

SMS Marketing with RunSignup

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Speakers



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Today's Agenda

- Review of Existing Marketing Tools
- Marketing Channel Trends
- Foundational Features
- Regulatory Landscape
- Demo
- Pricing and Next Steps



Marketing Tools & Channels



Email

MARKETING + TRANSACTIONAL

Unlimited, free, and easy to use. The default outreach channel for every event.



Websites

WEBSITE V2 + REGISTRATION

The conversion hub for every customer — where every email, social post, and text eventually lands.



EXPANDING IN 2026

Texting

TRANSACTIONAL TODAY

Alerts, results, and quick links today — expanding this year into full SMS marketing capabilities.

PLUS A FULL TOOLKIT OF SUPPORTING MARKETING TOOLS

Referral Rewards

Pricing Tools

Groups & Teams

Coupons

Affiliate Listings

QR Codes & Links

Google Analytics

Custom Source
Tracking

Social Media Shares



Texting Today

Transactional Texting via Shared Short Code

Athlete results

Finish line results delivered moments after runner crosses the line.

Track a runner

Live race-day push notifications sent to friends and family

Virtual results

Text confirmation when a virtual result is posted.

Text-to-Signup links

Text a keyword, get a registration / donation / results link back

QR-code posters

System generated QR codes that hand off to short-code keywords

Emergency Communications

Text opt-in participants with race day communications regarding weather, safety or course changes



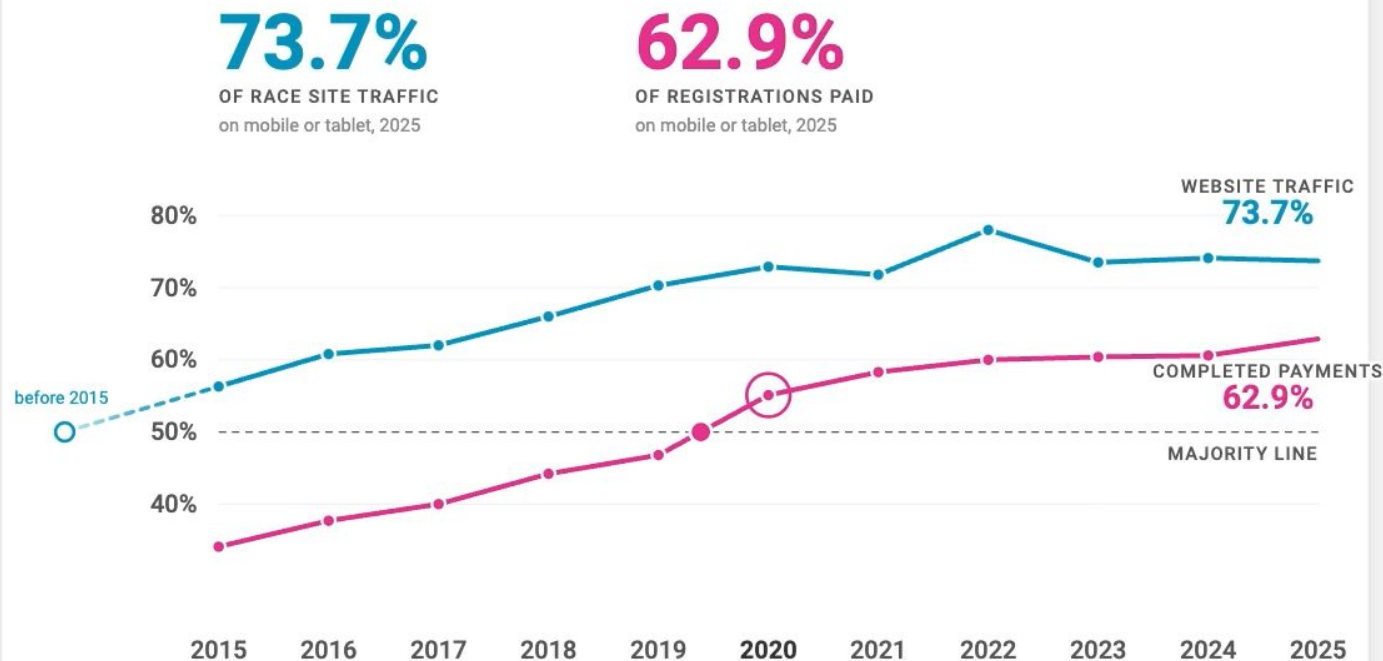
The Shift

Desktop
to
Mobile



The Shift

Desktop
to
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Data from RunSignup RaceTrends Reports



Increasingly **Higher ROI**

EMAIL BENCHMARK

OPEN RATE

28.6 %

CLICK-THROUGH RATE

2.5 %

SMS BENCHMARK

OPEN RATE

90–98 %

CLICK-THROUGH RATE

19–22 %

CONVERSION RATE

21–32 %

Sources: Omnisend 2025 (email 28.6% open); Dotdigital 2026 Americas (SMS CTR 22.2%);

Infobip 2024–25 (SMS 21–40% conversion); OptiMonk 2026 (SMS 98% open).



Introducing SMS Marketing





Initial Rollout Features

01

Toll-free # per event

Each event that enables SMS gets its own verified toll-free number. Branded sender, compliant, carrier-approved.

