement rather than a core enabler, particularly in environments where messaging workflows remain only partially integrated or manually managed. Without a CRM that's fully integrated, the potential of AI may not be clear.

The findings suggest that AI's role in customer communication is still emerging. While respondents recognize its relevance, the benefits of AI-driven optimization, such as improving message timing, content relevance, and channel selection, may not yet be fully understood or operationalized. As organizations mature their omnichannel capabilities, AI is likely to become a more central component of communication strategy rather than a secondary consideration.

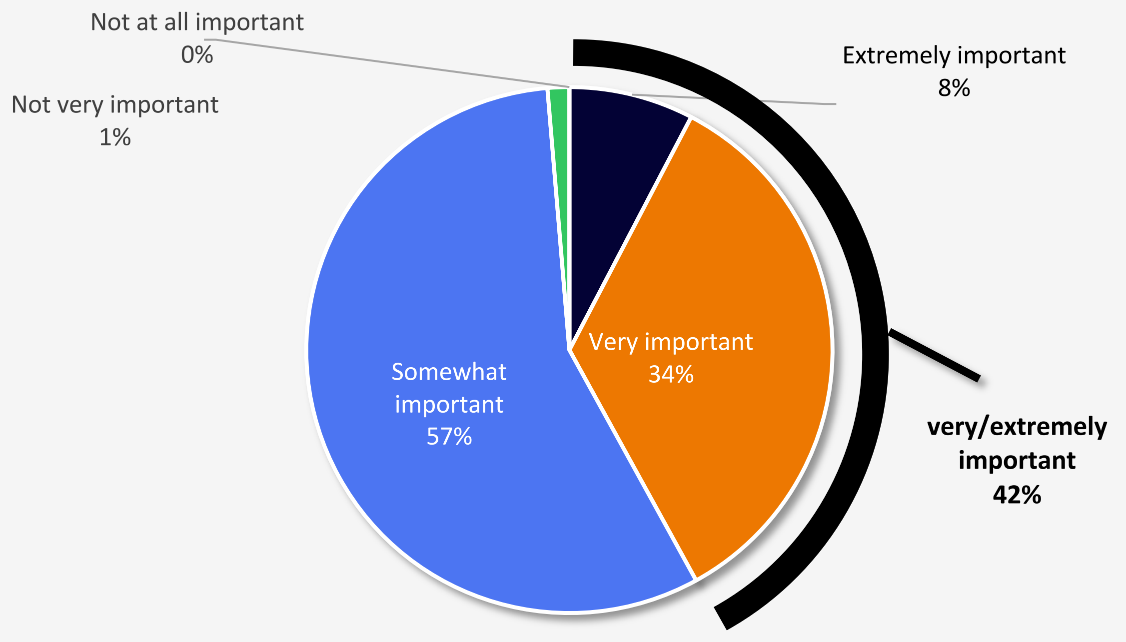

Figure 18: Importance of AI when selecting a customer communication solution

Most Valuable AI-Powered Features for the Company

When organizations evaluate AI capabilities in customer communication, they place the greatest value on features that improve efficiency, automation, and relevance. Smart routing and message timing rank highest, cited by 70% of respondents, followed by chatbot or virtual assistant capabilities and predictive analytics and insights, each at 66%. Nearly half of respondents (49%) also view AI-driven message generation or content optimization as valuable, indicating growing interest in using AI to support personalization at scale.

In contrast, more advanced or specialized AI capabilities are viewed as lower priorities at this stage, despite Gartner predicting growth over the coming years.

Sentiment analysis (14%), conversation summaries (12%), and voice or call transcription (9%) are cited less frequently, suggesting that these features are either earlier in adoption or perceived as less immediately applicable. Overall, the results indicate that organizations currently associate AI value primarily with operational effectiveness, ensuring messages are delivered efficiently, timed appropriately, and supported by automated assistance, rather than with deeper analytical or interpretive use cases at this stage.

