

Interact through individualized SMS experiences

Create impactful touchpoints on your customer's most trusted device

Cordial SMS Benefits



Create deeply contextual experiences that drive revenue, repeat purchases, retention and engagement



Interact with your customers at their convenience by responding to their behavior, data, events, and feedback



Reconnect through SMS when customers are unresponsive through other channels, such as email or social media



Streamline campaign management and orchestration by integrating Cordial Podium to send SMS at the right time



Drive more revenue by meeting your customer in one of their primary communication channels

Mobile usage is at an all time high. Smartphones are the hub for an increasing amount of online experiences. More than ever before, people use their smartphones more frequently and for a longer period of time. On average, people check their phone 52 times a day. SMS is another outlet to connect with your customers at their convenience. According to Deloitte's U.S. edition of the "2018 global mobile consumer survey," smartphones continue to be the preferred device for online actions. SMS is a powerful communication channel for brands to interact with their customers.

Cordial SMS connects you with your customers with individualization experiences at their convenience by:

- Providing timely information through custom tailored SMS-based alerts, reminders, notifications, invites, and other automated messages.
- Responding with SMS to real-time customer behavior, data and events.
- Generating confirmations and personalized onboarding messaging.
- Gaining feedback from your customer through surveys and polls.

By incorporating Cordial SMS to your marketing technology stack, you can deliver tailored experiences at the precise moment customers are ready to engage with you through their mobile device. All messages are personalized 1:1 based on real-time customer behavior and event data and can be connected to other channels so each communication is timely and relevant. SMS messages can be quickly and easily added to campaigns using Cordial's visual orchestration layer, Podium, and tracked at the message level using in-line campaign analytic.

Cordial SMS Features

BE THERE WHEN YOUR CUSTOMERS NEED YOU

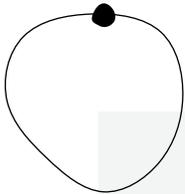
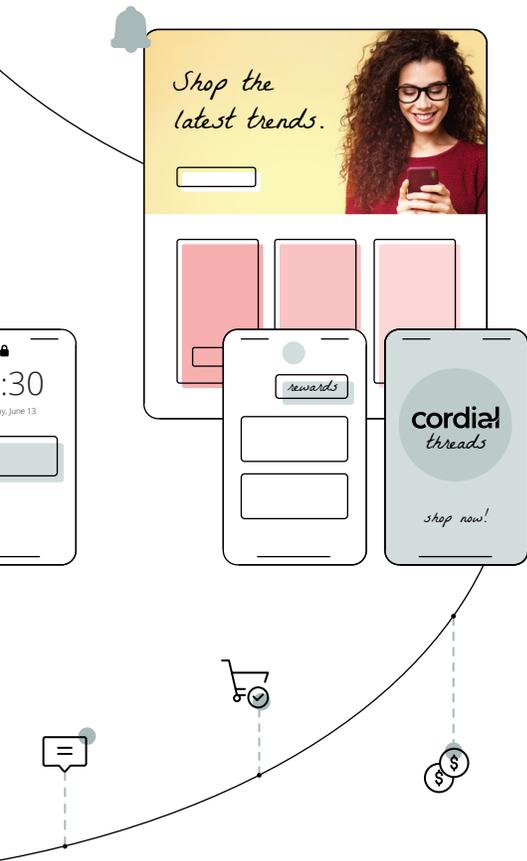
Communicate with your customers at their convenience with individualized messaging through one of their most used channels of communication. Through customer behavior, limitless sources of real-time data, and interests, Cordial SMS gives you control to connect with your customers when they need you. Interact with your customers with personalized automated messages, customer feedback and confirmations.

BUILD A STRONG AND AGILE MARKETING TECH STACK

SMS communication is rooted within your complete campaign ecosystem through Cordial's Podium for cohesive campaign management and orchestration. As you build your triggered experiences, you have the ability to incorporate SMS throughout your campaigns. Build a seamless cross-channel experience that adapts as customers take action with multiple tailored touchpoints.

ELEVATE THE CUSTOMER SHOPPING EXPERIENCE

Use Cordial SMS to send unique coupon codes, promotions, and gift certificates via SMS that can be easily added to a mobile wallet. When customers are ready to complete a purchase, you can remind them to use their gift certificates in their mobile wallet as they checkout. This creates an intuitive and cohesive experience for your customer as they navigate your site or app using their smartphone.



Learn how Cordial can help you create tailored customer experiences with Cordial SMS.

Request a personalized demo at cordial.com/demo.

Impactful ways to leverage Cordial SMS:

- Welcome new customers and subscribers as they opt-in to your subscription list or loyalty program.
- Help customers integrate their gift certificates into the mobile wallet for future purchases.
- Send tailored discount codes & incentives by location (at the zipcode level).
- Offer product recommendations based on previous purchase behavior, demographics, and attributes.
- Prevent cart abandonment through personalized dynamic offers and coupons.
- Integrate with loyalty program and reward customers based upon loyalty level.