

Attentive

464 reviews | 4 discussions

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Attentive Reviews & Product Details

Attentive Overview

What is Attentive?

Attentive® is the leader in conversational commerce, reinventing business to consumer communication. Our SMS-first software platform helps everyone from entrepreneurs to enterprises strengthen relationships with their consumers in a new way. Through two-way, real-time, personalized communications, we drive billions in e-commerce revenue and over 8,000 leading brands like CB2, Pura Vida, Urban Outfitters, Jack in the Box, and Coach rely on Attentive to deliver powerful commerce experiences.

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Attentive Details



Product Website
Attentive

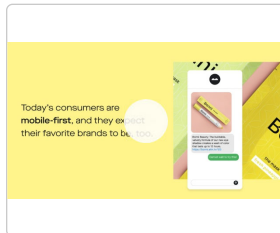
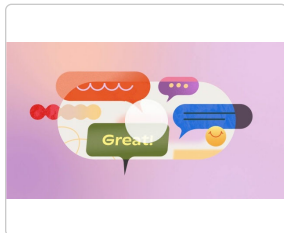


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Attentive Community

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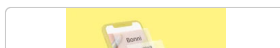
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CASE STUDY

How CB2 Doubled Its Holiday Season Revenue Year-Over-Year—Driving \$2M+ With Text Messaging

CASE STUDY

How Rainbow Drives 65x ROI With Personalized Text Messaging

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Answer a few questions to help the Attentive community



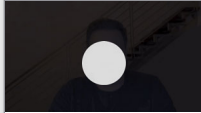
Have you used Attentive before?

Yes

No

Video Reviews

Review by Alexander S.



"It's not too often you come across a martech platform th..."

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464 Attentive Reviews

Write a Review

4.8 out of 5

5 star	413
4 star	40
3 star	6
2 star	0
1 star	5

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464 Attentive Reviews

4.8 out of 5

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464 Attentive Reviews

4.8 out of 5

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Attentive Pros and Cons

How are these determined? ?

Pros

- Customer Service
- Saves Time
- User Interface
- User Friendly
- Integration

Cons

- Integration Issues
- Expensive
- Slow
- Customer Service
- Not User Friendly

SD

sacha d.
Small-Business (50 or fewer emp.)

Validated Reviewer

Review source: Organic

Oct 04, 2023

"So disappointing"

What do you like best about Attentive?

When we first started SMS with Attentive, they were great. They were also great when they lured us over from Klaviyo with free email while they were getting their program up and running. Over the last 3 months, things have fallen apart.

What do you dislike about Attentive?

I seriously caution using Attentive if you want to retain subscriber data (they took our list from Klaviyo and scrubbed everything except email and mobile number. They don't understand basic requirements like opt-in/out data. As I try to extract my subscriber list from them (to move back to Klaviyo), my subscriber list has three columns. It's a joke.

The reasons we want to leave are many:

Email design is glitchy and you can't save mid-design (meaning you lose work unless you want to save and get backed out each time), customer service reps are MIA, and tech support patchy. Analytics and reporting are very basic and many essential reports have to be requested (because they're gatekeeping data, I suspect because so many people are fleeing). They don't have any online billing page so if you change your credit card, you will have to spend at least 20 minutes to pay an invoice through their clunky payment link.

Once they started charging us for all services (July 2023) the cost is 2x what Klaviyo charges. I can't see any justification as Attentive is clearly a basic/partially built platform vs Klaviyo being the gold standard. What is most disappointing is that they grew their business by starting brands up with free email service and charged far more than expected when billing kicked in. When I questioned this, they were unwilling to discuss it. This is not a service you can work with for the long term. They seem more interested in getting a few big invoices paid over growing together.

Proceed with caution.

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Andrew F.

Digital Advertising Specialist
Internet
Small-Business (50 or fewer emp.)

Validated Reviewer

Verified Current User

Review source: Organic

Sep 20, 2023

"Attentive is by far the best SMS platform I've ever used"

What do you like best about Attentive?

It is ahead of the curve on the competition in every way. All previous providers used seemed like a cash grab whereas Attentive has helped us grow revenue and increase our audience steadily by offering great integrations and growth suggestions.

What do you dislike about Attentive?

I'm anxiously awaiting their TIXR ticketing platform integration if and when that happens there will be no more pain points with Attentive as that is the only piece missing from my puzzle.

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CZ

Caraline Z.

Small-Business (50 or fewer emp.)

  ...

