

Ez Texting

Print/Email

\$10.00



Pros

Contact reports allow you to track recent subscriptions and opt-outs, and see where new contacts are [signing up for](#) your texts.

Cons

You are required to pay a monthly lease on keywords in addition to the monthly fee, although this enables you to extend the reach of your [marketing](#) efforts.

The Verdict: 9.1/10

Ez Texting is an easy-to-use product that puts all of the necessary tools in your hands to [help](#) you take control of your mobile [marketing campaign](#).

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Ez Texting is a [text message marketing service](#) that will enable you to reach lofty heights in improving your communication with contacts and customers alike, which earns it our TopTenREVIEWS Silver Award. Through a combination of an easy-to-use interface and a full feature list, this service will certainly infuse life into any mobile marketing strategy. We are impressed with this tool's design and reach, and we know that it is one of the best text messaging services out there.

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Features: 9.8/10

AdChoices

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SUMOTEXT	Ez Texting	Trumpia	ProTexting	Mobivity	Cellit Spark	Stop N Text	Mozzo	Texting.ly
9.8	9.8							
		8.8	8.8	8.8		8.1	8.1	8
								5

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From a features standpoint, Ez Texting dominates the other products we reviewed. It contains all of the necessary features to jump-start a mobile marketing campaign and present it in a simple and intuitive form. While this service still falls short of the top spot due to its inability to perform cell phone carrier queries, it made up for this lack with a strong and capable delivery system. Immediately after you register for services, you can begin sending messages with just the click of a button.

You can perform contact or subscription management in two ways. You can navigate directly to the contact database that lists all the phone numbers that are currently cataloged. From this screen, you are able to add new contacts, assign contacts to groups and perform searches for specific contacts.

If you have a spreadsheet of contacts, Ez Texting also offers the ability to upload Excel files in CSV format. Simply format your files with each column holding data for phone number, first name, last name, email and notes, in that order.

One unfortunate downside to using Ez Texting is that you have to pay a monthly fee to lease keywords, whereas other SMS marketing services allow you to use at least one keyword free of charge. For one keyword, we were quoted a monthly leasing fee of \$25. Additionally, while you can create polls and voting text messages to get your contacts to participate, you have to purchase a keyword in order to enable polling. However, once you've purchased the keyword, you are allowed to set up an unlimited number of sub-keywords that you use to create options for multiple choice voting (e.g., A, B, C, D and so forth).

Reporting: 8.8/10

Compare 

Ez Texting offers five reporting features, each of which allows you to track not only your text messages, but your contacts as well. Three of the reports record contact details such as the number of recently added contacts, the growth of your contact base – factoring in opt-outs – and the source of your contacts. The third of these is quite useful simply because it allows you to gauge which methods are proving most successful for attracting new contacts.

The other two reporting tools allow you to track recent and cumulative messages, both inbound and outbound. These are illustrated with line graphs charted over a specified date range. While simple in design, these reports certainly serve their purpose in arming you with information to better plan text messaging campaigns.

Ease of Use: 10/10

Compare 

The Ez Texting interface allows for quick navigation between areas of your mobile marketing campaign. All of the major features of this service are accessible through a side menu bar. Each screen is laid out with tables, charts and forms that you can fill out to perform specific functions, whether it is to create a new group, lease a keyword, send a text message or view a report.

Adding new contacts is a quick process. If you already have contact information in hand, you can navigate to the Contacts page and click to add a new contact. This will take you to a screen where you can enter any personal information you have, whether it is just the phone number or also the contact's name and email address.

Sending a text message is also a breeze. The top menu item is Send Text Message. It can't get much easier than that, right? From this point, you can select the group you'll be sending a message to and then you can enter a subject and the message body. Below the field where you enter your message, there are buttons available that you can click to insert specific text into text messages, such as opt-out details, message personalization and more.

Help & Support: 7.5/10

Compare 

In the event that you encounter an issue or are uncertain how to proceed in creating an effective mobile marketing campaign, you can request assistance from Ez Texting's support representatives. From the Support page on the company's website, you can submit a ticket that acts essentially as an email support request. Simply select the category of your issue, write a subject line and then discuss your issue in the message body.

For additional assistance, you can navigate to the knowledgebase, which is accessible from any page by clicking the Help? hyperlink at the top-right corner of the screen. This took us to a database of instructions for performing various tasks in Ez Texting. The tutorials provided are by no means comprehensive, but they offer step-by-step instructions on using basic features and also discuss some aspects of the service with regards to mobile marketing. For example, there is one article that discusses keywords and how they can benefit your mobile marketing strategies.

Summary:

Ez Texting is a service that helps put you in control of your mobile marketing campaigns. The tools and

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resources provided by this text message marketing service are easy to find and easy to use. At no point did we feel lost or uncertain how to complete a task with this product. The company has done an excellent job of creating an easily navigable and usable service. Usability plays strongly to this application's advantage and will help you facilitate two-way communication with your contacts.



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