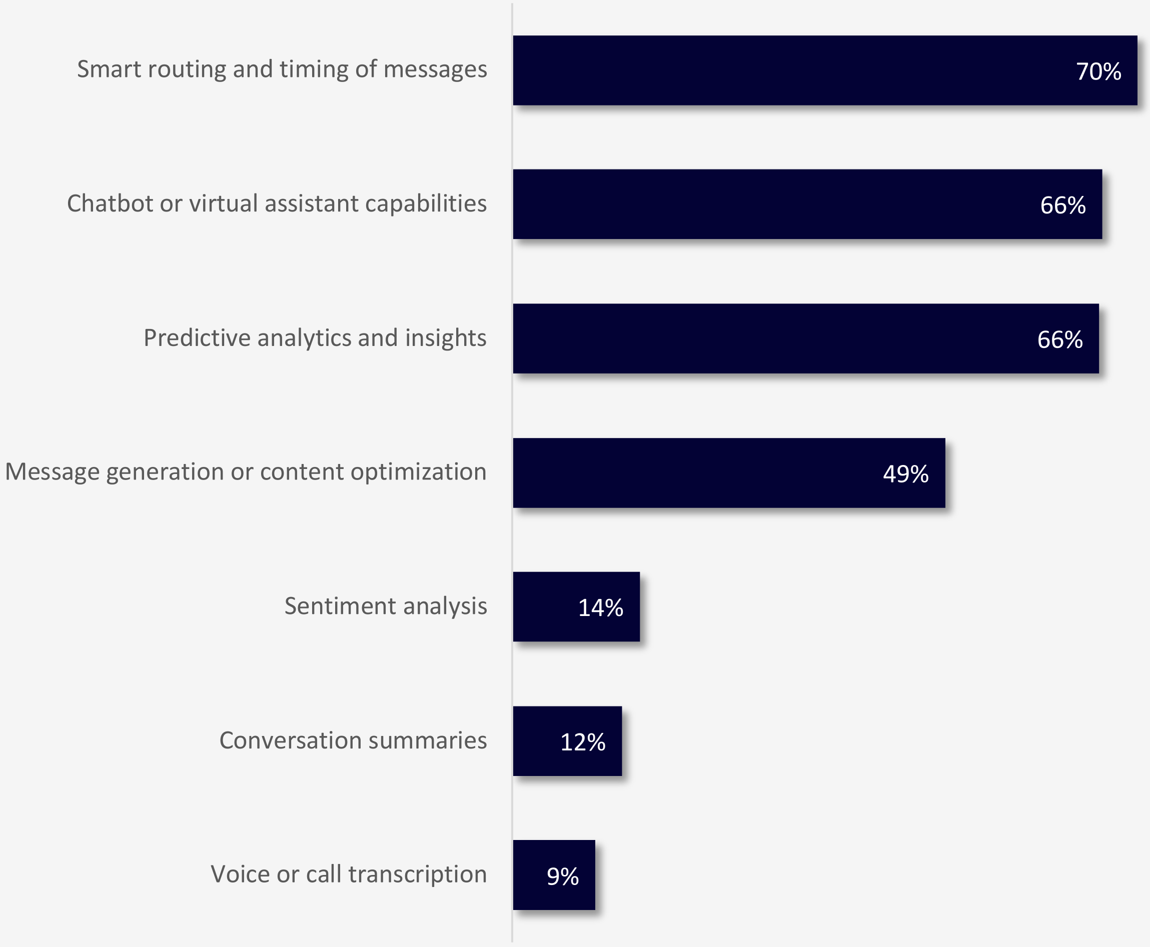

Figure 19: Most valuable AI-powered features for the company

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

62% of Businesses are Expected to Increase Investment Into Channel Messaging in 2026

Organizations signal a clear willingness to increase investment in messaging over the next year. A combined 62% of respondents expect higher spending, with 51% anticipating a somewhat higher investment and a further 11% planning a significant increase. Notably, no respondents indicate plans to reduce investment, despite broader pressures on budgets and the prevalence of lean operating models.

This forward-looking investment intent aligns with earlier findings highlighting gaps between current messaging capabilities and desired omnichannel outcomes. The data suggests that organizations recognize these shortcomings and are beginning to allocate additional resources to address them. Overall, the results point to sustained momentum in messaging investment, consistent with broader growth trends in the market and an increasing prioritization of messaging within enterprise communication strategies.

