

Clickatell Chat Commerce Trends Report

The Future of Digital Commerce

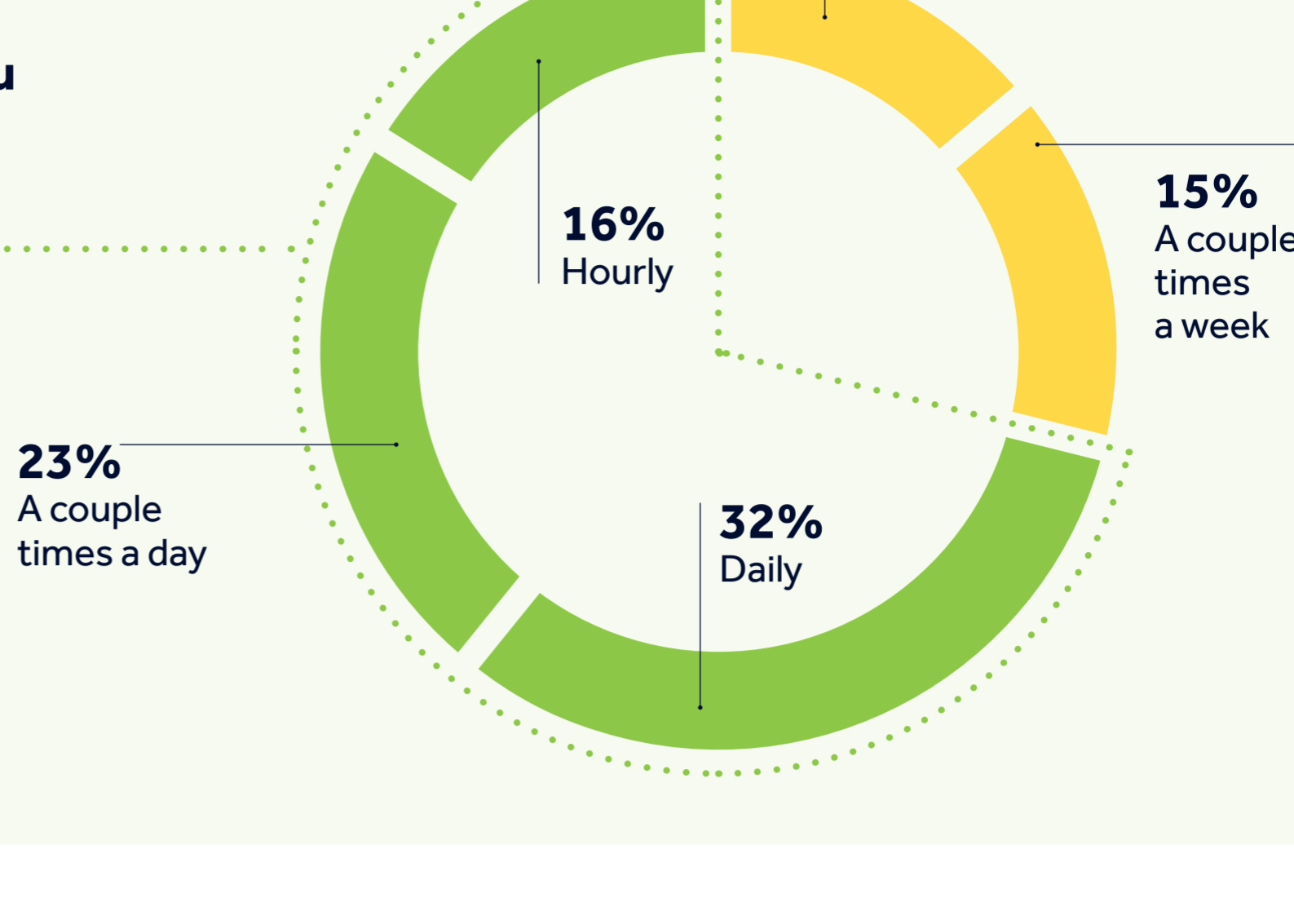
In our second Chat Commerce Trends Report, Clickatell surveyed over **1000 US Millennial** (26 to 39-year-old) smartphone users that use chat apps at least weekly and are from a mix of incomes and education levels, on how they use chat. The survey reveals that **71%** use chat every day, **86%** use chat for much more than just chatting and **89%** want to do business on chat.



