

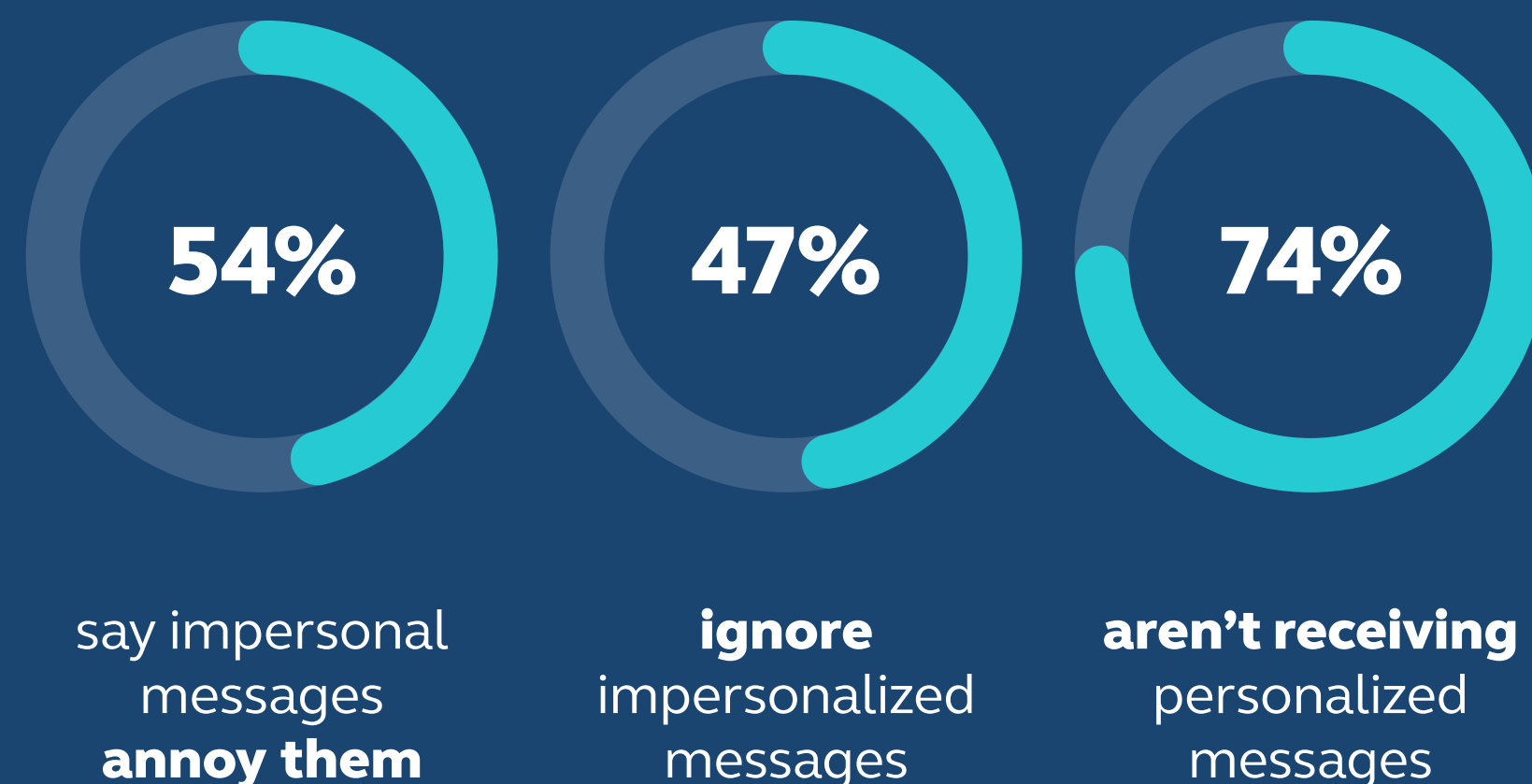


Omnichannel Marketing Automation Guide

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Customers today are inundated with ads and irrelevant messaging. With the increased usage of adblockers, and emails going to spam, the message is clear: **customers want a break from ads and irrelevant messages.**



As brands and marketers, we need to rise to the challenge of providing a more personalized customer engagement experience - through each step of the customer journey and at every touchpoint.

The solution? Omnichannel marketing automation.

There was a time when email marketing automation was enough to target customers. However, today's customers use an average six touchpoints before making a decision. Simply targeting them with a single email is ineffective. In addition, customers are overpowered by channel choice and have become

more digitally savvy - which means businesses need to break through the clutter to be seen and heard.

For this an omnichannel presence is critical – and understanding the customer is a must.

In this **GUIDE**, we're going to deep dive into the impact omnichannel marketing automation can have on your customers, and how you can implement it seamlessly.

Impact of Omnichannel Marketing Automation

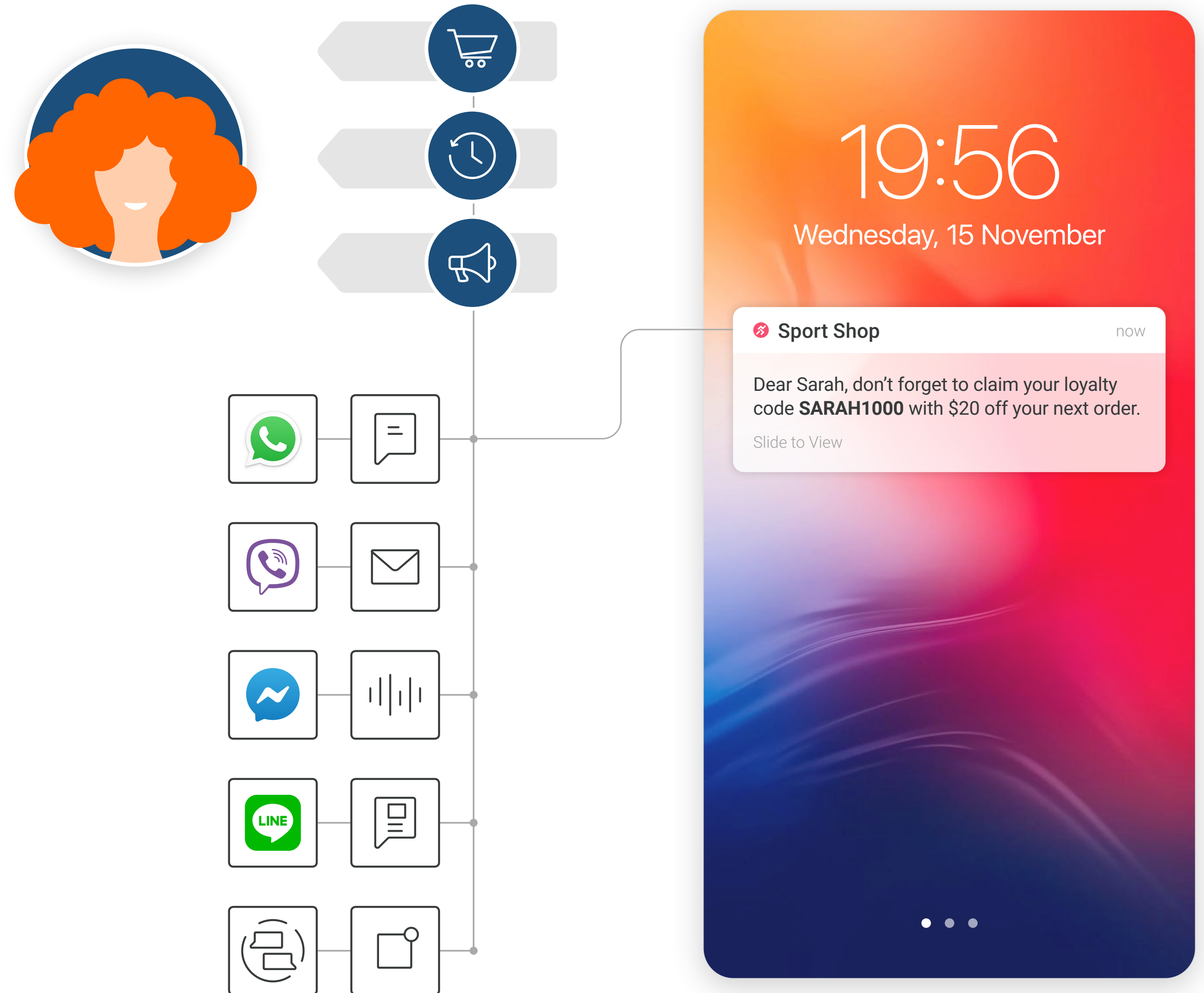
You've heard it before: a great product is no longer enough – your customers crave great experiences too.

So, how can businesses create superior customer experience? It starts with an effective customer journey - from their first interaction to their first purchase and every touch point after that.

An effective customer journey generates excitement, answers

questions proactively, and provides value at every interaction. **By creating personalized automated customer journeys, you can create long-lasting relationships with your customers and increase their lifetime value.**

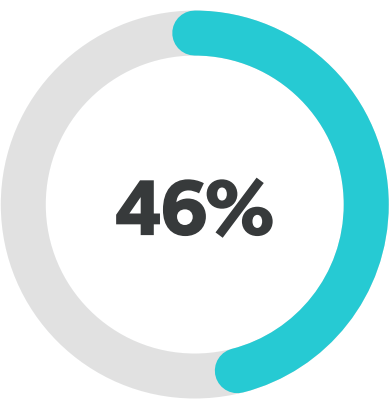
Building that journey across multiple digital channels can be as simple as drag and drop – provided you have the [right omnichannel marketing automation tool](#).



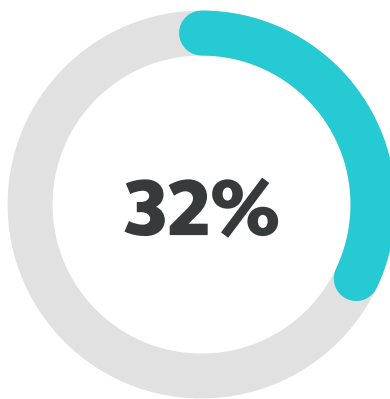
Why omnichannel marketing automation?

Integrating an omnichannel marketing automation solution into your strategy is beneficial in the long run.

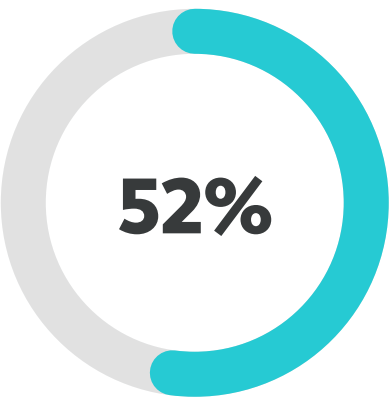
- Using three or more channels in an automation workflow increases engagement, purchases, and retention
- Receiving relevant messages across channels is appreciated by customers thereby increases loyalty and spend value



of customers say technology plays a greater role in the way they communicate with brands



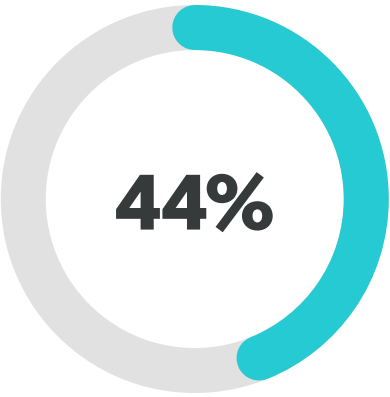
want brand messaging to be aligned with their personal interests



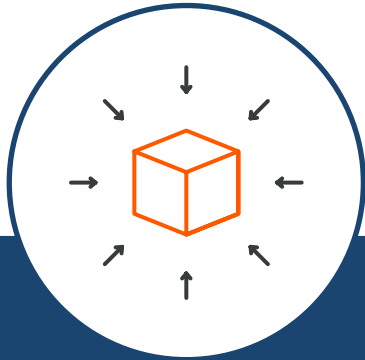
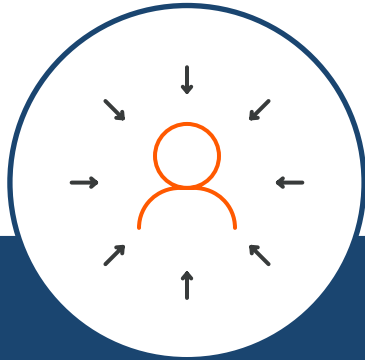
of customers are happy to communicate across all digital channels and don't have a clear preference



of customers are inclined to purchase more from brands they've had a positive experience with



increase in chat apps usage across the 18-54 years age group

 Multichannel	 Omnichannel
Puts the product at the center of communications.	Puts the customer at the heart of communications.
Allows you to communicate over several different channels. However, each channel communicates independently with its own strategy and goals.	Leverages customer insights to deliver a consistent, personalized experience across all channels and devices.
Different messaging across channels.	Consistent messaging across all channels.
Doesn't use the advantages of channels in synchronization.	Analyzes behavior to individualize channel experience to each customer's needs.
Siloed, inconsistent engagement experience.	Superior, consistent engagement experience.

