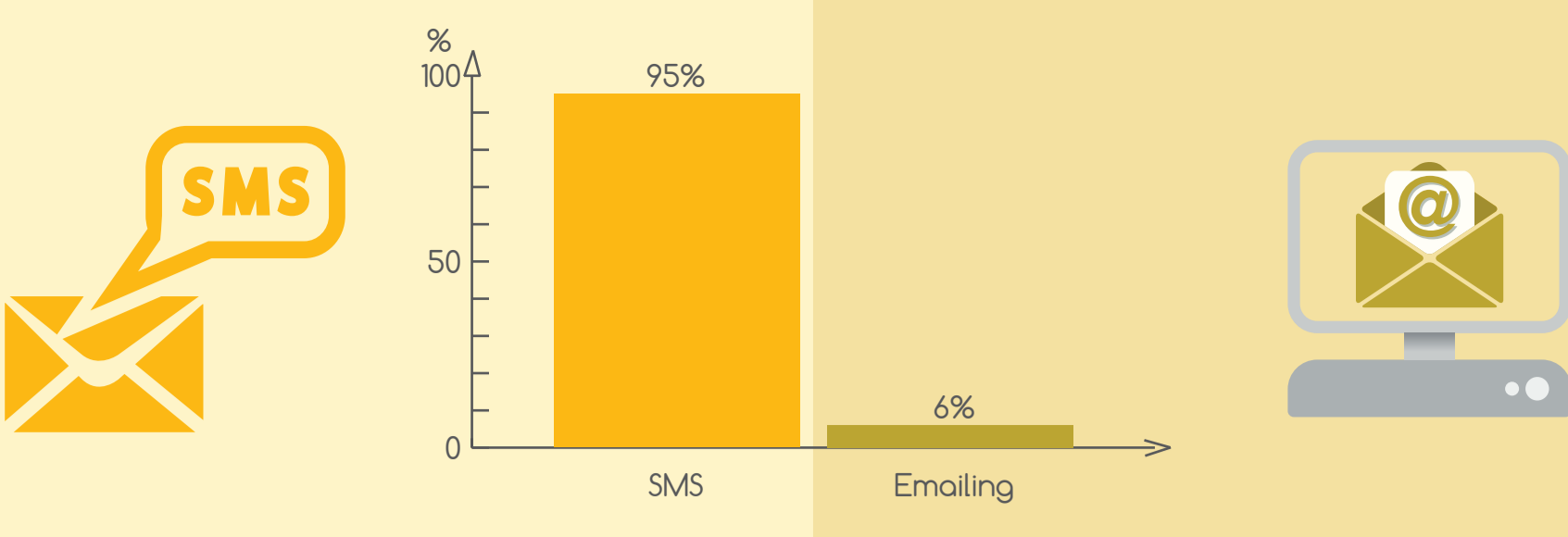
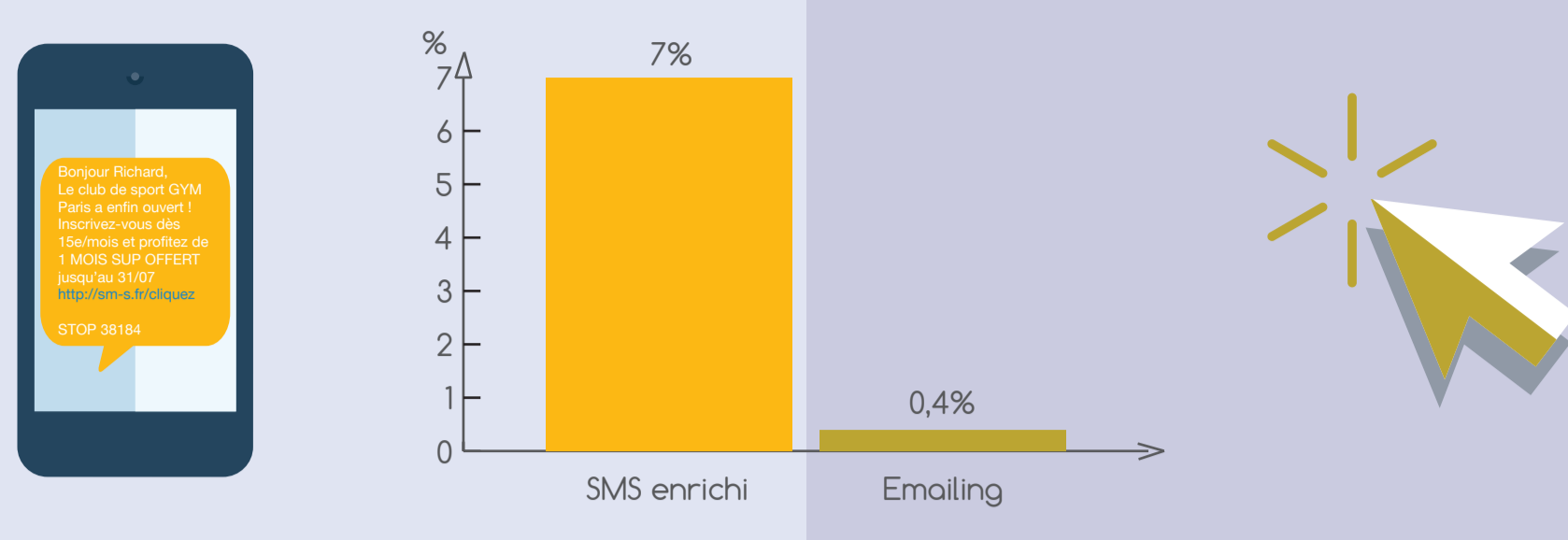


