



Leader
PROTECTOR
2023

Attentive

476 reviews | 4 discussions

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Request a Demo

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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

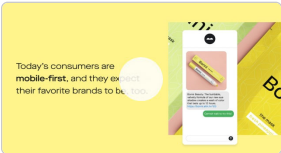
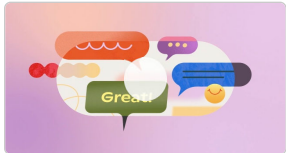
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CASE STUDY

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

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

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..."

See all video reviews

476 Attentive Reviews

4.8 out of 5

Write a Review

5 star	424
4 star	41
3 star	6
2 star	0
1 star	5

Search reviews

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476 Attentive Reviews

4.8 out of 5

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Pros

[Customer Service](#)[Saves Time](#)[User Interface](#)[User Friendly](#)[Integration](#)

Cons

[101](#)[36Integration Issues](#)[36Expensive](#)[30Slow](#)[18Customer Service](#)[Not User Friendly](#)[28](#)[23](#)[20](#)[15](#)[15](#)**Dion R.**

Director of Marketing

Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 10, 2023 (Original Nov 15, 2021)

"An Excellent Way to Boost Sales - Just a Touch On the Pricey End"

What do you like best about Attentive?

Attentive had the easiest implementation web-side I've ever experienced (just one line of code to drop in) and all of the staff have been extremely responsive and helpful in onboarding us. We recently started utilizing their Concierge service as well, which has dramatically reduced the amount of time we need to spend managing the platform, allowing us to focus just on revenue driving opportunities.

What do you dislike about Attentive?

One area which could be improved is the customization options for the Attentive pop up boxes on site; we feel as if an "advanced" mode would allow coders like myself to more uniquely integrate Attentive into our product. The only other area that certainly is a barrier to entry for smaller businesses is the cost; the service starts at an affordable price, but if you even see moderate usage of the product by your customers, the bill will quickly get up there.

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[Save this Review](#)**Verified User in Cosmetics** ⓘ

Mid-Market (51-1000 emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 16, 2023

"Great platform and partner for SMS!"

What do you like best about Attentive?

I love the brand partnership that Attentive provides! Our CSM is very intelligent and always provides great strategic recommendations to our SMS strategy and plans. The platform itself is also very user friendly in terms of: SMS campaign creation, flow creation, segmenting, analytics, etc. It has been an incremental part of our ecommerce business!

What do you dislike about Attentive?

[Contact Attentive](#)

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Open Discussions in Attentive



Robert D. asks

Report

I love the free gift cards you guys give

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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JP

Jennifer P.

Mid-Market (51-1000 emp.)



[Contact Attentive](#)

Nov 10, 2023

"Easy Platform for SMS"

What do you like best about Attentive?

Attentive is so easy to use! Our Customer Success Manager is always so helpful in creating new journeys or segments for us. When we have issues or need something quickly, they are always on top of it!

What do you dislike about Attentive?

I can't really think of any downsides. If anything, the ability to schedule journeys to turn both on and off, not just on, would be something I would think of.

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VP

Vladimir P.

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



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 14, 2023 (Original Dec 13, 2022) ?

"Innovative company with knowledgeable support team"

What do you like best about Attentive?

We have now been with Attentive for nearly a year. Good ROI so far, knowledgeable support team, easy onboarding process, easy-to-use backend with intuitive UI, minimum management time required. More robust and streamlined comparing to some competitors

What do you dislike about Attentive?

Have been using Attentive for nearly a year now and, so far cannot mention any negatives. Couple of small backend improvement suggestions were communicated to the team

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Melanie C.

Director of eCommerce & Marketing
Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 10, 2023 (Original Jul 25, 2022) ?

"Best SMS platform to use!"

What do you like best about Attentive?

Support staff is absolutely amazing and always there to assist with anything you need, including suggestions for optimizations. The platform is also extremely user-friendly!

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Helpful?

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[Save this Review](#)**Verified User in Furniture** ⓘ

Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 10, 2023 (Original Aug 22, 2023) ⓘ

"The Most Capabilities of Any SMS Provider I've Used"

What do you like best about Attentive?

Attentive has the most capabilities of any SMS provider I've used so far! Their journeys builder helps us personalize our customer communications based on their activity, and allows us to stay engaged even with limited manpower on our end.

What do you dislike about Attentive?

Reporting features are a bit limited and confusing. Don't get me wrong, their dashboards are great for basic questions, but if you're trying to do more in-depth reporting on how a specific audience performed you will struggle.

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[Save this Review](#)**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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[Save this Review](#)**MM****Melissa M.**

Email and Web Marketing Manager

Small-Business (50 or fewer emp.)



[Contact Attentive](#)

Nov 10, 2023 (Original Feb 27, 2023)

"Excellent experience all around with Attentive"

What do you like best about Attentive?

Attentive is a fantastic product - the UI is easy to use and very intuitive. In addition, the level of support from their account managers and White Glove team is impressive.

What do you dislike about Attentive?

I have only positive things to say about Attentive - the only downside I've experienced is the cost for sending SMS messages.

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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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EB

Emily B.

Mid-Market (51-1000 emp.)



Validated Reviewer

Verified Current User

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 15, 2023

"Attentive is an easy to use and effective marketing tool"

What do you like best about Attentive?

It's so easy to use. From creating segments to scheduling AB tests. I love the platform.

What do you dislike about Attentive?

No downsides that I can think of. I love it.

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[Contact Attentive](#)

JA

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

"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"

[Contact Attentive](#)

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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HO

Hannah O.

Small-Business (50 or fewer emp.)



Validated Reviewer

Verified Current User

Review source: G2 invite on behalf of seller

Incentivized Review

Nov 10, 2023

"Great Platform"**What do you like best about Attentive?**

Easy to work with. Customer reps nearly always available.

What do you dislike about Attentive?

We changed email providers and Attentive does not integrate with them. Should've just changed to Attentive Email (it was in beta yet, when we made the decision to change)

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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 our brand voice intact

[Contact Attentive](#)

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

[Contact 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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[Contact Attentive](#)

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 Health, Wellness and Fitness ⓘ

Mid-Market (51-1000 emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

[Contact Attentive](#)**What do you like best about Attentive?**

The continued support that you get while using the platform with a specialist

What do you dislike about Attentive?

Could be good if sign up units were easier to be customised but not a big issue

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[Save this Review](#)**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).



Contact Attentive

Helpful? Add Comment Share Save this Review

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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

Data from Grid® Report for Mobile Marketing | Fall 2023

Attentive User Ratings

- 9.5 Ease of Use
Mobile Marketing Average: 8.8
- 9.7 Quality of Support
Mobile Marketing Average: 9.0
- 9.5 Ease of Setup
Mobile Marketing Average: 8.6



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Attentive Comparisons

VS		
Attentive		Klaviyo
VS		
Attentive		Postscript
VS		
Attentive		Braze
VS		
Attentive		Emotive
VS		
Attentive		Birdeye

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Attentive

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Klaviyo

4.6 out of 5

(1,007)

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