

COFFEE SHOP SMS MARKETING REPORT



Insights from 24,000 messages sent by independent cafés using Craver.

Overview

Over the past few months, Craver merchants sent nearly 24,000 SMS messages to their customers.

We analyzed performance by day, time, promotion type, and occasion to uncover what really drives engagement.

SMS is a direct line to your guests. Done right, it delivers strong results. This report shows you exactly what works best for coffee shops.



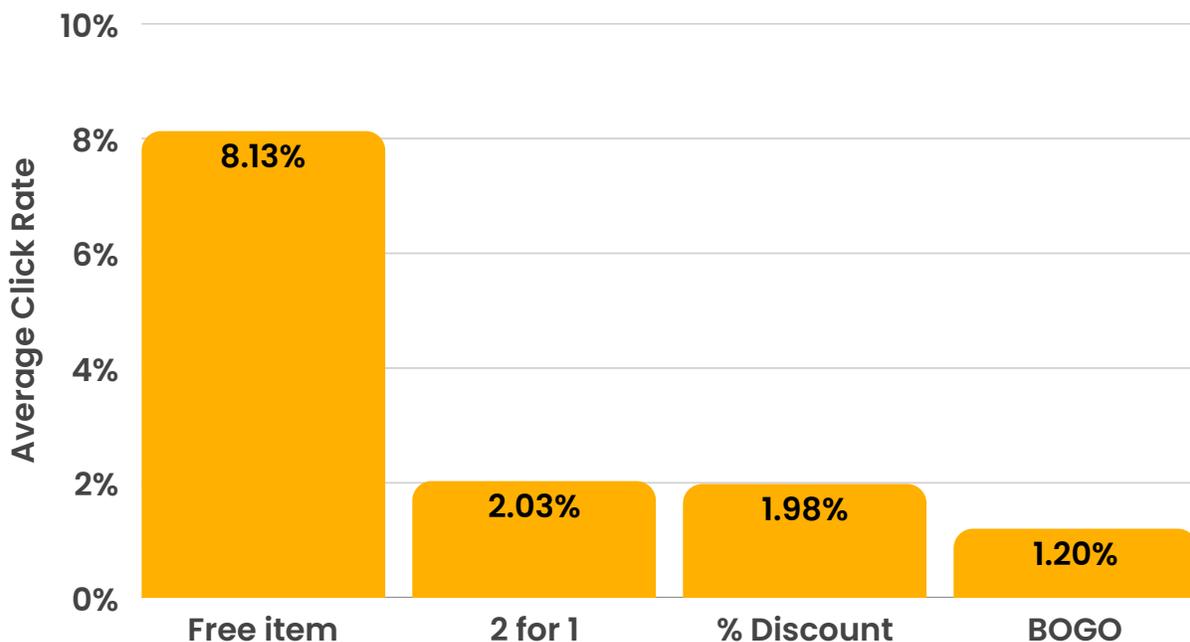
The Best Type of SMS Promo to Send

Free item offers get 4x more clicks than discounts.



Insights

- Free items dominate, with a CTR nearly 4x higher than any discount or deal.
- Discounts (% off, BOGO, 2-for-1) perform similarly, but not as well (1.2–2%).



Key Takeaway

Coffee shop customers respond most to freebies. A free drink or snack feels like a reward, while discounts are perceived as less exciting.