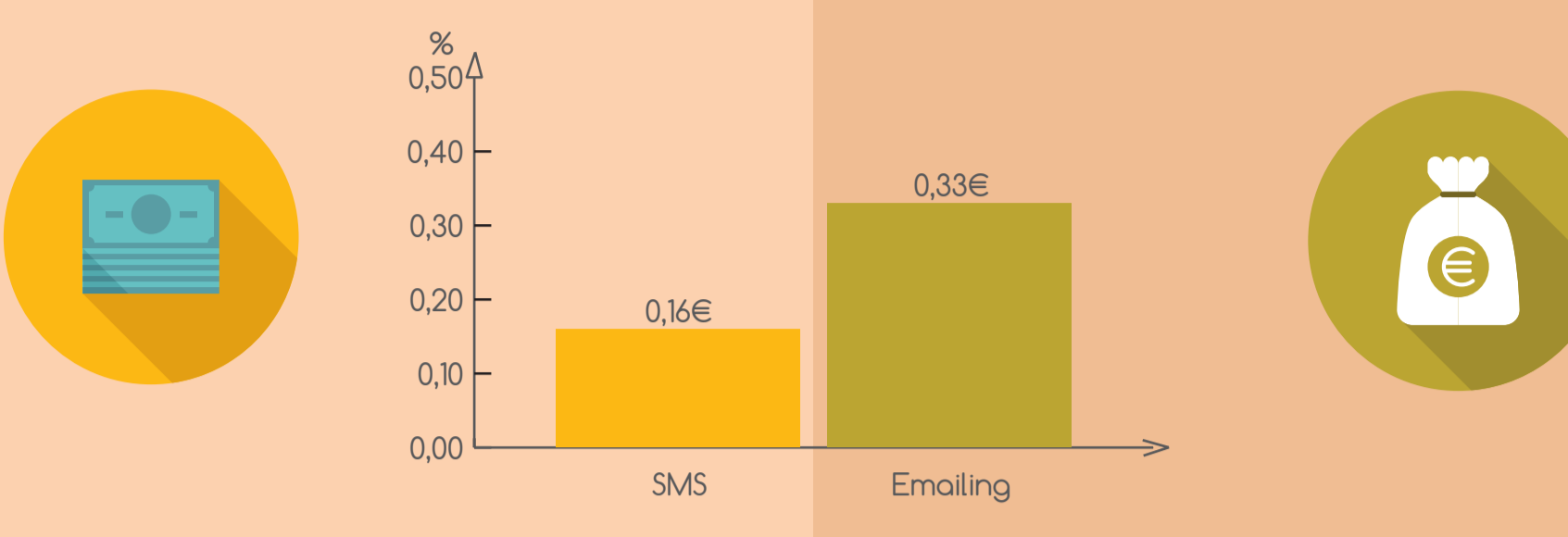
Taux d'ouverture SMS vs Emailing