Omnichannel Marketing Automation Across the Customer Journey

Omnichannel marketing automation and personalized experiences. Seems like an unlikely pairing, right?

But imagine if you had to personalize each message, for every customer, across each individual channel. This would be hugely time consuming – and would prevent you from focusing on the actual marketing strategy.

So, to be omnichannel in approach, you need automation. Until recently, marketing automation was synonymous with [emails](#). However, while email is still a must today, you can also grow your reach with many other channels such as [WhatsApp](#), [Viber](#), [Messenger](#), [Mobile App Messaging](#) (in-app, push notifications,

[web push](#)), [RCS](#), [SMS](#), and [Voice](#) – to create a digital-first, customer-centric experience.

Let's take a closer look into how you can use omnichannel marketing automation across the customer journey.

“

As a financial well-being platform that provides easy access to financial products and educational mentoring, we find the power of segmentation allows us to deliver the right message to each user. The main pain points we're trying to resolve is to move from passive to active communication.

With Moments, we proactively communicate with our users on a real-time basis, thereby, considerably shortening the response time. Through segmentation we have customizable variables and tags present and are able to create ways to relate and engage with customers.

Arthur Bonzi

Co-founder & COO, Juros Baixos

SEGMENTATION:

Know your customer

With the increased need for digital transformation, [marketing automation technology](#) now helps us hyper personalize messages to our customers – just like our omnichannel customer engagement hub, Moments.

The key to that, however, is [segmentation](#). That is – breaking down your customers into different groups, so you can send them personalized messages based on the stage of their customer journey.

Done right, segmentation improves engagement efficiency and increases your commercial advantage by:

- **making campaigns more focused**
- **ensuring you’re customer-first**
- **helping engage, retain, and nurture the right customer**

The customer journey falls into five main stages:

- 1 Visitors or new customers
- 2 Browsers or window shoppers
- 3 First-time buyers
- 4 Loyal customers
- 5 Inactive customers

You could further personalize your messaging and segment them through demographics, location, behavior, or events.



Demographic

Simple to define and helps cover the basics.



Behavioral

In-depth insights based on channel habits and customer journey.



Location

Run geo-targeted messaging campaigns.



Events

Focused on in-app and website customer habits such as browsing, form filling, and purchasing.

SEGMENTATION CAMPAIGNS:

Use cases to liven up your customer journey

1. Visitors or New Customers

Customers are looking for a digital-first experience – and online is the new way of shopping and interacting with a brand.

Yet the conversion rate for new online customers or visitors is relatively low – under three percent for websites and one to two percent for apps.

By automating a few features and creating the relevant triggers, you can capture new customers' information, create a better experience, and move them through the rest of the journey.

Sign-up form

Capturing customer data is crucial and the most effective way to do that is through a sign-up form on your website or app. You could choose from two different versions:

- **Basic sign-up form:** A form asking for details
- **Time-based pop-up forms:** In case the visitor has been inactive for a while or browsed without taking any action

The information received will form the foundation of your customer engagement campaigns in the future and will lead to better personalization.

When using sign-up forms, always ask for:

- **First name:** To personalize your communications
- **Location:** To geo-target messages or send geo-targeted push notifications
- **Phone number:** To send SMS, WhatsApp, or Viber campaigns



Sign up

☒ I want to receive notifications over **WhatsApp**. 



Welcome campaign

A new customer or visitor has come to your website or downloaded your app. It's time to introduce yourself and make the first impression to build that long-lasting customer relationship.

The most effective way to welcome them and excite them to stay is through Push Notifications or In-app Messages, followed by an email sharing more details. A [welcome push or in-app notification](#) will:

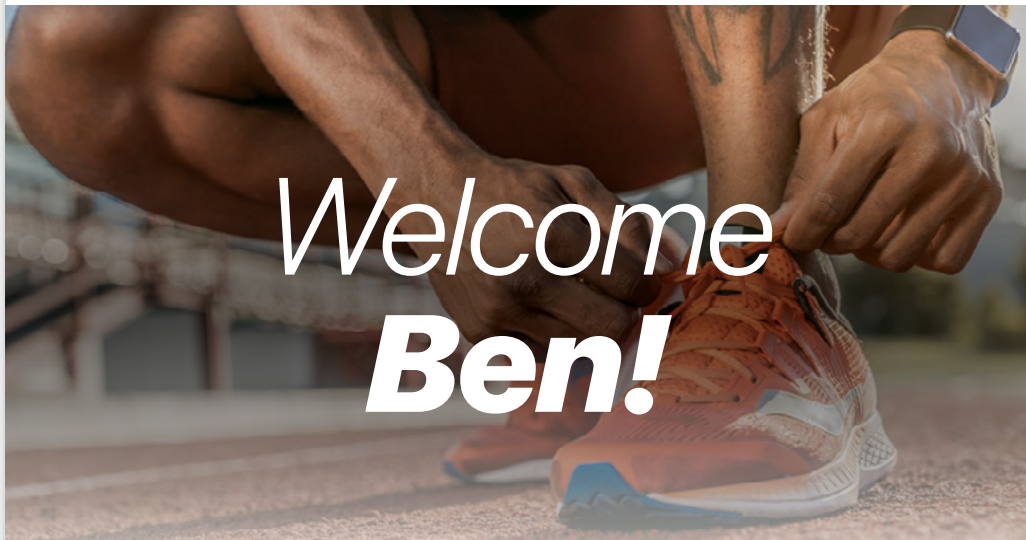
- Showcase the value your customer will get from the website or app
- Take customers through the steps to make their browsing experience smooth
- Encourage conversion

Pro Tip: Ask your customers to opt in for push and in-app notifications

 Inbox

 **Sport Shop**
To: Ben Smith >

15/11/2020



Welcome Ben!

SAVE 10%

on your first purchase

CODE: WELCOME10





Form abandonment

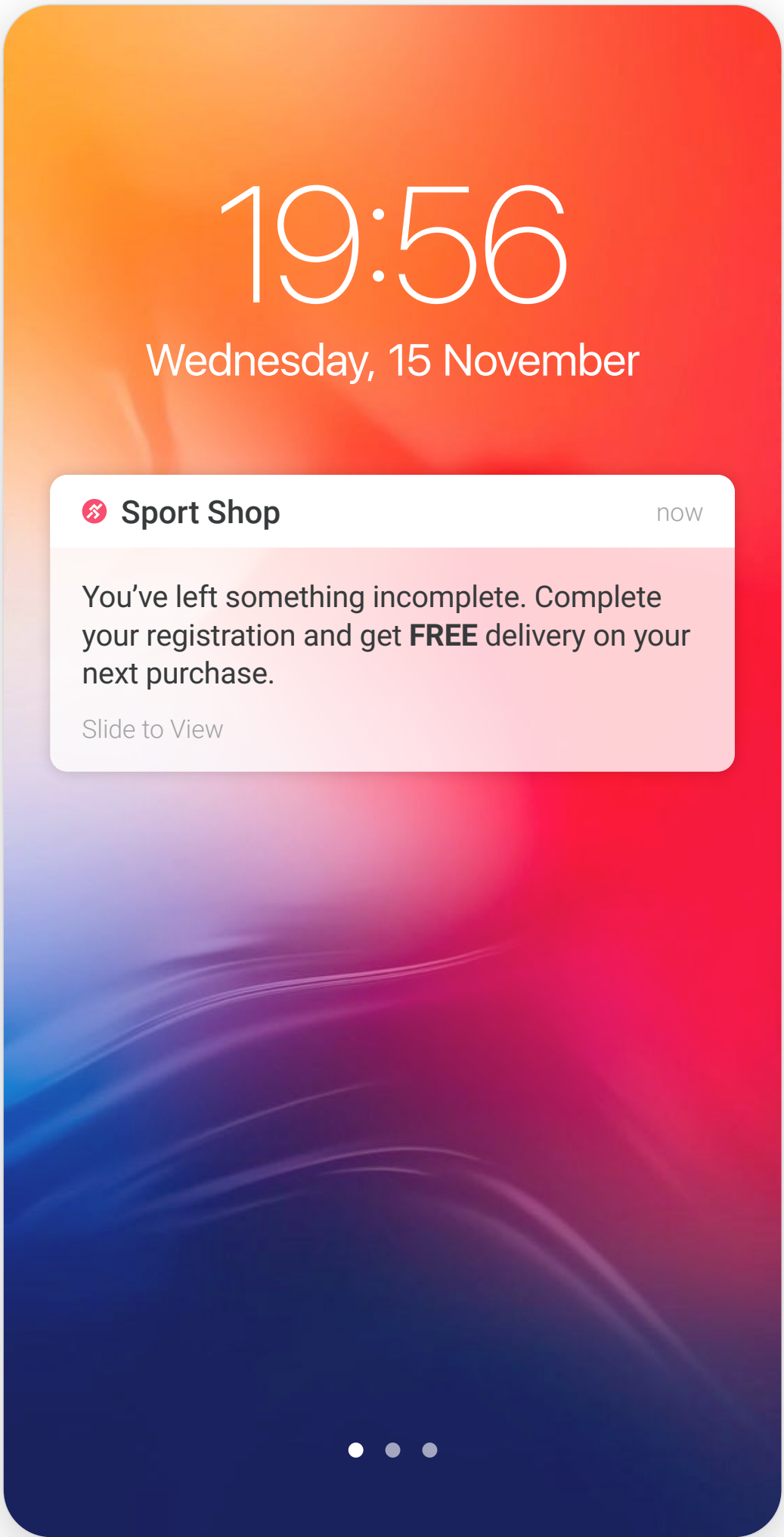
Whilst filling a form, customers might realize they don't have all the details they need, get distracted, or find it too long – leading them to abandon the form.

It's important to get them back through:

- **Push notifications:** When on the website or app – remind them through push notifications to complete the form
- **Email:** If they have left it incomplete after inputting their email address, send them a reminder email along with an incentive to come back
- **Phone number:** If the customer has left their number before abandoning the form, send them an SMS to remind them.