Validated Reviewer 

Verified Current User 

Review source: Organic

Nov 09, 2023

"Great SMS Marketing Tool"

What do you like best about Attentive?

I like the automated follow up texts that can be sent after a customer leaves a cart abandoned.

What do you dislike about Attentive?

With the white glove service, you can only email or chat with the representative, not speak on the phone. Some questions are easier answered via the phone.

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JA

Joe A.

Mid-Market (51-1000 emp.)

  ...

Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 11, 2023

"SMS and Email in 1 Platform + Great support"

What do you like best about Attentive?

I appreciate the level of support Attentive provides their customer while they continue to grow. The product team is also open to feedback.

What do you dislike about Attentive?

They continue to improve on reports but still have opportunities in this field.

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AS

Alisa S.

Enterprise (> 1000 emp.)

  ...

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 12, 2023

Business partner of the seller or seller's competitor, not included in G2 scores.

"SMS Performance"

What do you like best about Attentive?

Attentive works continuously to create new experiences and features. Account team proactively supports us and is timely in their response

What do you dislike about Attentive?

I think our reviews and performance reviews could be more tailored to our business and objectives

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SM

Shannon M.

Apparel & Fashion
Mid-Market (51-1000 emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Apr 24, 2023

"So easy to use, with great ROI"

What do you like best about Attentive?

The UI is fantastic - the platform is so easy to use and everything is very simple. With a lot of the ESPs I've used, I find things are often more difficult than they should be, but that's not the case with Attentive. Setting up campaigns is so quick, the segmentation options are great and the analytics are easy to make sense of.

The customer service is also brilliant and we always get a very prompt response to any queries.

What do you dislike about Attentive?

There's not really anything to dislike! There's no ability to copy campaigns over to other accounts, which would be very helpful but that's also not a common feature on other platforms anyway.

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Gaurav Raj A.

Senior Manager, Sales and Marketing
Mid-Market (51-1000 emp.)



Validated Reviewer ✓

Review source: G2 invite

Incentivized Review

Jul 02, 2023

"A reliable SMS client for D2C brands in US"

What do you like best about Attentive?

- Campaigns are quite easy to setup

- Pre-designed flows act as a good base to start on to develop your own flows/journies, also keyword-based journies have helped us a lot in creating quizzes

- Signup units integrate easily and linking them to journies and coupons/offers is easy

- Their one key response to subscribe is good

- they have other good features like conversational SMS which we tried for customer quizzes, they have live concierge facility you can add to your website, also they came up with their own email client and offered us a trial for free for one year

- the customer success managers have been brilliant, we connected bimonthly and worked out new tools and strategies we can adopt while keeping performance in check

- the deliverability rates are the best, no issues faced even during BFCM apart from slight delays

What do you dislike about Attentive?

- Signup units really need to up their game - Apart from Spin the Wheel, there's not much interactive features available, Klaviyo in this regard offers better options, even Spin the wheel has just one winner option

- The white glove service is a bit slow , sometimes its easy if you can edit and create sign up units yourself

- just for us, we have lately found our CTRs to be dropping, so we have reduced the amount of campaigns we ran, to conserve the cost

- Their analytics dashboard was really not upto the mark, a lot of missing columns that were important from the default templates, lately they did try to improve a lot but still some way to go. e.g. the journeys reports dont have the journeys name at an overall level, they just have the message names, two messages in two journeys can have the same name hence the issue. tags are not incorporated in the campaign reports which would have helped in better filtering

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Alissa V.

Associate Manager, Email & SMS Marketing
Mid-Market (51-1000 emp.)

  ...

Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Aug 14, 2023

"Best in the SMS Biz!"

What do you like best about Attentive?

Attentive is extremely user friendly, the interface is so easy to navigate which makes working simple.

What do you dislike about Attentive?

I don't dislike anything about the platform, but there are some features I would love to see integrated one day such as cost estimators to send a message.

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KA

Kayla A.

Mid-Market (51-1000 emp.)

  ...

Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Mar 28, 2023

"White Glove Service: An Accurate Description!"

What do you like best about Attentive?

The CSM team for Food & Beverage has been instrumental in growing our SMS program. I value the convenience of being able to ask the White Glove team to schedule updates, make creative changes to sign-up units, generate QR codes, smart links, etc. The interface is very intuitive, and the Help Center articles are well written. Of course, sometimes it's easier to jump on a call with your CSM and walk through issues in real-time, which is what I typically do. The entire team is available pretty much 24/7, and they offer business reviews annually to help set goals and identify opportunities for growth and continued success. I also loved the Thread conference, as it provided a place to discuss with other Attentive users their strategies and hear from big brands about the tools they're using to be successful with SMS.