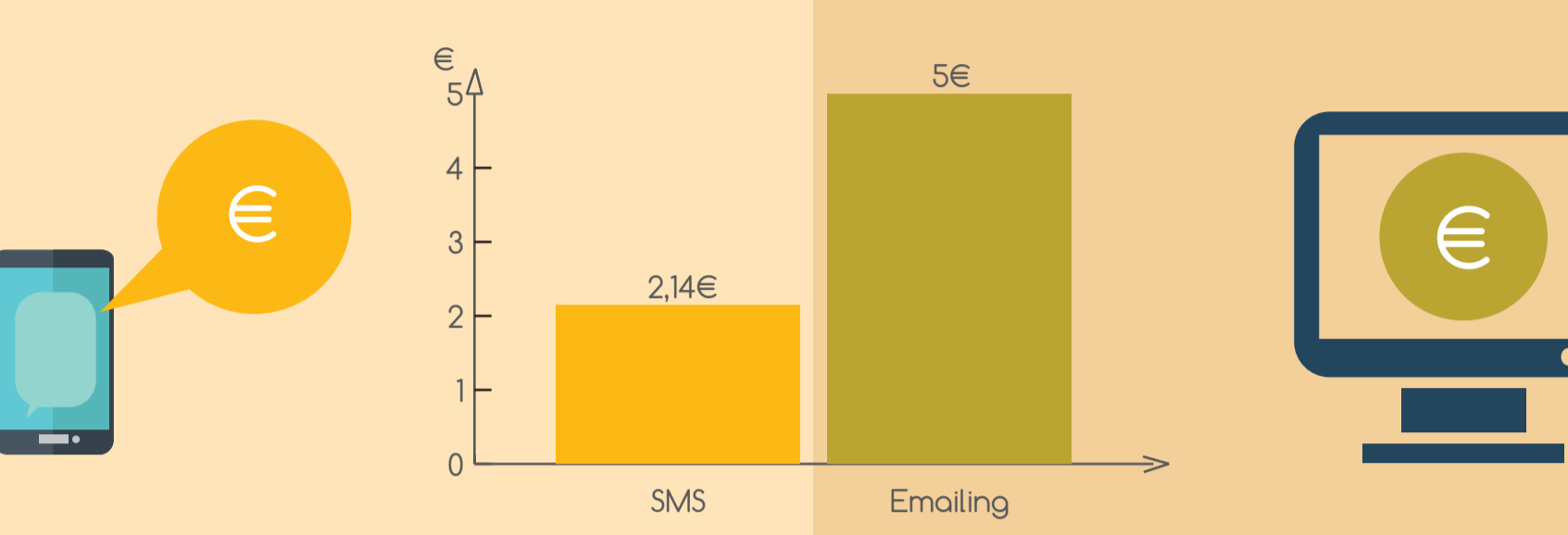
Taux de clics SMS vs Emailing



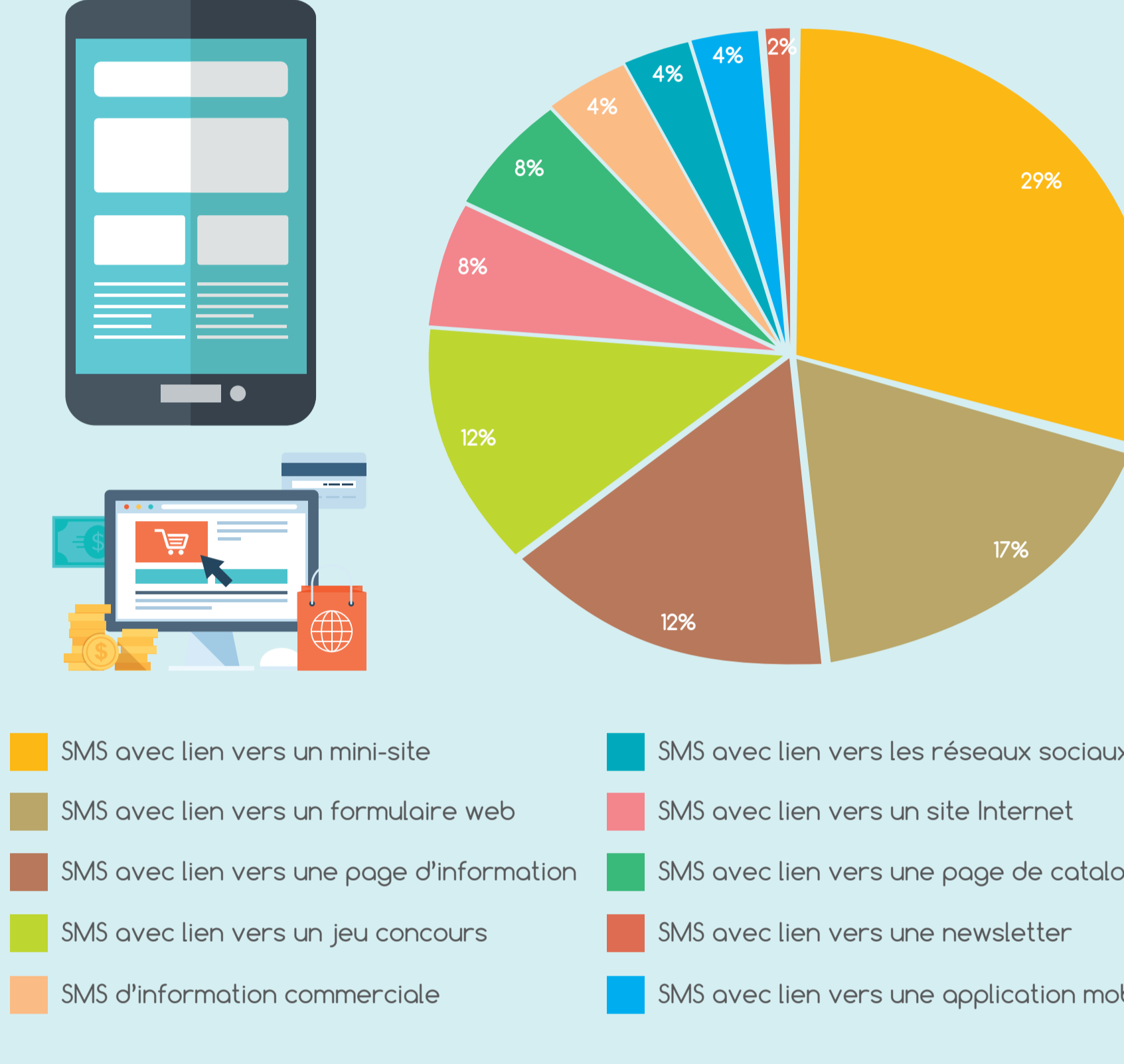
