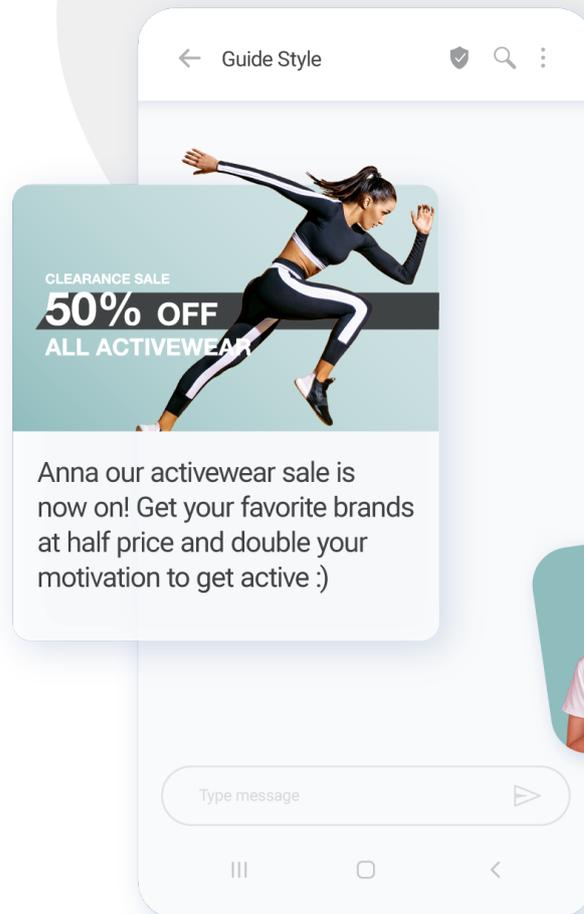




**infobip**



# The Rich Business Messaging Guide

Different routes to enhancing mobile messaging with images, video, your brand logo, and app-like interactivity

# Beyond SMS messaging

CX-focused brands understand the importance of reaching their customers at the right times, and in the right places.

Not surprisingly, mobile messaging has become their communication channel of choice. Its great strength is its ability to let businesses be there, be useful, and be responsive in specific moments.

Now the challenge for brands is to look beyond the text in text messaging – and find more empathetic and powerful ways of reaching customers in these moments.

There are different multimedia messaging options out there – each of which require different levels of expertise and investment. In the following chapters, we'll explore these formats, how they can benefit your business, and how you can make use of them as part of a multi-channel messaging strategy that lets you communicate with customers on the messaging channels that suit them.

## Your messaging options – an overview

### MULTIMEDIA MESSAGING SERVICE (MMS)

MMS uses the same technology as SMS but allows you to send additional media in the messages. While it's most commonly used to send photos, it can also send short videos, GIFs and audio.

### RICH COMMUNICATION SERVICES (RCS)

RCS is SMS on steroids. It lets you deliver interactive, app-like experiences straight to your customers' messaging inboxes. In addition, it allows you to gather data that you can use to optimize customer experiences and understand business outcomes.

When you send an RCS message, any device that does not support it automatically receives a fallback SMS message containing a personalized website link. A customer that clicks on this link gets a website experience that replicates the RCS message.

## Explore the new messaging landscape

Our communication solutions make it easy for non-technical people to set up automated customer interactions – across SMS, RCS, MMS and other rich messaging formats.

We're directly connected to the world's leading global, cross-channel mobile messaging network (used by seven of the planet's ten biggest brands). We combine an intuitive interaction builder with powerful and practical tools for analysis. It's never been so easy to roll out reliable, timely, automated conversations with consumers globally.

[Explore Infobip](#)

# Multimedia Messaging Service (MMS)

MMS has been available for over 20 years but has recently seen an explosion in commercial use – particularly in the US. At OpenMarket, we've seen traffic volumes passing through our network increase by more than 700% in the past two years.

A client of ours in the fashion industry enjoys MMS click-through rates of 30% or more and over 20x return on investment. And our messaging partners report that MMS delivers 300% more engagement than SMS only campaigns.

## What can MMS be used for?

Picture messages are what usually come to mind when anyone mentions MMS. But in fact, there are several other features that make MMS a powerful messaging format.

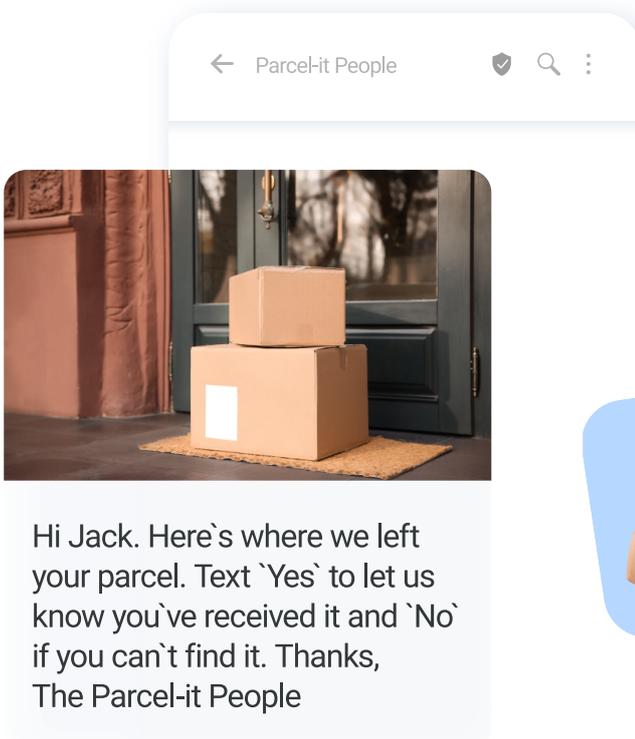
### The messaging features of MMS include:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- Bigger character counts
- Web links and previews
- Expiry dates for time-sensitive messages