Incentivize your customers to return and stay on by offering:

- Free delivery
- New customer discounts
- Opportunities to win a prize

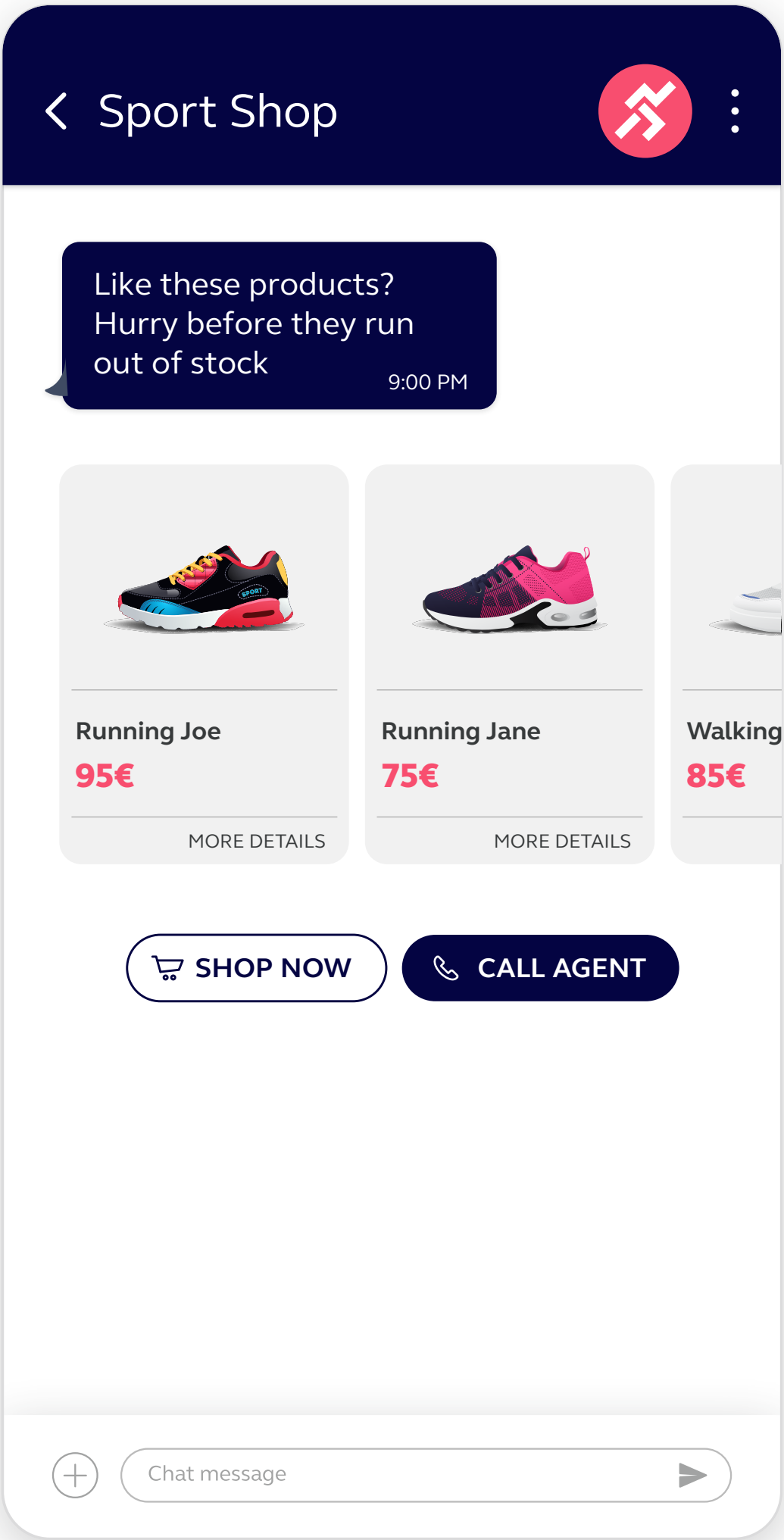


Retention campaign

A new customer has signed up but hasn't purchased anything or interacted.

Target them with:

- Recently viewed items campaigns: Send them an email with some of the items they viewed to bring them back
- **Incentive campaigns:** Offer them free delivery or a special discount through SMS or Viber to make them a customer
- **Push campaign:** If they enabled notifications, send them a web push or push notification through the app to show them what you have in stock



SEGMENTATION CAMPAIGNS:

Use cases to liven up your customer journey

2. Browse or Window Shoppers

The more you interact with your new customers, the more they familiarize themselves with your business, and are more likely to make a purchase. For this segment, there are two critical campaigns:

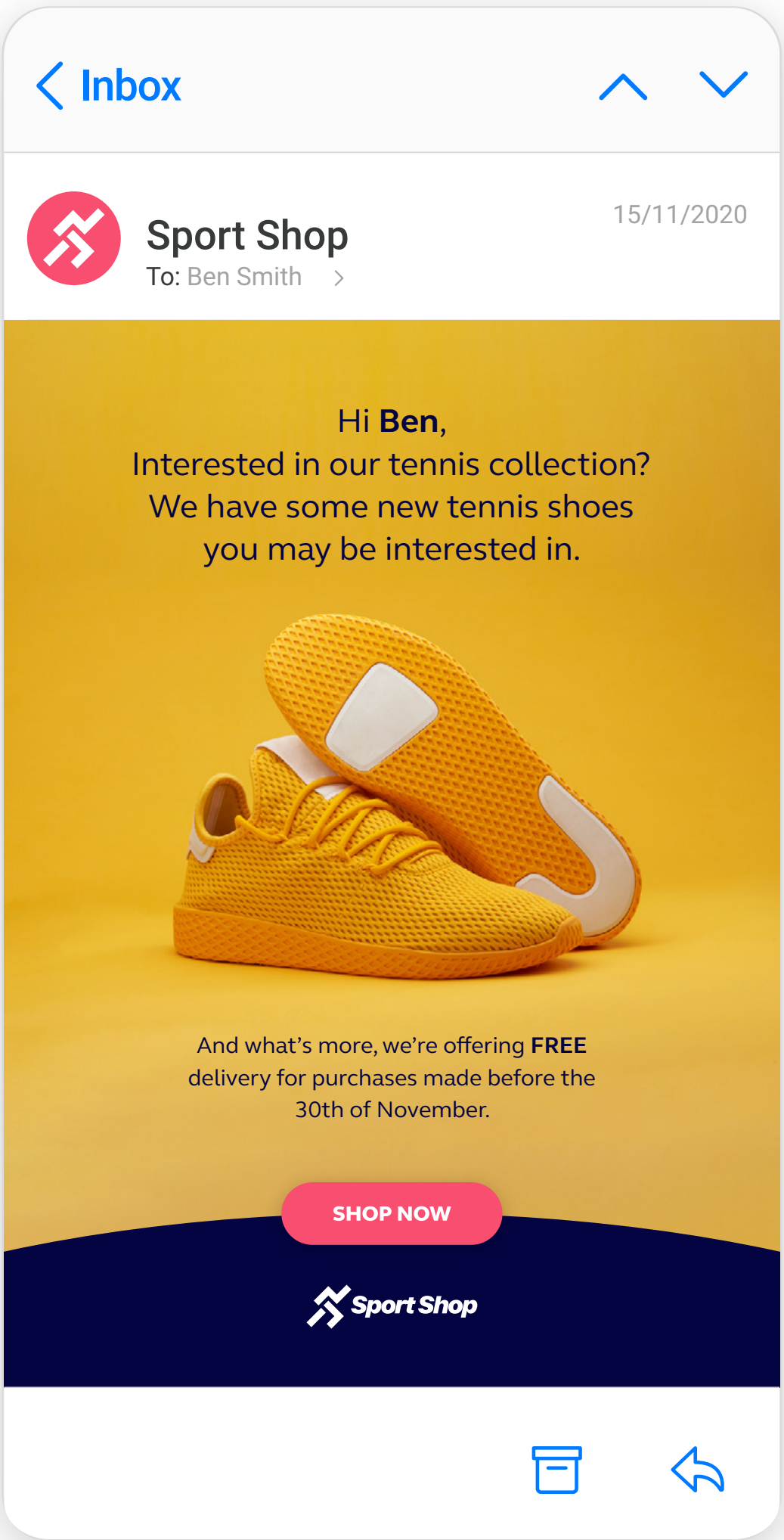
- **Browse abandonment**
- **Cart abandonment**

Browse abandonment

Leverage a returning customer’s browsing history to entice them into making a purchase. Marketing automation enables you to set up a trigger so you can target this segment with a browse abandonment campaign.

To do this, set up an email automation flow:

- Create an email series offering similar products from the same category
- Add pictures and customer reviews to make them believe in your product
- Entice them with free delivery

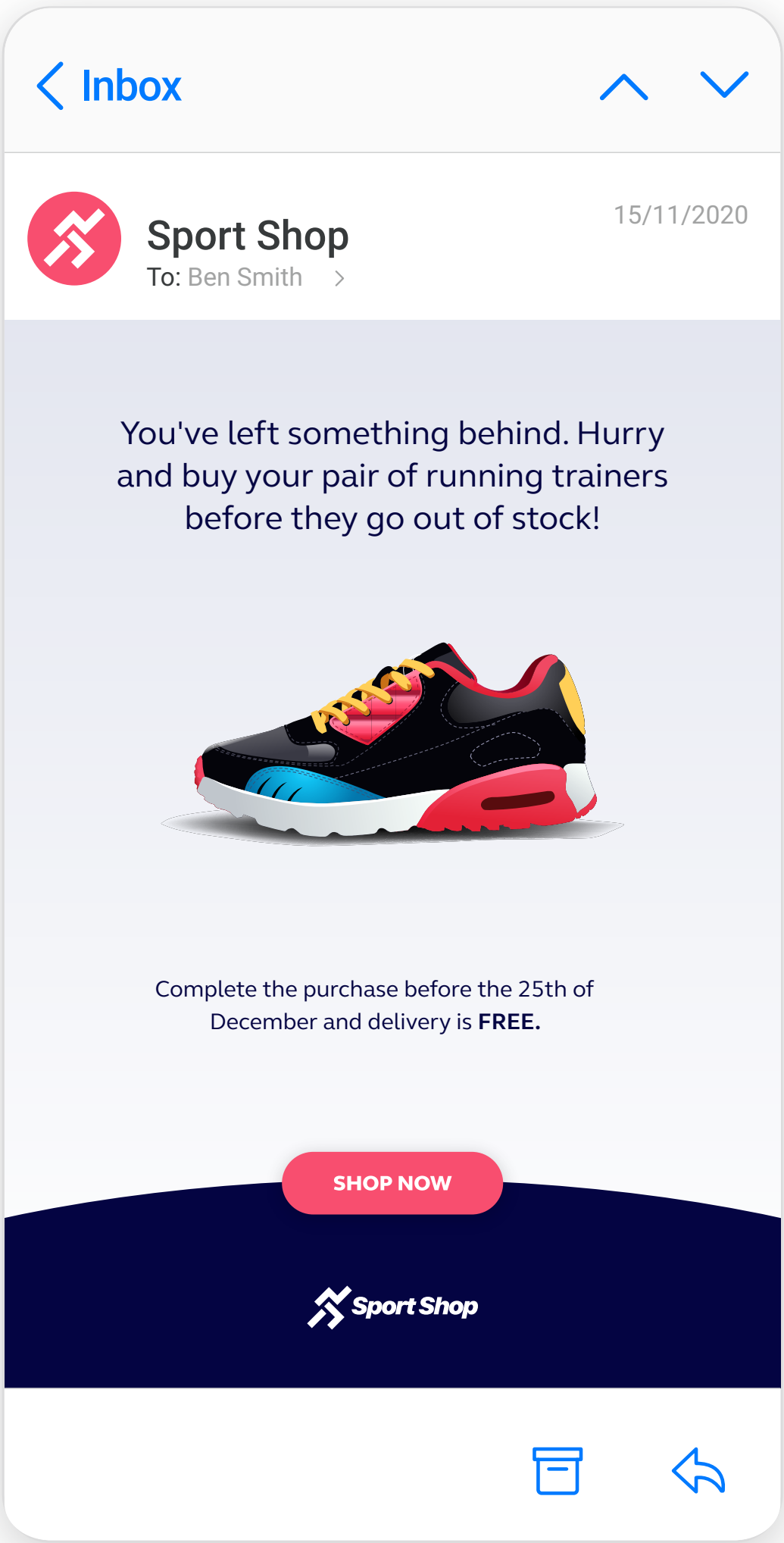


Cart abandonment

If the customer moves beyond browsing but abandons their cart, take your omnichannel marketing automation a step further and utilize more of your channels.

After setting up an automation sequence to target [cart abandonment](#), try:

- **Messenger, RCS, Push notifications:** If a customer has opted in, send an abandoned cart reminder on the same day of them abandoning their cart
- **Email:** Using a softer approach, send them an email to remind them and offer support
- **SMS:** Send a discount code for the product or offer free shipping to draw the customer back in



SEGMENTATION CAMPAIGNS:

Use cases to liven up your customer journey

3. First-time Buyers

You've successfully welcomed your customer and influenced their first purchase. But the real challenge is only beginning. Now it's time to retain these customers by keeping them satisfied with the quality of your communication.

