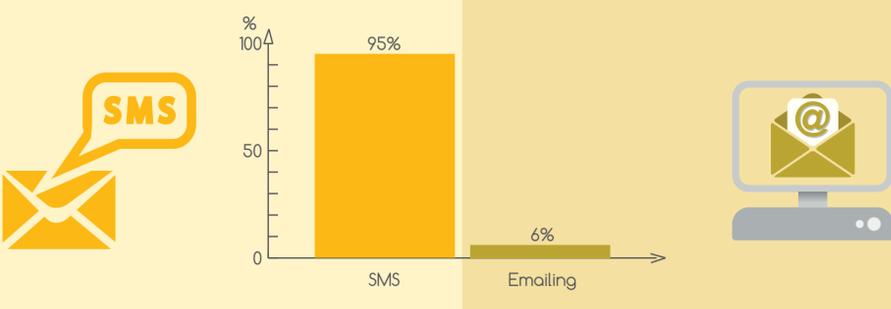
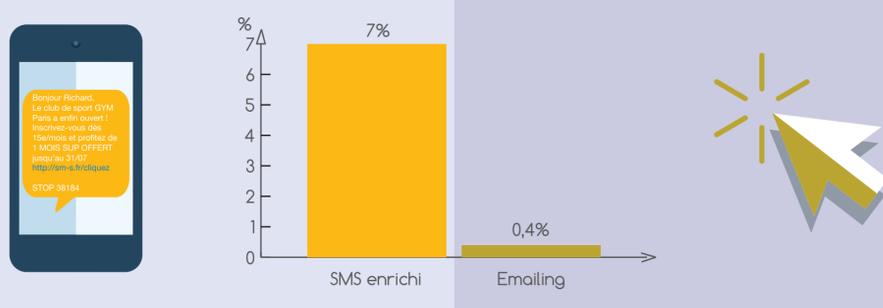


