SMS Campaign
Revenue Decline Analysis

Job Alerts SMS Program
January 27 – February 16, 2026

Data Source: SmsDeliveryReport.csv (1,784 observations after filtering)
Rows with Sms Phone Number = 20407 excluded

February 2026

Executive Summary

Daily revenue fell 43% (from $609 to $347/day) starting February 4, driven almost entirely (99%) by the retirement of 4 of 6 sending phone numbers. Revenue efficiency (revenue per send) also declined 27%, indicating a secondary monetization problem.

This analysis examines 21 days of SMS campaign delivery data across 6 carrier groups, 3 audience segments, and 6 phone numbers to identify factors associated with the observed revenue decline. Methods include descriptive comparison of pre- and post-decline periods, revenue decomposition, OLS regression, and time-series visualization.

Key Metrics: Pre-Decline vs. Post-Decline

Metric	Pre-Decline (Jan 27–Feb 3)	Post-Decline (Feb 4–Feb 16)	Change
Daily Revenue	$608.68	$346.63	-43.1%
Daily Sends	67,531	51,926	-23.1%
Revenue / Send	0.90¢	0.66¢	-27.0%
Revenue / Click	1.67¢	1.13¢	-32.3%
Click-Through Rate	53.9%	59.6%	+10.6%
Delivery Rate	99.6%	99.6%	~0%
Active Phone Numbers	6	2 (from Feb 11)	—

Delivery rates remained stable at 99.6%, ruling out carrier filtering or deliverability issues. Click-through rates actually **increased** 10.6% post-decline, confirming that the remaining audience stayed engaged. The problem is upstream: loss of send capacity and deteriorating per-message monetization.