## What experiences can you create with MMS?

There are countless ways to take advantage of MMS and create new experiences for your customers. And remember, it's not one-way – your customers can use MMS to send messages back.

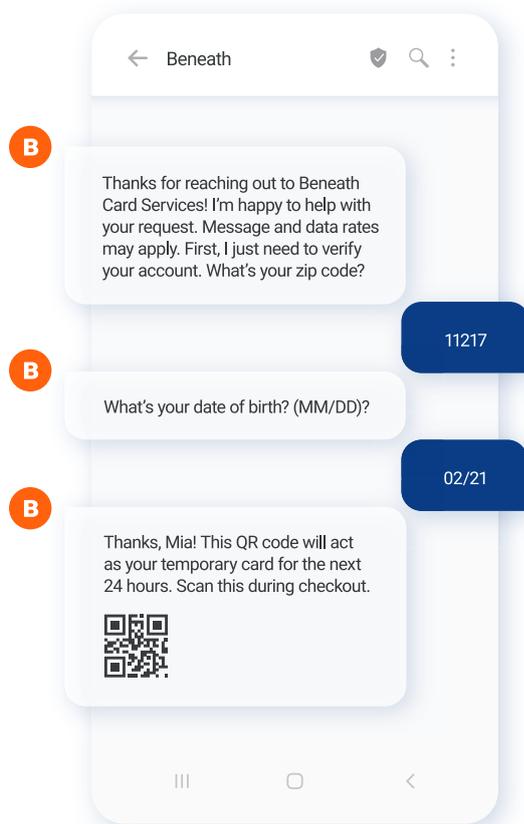
### Here are just a few examples of how you can use MMS.



## 1 Proof of delivery

Jack's delivery arrived before he made it back home. But he knows exactly where to find it – because he just received a picture message showing the package in a 'safe place'.





## 2 Temporary credit card

Jasmine's got a store credit card, but she left it at home today. No problem – after a quick text message interaction to verify her identity (via an API with your CRM) she's received a temporary card in the form of a scannable QR code

## 3 Transportation

Femi's waiting for a driver to pick him up from the airport and take him to a business meeting. He receives a notification with the driver's photo and location, helping him quickly find the vehicle

## 4 Delivery

John's one of your most loyal takeaway customers, so he's first in line for a personalized coupon. Good luck resisting a picture of your favorite order, John.

# Rich Communication Services (RCS)

RCS business messaging is the next evolution of mobile engagement for Android. It takes full advantage of all the features smartphones enable today, while conveniently delivering every message to your phone's inbox.

Imagine sending a customer an important message – but instead of just text, it contains a video or image carousel, along with your branding. It might even give the option of clicking buttons to open a map or initiate a call.

All of this and much more is possible with RCS. Fully interactive, app-like experiences that send engagement rates soaring. A raft of engagement insights are available too – so you can measure the success of campaigns, and optimize them too.

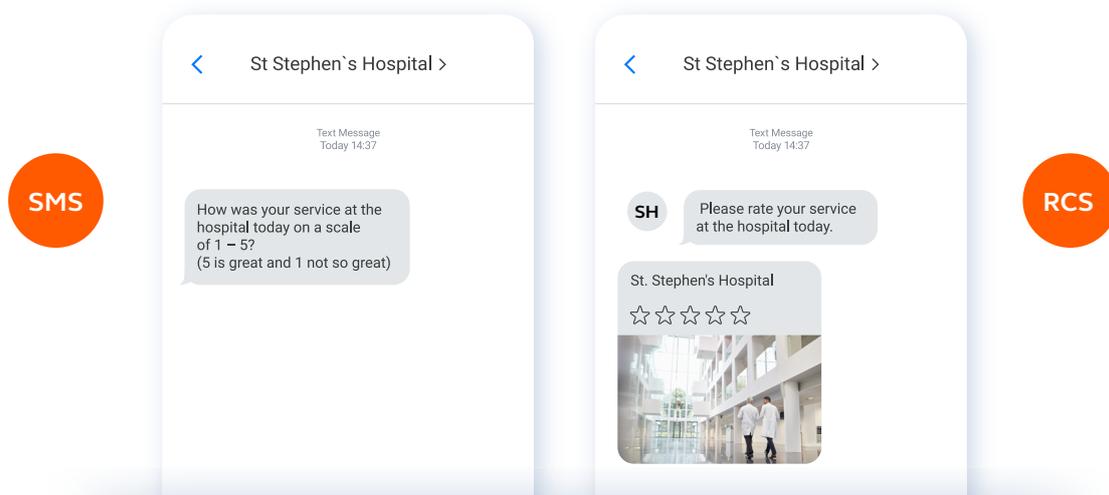
## Mobile messaging with limitless possibilities

