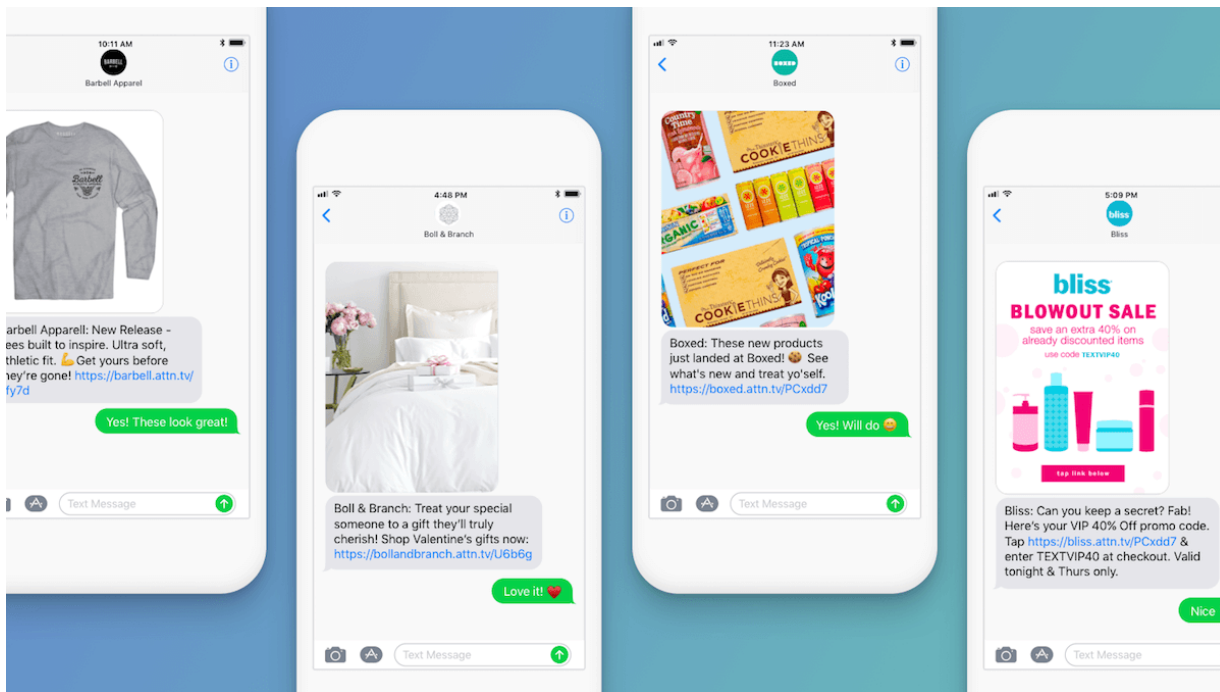


MarTech » [Customer experience](#) » Led by TapCommerce founders, startup Attentive launches SMS/MMS marketing platform

Led by TapCommerce founders, startup Attentive launches SMS/MMS marketing platform

Its text messaging can be targeted by behavior like cart abandonment or mobile purchases, and signups can be handled through a two-click promo.

[Barry Levine](#) on February 9, 2018 at 10:46 am | Reading time: 2 minutes



A New York City-based startup, led by the co-founders of [Twitter-acquired in-app ad retargeter TapCommerce](#), is out today with a new mobile messaging platform.

IPR2023-01338
Attentive Mobile EX-2033



The company, [Attentive](#), has had its platform in the field for the last eight months, during which time it has been employed by more than four dozen client companies, including Boxed, AMOREPACIFIC and Bliss. Today, the company is announcing the platform, as well as announcing that it has acquired \$13 million in Series A funding.

The platform is targeted at ecommerce and retail brands, and it supports SMS and MMS messages for targeted promotions, retargeting, customer service, transactions (i.e., purchases made via text messaging) or retention.

The messaging, which is permission-based, can include text, links, animated GIFs, videos or a templated survey. Customer replies can be pushed to customer service platforms Kustomer or Zendesk for further interaction.