Revenue Trends and Operational Metrics

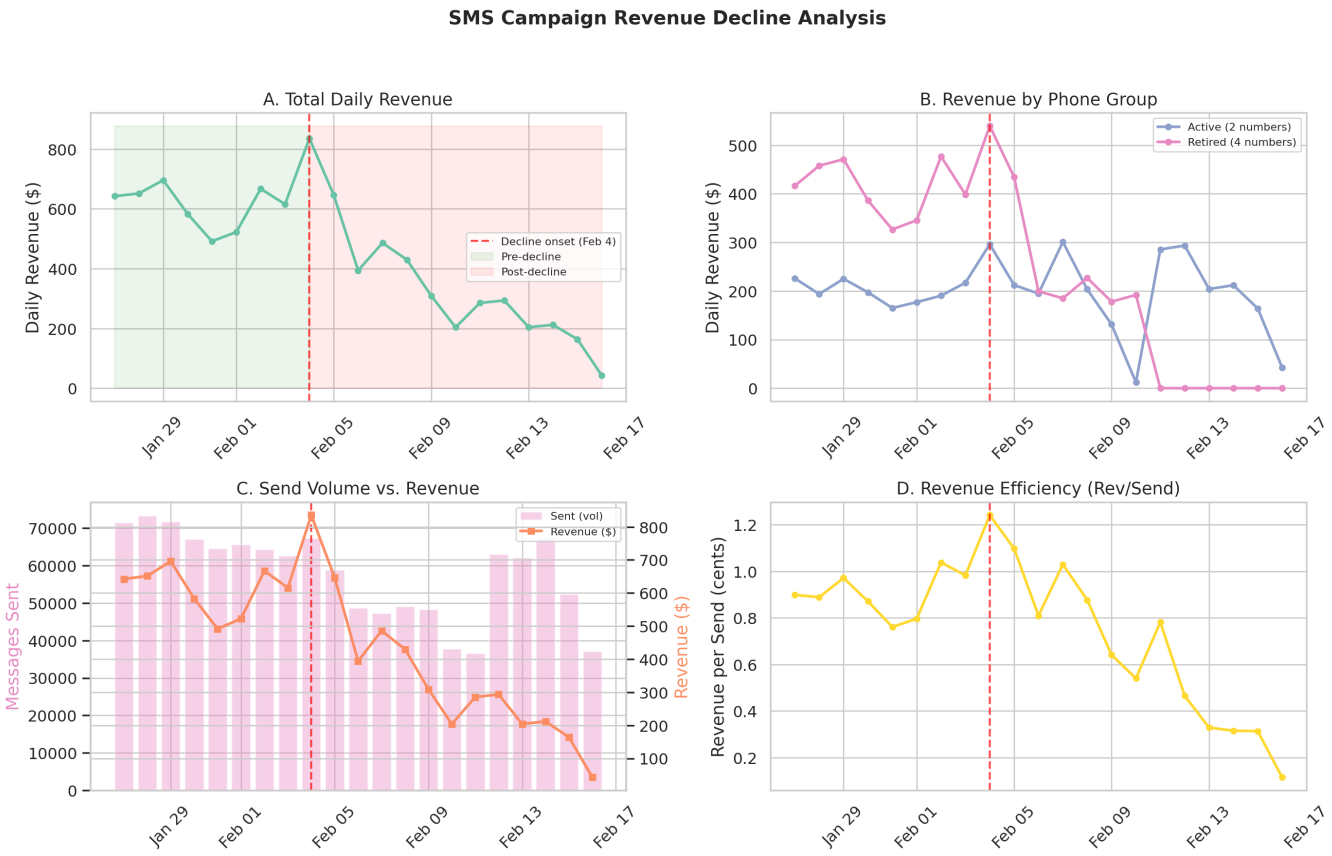

Figure 1. *(A) Total daily revenue with pre/post-decline shading. (B) Revenue split by phone group — the 4 retired numbers collapse while the 2 active numbers hold steady. (C) Send volume (bars) vs. revenue (line) showing volume partially recovered ~Feb 12 but revenue did not follow. (D) Revenue efficiency (cents per send) declining throughout.*

Revenue Decomposition

The $262/day decline decomposes into two mechanisms:

Component	Daily Impact	Share of Decline	Description
Volume loss	-$141/day	54%	Fewer messages sent (phone retirement)
Efficiency loss	-$121/day	46%	Lower revenue per message sent

Phone Group	Daily Impact	Share of Decline
Retired phones (4 numbers)	-$259/day	99.0%
Active phones (2 numbers)	-$3/day	1.0%

When the 4 high-performing phone numbers went offline, total send capacity dropped and the remaining infrastructure could not maintain the same revenue-per-send rate. Volume partially recovered around Feb 12 when the 2 active numbers scaled up, but per-message revenue continued to fall — suggesting replacement traffic monetizes less effectively.