What do you dislike about Attentive?

It's hard to find something I dislike about Attentive, but I will say that their current offerings for integrations could be expanded upon. We just recently got the Magento integration, which is great, but it wasn't offered when we started our program. I think just being patient and voicing your interest in a particular integration will typically get results if they can swing it. Our CSM also regularly asks for feedback on what integrations, if any, we would like to see in the future.

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GR

gaby r.

Mid-Market (51-1000 emp.)

  ...

Validated Reviewer ✓

Verified Current User ✓

Review source: Organic

Oct 19, 2023

"Easy to Use, Reliable, Great Customer Service"

What do you like best about Attentive?

Platform UX, customer service/ white glove, has many integrations available!

What do you dislike about Attentive?

Segmenting can be a mess, final numbers are hard to find within the segments tab.

Reporting is not that great, the dashboard offer minimal reporting

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Verified User in Marketing and Advertising ⓘ

Small-Business (50 or fewer emp.)

 ...

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Jun 27, 2023 (Original Jun 27, 2022) ⓘ

"Top of their field for a reason"

What do you like best about Attentive?

Attentive is at the top of their field for a reason. They have the most robust features and analytics of SMS marketing platforms and offer very competitive pricing. These aren't their best qualities, however - their

support team and CSMs are second to none. They take time to learn the ins and outs of our business and strive to provide the best solutions for our marketing needs, as well as any potential issues that arise.

What do you dislike about Attentive?

There's nothing we have come across during our 12 months so far with Attentive that we've disliked.

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Chloe C.

Mid-Market (51-1000 emp.)



Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Mar 13, 2023

"Exceptional Service"

What do you like best about Attentive?

I only have positive things to say about Attentive. The team is incredibly responsive and always mindful of our KPIs and Budgets. I meet with our account manager once every two weeks and Ellyson constantly brings new ideas, strategy recommendations and assistance to help us make the most of our SMS campaigns. We have a small marketing team and so sometimes we don't have the resources internally to make the most of the platform. Attentive has solved this by offering to help us build journeys and draft campaign ideas for us too.

What do you dislike about Attentive?

I don't have any dislikes. I hope in the future that there will be even more journey flows that we can take advantage of. Although, there are plenty to choose from already.

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Verified User in Online Media 

Small-Business (50 or fewer emp.)



Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Aug 07, 2023

"Best Customer Service and Easy Tool to use"

What do you like best about Attentive?

I appreciate having weekly calls with our representative that helps us with optimizing all of our journeys, signup units and campaigns.

What do you dislike about Attentive?

The only downside is that I have to manually export email addresses and then import them into my CRM/Pardot. I wish there was an automatic way to do this.

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Verified User in Apparel & Fashion ⓘ

Small-Business (50 or fewer emp.)

Validated Reviewer ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Jul 10, 2023

"Great but room for improvement!"

What do you like best about Attentive?

The UI is so easy to navigate, and getting some basic reporting is really fast. I love the interface for the journeys as well. Attentive is always rolling out new product features and they are very helpful in setting up meetings with their clients to go over these new features.

What do you dislike about Attentive?

I think the biggest areas for improvement would be reporting features, integrations, and troubleshooting issues. Some of the reporting features could be more detailed such as attribution, aggregating campaigns and journeys. There are quite some limitations regarding integrations, and data isn't easily transferred as seamlessly as other partners. Lastly, when raising issues to the team—whether it's a bug or an error—it takes a while for the team to figure out a solution.

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EL

Etienne L.

Small-Business (50 or fewer emp.)

Validated Reviewer ✓

Verified Current User ✓

Review source: Organic

Feb 03, 2023

"RUN FROM IT: Attentive has reduced our subscription rate to almost 0"

What do you like best about Attentive?

Pricing is competitive, but they are making customer subscription so difficult that I would recommend any competitor to them

What do you dislike about Attentive?

Attentive is forcing the double opt-in with a very specific message, the only provider I know doing it.

For your customer to join your subscriber list on attentive, they have to agree on it on your website (which is normal), and in addition to that, they have to reply Y to an automatic text message saying "reply Y to subscribe to recurring automated personalized marketing alerts" (spoiler alert, nobody will ever reply "yes" to that message, meaning nobody will join your list).

This is a compulsory attentive rule and you cannot go around it. In a few months of using them, our subscription rate dropped to zero.

Conclusion: run from it, take a competitor

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HP

Hannah P.