71% Use Chat Apps Every Day

Consumers love using Chat apps **Every. Single. Day.**

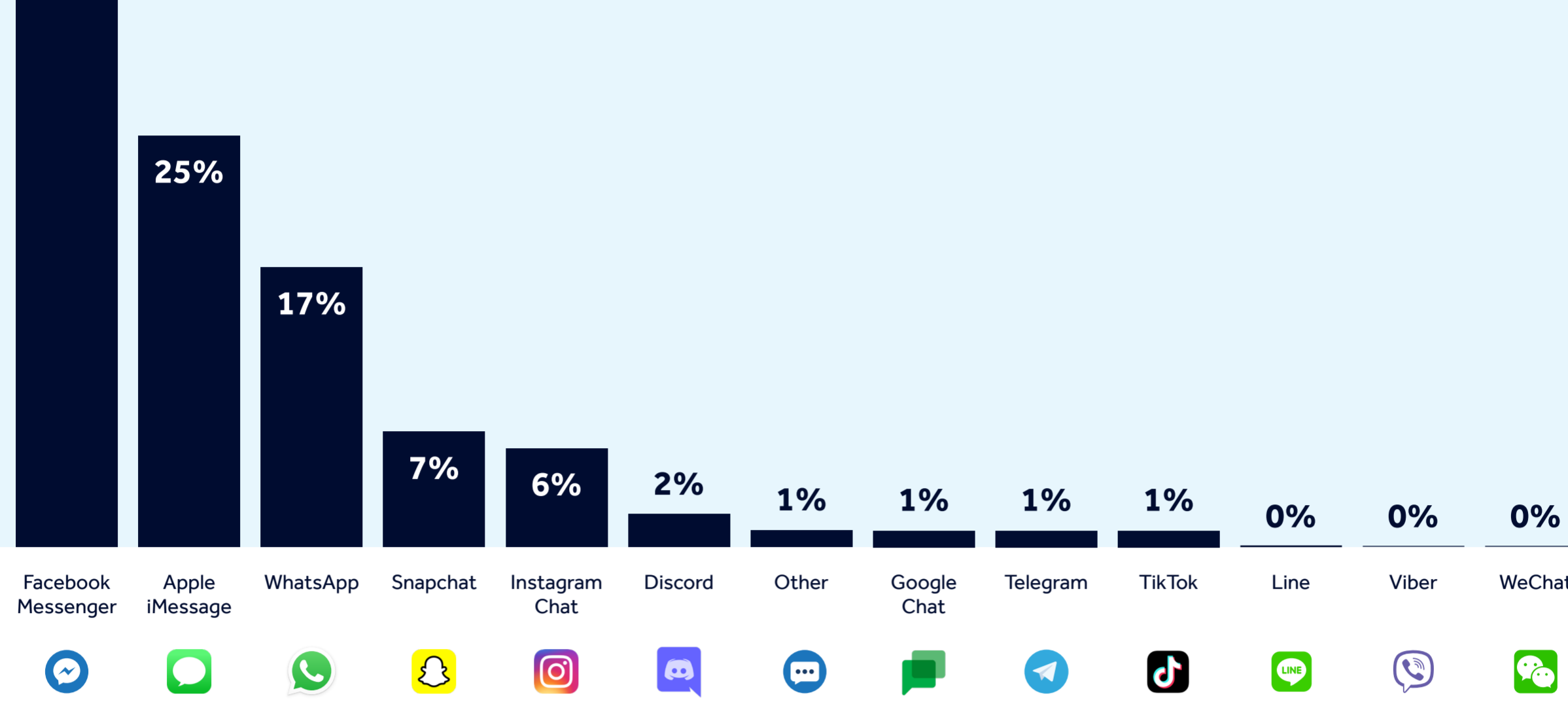
How **FREQUENTLY** do you typically use chat apps?



Chat is Where It's At

Facebook Messenger, Apple iMessage, WhatsApp, Snapchat and Instagram are the primary chat apps.

