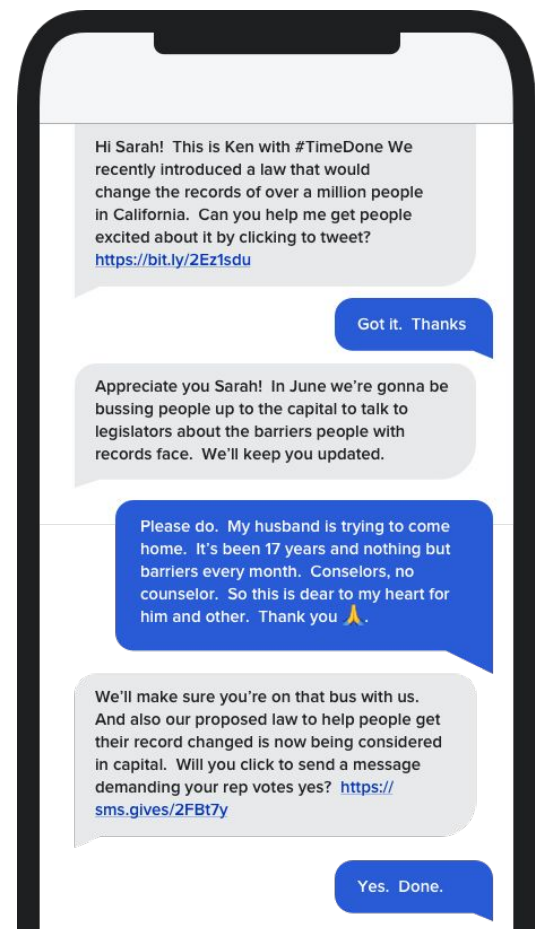# *Hustle*

Hustle:

SOS: ROI on SMS

There's no denying the power of text messaging to communicate and build relationships. An astounding 95% of all texts are read within three minutes of being sent. And 78% of people wish they could have a text conversation with a business. Efficiently leveraging this powerful channel can have a huge impact on your bottom line. And that's precisely what Hustle, the leader in peer to peer text messaging, set out to measure with Bitly's help: how do you show ROI on SMS?

Hustle empowers organizations to have authentic conversations at scale by giving them a platform to establish a two-way dialogue with their constituents. Two of the keys to successful dialogues are brevity and calls to action. Kate Myers, Director of Marketing at Hustle, advises, "Don't waste your precious character count on the link. Short texts drive increased response rates. That's why it's critical for us to work with Bitly to keep the links short and identifiable by using custom domains."

"Bitly has not only given us the ability to send short branded links but also track conversion, which gives us the ability to measure the ROI on SMS."

Short and Relevant Links

Many of Hustle's clients are nonprofits and advocacy groups who use text to fundraise, invite people to events, and mobilize supporters. The goal is to drive an intimate conversation and consequently drive a response. A call to action usually requires a link - whether it's to RSVP to an event, donate, or read a script when calling your senator. By integrating Bitly into their platform, their clients can automatically create branded short links. Almost every month since the launch, double the number of customers are taking advantage of this feature. In the first month alone, they texted over 62,000 links and saw a 19% CTR.

"Having Bitly automatically shorten and brand links helps us guide our customers to more effective texting and relationship-building. Especially if they use custom domains that are relevant to the ask," explains Myers. "For example, we've used 'give.us' when asking for donations. Not only is it short, but it is also on message. The donor can identify the branded link as legitimate; certainly more than a link with just a random series of letters and numbers. And that drives action."

Measuring Conversion

That's why Hustle turned to Bitly - so they could have visibility into whether the person ultimately took action. Before they used Bitly, they knew if the person clicked the link, but they didn't know if the person RSVPed yes, if they showed up at an event, or if they donated. With Bitly's analytics, Hustle can now provide their clients with conversion data so they can measure the ROI and impact of the SMS campaigns. "It's just a tremendous asset to us to be able to close that loop and give our clients greater insight into the outcomes of their conversations," said Myers. "Bitly has not only given us the ability to send short branded links but also track conversion, which gives us the ability to measure the ROI on SMS. We couldn't be happier."

bitly