One-to-one messaging can be targeted by behavior, such as cart abandonment, big spending with a brand or previous mobile purchases that can trigger reminders to reorder or to try a related product.

Co-founder and CEO Brian Long told me that mobile messages delivered through his company's platform have a click-through rate of more than 30 percent. He added that clients have received a tenfold increase in revenue per message, compared to email.

A key differentiator from other SMS/MMS messaging platforms, Long said, is Attentive's patent-pending two-tap opt-in text. A promotion on the mobile website of a brand can be deep-linked to the SMS text-messaging app, where a signup is pre-filled.

A user on a retailer's mobile website, for instance, could click on a promo to receive texts about new sales, and one click will take her to her phone's SMS messaging app, where the signup is pre-filled. A second click signs her up so she can receive text messages from the brand.

Opinions expressed in this article are those of the guest author and not necessarily MarTech. Staff authors are listed [here](#).

Add MarTech to your Google News feed.



Related stories

4 tips for auditing your marketing automation program

Walmart launches shoppable ads on NBCUniversal's Peacock

5 marketing automation quick wins

Humanizing B2B: The key to better customer experience

Putting customers first: The key to successful customer data exchange

New on MarTech

Destination Drupal 10: A CMO's roadmap for upgrade success

The latest jobs in martech

The perfect combination: GenAI and persuasion strategies for unbeatable A/B tests, Part 2

Omnicom's Flywheel acquisition signals the start of a revolution

The future of customer experience lies in first-party data

About the author



Barry Levine

Follow @xBarryLevine



Barry Levine covers marketing technology for Third Door Media. Previously, he covered this space as a Senior Writer for VentureBeat, and he has written about these and other tech subjects for such publications as CMSWire and NewsFactor. He founded and led the web site/unit at PBS station Thirteen/WNET; worked as an online Senior Producer/writer for Viacom; created a successful interactive game, PLAY IT BY EAR: The First CD Game; founded and led an independent film showcase, CENTER SCREEN, based at Harvard and M.I.T.; and served over five years as a consultant to the M.I.T. Media Lab. You can find him at LinkedIn, and on Twitter at xBarryLevine.

Related topics

Customer experience

Performance marketing

Attend our events

MARTECH

MarTech is marketing.

Discover time-saving technologies and actionable tactics that can help you overcome crucial marketing challenges.

Start discovering now: [MarTech fall](#)

Start discovering now: [MarTech spring](#)



Learn actionable search marketing tactics that can help you drive more traffic, leads, and revenue.

Webinars

Trends in Paid Search: Navigating the Digital Landscape in 2024

2024: The End of the Third-Party Cookie. So, What Now?

Go Beyond Cookies and Stay Ahead in a Privacy-First World

[See more webinars](#)

Intelligence reports

Enterprise Marketing Attribution and Performance Management Platforms: A Marketer's Guide

Enterprise Account-Based Marketing Platforms: A Marketer's Guide

Enterprise Marketing Work Management
Platforms: A Marketer’s Guide
[See more intelligence reports](#)

Featured white paper

Planning Guide 2024: B2C Marketing
Executives

[See more white papers](#)

Search our site

Search

MarTechBot

Meet your new AI-powered marketing
assistant!

[Start chatting now!](#)

Get the must-read newsletter for marketers.

Get MarTech in your inbox.

Subscribe

Topics

[All topics](#)
[MarTechBot](#)

About

[Contact](#)
[Privacy](#)
[Terms of use](#)
[Marketing opportunities](#)
[Staff](#)
[About us](#)

Our events

[MarTech Conference](#)
[Search Marketing Expo - SMX](#)

Follow us

[f Facebook](#)
[X X \(formerly Twitter\)](#)
[in LinkedIn](#)
[YouTube](#)
[Newsletters](#)
[RSS](#)

© 2023 Third Door Media, Inc. All rights reserved.

Third Door Media, Inc. is a publisher and marketing solutions provider incorporated in Delaware, USA, with an address 88 Schoolhouse Road, PO Box 3103, Edgartown, MA 02539. Third Door Media operates business-to-business media properties and produces events. It is the publisher of MarTech.org, the leading marketing technology digital publication.