daisy.

DAISY SMS

dotdigital

Unified Communications

CUT THROUGH THE NOISE AND ENGAGE CUSTOMERS WITH DAISY SMS

What is Daisy SMS?

Daisy SMS is a way of reaching your customers on the go on their favourite device. Our solution is designed to improve your customer retention. Our platform offers a quick and easy campaign builder that is flexible, cost-effective and secure. You can instantly send your SMS campaigns to an individual or a whole database using our easy online text platform, plus receive analytics. With near-perfect open rates, this is an ideal channel to engage with your customers and increase ROI.

98%
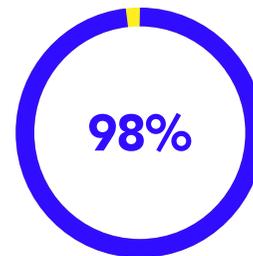
SMS has a **98%** open rate compared to 20% email marketing.*

*Techjury.net 2021

75%
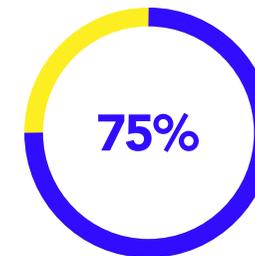
75% of customers prefer to receive offers/updates via SMS with a CTR rate higher than other digital channels.*

>60%
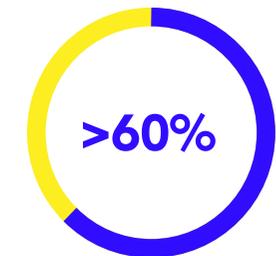
More than **60%** of people read their SMS within **5** minutes.

DAISY SMS

Daisy SMS Features

Flexible sends: Choose to split your bulk text campaign into smaller batches. These batches can then be delivered at specified time intervals, helping you to manage inbound queries.

SMS tracking: Using our URL shortener you can easily track the success of your SMS campaign. Also SMS short codes are 5-digit numbers that allow people to respond to marketing by text using the 5-digit code.

Delivery reporting: Our detailed delivery reports will provide you with insight Making it easy to keep your text campaigns effective and efficient. The analytics can then show exactly who has engaged.

Daisy SMS API: Seamlessly integrate into your own web-based platform, so you can have full control over your setup to ensure it works perfectly for you and your requirements.

Strong Accreditations: ISO27001, GDPR Compliant, UK only data centers, cyber essentials and more.

Outstanding Support: Take advantage of our expert SMS advice to add value, boost engagement and improve your ROI from your SMS campaigns.

Make it work for your business

Healthcare

Often SMS is seen purely as a marketing tool however what people don't realise is that it's also a great communication platform for the NHS and healthcare professionals. Missed appointments are a drain on the system financially as well as being a waste of valuable time and SMS reminders are the perfect way to reduce them. Text messaging helps to boost patient care while also developing internal communications. G-Cloud approved and ISO27001 certified.

Education

It is essential for schools and colleges to have a good communication platform that works for everyone. This is where SMS comes in handy, as you can reach out to parents/guardians on a bulk or individual basis. The messages can be picked up on the go, making it easy to have instant direct communications with parents, guardians, teachers and students.o boost patient care while also developing internal communications. G-Cloud approved and ISO27001 certified.

Hospitality and Catering

From checking your bank balance, finding somewhere to stay, and searching for the best restaurant to eat in, our mobiles are now the source of all information. SMS is a great cost-effective solution to increase customer engagement, knowing it goes straight to the customer's pocket and will be read within minutes.

Retail

Send a text message instantly to all your customers telling them about an upcoming sale. Start collecting customer contact numbers using SMS shortcode opt-ins via your website or through collection forms and build a valuable list of your loyal supporters and customers. Sending SMS is a very low-cost and highly effective way to increase foot-fall to your shop - whether online or offline.

Find out more about Daisy SMS, speak to one of our sales specialists today:

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