Small-Business (50 or fewer emp.)

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Jun 28, 2023

"Awesome, easy set up for small busy teams!"

What do you like best about Attentive?

I love how easy it was to get the trial going, and how awesome the attentiv team is at following up and helping getting me enrolled. They really set all my flows up and their AI is a hugeee time save!

What do you dislike about Attentive?

Obviously I wish it was a little cheaper.

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Brett F.

Owner

Mid-Market (51-1000 emp.)

  ...

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Mar 13, 2023

"Attentive SMS marketing"

What do you like best about Attentive?

Attentive platform is simple and easy to navigate.

It is the best SMS marketing company for compliance and legal guidelines. I love that many of my legal concerns are removed because of the recommendations and steps Attentive requires.

What do you dislike about Attentive?

If you are a smaller company, it can be pricey getting started and paying a platform fee.

It does take some learning to understand all of the journeys and signup units to make sure you are setting up everything correctly.

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TP

Tripler P.

Marketing Operations Director

Small-Business (50 or fewer emp.)

  ...

Validated Reviewer ✓

Verified Current User ✓

Review source: Organic

Jan 09, 2023

"Idiocracy at it's finest..."

What do you like best about Attentive?

I was initially drawn to attentive because you couldn't escape their outreach. They sent about 3-4 emails to about 3-4 people in our company from linked in regularly. They said they could integrate fully with our system. They were working on the integration when our trial ended. They lied.

What do you dislike about Attentive?

Our Client Strategy Manager should be retitled Robotical Retention Specialist. He is rude. He ignores requests to speak to other people about our problem. Essentially, he should be fired.

Our Senior Account Executive has not said anything about our request either. They keep reverting to an old problem that was "supposed" to be fixed but hasn't happened yet. We want out of our contract to integrate FULLY with our ESP, and Attentive doesn't even allow this feature.

Complete negligence.

All they care about is keeping us in a contract, they do not care about Client Success AT ALL.

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Kristen R.

Small-Business (50 or fewer emp.)



Validated Reviewer

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 10, 2023

"Best of the best"

What do you like best about Attentive?

One click opt-in

CSM team feels like an extension of our internal team

Proactive account management

What do you dislike about Attentive?

Challenging to integrate with outside data sources

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Polona L.

Email & SMS Marketing Specialist
Mid-Market (51-1000 emp.)



Validated Reviewer

Verified Current User

Review source: G2 invite on behalf of seller

Incentivized Review

Dec 28, 2022

"I love Attentive!"

What do you like best about Attentive?

My overall experience with Attentive is excellent. It's user-friendly and easy to use. You can quickly build automated journeys and adapt them as you go. The process of sending out individual SMS campaigns is quite simple but efficient. Another thing that I adore is their blog Texts We Love, where you can find good examples and best practices. They also regularly organize exciting webinars. Our CSM is great and helps us with all the problems.

What do you dislike about Attentive?

Maybe add more design options to building pop-ups (sometimes you are limited with choosing colors for buttons or even adding more precise positioning of the text in the pop-up; not just left, center or right alignment).

Another thing that would be great is stats for the overall journey - with all previous versions combined.

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[Helpful?](#)[Add Comment](#)[Share](#)[Save this Review](#)**Heather W.**Chief Marketing Officer
Mid-Market (51-1000 emp.)

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Dec 21, 2022

"Easy to use SMS platform with great customer support."

What do you like best about Attentive?

The onboarding process was very smooth and organized. We were able to get up and running relatively quickly and felt confident about launching campaigns. We love being able to connect directly with customers via SMS and have seen a fantastic ROI on using SMS texting. Attentive's pricing structure and platform capabilities aligned best with our marketing strategy of lower frequency of text messages for a large audience. We also appreciate that they integrate with our e-commerce site (BigCommerce) as some platforms aren't able to do it.

What do you dislike about Attentive?

The only downside so far is that our international customers are jealous. We only have a US domestic account, so our global customers can't sign up for text notifications or participate in those promos.

[Show More](#) ▼[Helpful?](#)[Add Comment](#)[Share](#)[Save this Review](#)**BF****Brooke F.**VP of PR & Marketing
Small-Business (50 or fewer emp.)

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Dec 13, 2022 (Original Jul 19, 2021) ?

"Gold Standard, often imitated"

What do you like best about Attentive?

I love the user-friendly platform, constant updates to the backend, and all the help from their white-glove team. Sending campaigns to our customers is seamless and very doable on my own.