Which chat app do you use most often?



86% Use Chat for much more than just Chatting

Communicate with businesses, make payments, take advantage of a promotion, respond to a survey, **Chat is the channel of choice.**

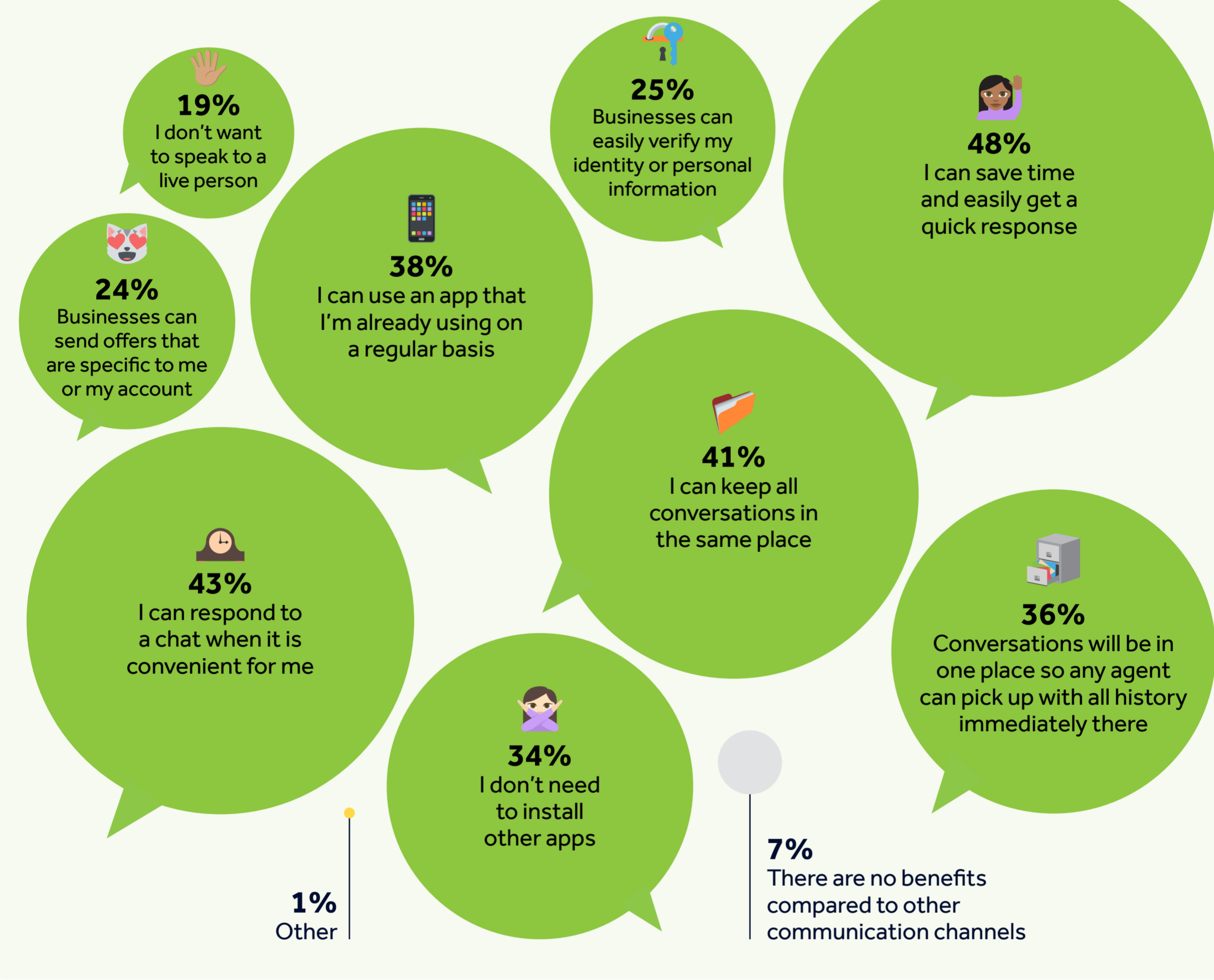
Other than communicating with friends or family, which of the following have you done through a chat app?



