ITALIAN CONSUMERS APPRECIATE MOBILE MARKETING...

85% welcome mobile messages from brands;
50% of which find them satisfactory.

...BUT ASK BRANDS TO RESPECT THE GOLDEN RULES...

- **PRIVACY**: 91% Ask permission
- **TRANSPARENCY**: 82% Show the sender
- **RELEVANCY**: 71% Agree to share more data in exchange for personal offer/gift
- **MARKETING PRESSURE**: 53% Accept 1 or 2 messages/week
- **GEOLOCATION**: 45% Accept being geo-localized to receive the right offer at the right moment

SMART MESSAGE SCORED TOP MARKS! AS THE IDEAL COMMUNICATION CHANNEL:

- +85% User-Friendly
- +72% Trust-Worthy
- +82% Interactive
- +68% Engaging

DISCOVER WHAT SMART MESSAGE CAN DO FOR YOU

REACH 95% OF YOUR AUDIENCE
BOOST YOUR RESULTS:
- UP TO 20% CTR (Click Through Rate)
- 10x MORE THAN SMS