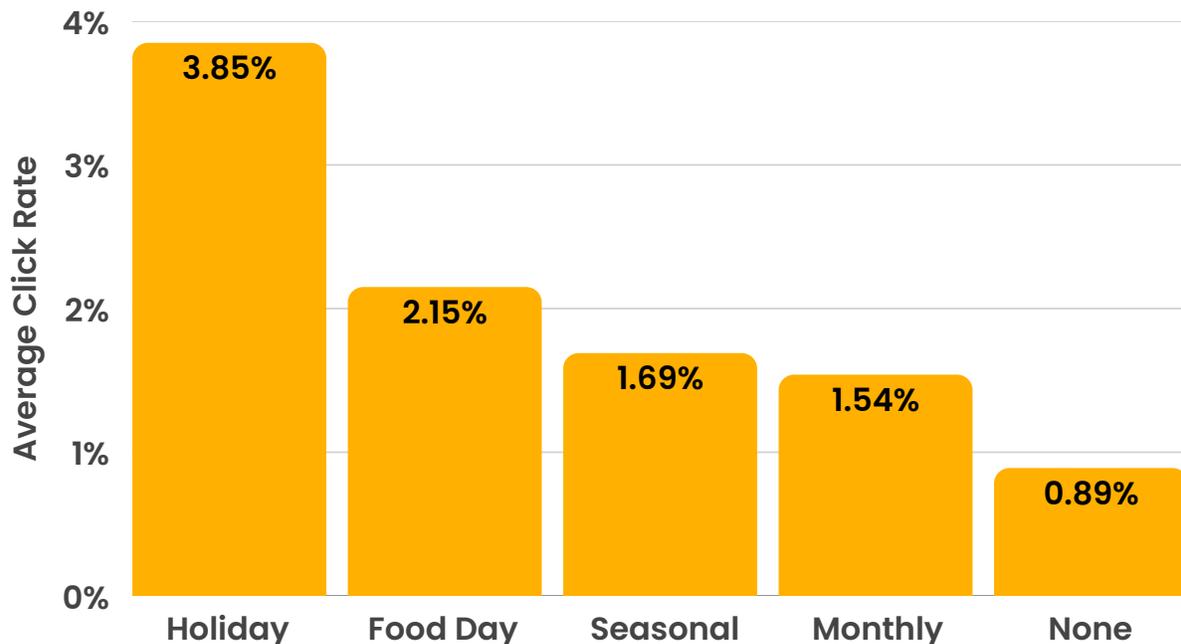
The Best Occasion to Send an SMS Promo

Holiday promotions drive 2x the engagement of everyday specials.



Insights

- Holiday promotions nearly double the performance of everyday specials.
- National food days also work, while “no occasion” promos perform the worst.



Key Takeaway

Tie your SMS campaigns to a reason to celebrate—holidays or national food days give guests an extra nudge. Avoid generic, “just because” promos.

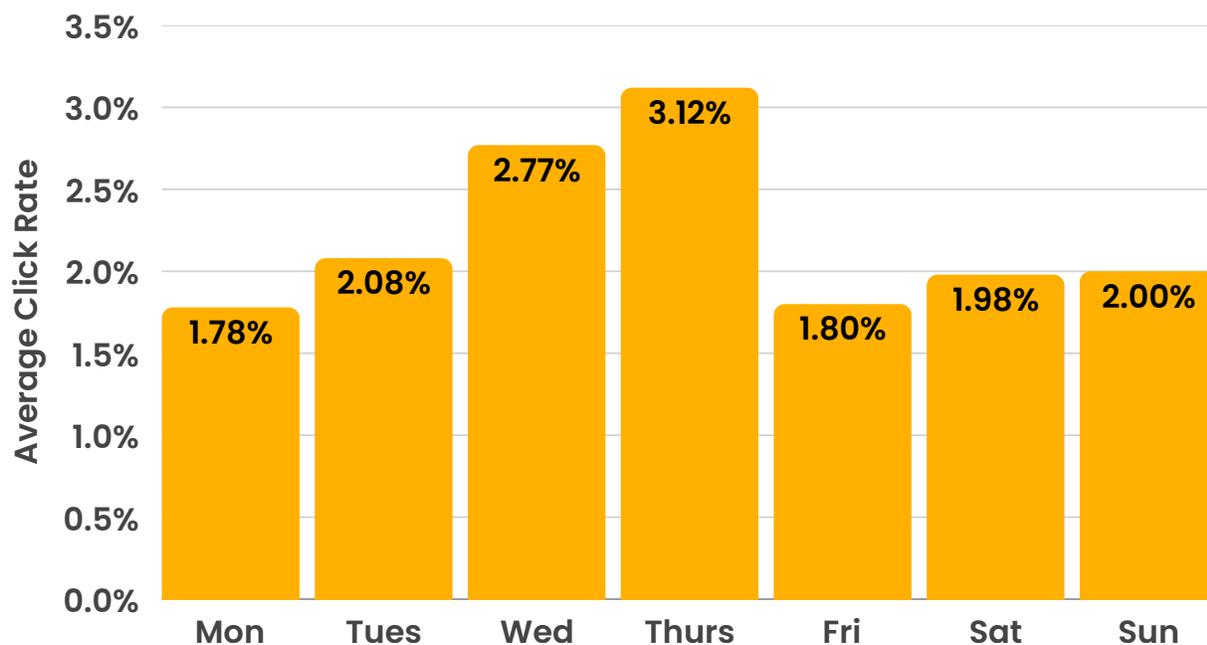
The Best Day to Send an SMS Promo

Thursday SMS campaigns earn the highest click rates of the week.



