

TxtCart Checklist for Selecting the Right SMS Marketing App

Use this handy checklist to make sure you're choosing a platform that meets all your needs:

1. Compliance and Regulatory Features

- Built-in tools for TCPA, GDPR, and CTIA compliance (e.g., double opt-in, opt-out management)
- Quiet hours settings to avoid sending messages at inconvenient times
- International compliance capabilities for brands with a global audience
- Clear opt-in/opt-out processes for subscribers

2. Ease of Use and Setup

- Intuitive user interface for easy navigation and quick setup
- Minimal technical requirements or coding knowledge needed for setup
- Onboarding guides, tutorials, or support for new users

3. Subscriber Collection Tools

- Multi-channel options for collecting subscribers (e.g., website pop-ups, in-store QR codes, and social media links)
- Options for segmentation during subscriber collection (e.g., adding tags based on acquisition source or demographics)

4. Two-Way Messaging and Conversational Capabilities

- Real-time, two-way messaging for engaging and responding to customers directly
- AI-assisted conversational tools that mimic natural conversations and help answer common customer questions
- Integration with a knowledge base or customer FAQ for automated responses

5. Automation and Triggered Messaging

- Automated workflows for common SMS campaigns (e.g., cart recovery, welcome messages, post-purchase follow-up)
- Options for triggered messages based on customer behavior, like cart abandonment or site browsing history
- Drip campaign setup for nurturing subscribers over time

6. Personalization and Segmentation

- Advanced audience segmentation options (behavioral, demographic, psychographic)
- AI-driven personalization for targeting based on customer preferences and past interactions
- Message templates with dynamic personalization fields (e.g., first name, purchase history)

7. Analytics and Reporting

- Real-time analytics for tracking key metrics: open rates, click-through rates (CTR), conversions, and opt-outs
- Revenue attribution to link SMS campaigns directly to sales outcomes
- A/B testing capabilities to test and optimize message content and timing

8. Integration with Tech Stack

- Seamless integration with existing CRM, eCommerce platforms (e.g., Shopify), email marketing tools, and analytics
- API access for advanced customization and customer data flows
- Cross-platform syncing for a unified multi-channel marketing experience

9. Scalability and Cost Flexibility

- Flexible pricing models (e.g., pay-as-you-go, monthly subscriptions, volume-based)
- Performance-based plans that charge a percentage of sales, offering a low-risk entry option
- Transparent pricing with clarity on potential hidden fees (e.g., MMS costs, carrier fees, international messaging)
- Scalability to accommodate growing subscriber bases or increased message volume

10. Support and Strategy Consultation

- Access to customer support (chat, email, phone) for troubleshooting and assistance
- Strategic consultation for larger accounts or enterprise-level clients to optimize campaigns
- Resource library or knowledge base for best practices and tips on SMS marketing