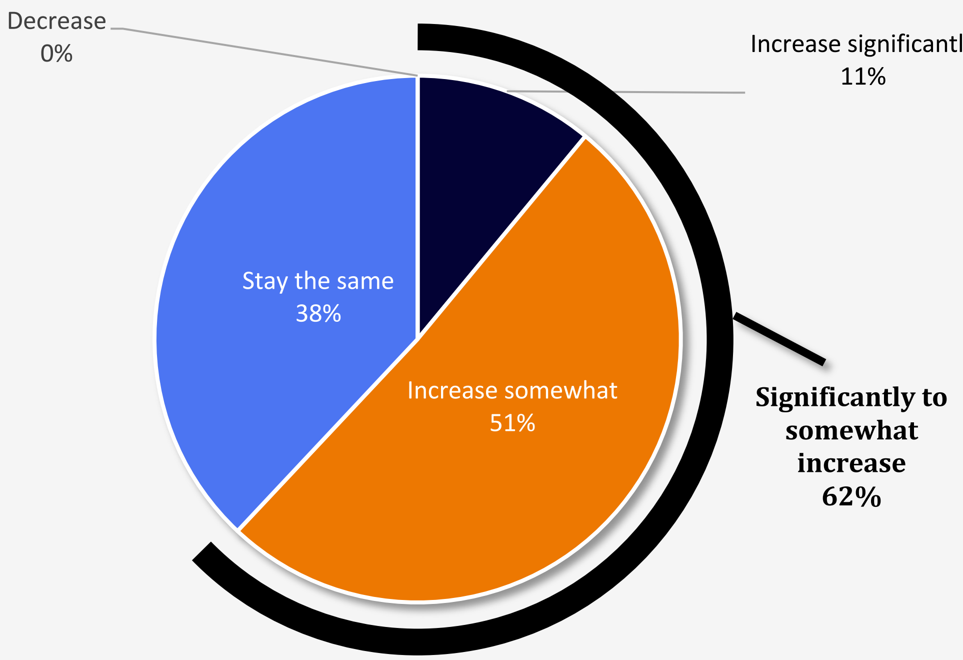

Figure 20: Expected changes in company investment in messaging over the next 12 months

Company’s Definition of Success in Its Messaging Efforts

Organizations define success in messaging largely in terms of customer experience and operational efficiency, reflecting the predominantly operational role messaging plays today. Customer satisfaction scores are the most commonly cited success metric, selected by 71% of respondents, indicating a strong focus on service quality and issue resolution. ROI is the next most important indicator at 56%, typically reflecting cost efficiency and reductions in cost to serve rather than direct revenue impact. It’s interesting to see such a focus on CSAT and ROI, while respondents still primarily use email as their main messaging channel, not known for its impact on customer satisfaction or return on investment.

Additional metrics such as response rates (42%), delivery rates (41%), and conversion rates (41%) further reinforce this operational orientation, emphasizing reliability, responsiveness, and process effectiveness. These measures suggest that organizations evaluate messaging success based on how well it supports service delivery and operational performance. As messaging continues to evolve toward more proactive and growth-oriented use cases, definitions of success may similarly expand to place greater emphasis on conversion, revenue contribution, and long-term customer value.

It is notable that organizations prioritize customer experience as a key measure of success, while earlier findings show continued reliance on email as the primary communication channel. This reliance limits improvements across customer experience, response, and conversion metrics, as email typically underperforms relative to mobile messaging channels.