93% of Consumers Benefit from Chat

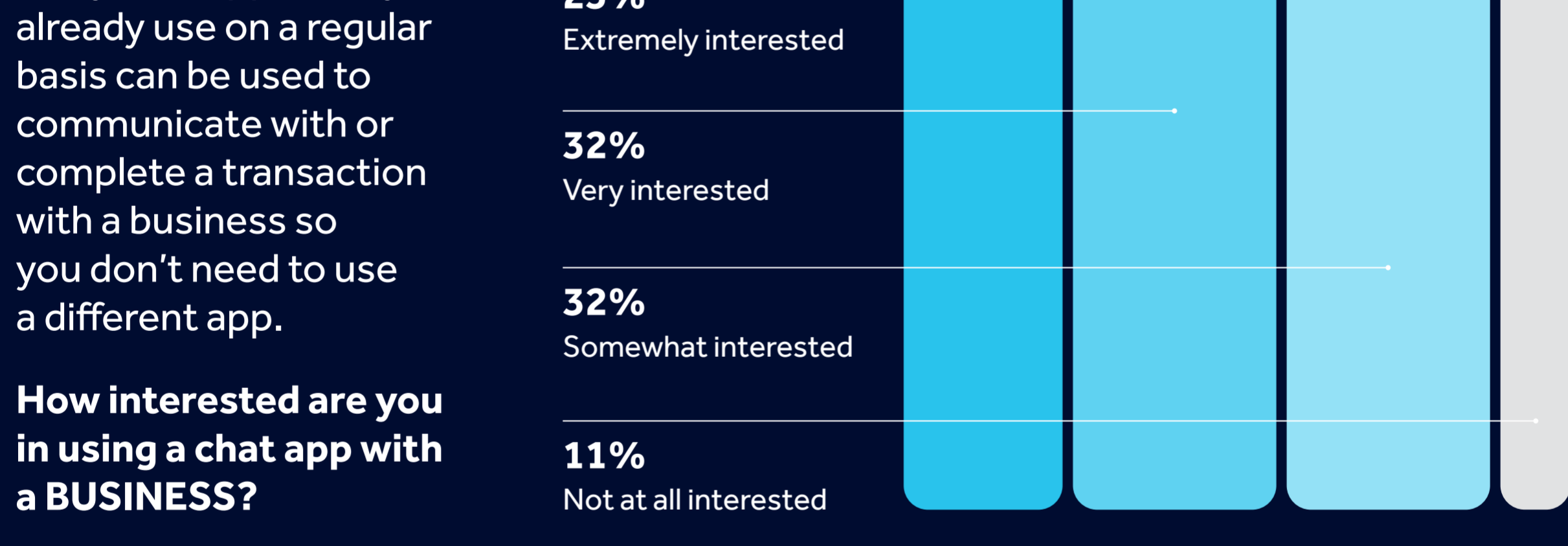
Verify your identity quickly, save time, don't download another app, receive personalized offers, don't speak to a person, **the benefits of Chat are endless.**

What benefits would communicating with a **BUSINESS** through a chat app have over other digital communication channels?