Text message journeys (post-purchase, cart abandonment, etc.) integrate perfectly with Shopify. It's so easy that I feel like I'm cheating on my job. It makes me look so good when in reality, I didn't have to do that much!

I love using their examples as my muse. Their case studies are great and super easy to translate into any business. Attentive stays on top of industry-standard practices.

Attentive takes care of their clients. I never feel like I'm in the dark when I'm working on my text marketing. Their team hosts virtual conferences and workshops about once a month, and they are educational and fun! These workshops are worth the money alone.

What do you dislike about Attentive?

There's nothing not to love! Anything that has been a pain point has been fixed by Attentive. They are constantly asking for feedback to make the platform better.

The price point can seem a little hefty, but you can make that money back by saving carts, offering promos, etc. They also give options on long-term plans that make the service a little cheaper.

There are a couple of things that I have had to reach out to their team about that I couldn't do on the self-serve platform, but the white-glove team gets back to you super fast, and as I said they are constantly

making the platform better and more user friendly every day.

I wish there was an app for iOS so I could push campaigns from my phone or answer CS inquiries.

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Shawn S.

Ecommerce Manager
Mid-Market (51-1000 emp.)



Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Dec 12, 2022

"I wish our ESP service was as well run as Attentive"

What do you like best about Attentive?

The trials for onboarding attentive or other programs have been 100% free with no strings. The support along the way is prompt, efficient, and collaborative. The platform is easy to use and can get a message out within minutes. The support with attentive is much better than in the ESP vendors we use, which is a significant driver helping them shine above tried and true ESP companies.

What do you dislike about Attentive?

It's separate from our ESP which creates a disconnect. Our ESP does offer texting, and would be some efficiencies gained by combining, but we have seen solid growth in both Email & Text, even with them separate. Additionally, the sales reporting can be a bit inflated.

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Sarah C.

Social Media Administrator
Mid-Market (51-1000 emp.)



Validated Reviewer 

Verified Current User 

Review source: G2 invite on behalf of seller

Incentivized Review

Dec 07, 2022 (Original Aug 04, 2022) 

"Great corporate text message service with amazing user support"

What do you like best about Attentive?

Of course, their text message service is great for driving leads - but the most outstanding thing about them is their user support! They are very hands-on, from the buying process to implementation to support chat, to even having one of their team members plan strategy calls with you each month to make sure you're getting the very best results possible.

What do you dislike about Attentive?

I think the only thing that could be better about Attentive is their breakdowns of your campaign spending. It would be nice if you could view that data in-platform (perhaps in an interactive display similar to the Meta Business Facebook analytics) rather than needing to select a time frame and blind-downloading an excel spreadsheet of numbers. I had a hard time understanding some of the terms used in it and what each of the sets of numbers meant. Their Whiteglove (service) team was helpful in explaining it all, however.

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SH

Spring H.

Retail Customer Service Manager
Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Jun 23, 2023

"Attentive has been insightful and successful"

What do you like best about Attentive?

I love creating content with the attentive system and knowing we are expanding our Brand.

What do you dislike about Attentive?

I cannot utilize Zendesk because I don't have a top-tier Zendesk subscription. I think this is a Zendesk issue, though. I would be elated if this feature was available for us. I would also like notifications for the chat option in the text messages. This way, I could be responsive to them promptly.

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Attentive Features

Highest-Rated Features

Bulk SMS - Mobile Marketing
8% above average

Coupons & Promotions - Mobile Marketing
9% above average

Optimization - Mobile Marketing
5% above average

Lowest-Rated Features

Custom Dashboards - Mobile Marketing
1% above average

Email Campaigns - Mobile Marketing
-3% below average

Two-Way Text Messaging - Mobile Marketing
3% above average

Top Industries Represented



Apparel & Fashion	64
Retail	56
Consumer Goods	42
Health, Wellness and Fitness	23
Cosmetics	17
Other	279

Attentive User Ratings



Ease of Use
Mobile Marketing Average: 8.8



Quality of Support
Mobile Marketing Average: 9.0

9.4

Ease of Setup
Mobile Marketing Average: 8.6

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Attentive Comparisons



VS

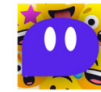


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Klaviyo



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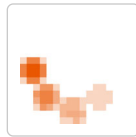
Attentive Categories on G2

SMS Marketing Software

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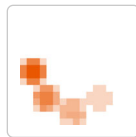
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Birdeye

4.8 out of 5
(2,306)



Klaviyo

4.6 out of 5
(1,006)

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