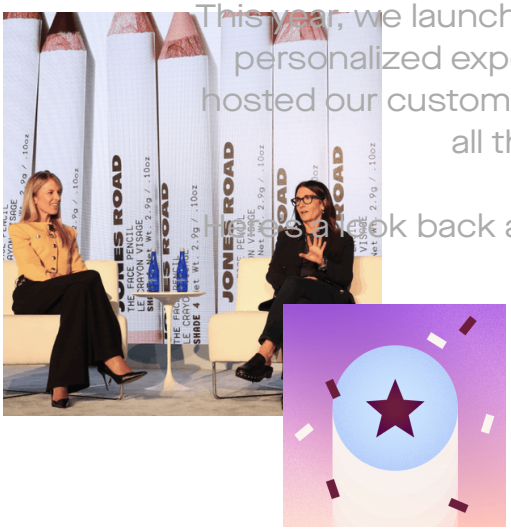
2022

This year, we launched products that help brands deliver even more personalized experiences, made our way across the pond, and hosted our customers at Thread—the first conference dedicated to all things conversational commerce.

Here's a look back at some of our favorite moments and highlights.



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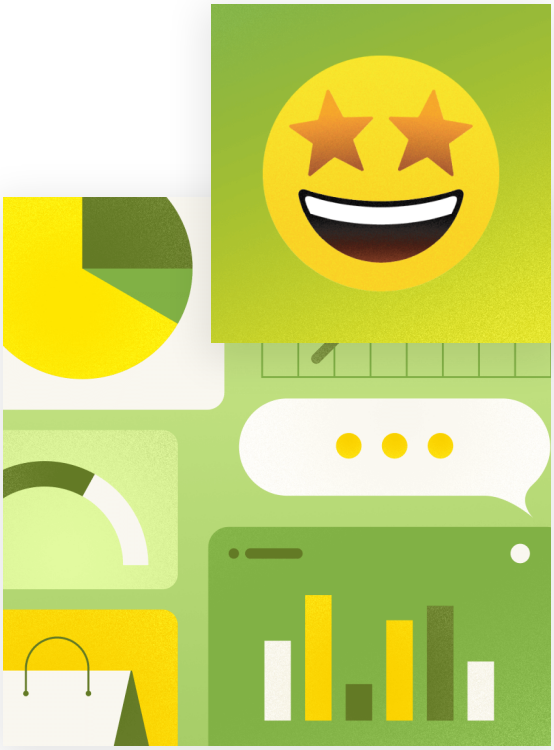
REVENUE IMPACT

$13+ billion in SMS revenue driven

The 8,000+ brands who partner with us have driven a record $13+ billion in 2022. This year, they collectively **sent 21.8 billion text messages**. Check out some of our favorite text messages and sign-up units in our Texts We Love library.

(Note: Based on the period of Jan 1 — Dec 1, 2022)



Browse Texts We Love

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XPANSION

SMS gone global

ao! Bonjour! Crikey! We panded to the **UK, Australia, nada, France, Spain, Italy, Netherlands, Portugal, Ireland, and Sweden**. Plus, we opened a new office in London, and expanded our Australia team.

See Open Roles

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PRODUCT HIGHLIGHT

No more no-reply@

We're taking customer engagement to the next level with **Attentive Concierge™** — a product that enables brands to deliver true conversational commerce experiences at scale, with personalized interactions. Attentive Concierge powered 2.1 million one-to-one conversations in 2022.

We also launched **LiveSMS™**, an extension of Attentive Concierge™ that replaces traditional chat by allowing shoppers to opt in to SMS and get real-time answers from live agents.

(Note: Based on the period of Jan 1 — Dec 1, 2022)

Learn More

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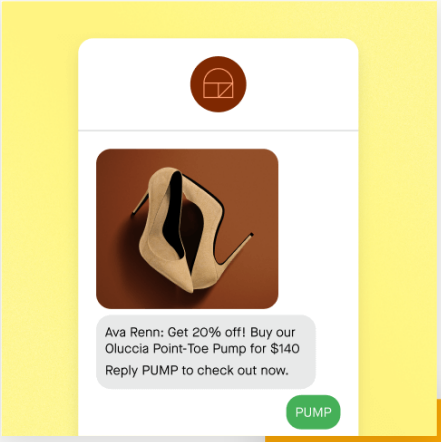

Bonni Beauty: Thanks for your order! Here's your confirmation: https://bonni.attn.tv/orders/ln8dK46249tl

PRODUCT HIGHLIGHT

urning owsers to buyers th Text-Buy

v that consumers are g in mobile shopping e than ever, and that erience is fraught with That's why we ed Text-to-Buy with Shop move the extra steps scribers' path to purchase by allowing them to simply text a keyword to buy from a brand.