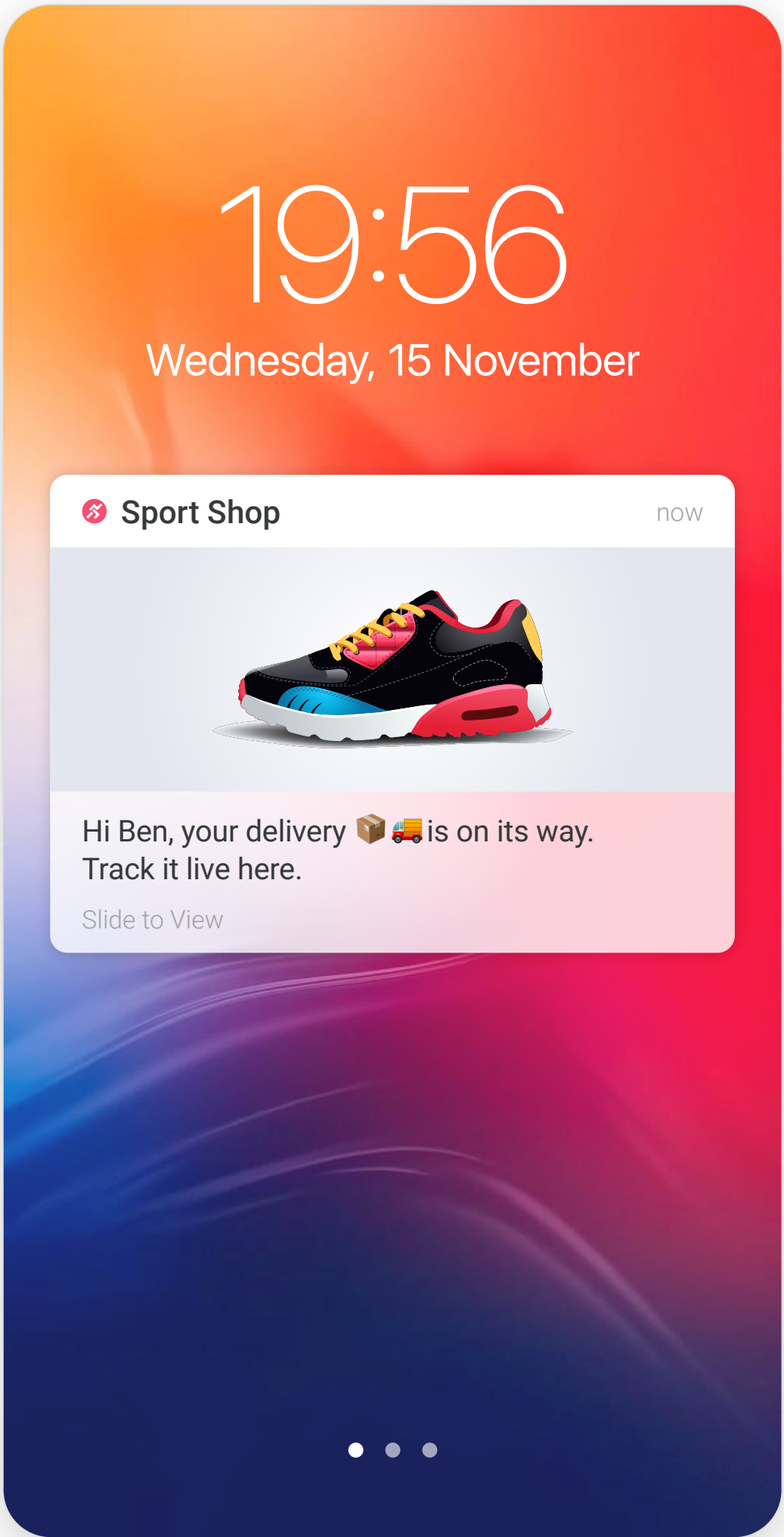
You can achieve both these things using an omnichannel marketing automation solution, such as Moments. What's more, you can use your customers' behaviors to identify the best channels for engaging them, whether that's email, SMS, WhatsApp, Messenger, Push Notifications, Voice, RCS, or all in tandem?

Keeping behavior and channel preferences in mind, here are some automation campaigns that are highly effective for first-time and returning buyers.

Order confirmation and delivery notifications

Customers want to be kept in the loop of their purchase. The best way to do this is to use the initial channel they have chosen to send timely updates through SMS, WhatsApp, and [push notifications](#). Remember to include a link back to your store and follow up with an email that details the whole order.

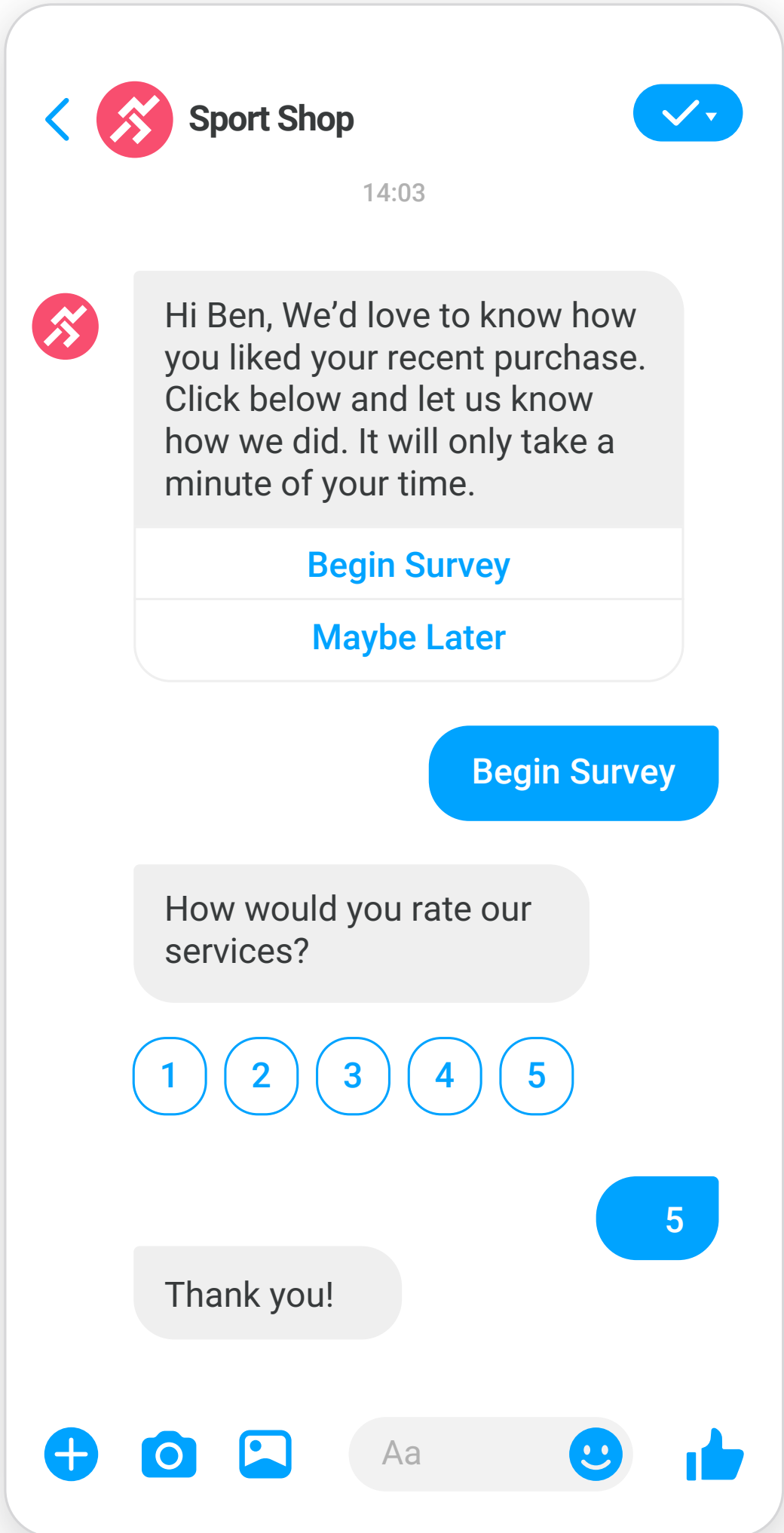
Pro-tip: have voice as a channel back up - especially for customers with visual or physical impairment.



Feedback campaign

Once your customer has received their purchase, [ask them for feedback](#) a week later through:

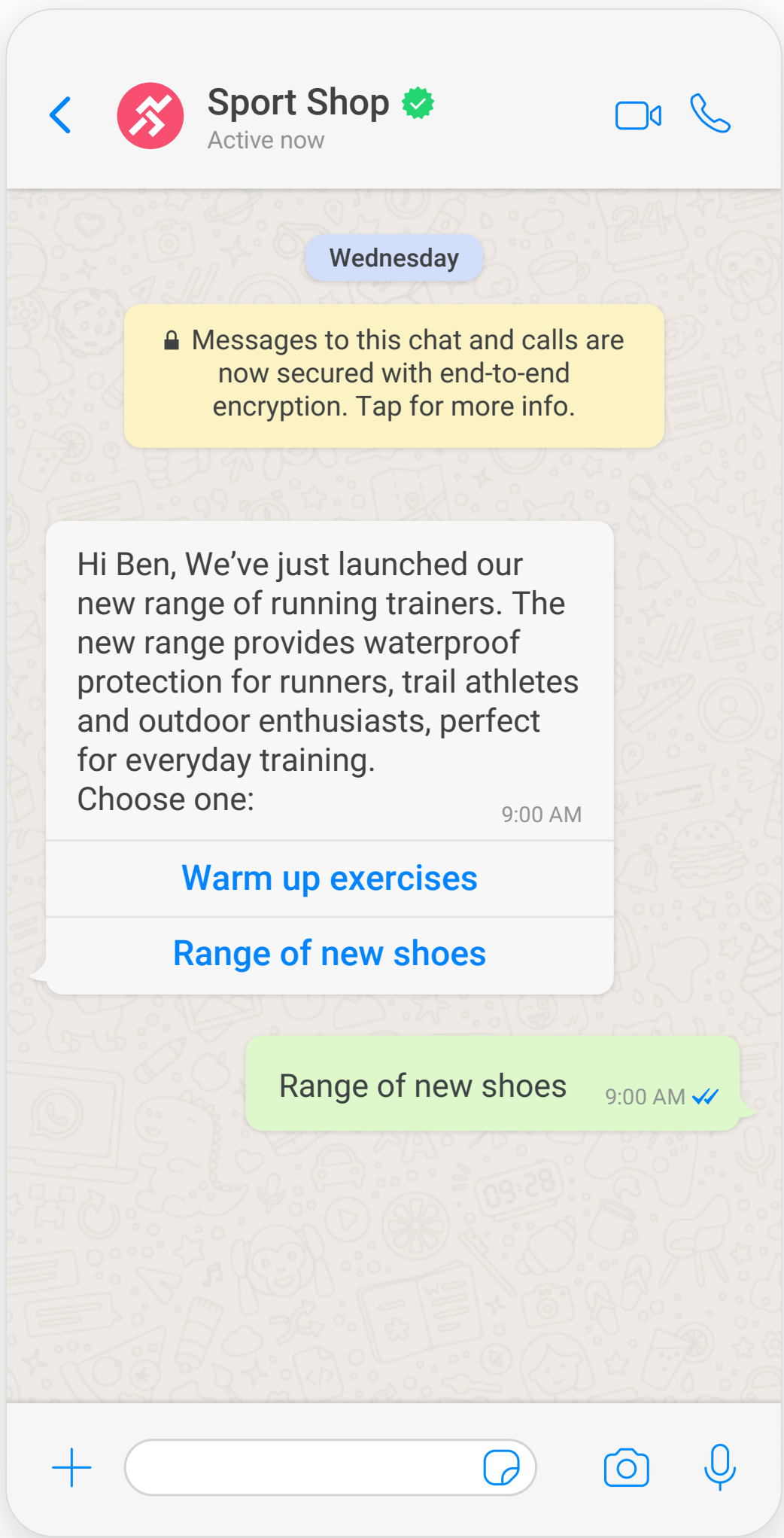
- **Email:** Asking for a review through a simple form or redirecting them to a landing page
- **WhatsApp:** Prompting them to follow you socially while asking for feedback
- **SMS:** If a customer hasn't responded to the email, follow up a week later with an SMS offering an incentive to review the product