02

Opt-in / Opt-out

Double opt-in webforms, capture express written consent, full opt-out ledger.

03

Sending and Preview

The actual sending mechanism, resend if service is down and handle high volume; Preview bubble.

04

Contact lists

The same list-builder model customers already know from email — filter, save, reuse.

05

Send to imported lists

Upload past-participant, donor, or other CSVs and text them — (consent must be collected outside the system.)

06

Compliance

Includes automatically observing quiet hours, record keeping, fraud detection, and other things that can get you into trouble

Enterprise Infrastructure

Fault tolerant, scalable, infrastructure. Queuing system for high volume and resends. Fraud and inappropriate use prevention.

Admin management features for RunSignup to support its customers

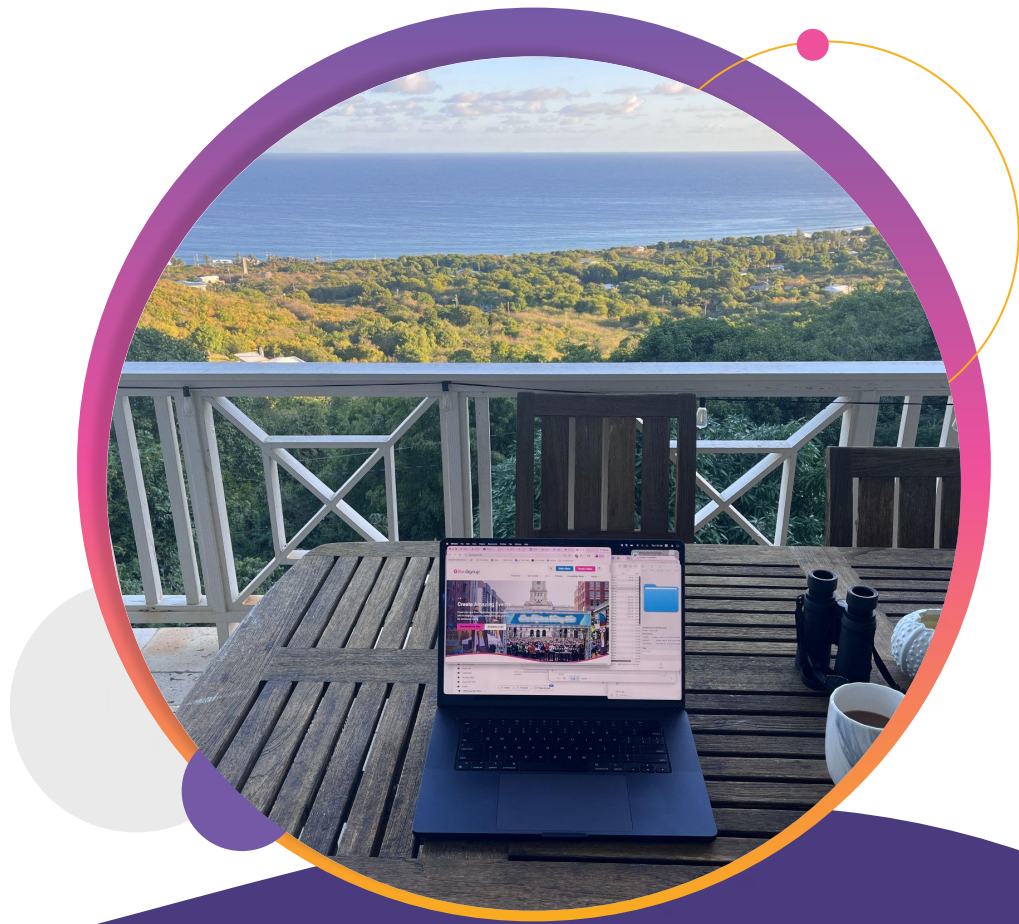


Texting Regulations - We Have You Covered

REQUIREMENT	EMAIL (CAN-SPAM)	SMS (TCPA + CARRIERS)
Consent	No legal opt-in requirement- opt-out only	Prior express written consent before any marketing text
Registration	None	Mandatory carrier registration & verification - unregistered traffic blocked
Send Times	Anytime	respect quiet times ~8am - 8pm recipient local time / varies by state
Opt-out	Unsubscribe link ~ 10 days	STOP honored instantly carrier enforced
Content & Records	Truthful header / footer / address requirements	SHAFT limits, registered sender ID auditable consent logs
Regulatory Risk	Fines possible - enforcement rare No private lawsuits, only FTC, state, ISPs can enforce	Individuals can sue \$500 per message / \$1500 if willful No proof of harm required; Invites class action suits



Demo





Future **Features**

- multiple segments
- one number across a single partner's events
- additional opt-in components (registration, website, etc)
- texting insights & analytics
- replacement placeholders
- URL shortening
- enabling for tickets



Simple Pricing

ENABLEMENT

\$10 one-time forever

Per number. Covers toll-free provisioning, verification and ongoing lifetime renewal.

USAGE

1¢ / segment

160 characters per segment. All delivery and carrier fees included. No monthly minimum.

CONTRACT COMMITMENT

None

No subscription, no lock-in

Thank You