Explore Text-to-Buy

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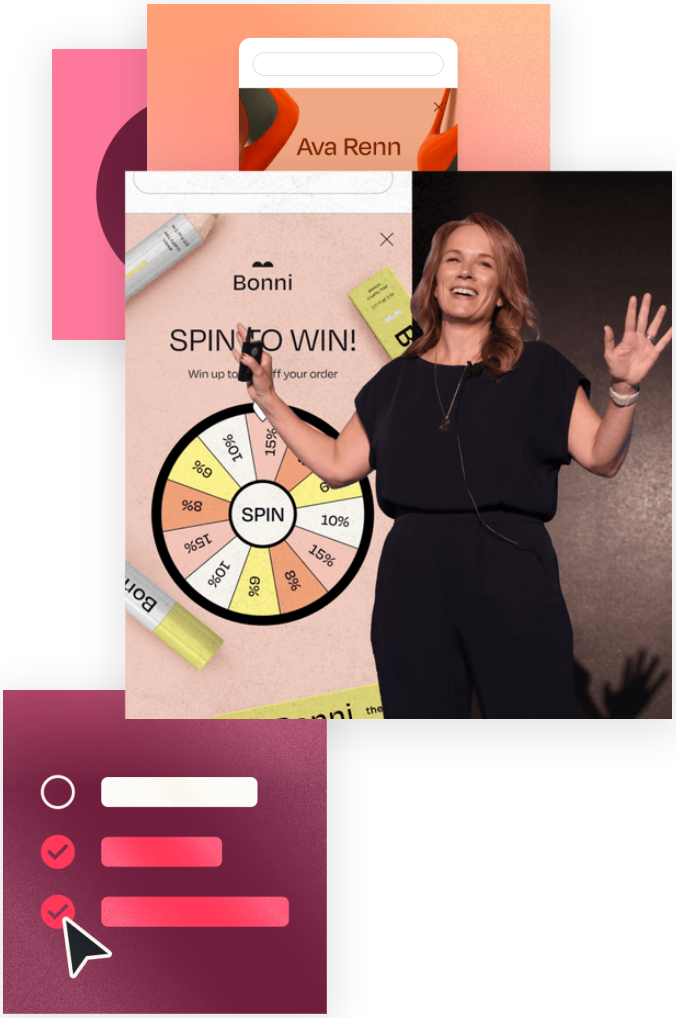
New features to accelerate list growth and capture more data



Marketers are working harder than ever to engage and convert their customers. Helping them do so at every stage of the customer lifecycle is our top priority. That's why this year, we introduced new sign-up unit solutions—like **Spin-to-Win** and **Preference Collection**—to help brands grow their lists faster, and collect valuable first- and zero-party data from the get-go.

Discover Growth Solutions

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THREAD 2022

Putting the conversation into conversational commerce at Thread

400+ marketers joined us live in New York ity and tuned in virtually for Thread 2022, he first conference for conversational ommerce. We hosted over **20 breakout sessions and peer roundtables** (not to mention, standout fireside chats with industry luminaries Bobbi Brown and Taraji P. Henson).

SPANX CB2 crocs patagonia

Check Out Thread Highlights

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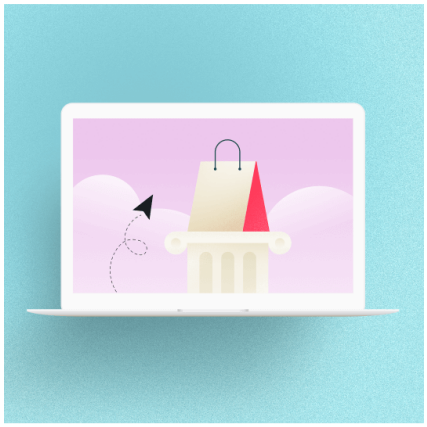
HOLIDAY REVENUE

$1.1 billion generated from SMS over Cyber Week

1.6B
texts sent

12.7M
subscribers opted in



Our customers' SMS strategies paid off during Cyber Week. Collectively, they sent **over 1.6 billion texts during Cyber Week**—helping subscribers discover new products, limited-time deals, and other offers relevant to their holiday shopping. It's never too early to start planning for next year.

