



## Case Study

**Product:** Nexmo SMS API

**Use Case:** Adaptive Routing

**Industry:** Mobile Messaging

# TextMagic

### OVERVIEW:

TextMagic is an all-in-one text messaging service that allows 50,000+ SMBs to connect with their customers via two-way SMS, online texts, gateway SMS via email, SMS software for desktop, and SMS distribution lists, globally. TextMagic's clients represent a wide variety of verticals, including eCommerce, health, real estate, staffing, and hardware monitoring.

### CHALLENGE:

As mobile messaging increased in popularity, TextMagic looked to bolster their platform with more sophisticated, robust features to support global cloud communications capabilities, including the ability to send SMS notifications, alerts, reminders, confirmations and marketing campaigns.



## Traffic Grows 40% Year Over Year After Implementing Nexmo®, The Vonage® API Platform's SMS

### The Nexmo Solution

To overcome these challenges, TextMagic partnered with Nexmo. Integrating with Nexmo's robust SMS API allowed TextMagic's clients to:

- Successfully send bulk SMS campaigns with unmatched deliverability rates.
- Decrease time spent setting up and managing bulk SMS campaigns.
- Reach any active mobile device, regardless of its location through Nexmo's meshed carrier network.
- Choose the best path for traffic distribution in real time via Adaptive Routing™ technology.
- Abide by regional compliance and regulations so their messages arrive without delay.

### The Results

Using Nexmo's SMS API, TextMagic quickly and consistently grew, not only in Europe, but throughout major markets including Canada and the United States.

- 300% increase in two-way conversations
- 3X increase in inbound messages, ultimately higher engagement with the TextMagic platform
- 40% growth year-over-year in SMS traffic
- 2.5 Million text messages sent monthly

*"Compared to other enterprise platforms we reviewed, Nexmo is by far the easiest to manage our clients' spend and provides the highest quality communication services. In addition, Nexmo's dashboard is extremely agile and provides easy-to-manage payment capabilities."*

- Priit Vaikmaa  
CEO | TextMagic

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