



# Mobivity

Print/Email

\$50.00



### Pros

Mobivity offers several packages that include [unlimited messaging](#), [marketing](#) materials and a dedicated account coach.

### Cons

Currently it does not offer a web [sign up for](#) new customers.

### The Verdict: 8/10

Mobivity allows you to see two-way communication unfold before your eyes, making this an effective [marketing tool](#).

Buy



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Mobivity brings to the scene of [text message marketing service](#) an array of features and reports that will empower even the most basic of marketing efforts. Through this interface, you can set lofty goals to expand your business and facilitate greater two-way communication with your contacts. This service succeeds in helping set the bar for top-performing services in this category through features like voting and polling, personalization, keyword management and more.

Mobivity offers numerous communication features designed to cultivate two-way communication with your contacts. It's not enough that you push out text messages, which makes it imperative that you pursue a service like this one that allows you to create auto-responders, polls and keyword responses. This product provides users with a strong compilation of messaging tools that we feel play heavily to its advantage in this review.

One handy feature we encountered was called Live Monitor. This tool enables you to receive live results for a message campaign using a specific keyword. With Live Monitor, you can track which contacts received a text message as well as which contacts responded with votes on a poll. You can stop the monitor at any time and view the current results of a message campaign or even create a chart that displays the real-time results of a message. Additionally, you have the option to view opt-ins as they come in.

Mobivity offers a diverse range of reporting features that will enable you to track many aspects of your mobile marketing campaigns. You can easily view the Message Summary Report to examine inbound and outbound message traffic, the Keyword Replay Summary to review replies sent for specific keywords and the Mobile Summary to check delivery status reports. These reports make it easy to review and gauge the performance of your SMS marketing campaigns. With the exception of being able to track carriers, these reports are professional in appearance and detailed in their data.

The dashboard provides quick access to many of Mobivity's features, from adding contacts to viewing reports to sending text message blasts. The menu options line the top of the page and will take you to different areas of the site, depending on what you need to do. These options include tools such as managing contacts, sending messages, reports and your main dashboard. Figuring out where you want to go is simply a matter of determining which category your tool will most likely be found under.

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### Summary:

Mobivity is among the best SMS marketing services out there, offering a diverse array of reporting tools that are complemented with their messaging features. They offer many of the important features necessary to facilitate your marketing efforts – features like auto-responders, contact groups, leased short codes and web signup forms. This service is quite easy to use when coupled with the presence of a comprehensive support department.

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