

2026 B2B SMS ENGAGEMENT BENCHMARK

Measuring the performance of conversational SMS for subscriber qualification and engagement.

Executive Summary

GAD's conversational SMS platform allows subscribers to complete qualification and renewal activities simply by replying to a text message, eliminating the need to click a link, visit a website or complete an external form. Responses are classified using AI, with human Quality Control review available for responses requiring additional interpretation.

The 2026 benchmark demonstrates strong engagement, exceptional deliverability and a low opt-out rate across a diverse range of B2B industries.

2026 Benchmark at a Glance

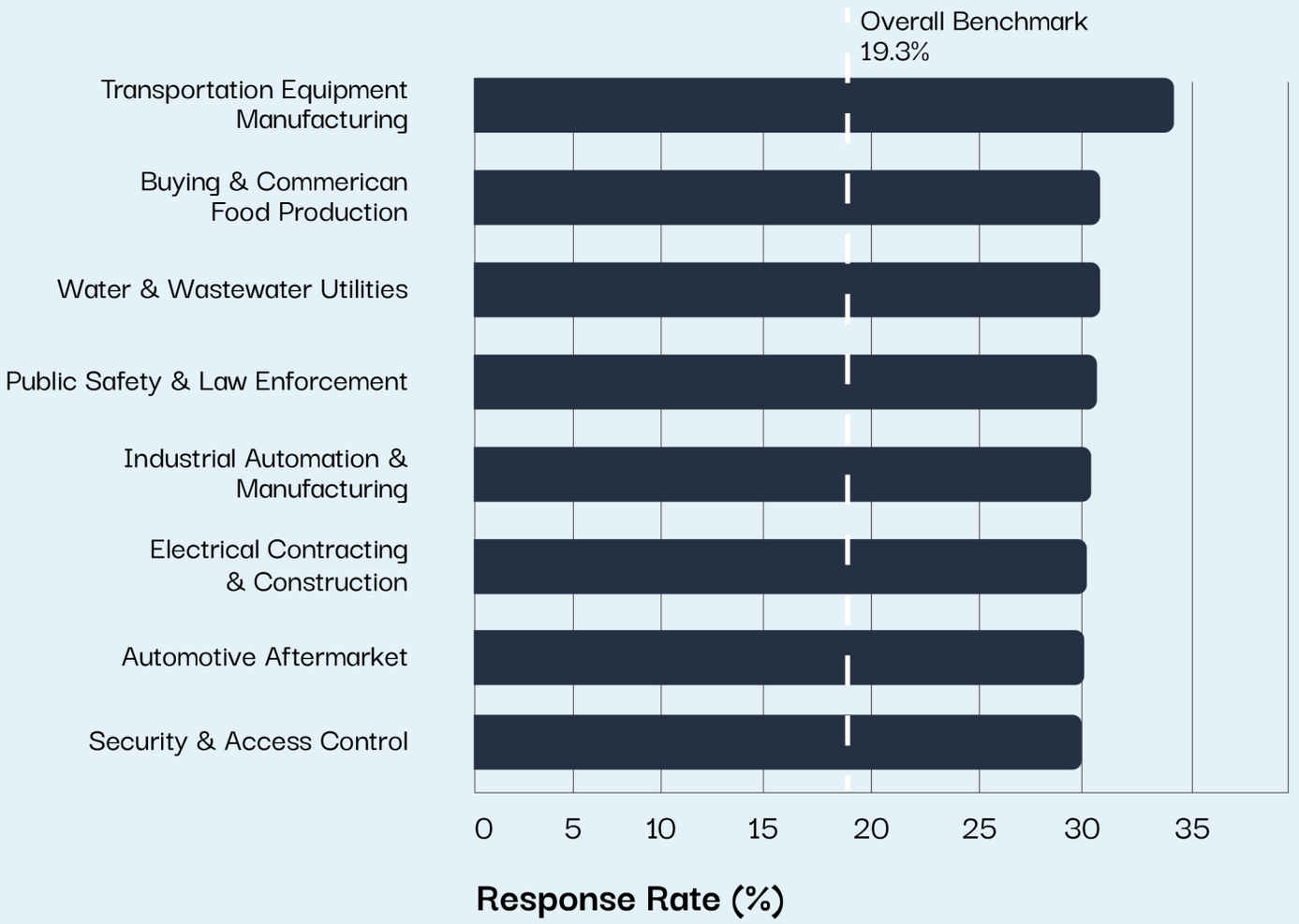
19.3%	21.2%	99.9%	0.73%	99.2%
Subscriber Conversion Rate	Overall Engagement	Delivery	Opt-Out	AI Automation

GAD
GRAVEN-AUSTIN-DRAKE

Engagement Across B2B Industries

Performance varied by industry, with several sectors generating positive response rates around 30% or higher. The strongest positive response rates in the benchmark included:

Highest SMS Subscription Conversion Rates by Industry



What the Data Shows

Conversion rate of 19.3%!

High Engagement

Overall engagement reached 21.2%, demonstrating that subscribers were willing to interact when the experience remained within SMS.

Low Opt-Out

Only 0.73% of recipients opted out overall.

Exceptional Reach

A 99.98% delivery rate helped ensure messages reached the intended audience.

Why Conversational SMS Works

Simple for Subscribers. Scalable for Organizations.

The 2025 SMS requalificatoin program demonstrates the power of a well-executed, compliant SMS strategy to drive engagement and keep your audience connected.

Receive
Subscriber receives a personalized SMS.

Respond
Subscriber replies naturally using their own words.

Classify
AI determines the intent of the response, with human review available for uncertain responses.

Covert
Subscription is confirmed and recorded for fulfillment.



19.3%

converted to qualified subscription orders!

2026 Benchmark Takeaway

The 2026 results demonstrate how conversational SMS can combine strong subscriber engagement with low friction and operational efficiency. By allowing subscribers to respond naturally within SMS and using AI-assisted classification backed by human Quality Control, GAD provides a scalable approach to subscriber qualification and renewal.

Let's Talk About Your Audience

Discover how GAD can help you engage, retain, and grow your audience with SMS.

P : (719) 548-9292 W : GAD-Inc.com A : 5445 Mark Dabling Blvd, Suite 100 | Colorado Springs, CO 80918