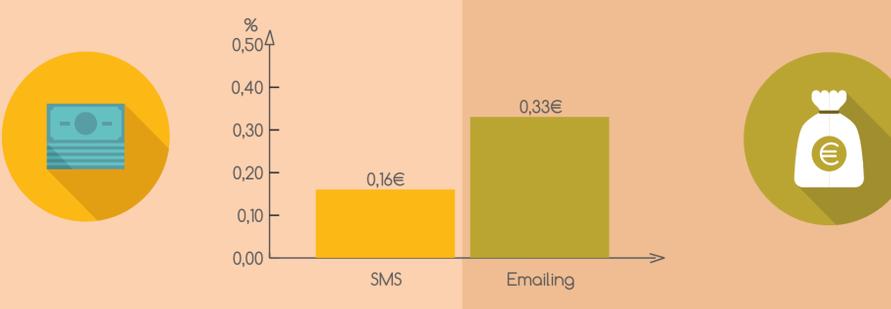
## Taux d'ouverture SMS vs Emailing



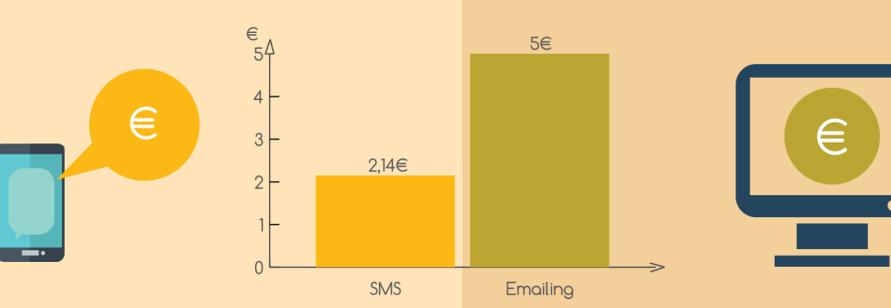
## Taux de clics SMS vs Emailing



## Coût d'ouverture SMS vs Emailing



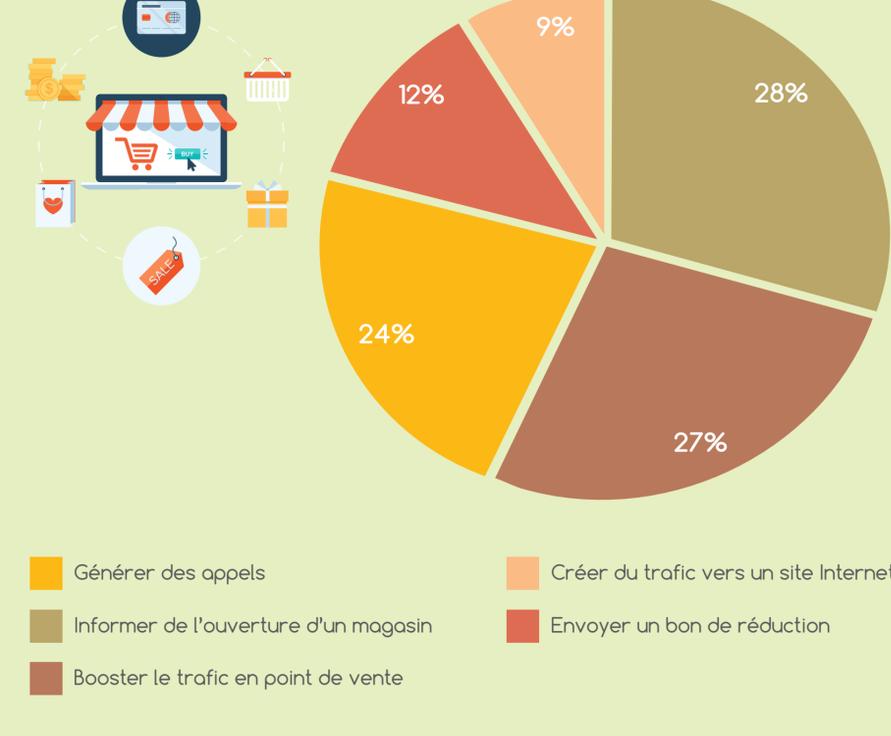
## Coût du clic SMS vs Emailing



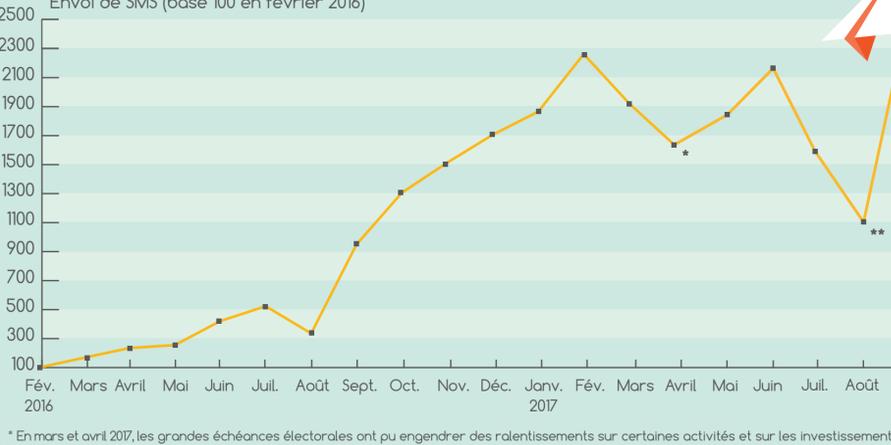
## Répartition des différents types de SMS envoyés



## Objectifs des campagnes SMS

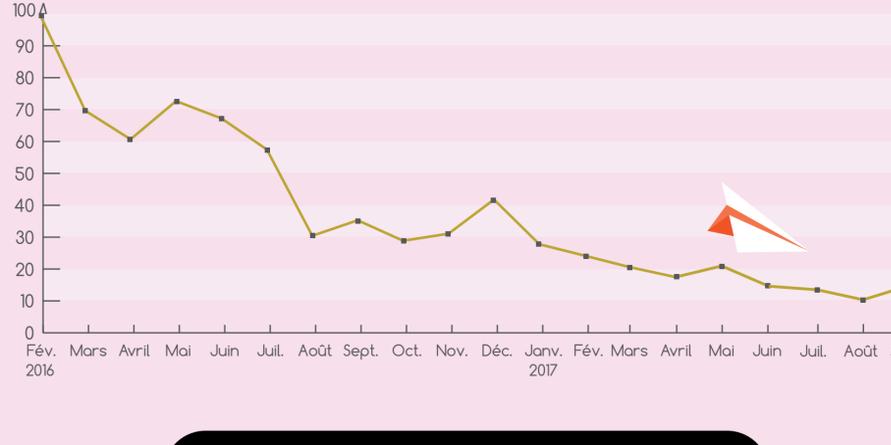


## Envoi de SMS



VS

## Envoi d'Emailing



## Le SMS dans une stratégie multicanal