Get Inspired

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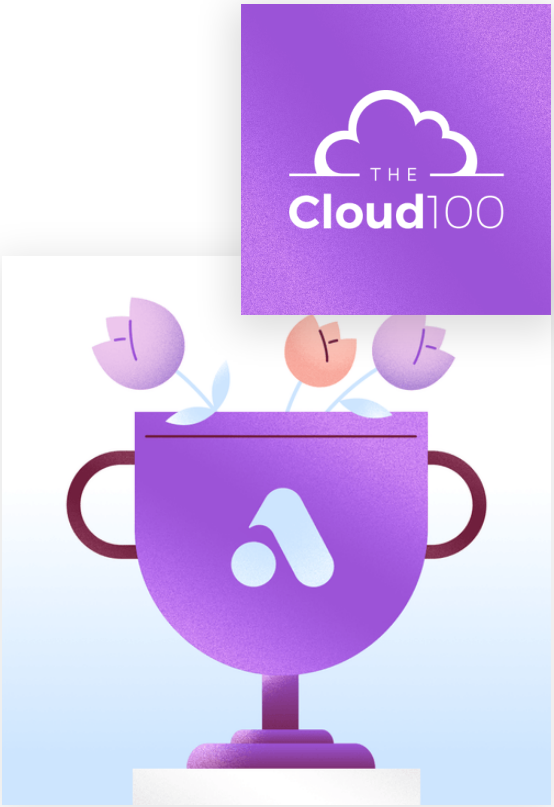

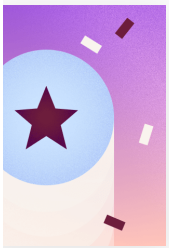

HONORS & AWARDS

In good company

We're honored to be recognized this year by companies like LinkedIn, Forbes, Inc., and Deloitte. A few highlights include being named to the Deloitte Fast 500, #9 on LinkedIn's Top Startups, and #10 on Forbes' Cloud 100 list. Plus, our **Holiday Marketing Reboot**, which helps marketers prepare for a busy season, won Webflow's Microsite award.

Read About Attentive

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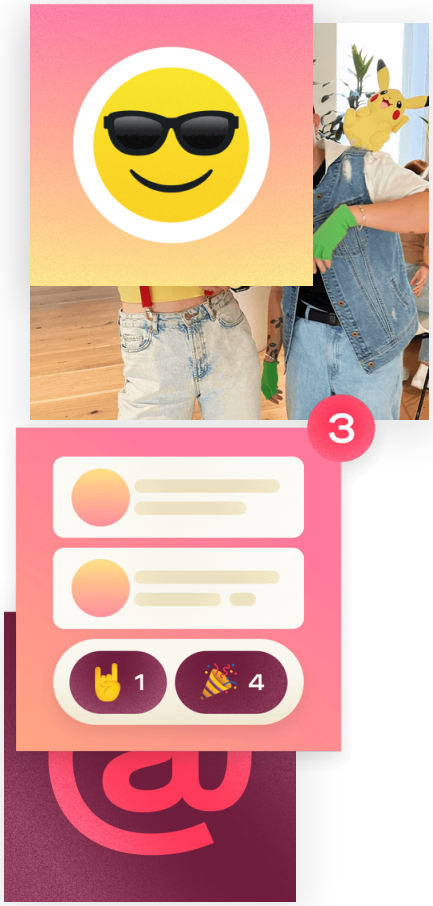
CULTURE

From #product-launches to #birdwatching

Attentive employees engaged in **2,900+ Slack channels**, connecting on this year's exciting projects. But we're not all work and no fun. Teammates also bond around the "virtual water cooler" in channels about shared interests—ranging from pets, to parenting, and everything in between. Some of our favorites include #birdwatchers, #worldtravel, and #boardgames.



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EMPLOYEE RESOURCE GROUPS

Empowering our nine ERGs with AWAKE

We're committed to building a connected, inclusive, and diverse workplace. This year, we continued growing AWAKE, an employee-led collective to support our nine ERGs—including Continuum, our new Neurodiversity and Mental Health ERG. We've come together via Zoom for many informative and fun ERG-organized events this year—like cultural cooking classes, poetry readings, and fireside chats on community initiatives and awareness.