Insights

- Thursday is the strongest, followed by Wednesday.
- Early in the week (Mon–Tue) and Friday/Saturday see lower results.



Key Takeaway

Midweek SMS performs best, likely because customers are planning their end-of-week routines. Target Wednesday/Thursday for promos that drive weekend visits.

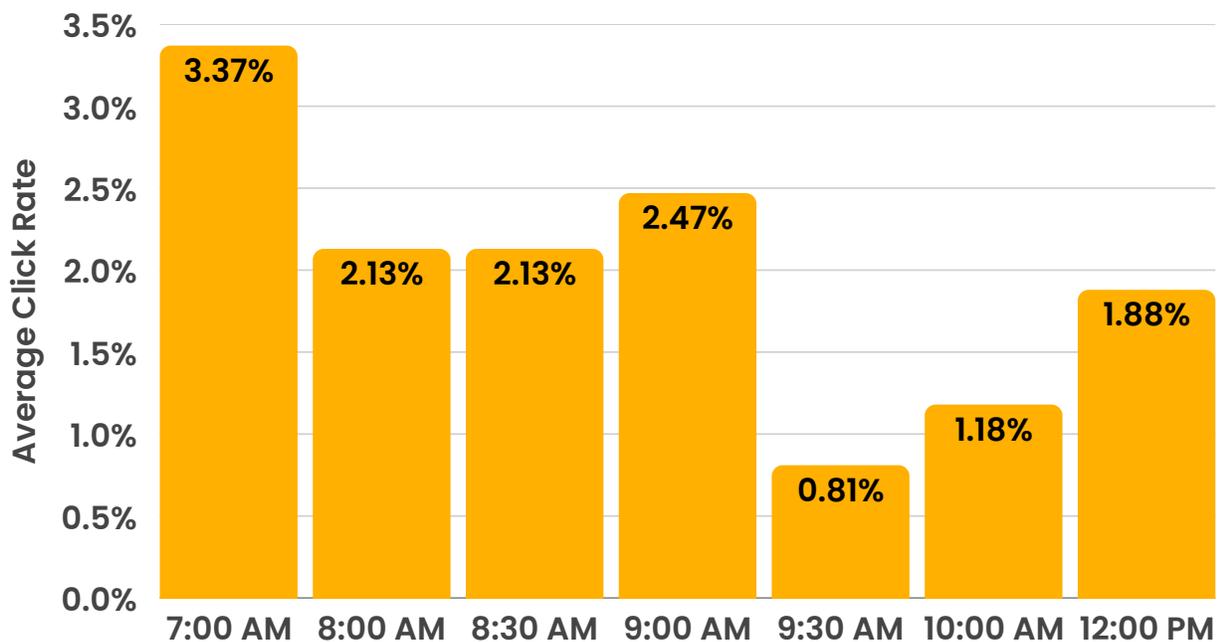
The Best Time to Send an SMS Promo

7 AM texts outperform midday messages by nearly 3x.



Insights

- 7:00 AM wins, aligning with the morning coffee run.
- Secondary peak at 9:00 AM.
- Mid-morning to noon underperforms, especially 9:30–10:30 AM.



Key Takeaway

Send texts when customers are thinking about coffee—early morning is prime time.

Wrap Up

What 24,000 SMS messages tell us about coffee shop SMS marketing:

- **Send midweek** → Thursday & Wednesday outperform all other days.
- **Target mornings** → 7 AM texts deliver up to 3x higher clicks than midday.
- **Give people a reason** → Holiday campaigns nearly double engagement vs “no occasion.”
- **Rethink your offers** → Free items far outperformed discounts and deals.

Timing + context + offer type = the difference between a 1% click rate and an 8% click rate.



If you're interested in learning more about **Craver**, scan or [click here](#) to book a demo.

