

Beyond Email in HubSpot with SMS

Powered by Mitto

ELEVATOR PITCH

Email often gets lost in the inbox. SMS doesn't.

Mitto brings SMS directly into HubSpot — so marketers reach customers instantly, automate follow-ups, and deliver real-time updates.

The result? Faster engagement, higher response rates, and messages that always get seen.

WHY IT MATTERS



USE
MULTIPLE
CHANNELS

58X

PEOPLE CHECK
THEIR PHONES
PER DAY

9.3

BILLION
ACTIVE SIMS
WORLDWIDE

95%
SMS READ
WITHIN 3 MIN

98%
SMS OPEN
RATE

WHO IT'S FOR

Teams: 10+ employees with growing digital presence.

Industries: SaaS · Retail · Finance · Insurance · Logistics · Travel · Hospitality · Healthcare · Education

They need: Faster follow-ups. Higher conversions. Seamless communication.

COMMON PAIN POINTS

LOW EMAIL ENGAGEMENT Open rates <30%

DISCONNECTED JOURNEYS Inconsistent cross-channel touch-points

OUTDATED TOOLS Generic & hard to scale

SLOW SALES CYCLES Leads go cold fast

MANUAL WORKFLOWS Limited automation slows growth

CART ABANDONMENT & CHURN Missed follow-ups = lost revenue

KEY CAPABILITIES & FEATURES



Send
Single or bulk messages via Mitto panel



Automate
Trigger SMS in workflows



Track
See delivery & replies in Activity Timeline



Target
Segment by region, role, or industry



Personalize
Use tokens for dynamic relevance



Reply
Enable inbound replies (on request)

Compatible with: Contact, Company & Deal workflows
Type: Text (GSM7/Unicode)
Limit: 160 / 70 chars

VALUE PROPOSITION & BENEFITS

Drive Conversions

- Send directly from HubSpot — no plugins or coding.
- Reach customers instantly with open rates that crush email.

Modernize Journeys

- Blend SMS into workflows in minutes.
- Automate engagement across marketing, sales & service.
- Deliver personalized, high-performing campaigns at scale.

Gain Agility

- Track every message — delivery, content & replies.
- Stay compliant and reliable with enterprise-grade uptime.

THE MITTO ADVANTAGE

- **Scalable.** Native in HubSpot US/CA; built for volume.
- **Global.** Direct carrier access in 225 + countries.
- **Reliable.** AI-routed delivery for speed & uptime.
- **Compliant.** GDPR / TCPA ready.
- **Advanced.** Rich media, replies & analytics.
- **Supported.** 24 / 7 Mitto experts behind every campaign.

TYPES OF ROLES

Marketing: Campaign Manager, Lifecycle Marketer, Demand Gen.

Sales: Account Executive, SDR, Sales Ops

Customer Service: CX Lead, Support Manager

Operations: Logistics, IT Ops, Field Service Manager

Logistics: Growth, Retention, & Customer Success leadership

Usecases	Example	Outcome
Mission-Critical	Outage alerts · Service updates	Prevent disruptions & protect revenue
Notifications	Status changes · Reminders	Keep customers informed in real time
Promotional	Coupons · Campaigns	Drive engagement & sales
2FA / Security	OTPs · Verifications	Protect access with secure codes

INDUSTRY EXAMPLES

Retail & E-commerce: Recover carts · Confirm deliveries · Validate numbers

Finance & FinTech: Verify payments · Reduce fraud · Send secure alerts

Healthcare: Confirm appointments · Share results · Follow up care

Travel & Hospitality: Bookings · Itineraries · Loyalty offers

Logistics: Tracking · Rescheduling · Delivery feedback

SaaS & Tech: Sign-ups · Renewals · Retention

Education: Alerts · Program updates · Class reminders

Customer Stories: [Kibid](#), [Hong Kong Express](#), [Infinity Links](#), [Bayt](#)

PRICING & GETTING STARTED

Flexible. Global. Instant.

- Pay-as-you-go per message
- Smart routing = faster delivery
- Replies count as messages

Free trial available for SMS

[ONBOARDING GUIDE](#)

[USE CASE GUIDE](#)

[INTEGRATION GUIDE](#)