Coût d'ouverture SMS vs Emailing



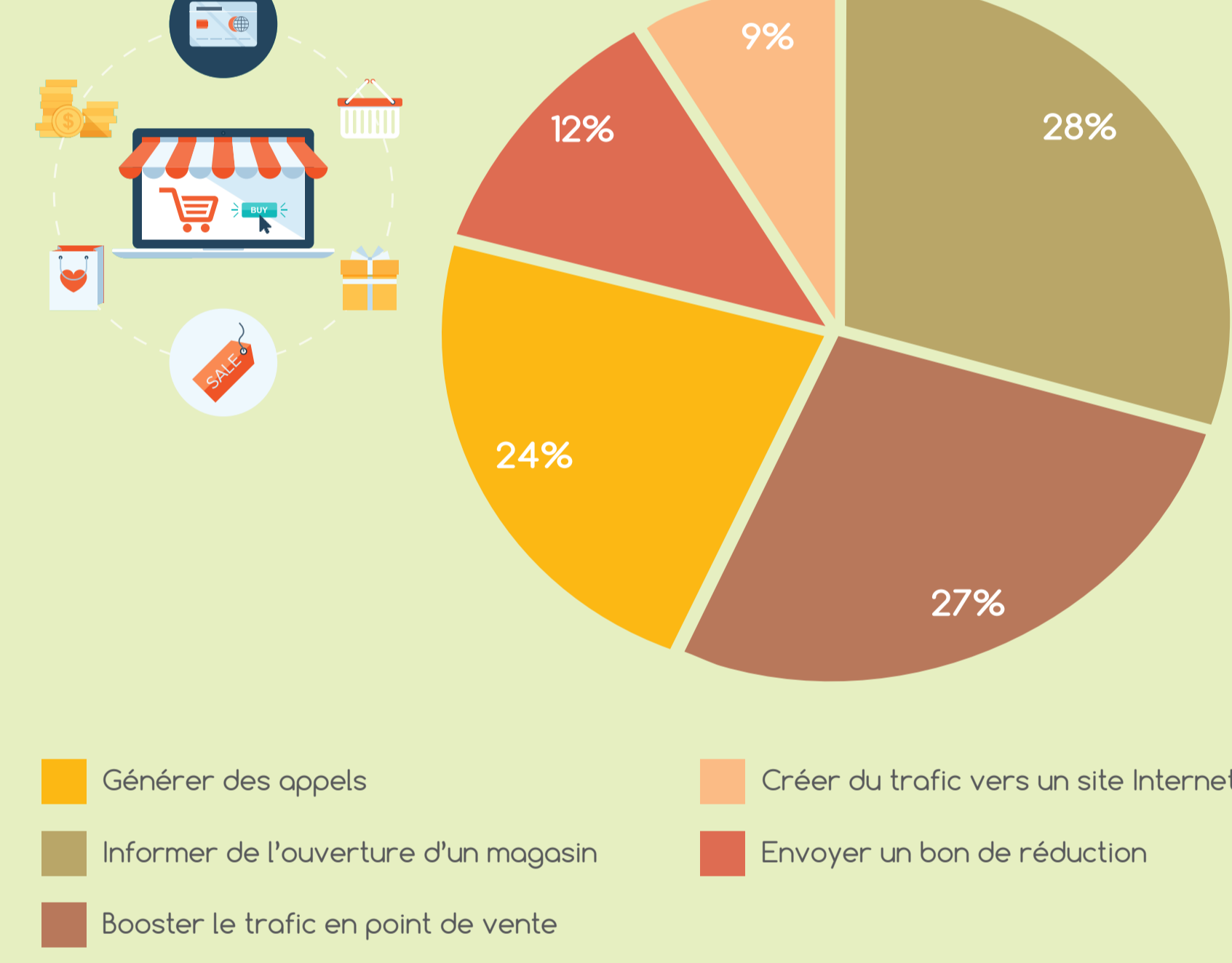