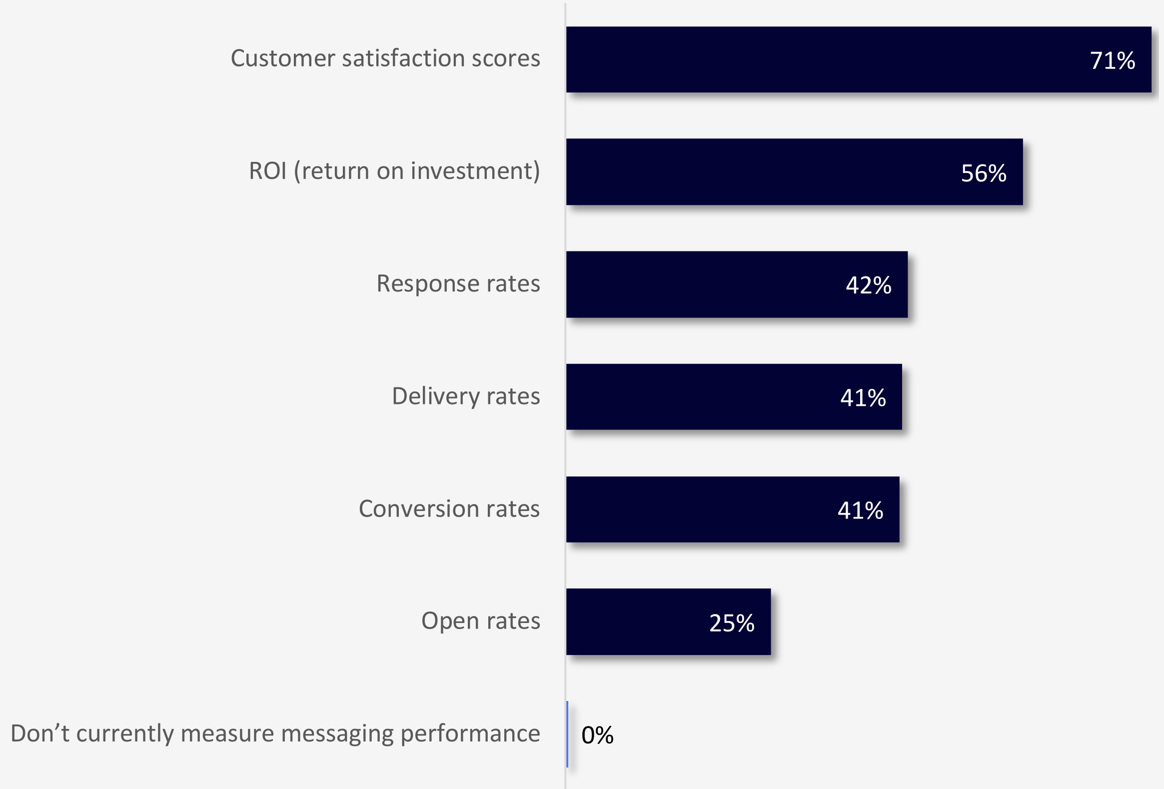

Figure 21: Company’s definition of success in its messaging efforts

*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Demographics

Country, Industry, Company Size, Annual Revenue

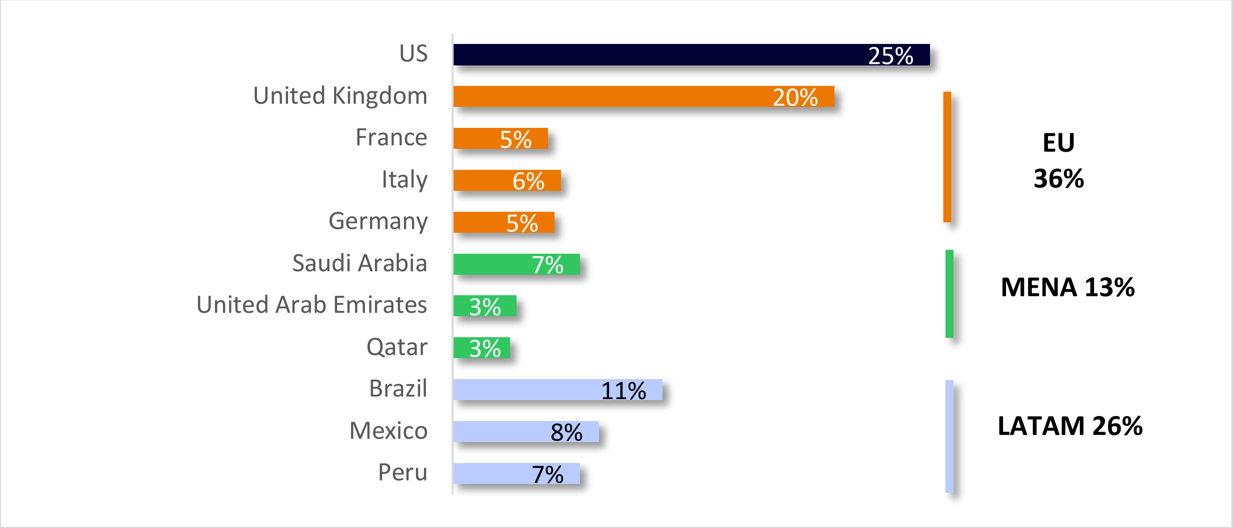

Figure 22: Country

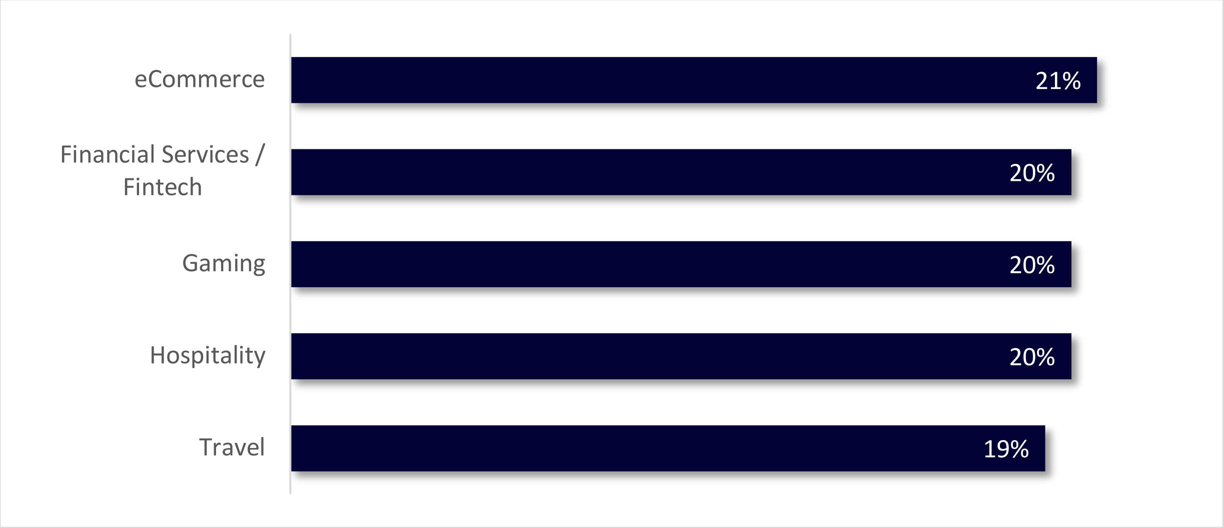

Figure 23: Industry

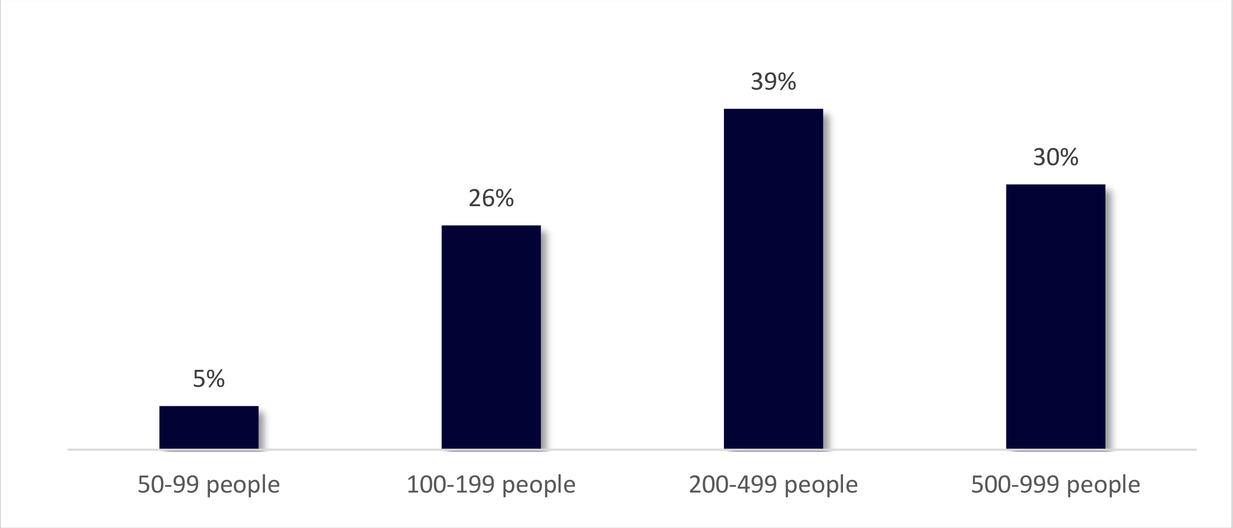

Figure 24: Company size