Prompting return

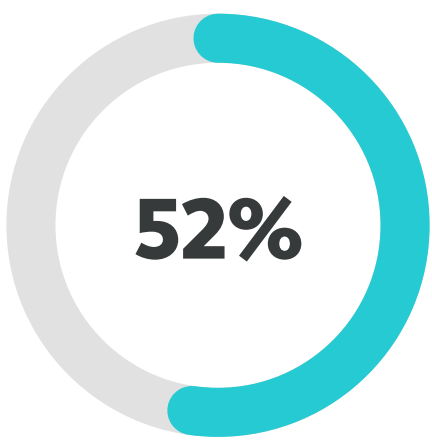
Following the feedback or delivery automation, stay in touch with the customer by recommending products that would chime with their interests or new launches and discounts. You can do this through:

- **Emails:** Send rich media emails with similar items and entice them to join a loyalty program
- **SMS:** Send them information on current promotions or share exclusive discount codes
- **Push notifications:** Notify them when a new product has been launched
- **WhatsApp:** If opted in, share business news they may be interested in, or keep the conversation going with tips regarding a recent purchase

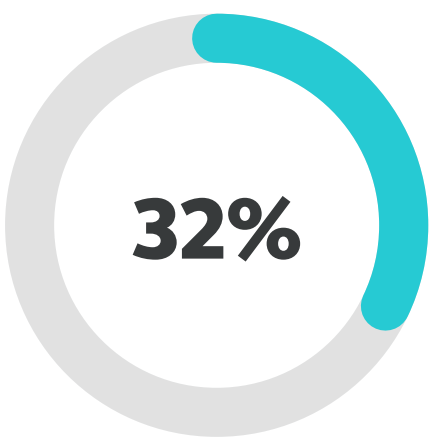


Source: [Infobip Customer Survey](#)

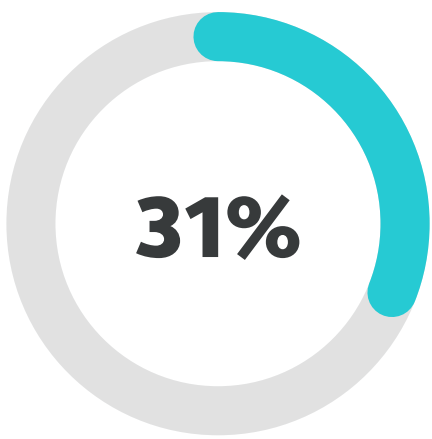
First-time buyer campaigns matter because:



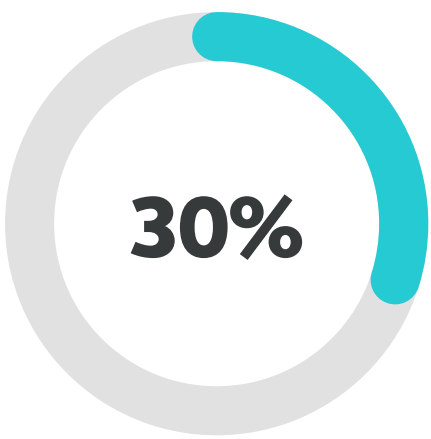
of customers would want to receive notifications on discounts and offers



of customers want to receive order, purchase, and delivery updates



of customers want to be notified on transactions and payment



want their feedback to be listened to

SEGMENTATION CAMPAIGNS:

Use cases to liven up your customer journey

4. Loyal Customers

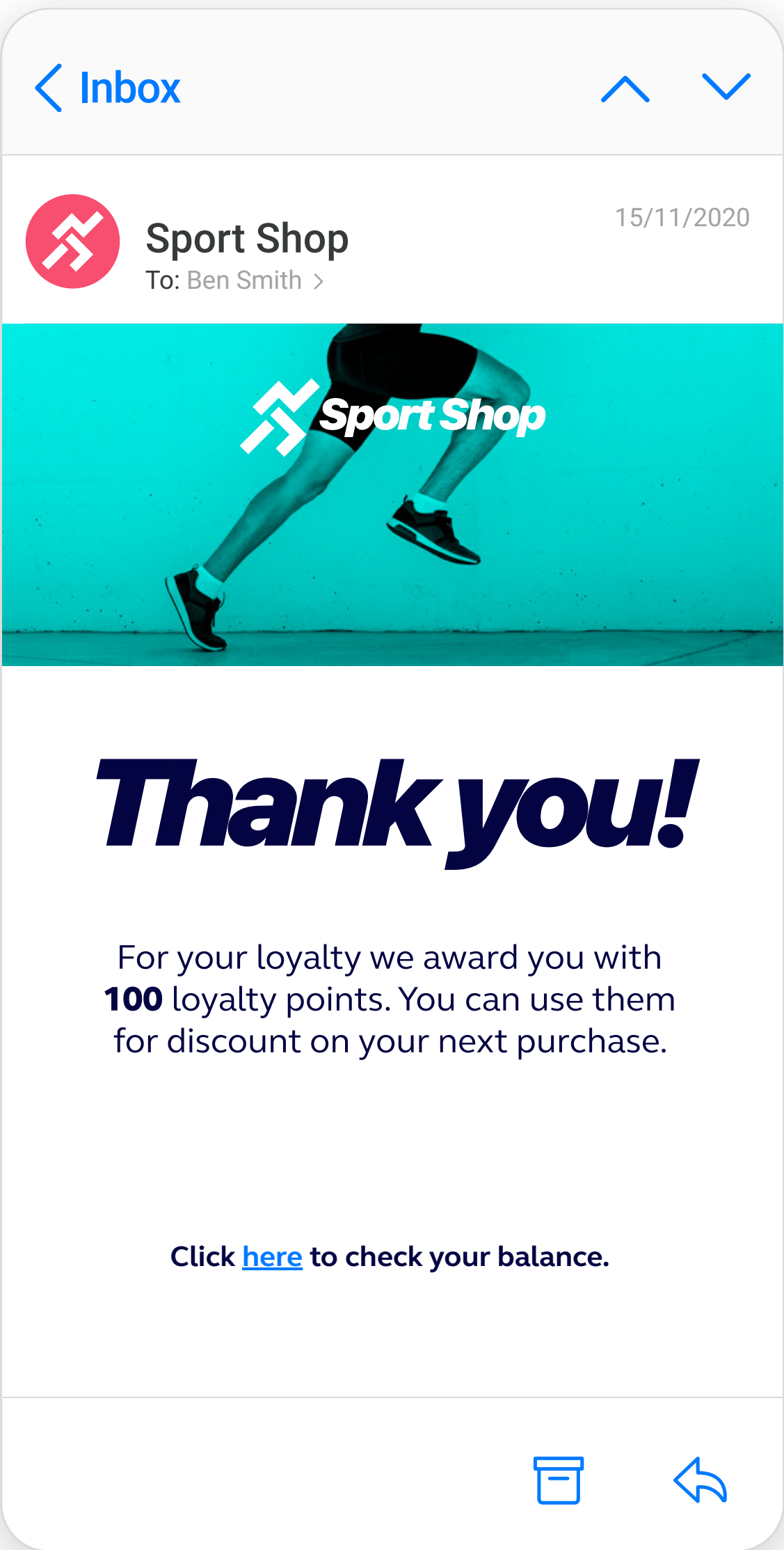
Design automated messaging campaigns to keep your high-value loyal customers engaged and satisfied.

Welcome to loyalty club

[Welcome messages for new members of your loyalty program](#)

can encourage them to learn more about your products and services, as well as share feedback. Keep new loyalty members engaged by sending them:

- **Email:** Detailing what their loyalty benefits are
- **Push notifications:** Welcoming them with timely reminders of new benefits, or time to redeem messages
- **SMS and chat apps:** For special loyalty discounts



Automated points notifications

For loyalty programs where customers have points to be redeemed, [notify those loyal customers](#) through:

- **Push notifications:** Reminding them of their points and expiry date
- **SMS:** When the points are close to expiring
- **Email and chat apps:** To send them a recap of their points along with rich media on what they can redeem them against

Reengage loyal customers near your store

Knowing that consumers always take their mobile devices wherever they go opens new opportunities for retention and reengagement using rich push notifications.

Combining segmentation with geo-fencing is a very effective way to [re-engage loyal customers who are passing near your store](#), especially if there is a special offer suited to their preferences.



For example, autumn season is ending, and you would like to give an additional discount for the women's collection, but only for those with a membership card.

Create an automation trigger which sends special offers only to women who own a membership card.

SEGMENTATION CAMPAIGNS:

Use cases to liven up your customer journey

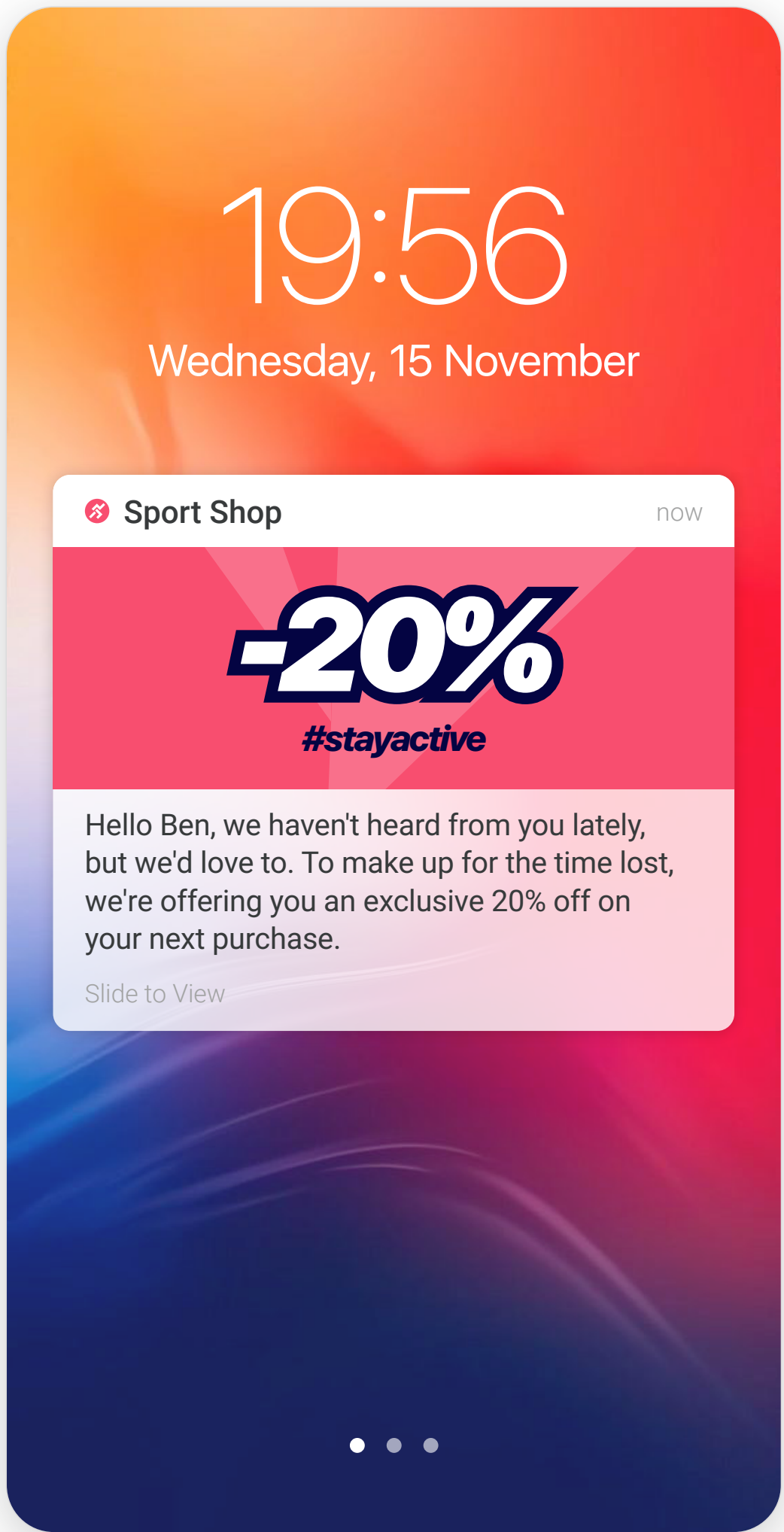
5. Inactive customers

If your customer hasn't purchased again after a long time, [set up an automation flow to reengage them](#). Analyze your customers' past behavior, interests, and channel preference to send them a series of personalized messages over email, SMS, or Push Notifications.