89% Want to Do Business on Chat

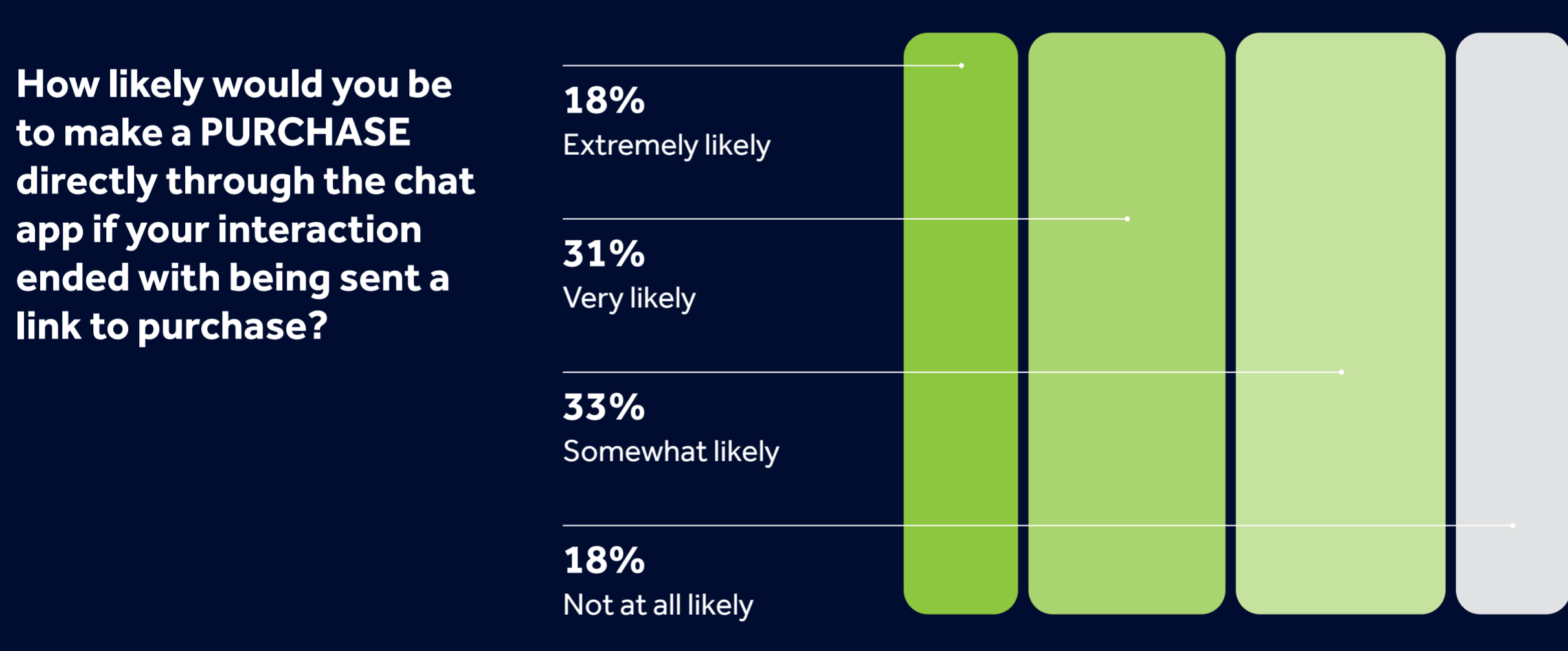
It's time to do business via Chat – Your Consumers Want It.



82% Want to Make Purchases via Chat

Payments in Chat – The Next Big Thing

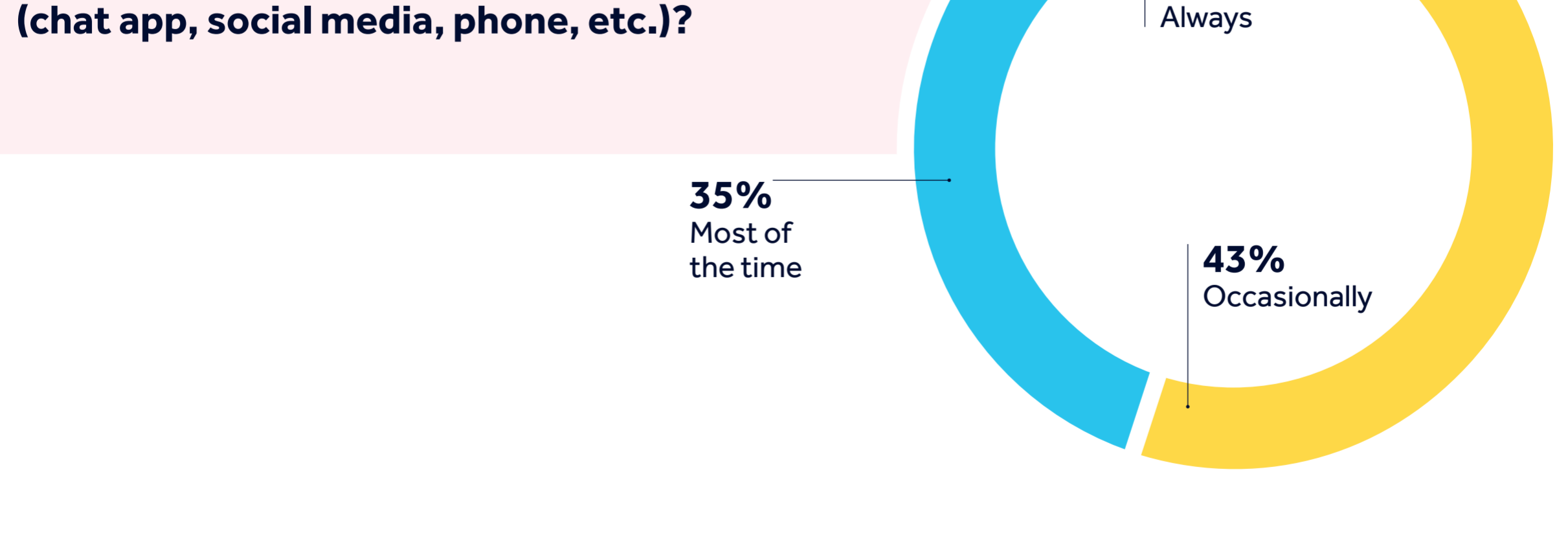
Imagine you have questions about a product or service so you contact the business through your favorite chat app. At the end of the conversation your questions are answered and you decide to move forward with an online purchase.