Revenue by Carrier, Segment, and Phone Number

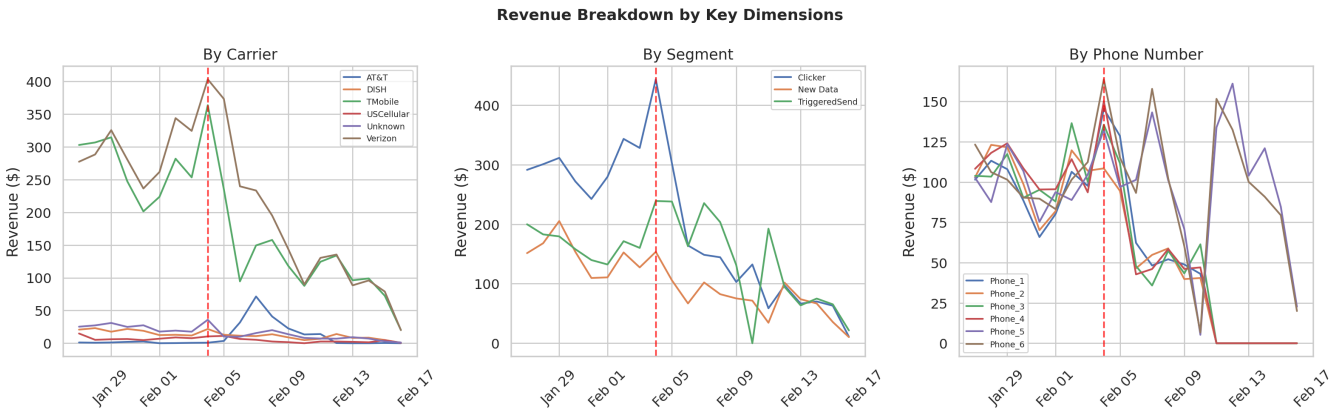

Figure 2. *Revenue over time by carrier (left), audience segment (center), and individual phone number (right). T-Mobile and Verizon dominate revenue. The Clicker segment peaks then collapses. Four of six phone numbers go to zero by Feb 11.*

Regression Analysis

Row-level OLS regression (N = 1,784, R^2 = 0.65) identifies the factors most strongly associated with revenue, controlling for operational and categorical variables:

Variable	Coeff.	p-value	Interpretation
Time trend (DayNum)	-0.42	<0.001	Revenue erodes ~$0.42/row/day
Sent (volume)	+0.0018	<0.001	Volume mechanically drives revenue
Clicks	+0.0015	0.006	Each click adds marginal revenue
Carrier: Verizon	+10.48	<0.001	Highest-revenue carrier (+$10.48 vs AT&T;)
Carrier: T-Mobile	+7.66	<0.001	Second-highest (+$7.66 vs AT&T;)
Seg: New Data	-2.18	<0.001	Underperforms Clicker by $2.18/row
Seg: TriggeredSend	-2.20	<0.001	Underperforms Clicker by $2.20/row
Post_Decline	+2.84	<0.001	Positive after controlling for volume

The Post_Decline indicator is **positive** (+2.84) after controlling for volume and time trend, meaning that conditional on the same number of sends and clicks, post-decline rows yield marginally higher revenue. This confirms the decline is driven by the volume collapse (fewer sends) rather than a per-message problem within the remaining active infrastructure.

Conclusions and Recommendations

1. Restore or replace the 4 retired phone numbers.

This is the single highest-leverage action. The 4 retired numbers accounted for 99% of the revenue decline. Whether these were deactivated due to compliance issues, carrier restrictions, or operational decisions, restoring send capacity should be the top priority. Each number was contributing roughly $65/day in revenue.

2. Investigate the decline in revenue-per-send.

Even controlling for volume, revenue efficiency dropped 27%. This could reflect lower advertiser bid rates, changes in job-alert landing page conversion, audience fatigue, or shifts in the traffic mix. The monetization and demand-side teams should audit recent changes to ad partner configurations and conversion funnels.

3. Prioritize Verizon and T-Mobile traffic.

These two carriers generate $10.48 and $7.66 more revenue per observation than AT&T; (the baseline). Any disruption to delivery on these networks has an outsized impact. Monitor carrier-level deliverability closely.

4. Favor the Clicker segment in send allocation.

The Clicker audience segment outperforms New Data and TriggeredSend by ~$2.20 per row. When send capacity is constrained (as it currently is with only 2 active numbers), prioritizing Clicker recipients will maximize revenue yield.

5. Monitor for further degradation.

The time-trend coefficient (-$42/day at the aggregate level) indicates the decline has not yet stabilized. Without intervention, revenue will continue to fall. Weekly tracking of the metrics in this report is recommended.

Methodology Notes

Data: SmsDeliveryReport.csv with 2,025 total rows; 1,784 after excluding phone number 20407. Date range: January 27 – February 16, 2026. Pre-decline period defined as Jan 27 – Feb 3 (8 days); post-decline as Feb 4 – Feb 16 (13 days). Decomposition uses a Blinder-Oaxaca approach splitting total change into volume and efficiency components. OLS regression uses heteroskedasticity-robust (HC1) standard errors. All analysis code in analysis.py; full coefficient table in regression_coefficients.csv.