Get To Know AWAKE

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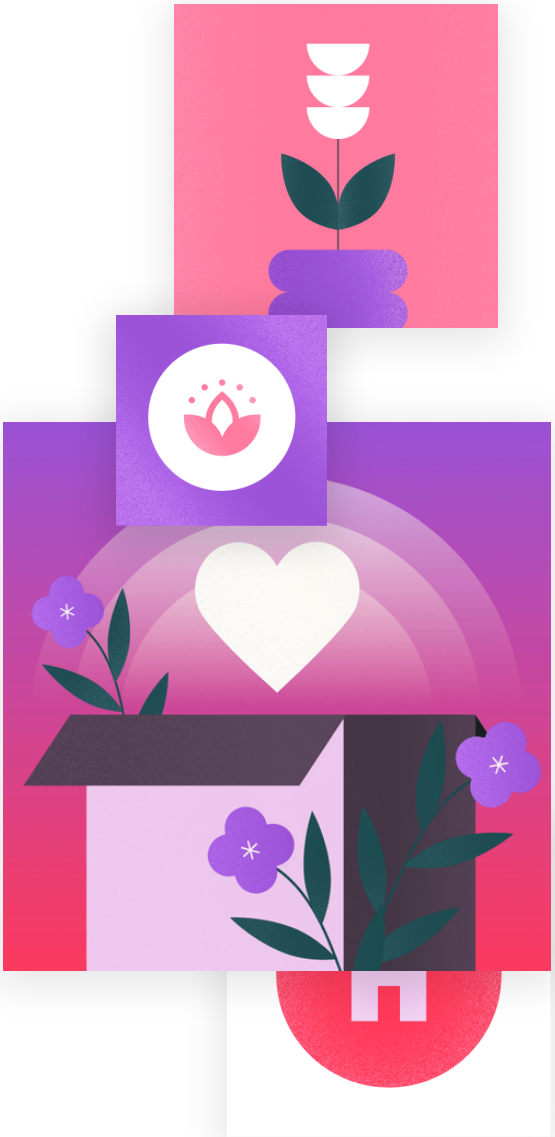
CONTRIBUTIONS

Giving back to the community

Attentive employees have heart. This year, we rallied together to help with critical causes, and proactively created new donation campaigns to support the initiatives most important to them. Attentive **matched $50,000+** in employee donations to nonprofits and charitable organizations.



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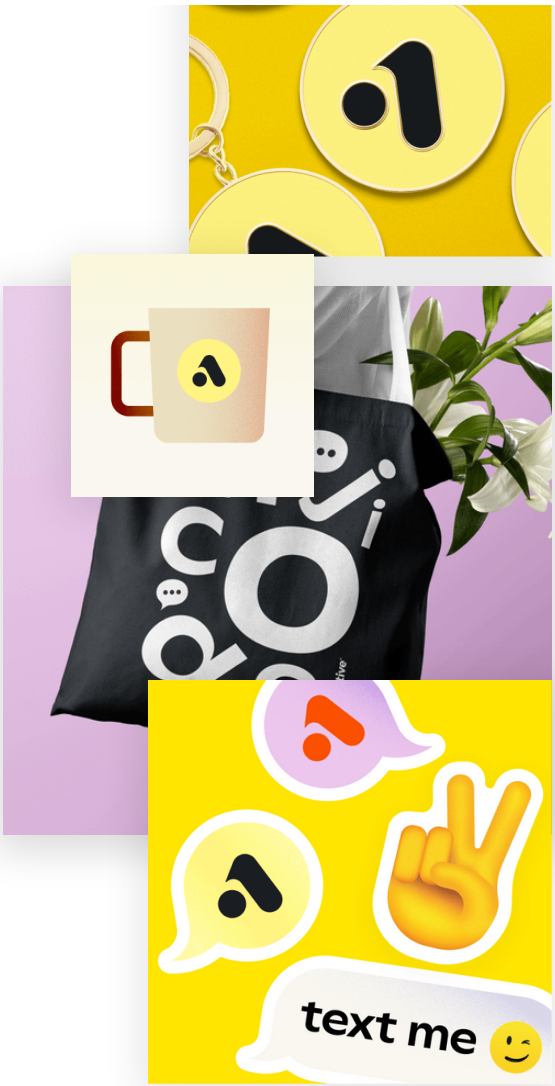

BRAND

Bring on the merch!

We dabble in the e-commerce world ourselves now with our Attentive Goods merch store. We got a little nostalgic for the 90s, teamed up with customers for some fun collabs, and restocked our fan favorites. Our best-selling products include the "You're So Write" Pen Set and OOTD Sweatshirt. Explore the store and try our **LiveSMS™** feature, powered by **Attentive Concierge™**, if you need any shopping support.

Shop Attentive Goods

Three cheers to a great year!

Thank you—to our customers, team members, and partners—for being a part of another amazing year. Now, we want to hear

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And if you'd like to take a trip further down memory lane, revisit last year's highlights.

Check Out Year to Date 2021