



Textingly

Print/Email

\$15.00



Pros

The interface is [easy](#) to navigate because all key functions are broken down into five simple sections.

Cons

Response times for [email](#) support are quite lengthy.

The Verdict: 5.5/10

Textingly offers an easy-to-use product that, while it lacks certain features, still acts as a strong resource for any [text](#) message [marketing campaign](#).

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The aptly named Textingly is one of many contenders vying for a top-ranking position among [text message marketing services](#) on TopTenREVIEWS. It exceeds our expectations in numerous areas, offering an easy-to-use solution that is all wrapped up nicely into a small bundle of communication tools. However, despite its numerous features, it is still lacking in several regards, namely where two-way communication is concerned. While this product enables you to send outbound messages in a hurry, it offers nothing in the way of voting or auto-responders.

When viewing the subscription manager, we found an interesting feature. Rather than blindly accepting any phone number we entered, Textingly actually attempted to validate the phone number. If the number didn't exist, it returned a message that said the phone number was invalid. When we tried to enter a phone number belonging to a person who had previously opted-out of receiving messages from Textingly, the service prevented us from replacing it. We feel this is particularly helpful because it acts on your behalf to help you avoid wasted text messages sent to invalid phone numbers or unknowingly spamming individuals.

From the dashboard, you have the option of either immediately sending a message or creating a conversation. However, before you can send a message, you have to set up a conversation. Conversations are scripts that you set up to create a two-way dialogue with people. In other words, you can set up what will happen in one conversation when a contact texts a keyword.

From the Conversations screen, you can manage and add contacts to your lists. Simply enter a phone number manually to add a contact or select Delete to remove one. We feel that this subscription manager is somewhat limited because it only allows you to enter a contact's phone number. You can't enter other personal information such as a contact's first names for personalization or their zip codes for area-specific deals. In a way, this handicaps the quality of two-way communication and prevents you from getting more information about your consumers.

The features offered through Textingly are rather hit and miss with regards to what industry standards they met. For example, we found no option to create text messages that would allow us to create polls or personalize messages. Likewise, you can't create a web form to put on your company website where people

can sign up for messaging services. Instead, it looks like you have to manually enter each phone number because there isn't even an Import List option.

Effective marketing efforts hinge on reporting tools, which is something that Textingly takes seriously. Simply click on Reports to access a report that will display the tracking results for outgoing messages categorized by conversation. The reporting results, however, are divided into each conversation created, so if you have multiple conversations, you will have to track the results on each separately.

You can also choose to view communications by incoming messages or by contact. The reports display a line graph at the top of the screen that tracks the quantity of messages sent over a period of a month. You can filter these results based on such things as individual messages, conversations and triggers.

We give Textingly high points on ease of use because it is simply that: easy to use. When you first log into the system, you are directed to the dashboard that offers a quick overview of account activity. From this screen, you can navigate to one of four other pages: Conversation, Send Message, Keywords and Reports. You can also jump into the fray and begin sending messages immediately by selecting the Create Conversation or Send Message button on the homepage.

Each subsequent page is presented in an uncomplicated manner and offers an experience free of clutter and unnecessary design elements. Textingly maintains a no-nonsense attitude about the tools it provides and succeeds in creating an experience that is easy to immediately grasp. In comparison to many of the other SMS marketing services, this service is a breeze to figure out.

One aspect of the service we found particularly helpful is the system messages that are automatically sent out in a conversation. Rather than having to make room in a text message to tell people what to text to opt out or in, Textingly automates the service and includes that information.

The support avenues offered through Textingly are similar to most other SMS marketing services in that they provide you with the ability to enter a dialogue with a qualified support representative over the phone and email. A knowledgebase is also available that contains a number of questions and answers, but very little in the way of instruction. If you're looking for answers or step-by-step instructions, you won't really find the assistance you need here. However, you can pose a question to be answered by their service department.

We would assert that emailing the support staff would be faster than utilizing the knowledgebase, but we sent them an email with some questions and received no response, even after a week. This was a stark contrast from competing services where the norm is to respond within a matter of hours. Sadly, this was the lengthiest response time of text message marketing services for support-related emails.

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Summary:

Textingly offers a strong product that enables it to rise above the competition with regards to sending text messages as part of a mobile marketing campaign. In comparison to other competing products here, this company came just short in a number of ways. It is missing several key features that could encourage and facilitate two-way communication with contacts. In addition, the support department is quite slow to respond to help queries. While it may have ranked below the majority of services in our top 10 ranking, it still surpasses numerous other services that did not make the cut.

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