We miss you campaign

To bring back lapsed customers, segment them based on when they were last active and remind them about the benefits of shopping with you. You can do this through:

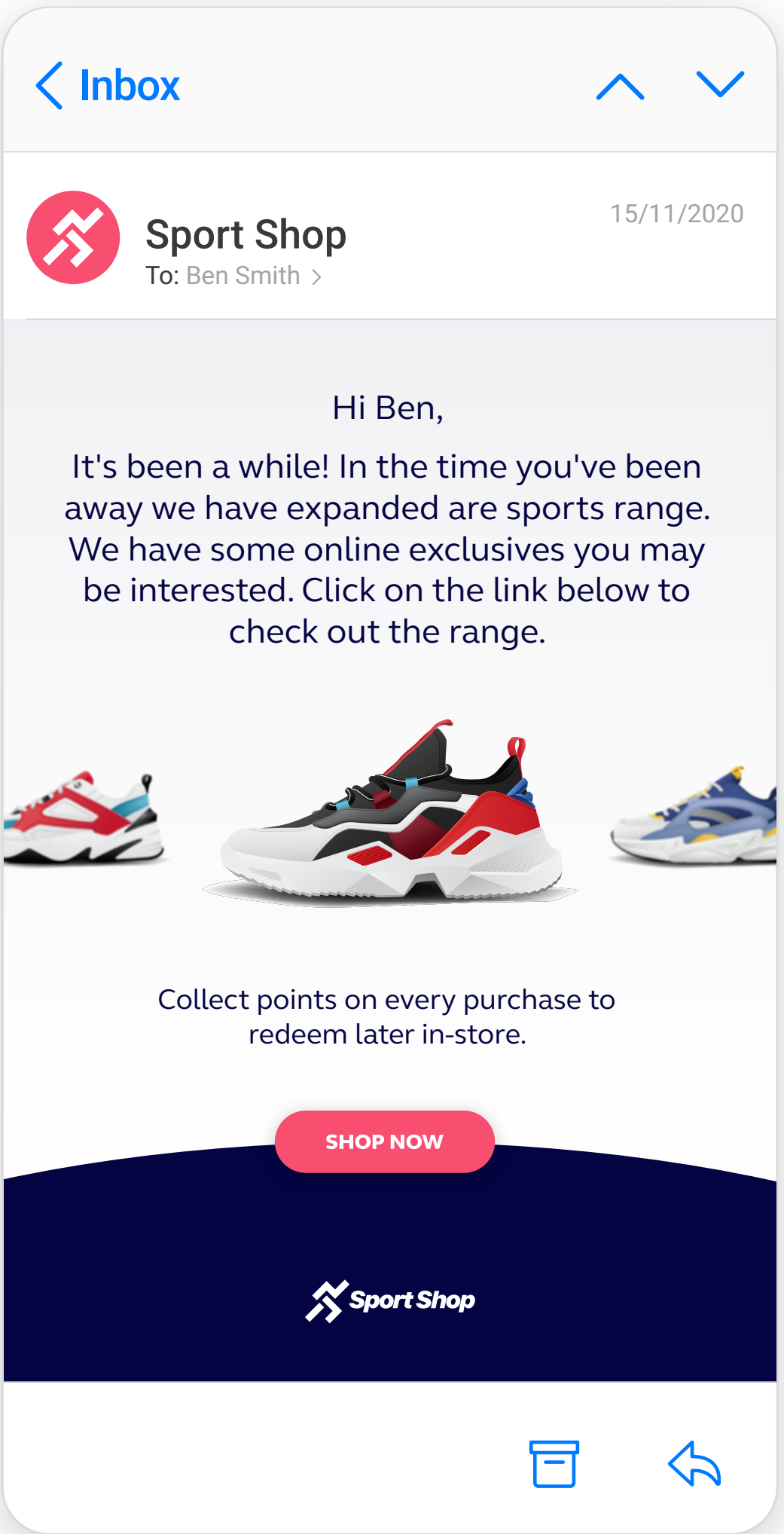
- **Push notifications:** Sharing the benefit of free delivery or collecting points on their purchase
- **Email:** Using a softer approach update them on new changes and ranges that would entice them to come back
- **SMS:** For lapsed customers who have made a high value purchase in the past, drop them a reminder SMS on what they're missing out



Activity-based campaign

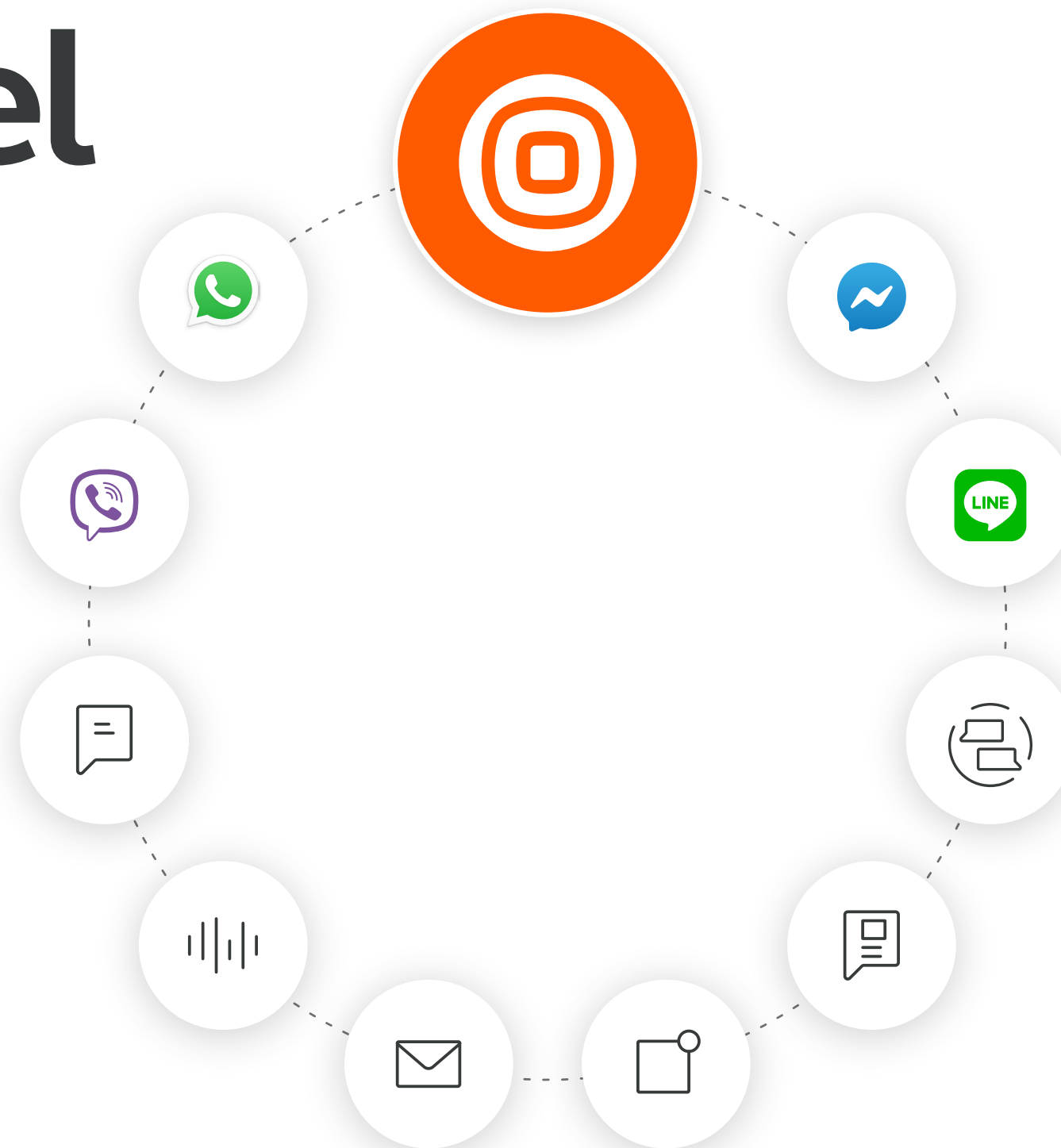
Segment your lapsed or inactive customers by their browsing and purchase behavior – to send them interest-based messaging. This can be done through:

- **Chat apps and RCS:** Use Viber, Messenger or RCS to send them rich media messages with product recommendations based on their past purchase or interests
- **SMS:** For lapsed high value customers send them a SMS with a discount code to get them to come back
- **Email:** Send a targeted email with products that match their past interest



Omnichannel Checklist

If your customer data forms the foundation of your marketing automation strategy, it's the channels that form the structure – allowing you to send personalized messages and reach them through the right medium.



“

Moments empowers us to have a unique relationship with our customers, specific to each situation and with the possibility of communicating with each one's preferred channel. The biggest differentiator of Moments is to allow different communication channels to be used in the same automation flow.

Arthur Bonzi

Co-founder & COO, Juros Baixos

Connect on channels that matter

With customers seeking out lasting connections and engagement across all channels and screens, there isn't a fail-safe way to reach them.

However, that doesn't mean you shouldn't meet them halfway by investing in multiple channels or at least one failover.

After all, messaging apps with SMS and email as a failover have enabled much richer customer engagement.

Messaging apps let you get creative by offering design “carousels,” which are prebuilt smartphone layouts for displaying retail products. Most importantly, some messaging apps

enable customers to purchase goods from menus and make secure digital payments, as well.

SMS has been the staple, lightweight communications tool for quickly connecting to customers. The value of SMS (relative to voicemail and email) has been a combination of high open rates, quick responses, and ease of use across smartphones. However, such information tends to be basic, usually constricted to one-way notifications consisting of texts and URL links.

But when used alongside chat apps, you could enhance your engagement with emojis, pictures, videos, QR codes, and menus.

WhatsApp

This is the most widely deployed messaging app across the globe. In many markets such as India, Brazil, Mexico, the UK and Italy, up to 95% of smartphone users have WhatsApp installed, making it a must-have.

Apple Business Chat

This app allows rich, private conversations between customers and businesses via the native Messages app. Many brands indicate that the majority of their best customers have Apple devices, and overall usage of Apple Business Chat has increased in 2020 as more customers use virtual means to communicate.