Coût du clic SMS vs Emailing



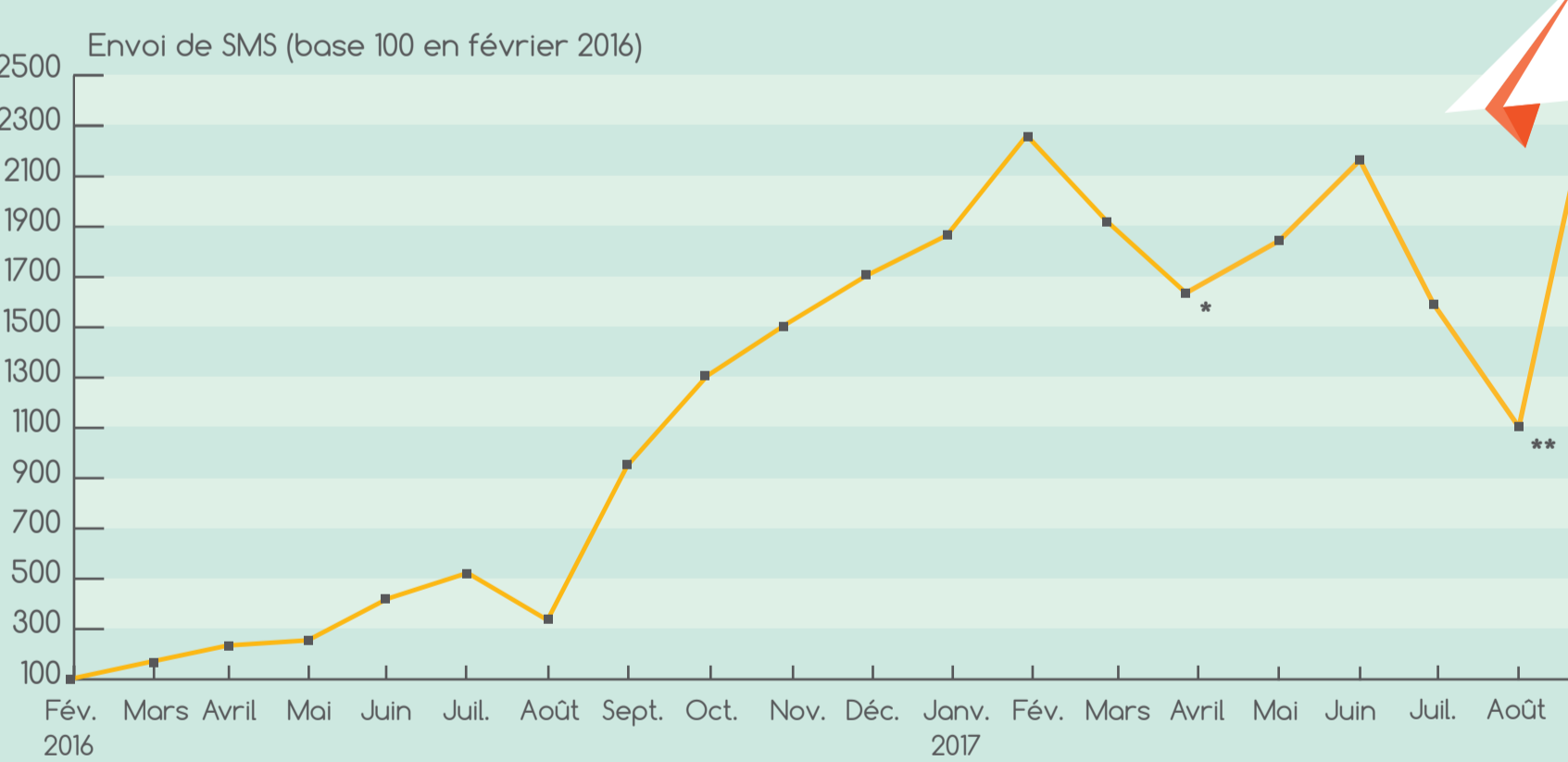
Répartition des différents