

18.7: References

Apifonica, 2016. Finally, a well-researched post on SMS Marketing for 2016. [Online] Available at: <https://www.apifonica.com/blog/sms-marketing-trends-2016.html> [Accessed 1 November 2017]

Biedert, R., Dengel, A., Buscher, G., Vartan, A., 2012. Reading and Estimating Gaze on Smart Phones. [Online] Available at: http://gbuscher.com/publications/Biedert_et_al_2012.pdf [Accessed 1 November 2017]

eMailMonday, 2016. The ultimate mobile email statistics overview. [Online] Available at: www.emailmonday.com/mobile-email-usage-statistics [Accessed 1 November 2017]

HubSpot, n.d. Database Decay Simulation. [Online] Available at: www.hubspot.com/database-decay [Accessed 1 November 2017]

HubSpot, 2016 How can I optimize my emails for better engagement? [Online] Available at: knowledge.hubspot.com/articles/kcs_article/email/hubspot-email-tool-best-practices [Accessed 1 November 2017]

Marketing Sherpa, 2016. Email Marketing: Charity crowdfunding website sees 10x increase in engagement from personalized email. [Online] Available at: www.marketingsherpa.com/article/case-study/globalgiving-personalized-email [Accessed 1 November 2017]

Nielsen, J., 2006. F-Shaped Pattern For Reading Web Content. [Online] Available at: www.nngroup.com/articles/f-shaped-pattern-reading-web-content [Accessed 1 November 2017]

SMS Global., 2016. When Is The Best Time To Send An SMS? [Online] Available at: thehub.msglobal.com/best-time-to-send-an-sms [Accessed 1 November 2017]

SMS promotions, 2016. Spamming and mobile phone advertising. [Online] Available at: www.smspromotions.org/advertising.html [Accessed 1 November 2017]

Statista, 2016. Global spam volume as percentage of total e-mail traffic from January 2014 to June 2016, by month. [Online] Available at: www.statista.com/statistics/420391/spam-email-traffic-share [Accessed 1 November 2017]

Tatango, 2016. AMA Marketing Statistics: 43% of SMS Responses Within 15 Minutes. [Online] Available at: www.tatango.com/blog/sms-marketing-statistics-43-of-sms-responses-within-15-minutes [Accessed 1 November 2017]

Write Clearly, 2016. Does the F-shaped pattern for reading web content still apply? [Online] Available at: writeclearlyblog.com/2016/01/27/does-the-f-shaped-pattern-for-reading-web-content-still-apply [Accessed 1 November 2017]

This page titled [18.7: References](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.