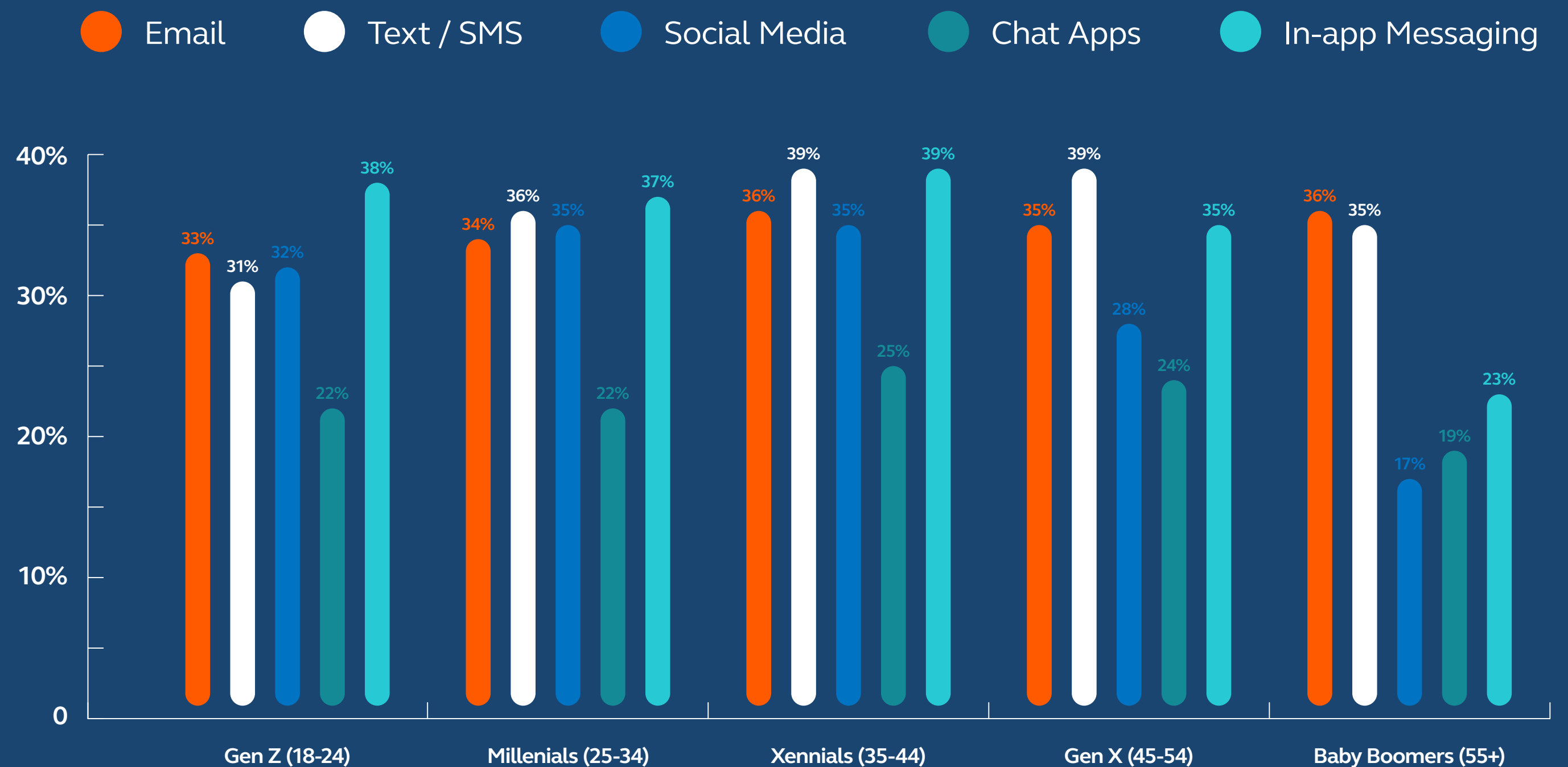
RCS Business Messaging

RCS currently has 500 million active users and provides a rich feature set that allows you to create branded messages incorporating multimedia, suggested reply buttons, and develop a relationship through two-way communications on native customer phones.

Viber

If you're looking to send rich branded messages with links and tracking information – Viber may be the perfect chat app to add to your omnichannel mix. With a reach of over one billion and the ability to have secure, verified accounts – it provides an interactive engaging experience.

Customer channel preferences



Create value through messaging

To build digital customer moments, it's important to leverage storytelling, but what's the point of a story without being contextual and personalized to your audience?

Being contextual requires you to be able to enable engagement that is tailor-made and available where and when the customer wants. Send messages on the channels they prefer that are contextual and relevant.

Once you have your messages set up, set your automation in motion. Reduce time by allowing your marketing team (especially when some are working remotely) to leverage customer engagement opportunities in real

time. Automating every moment of engagement throughout the customer journey, across all channels, helps boost conversions.

It's not just conversions, but also strengthening relationships. Automation can help you reengage active customers, target customers who haven't opened their emails with an automated message on another channel, or share additional information to excite them.

In short, automated journeys can be the game changer to achieve loyalty.

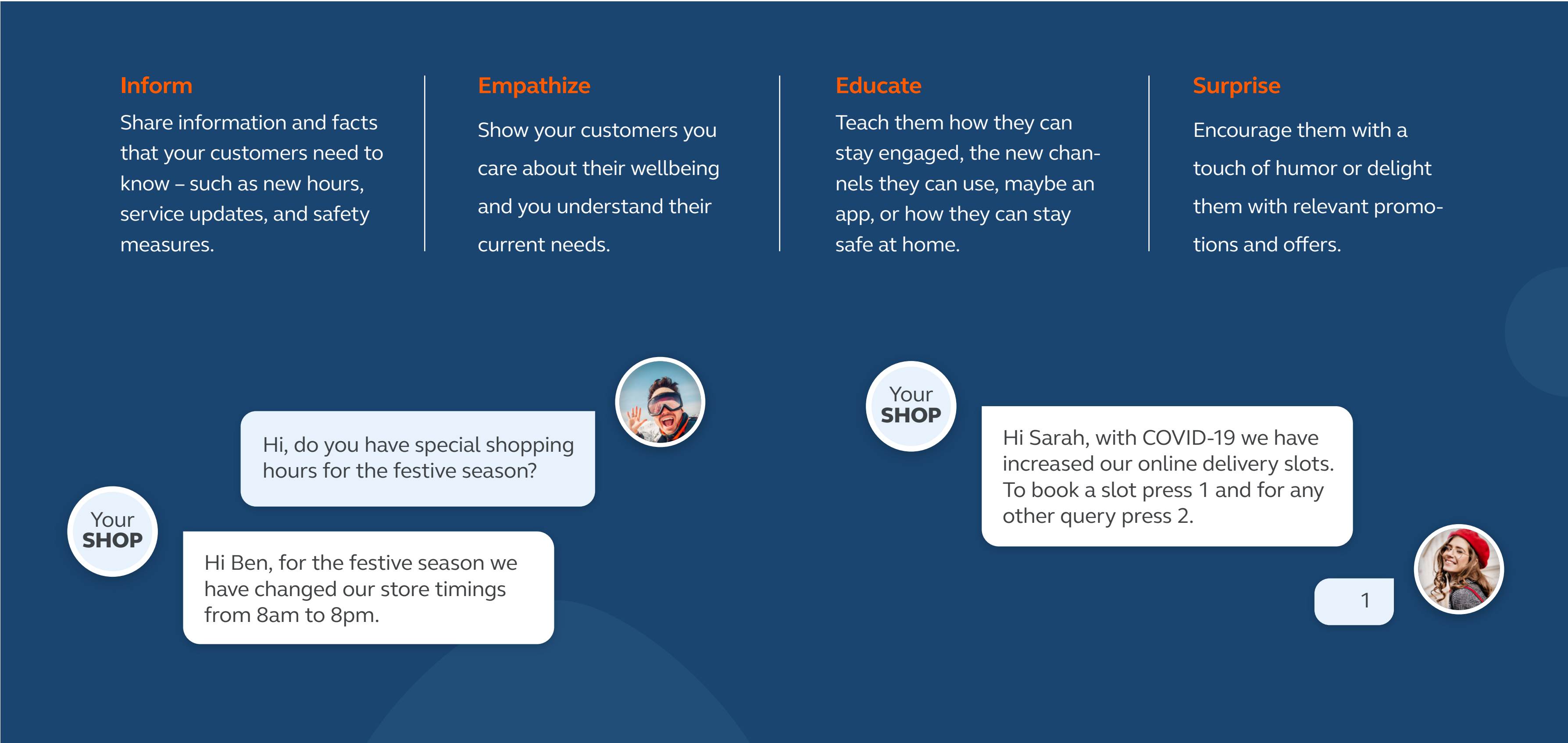
Two things that automation helps you do:

Create marketing landmarks

Deliver triggered messages based on their actions during key moments that help build on customer relationships.

Lead with speed

Let's you create scenarios, test your campaigns, see what works, and immediately act.



Build failovers to succeed

While you're on the road to omnichannel marketing automation, it's important to be omnipresent as well.

Your customers want real-time communications and want to be updated. However, there are cases of emails going to spam, or messages

being undelivered. Or sometimes you have time sensitive information that needs to be delivered, read, and acted upon at any cost - and one channel just won't do the trick.

That's the beauty of omnichannel marketing automation - it allows

you to create a fail-safe by creating a channel failover.

For example, if email fails you can have SMS, Chats Apps or Push Notifications to the rescue.



The mobile wallet space is booming, so we have to meet this demand by ensuring we can connect with existing and new customers quickly and reliably, no matter where they are in the world. Our customers are already engaging with apps to use our wallet, so enabling communications via WhatsApp was a natural step. Pairing this with SMS, we now have full coverage when sending requests and notifications, which we're delighted about.

Moad Alhashmi
Sales & Marketing Director at DinarPAY

FAILOVER SCENARIOS

Delivery and Returns

The post-purchase customer experience is a crucial one. A missed, delayed, misplaced delivery, or a lengthy returns process could put them off doing business in future. To keep your customers updated especially when you're a few stops away from delivery and collection is important - and having a failover is your fail-safe.

- Push notification for tracking and delivery confirmation
- WhatsApp to share tracking link, and visual delivery proof
- SMS to notify the delivery is on its way or been delivered
- Voice as the last resort if the customer isn't at home
- Email as a soft confirmation along with a feedback form



In today's delivery environment, we need to have a reliable communication partner. An increase in customer satisfaction and a 20% reduction in costs are some of the results we achieved using the Viber with SMS failover solution from Infobip in partnership with Croatian Telecom. We look forward to expanding our communication channels portfolio with Infobip in the future.

Tomislav Lažeta
Sales Director, [DPD](#)

Reservations and bookings

Whether you're in events, hospitality, or tourism, customers want to have a record of their reservations and bookings along with a reminder.

- Email for reservation, bookings, and copy of boarding pass or ticket
- SMS to send a reminder
- WhatsApp, Viber to share the reservation QR code and boarding pass
- Push notification a few hours before the reservation time

“ Using Infobip’s web interface, we can now send important notifications about our events directly to our attendees via Viber and SMS. By adjusting to the way our customers like to interact, we noticed better attendance, and our staff received 50% less queries during the event.

Andrej Hanzir
Head of Innovation & Projects,
[Leap Summit](#)

Doctor appointments

For telemedicine practitioners, hospitals and clinics, it's important to ensure doctor appointments are not missed and customers are reminded about their health checkups when they're due.

- SMS to send confirmation and reminder
- WhatsApp, Viber to send reminder along with the map
- Voice to call before the appointment

“ Infobip’s SMS and Voice solutions have helped us improve our appointment show-up rate by 10% and overall revenue by 5%. Infobip’s competitive rates have also helped us decrease our costs by 25% and their comprehensive reporting style helps us optimize campaigns.

Hamza Iqbal
Data Analyst, [OlaDoc](#)

Payment reminders or bounced payments

According to our customer research 31% of customers want to be notified about transactions, or payment reminders.

- SMS to send payment reminder or information on bounced payments
- WhatsApp and Viber messages with payment link for reminders
- Push notifications for banks and retailer for due date reminder
- Email notification for a payment that is coming soon

“ Introducing Viber through Infobip was a great success for our bank. It influenced our sales results and increased sales leads by 30%. We saw a 50% increase in response time compared to our previous solution provider. We can now communicate directly with our clients, in a fast and simple way.

Miraš Delošević
Head of Sales Network
Coordination and Contact Center Unit, [NLB Banka](#)

Expiry of subscriptions

56% of customers want to be notified when their subscriptions are due for renewal.

