

SMS on the increase in the USA

Research studies conducted in the USA have revealed that 20% of all cell phone subscribers (approx. 28 million people) either sent or received a text message during the fourth quarter of 2002, up from 12% during the fourth quarter of 2001. Young adults are the first targets of SMS advertisers as they are more likely to be frequent SMS users.

Source: www.eMarketer.com

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