types de SMS envoyés



Objectifs des campagnes SMS

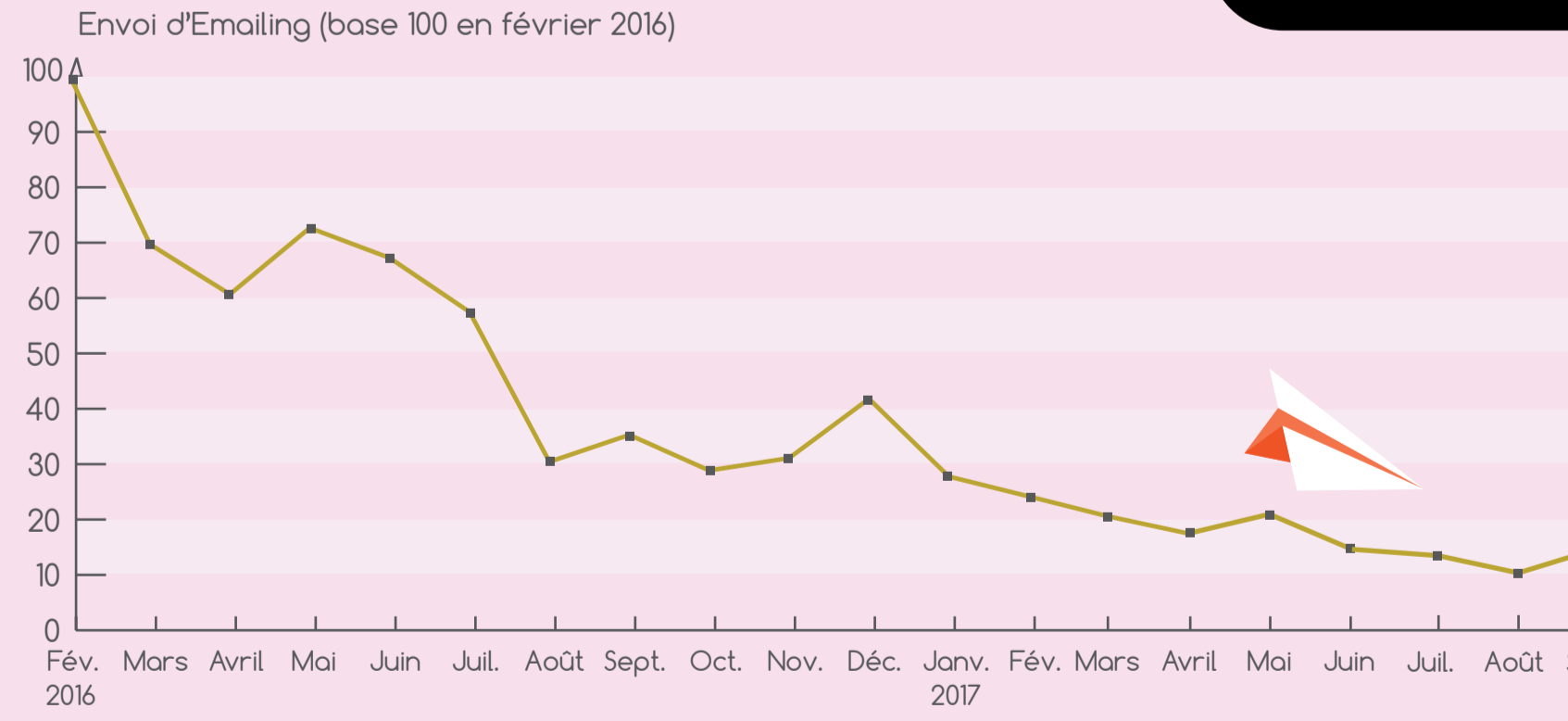


Envoi de SMS



VS

Envoi d'Emailing



Le SMS dans une stratégie multicanal