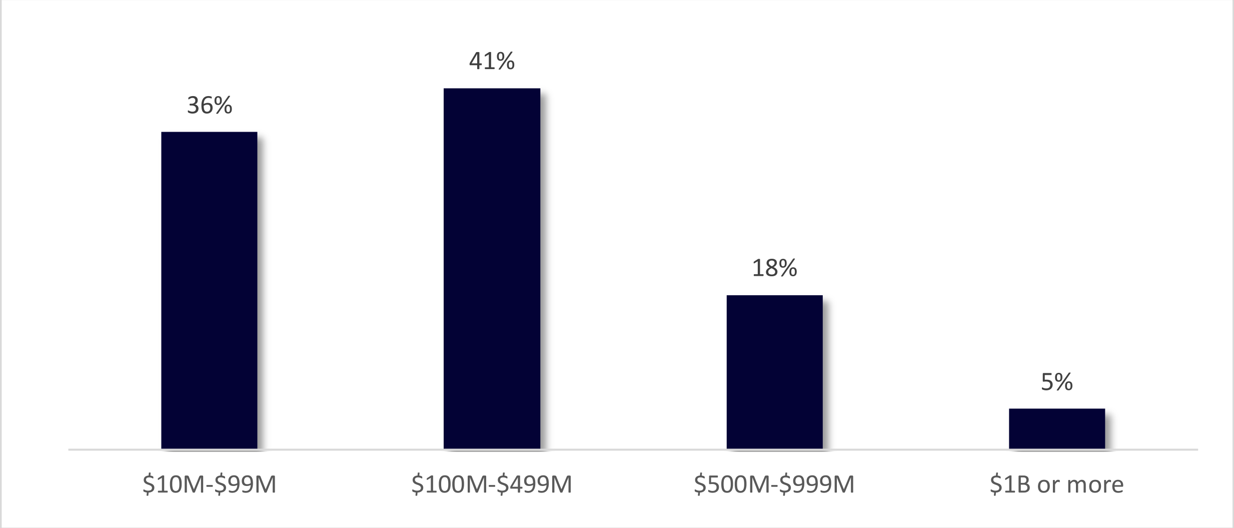

Figure 25: Company size by annual revenue

Job Seniority, Job Role, Department

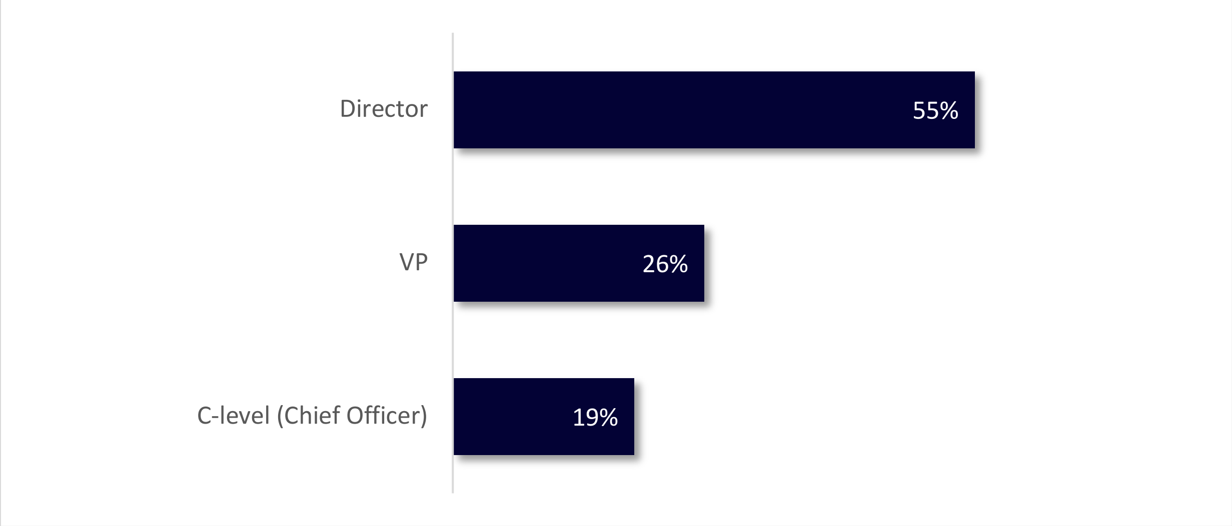

Figure 26: Job seniority

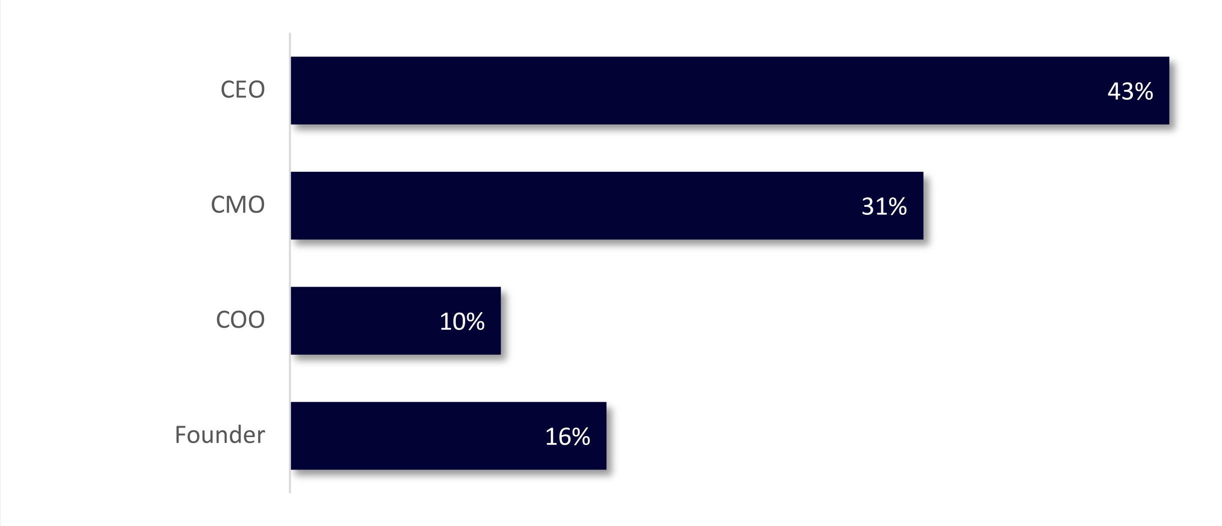

Figure 27: Job role

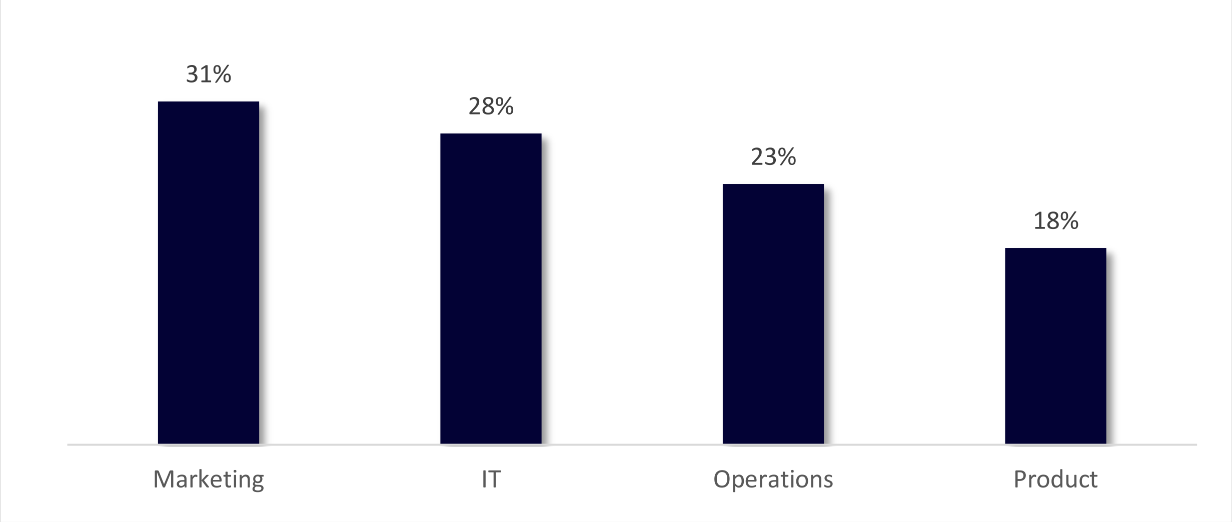

Figure 28: Department

About MMDSmart

MMDSmart's MessageWhiz is a performance driven omnichannel messaging platform that helps marketing, customer success, operations, and growth teams turn conversations into measurable results. For reliable SMS, WhatsApp, Viber, Telegram, RCS, email, and voice, MessageWhiz combines smart global routing, real time analytics, and deliverability tuning. Robust APIs and intuitive apps simplify campaigns, alerts and service at scale. Above all, MessageWhiz is flexible. We tailor routing, workflows, pricing, and reporting to your goals, with custom integrations and personalized service.

Customer success is our priority—from product design to dedicated account managers and 24/7 support. Whether you need faster OTPs, higher conversions, better deliverability, or unified omnichannel communication, MessageWhiz brings the expertise and care to strengthen relationships and delight customers.

Speak to a messaging expert

Visit us at:

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