Businesses Need to Catch Up

Consumers are ready to transact in Chat. Businesses have an opportunity to meet them where they are – in Chat.

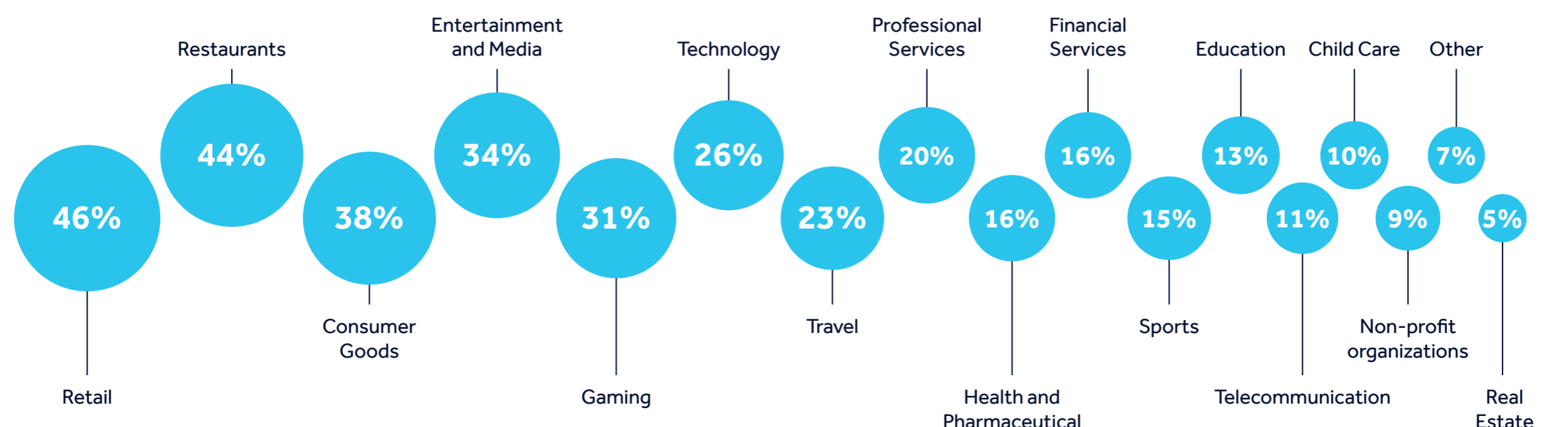
How often do the businesses you interact with offer the digital communication channel of your choice (chat app, social media, phone, etc.)?



From Retail to Real Estate – Chat is the New Frontier

Consumers love making purchases in Chat!

Which of the following types of purchases have you made with payment apps on your mobile device (phone or tablet)?



At Clickatell, we believe in creating a better world through technology and have democratized commerce in chat to make it accessible for everyone, everywhere.

More information about the company can be found at clickatell.com.