- Email as a soft reminder one month before renewal
- SMS a week before renewal
- WhatsApp, Viber one day before renewal
- Voice on the day of renewal



Promo codes

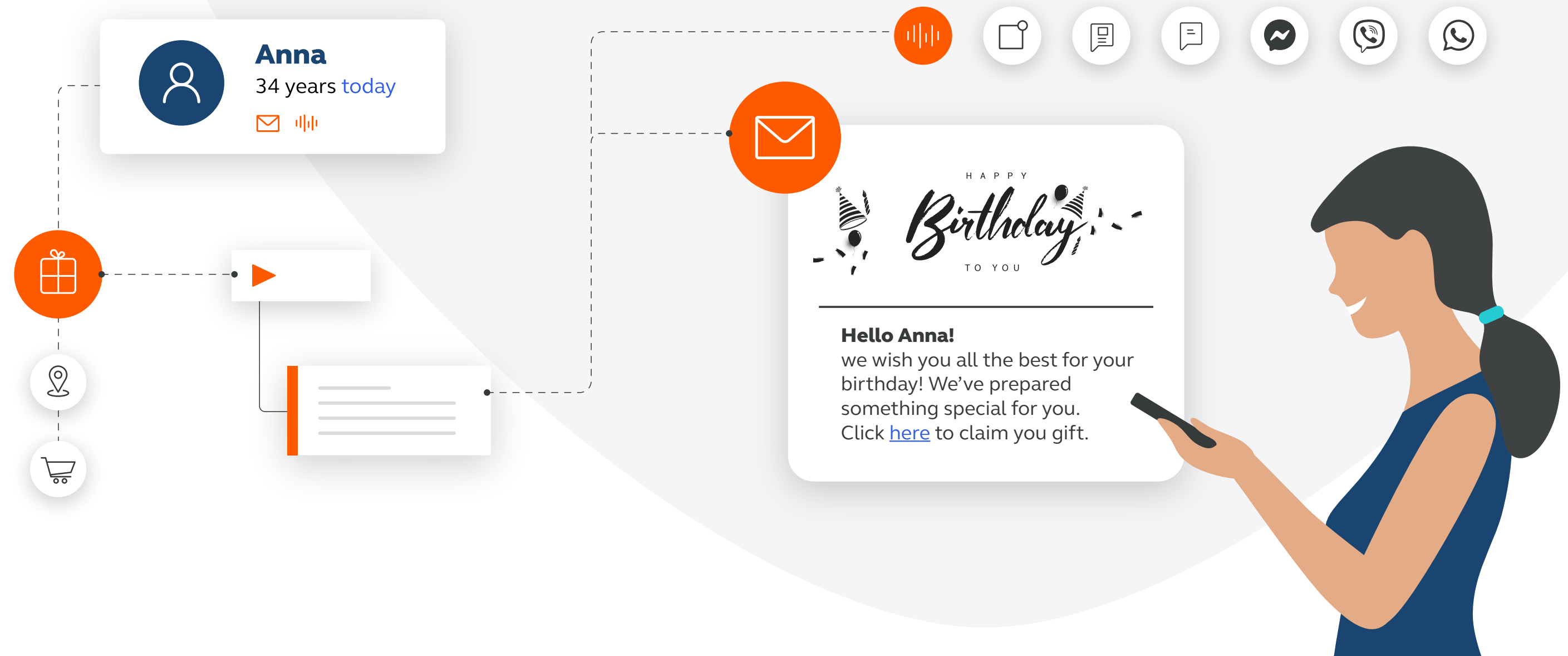
52% customers wants to be notified about promotions and 25% for the launch of new products.

- Email as a soft nudge for the promotion or launch
- SMS when the promotion is running out or the launch is around the corner
- RCS for product launches and promotions



Creating an Omnichannel Marketing Automation Strategy

Now that we've gone through what omnichannel marketing automation can do for you, it's time to implement it in your strategy. However, to do so you need a tech stack like Moments to transform your marketing automation into an omnichannel customer engagement hub.



Centralize customer data

Everything you know about your customer needs to be in one, easily accessible place. So, start your strategy by centralizing your online and offline data.

By centralizing your customer data, your marketers and customer engagement experts can create

better automated campaigns that are personalized and reach out on their preferred channel.

This is the foundation of omnichannel marketing automation: it puts customers at the heart of your campaigns – for a truly customer-centric approach.

Segment and target messages

To add the layer of personalization, make use of the insights received through the data collected. Segment your customers effectively into target groups, so you can automate personalized messages at scale.



Demographics

- Age
- Gender
- Location
- Industry
- Marital status



Campaign engagement

- Last clicked campaign
- Highly engaged customers
- Inactive customers
- Loyal customers



Customer behavior

- Browse abandonment
- Form abandonment
- Cart abandonment
- Recently viewed items
- Product recommendation

Analyze customer experience through each step of the journey

The next step is to analyze that data and get to know your customer. Understand the customer experience you provide across the entire customer journey.

Check that all your channels are cohesive and acting in unison. By analyzing each step of the customer journey, you can see what they are interested in and how they engage. This enables you to set certain automation triggers to make the experience even more immersive.

Gather feedback

Besides data that has been analyzed run an automation flow to gather feedback from your customers. You can do this by:

- Offer a popup survey on your site or app
- Ask for feedback following every customer success interaction you might have
- Incentivize the post-purchase review with a discount, free shipping, or even a giveaway

Measure and grow

Your omnichannel marketing automation strategy begins with data and ends with it as well. The only difference is that this time it’s based on how your automation campaigns have performed.

Your channels will be adapting to your customers’ preferences with each interaction, and you need to be updating their data as well. The best way to measure and grow is by A/B testing your messages and campaigns – to find the best message your customers respond to.

By constantly measuring your campaigns, gathering behavioral data on a regular basis, and reflecting that in your messaging strategy – you will be able to create a superior omnichannel customer engagement experience.

Why Moments is Your Omnichannel Marketing Automation Solution

Moments automates engagement across the entire customer journey, with real-time results. It provides the sentiment and behavior insights you need to provide personalized experiences at scale.

As you look to retain and rebuild your audience, in what is set to become a loud space, measuring conversion metrics and engaging throughout the customer

journey will be vital to campaign success. The tech stack is going to be a valued asset within your engagement strategy, as automation will optimize time and spend.

“

Brazilian fintech provider Juros Baixos powered their communications with Moments to educate and deliver the right financial solution and message to each customer on the channels they prefer.

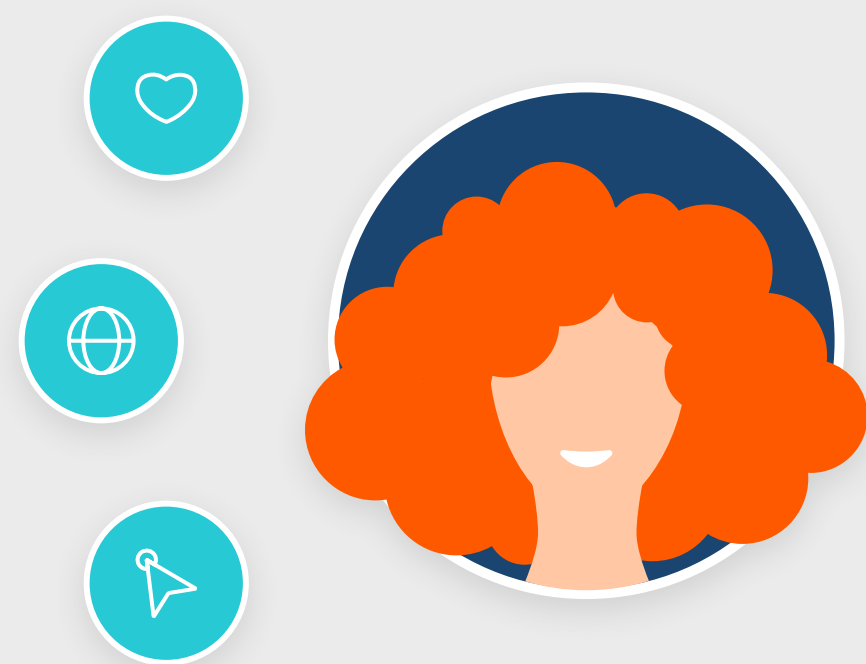
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With over 600,000 monthly visitors, Moments empowered us to create unique relationships with each customer, and enabled us to tailor our messaging to each one of them with the possibility of communicating on the channel of their choice. The biggest USP was to allow us to use different communication channels in the same automation flow.

Along with that it resolved one of our biggest pain-points – the need for proactive communication. With event-triggered flows, Moments helped us connect with our customers at the right time. And, the power of segmentation through customizable variables and tags allowed us to personalize each engagement.

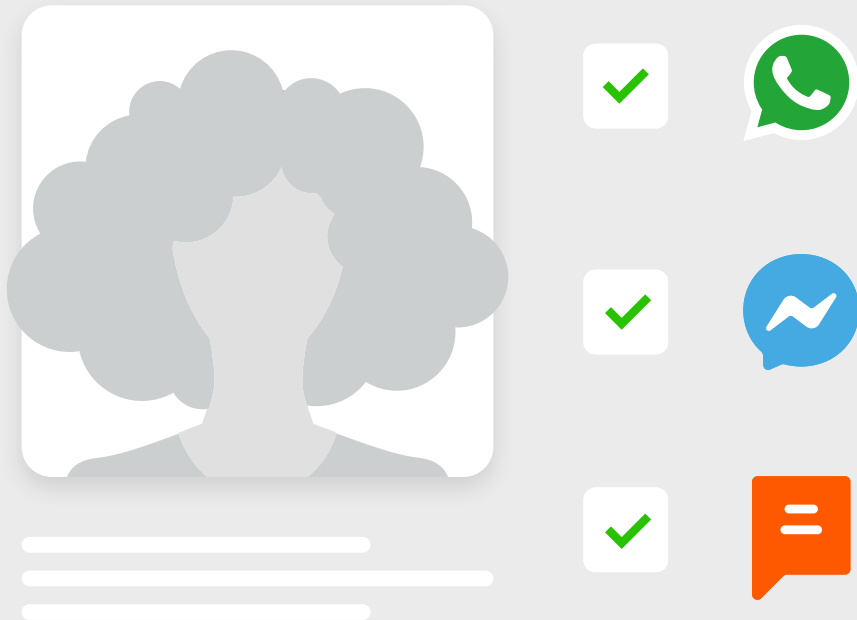
Arthur Bonzi
Co-founder & COO, Juros Baixos

The four pillars of Moments



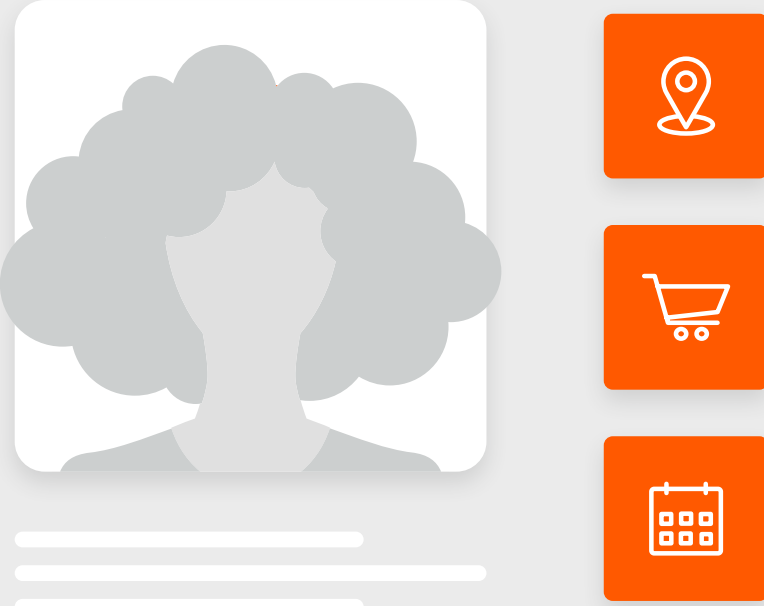
Customer

Digital-first with new behaviors and habits, they're socially distanced but nurture virtual relationships. Their profile, actions, behavior, and events are fundamental to your customer engagement.



Connect

Connecting has become a way of life, as customers engage digitally, and replace their physical connections with virtual moments. An omnichannel experience as at the heart of your customer engagement.



Personalize

Shared content that is relevant, timely, and purposeful will find an emotional connection through interactions and reactions. Personalization is what powers customer engagement.



Automate

Engagement today means triggered movements. Automated, and orchestrated journeys is the brainy tech behind effective customer engagement.

Start your customer engagement journey with [Moments](#).

The Infobip Advantage



Global reach and local presence

- ✔ 600+ direct-to-carrier connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 60+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

Scalable, fast and flexible solutions

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

Remarkable customer experience

- ✔ Technical expertise
- ✔ Solutions consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best.

Own infrastructure

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 28 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



BEST A2P SMS VENDOR AS RATED
BY MNO'S 2017, 2018, 2019 & 2020
BEST A2P SMS VENDOR AS RATED
BY ENTERPRISES 2019 & 2020
TIER 1 SMS FIREWALL VENDOR
2017, 2018, 2020
TOP 10 INOVATOR OF 2020



PLATINUM AWARD AS THE GLOBAL
CPaaS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA
CPaaS PROVIDER IN THE 2020
PLATINUM AWARD AS THE BEST
RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGI-
TAL IDENTITY SOLUTION IN 2020



GLOBAL AWARDS 2019

BEST OTT PARTNERSHIP
2019
BEST MESSAGING
INNOVATION - BEST RCS
IMPLEMENTATION 2019



BEST MESSAGING API
BEST MESSAGING INNOVATION-
CARRIER SOLUTION
BEST ANTI - FRAUD INNOVATION
BEST SMS / A2P PROVIDER FOR
THE EMEA REGION