Like SMS, RCS is an interactive, two-way communication channel. Usually, purchases via SMS message involve clicking on a link, visiting a site, putting in your details and then getting a confirmation email. But with RCS, a consumer can carry out the whole transaction from their inbox. And as RCS lives inside the standard messaging app, even the least tech-savvy of consumers will be able to get on board.

## What does RCS mean for your business?

The flexibility of RCS allows you to help, advise and serve your customers in truly convenient ways. Imagine an airline delivering a full, multimedia checkin experience via a few RCS messages – including boarding passes, visual flight updates, and on-demand terminal maps (without the traveler ever needing to download the airline’s app).

Or imagine a retail chain sending messages about their new products that are branded, contain visual calls to action, and offer clear, one-click location sharing, or easy-to-complete customer surveys.



### Here are some interesting RCS features and use cases:

- Video adverts allowing recipients to preview and purchase the latest products.
- Product “pickers” that allow customers to customize the color and size of an item before they purchase it.
- An appointment calendar with available slots to grab. Then getting appointment confirmations delivered ,with a map and directions.
- Pre-call audio messages to warn of an upcoming call.
- Receiving birthday card messages complete with personalized video greetings and a discount coupon with QR code.
- Attending a sporting event and receiving a map to your seats, or being offered a chance to pre-order half-time drinks.
- Receiving video instructions to accompany purchase of flat-pack furniture or new appliances.
- Viewing the latest trailers for movies, concerts and games. For more RCS scenarios to get you thinking how it could work for your business, check out our [RCS Business](#)

For more RCS scenarios to get you thinking how it couldwork for your business, check out our [RCS Business Messaging solutions](#)

## Insights and optimization

RCS will open up a treasure trove of insights that help you enjoy even more empathetic interactions with customers. Take advantage of delivery and read receipts by default, on-screen event tracking, and the ability to define custom call-back data tied to each customer action.

Compare these data sets with third-party data sources, and even more powerful insights will emerge. RCS lets you continually test and optimize the experiences you offer. As text messaging moves from the analog age to the digital, the businesses that move quickly to leverage data and improve their CX will leave competitors standing.

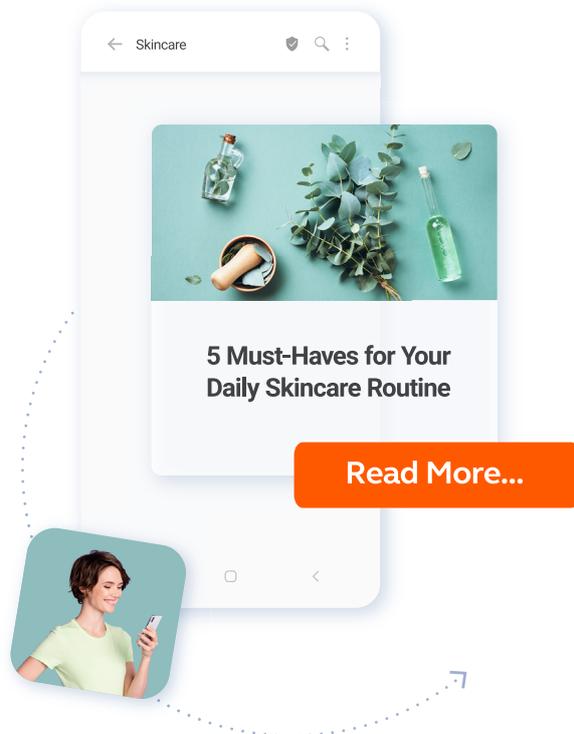
## Easy integration

All it takes is a good API to plug RCS business messaging directly into your systems – whether it's a CRM, contact center, or any of your backoffice tools. And remember, the indigo multichannel messaging platform is here to make everything easy for you.

## How accessible is RCS?

Google has rolled out RCS as Android's primary texting platform, which means it can be used by anyone with the Android messaging app. Soon, every new Android phone will accept RCS in the default messages inbox, and every major mobile operator globally will support it.

Apple is yet to get on board, but in the meantime, any message sent to an Apple device can revert to SMS – or the formats we discuss below.



## Your next steps

The exciting reality of today's mobile messaging landscape is that you don't have to stick to a single messaging format. Instead, you can use a blend of messaging channels to reach your customers in a way that suits their needs - and your business goals.

With Infobip, non-technical people in your company can easily create campaigns using SMS, MMS, RCS. It's time to roll out best-in-class conversation flows through our world-renowned global messaging network.

[Contact us](#)

# The Infobip Advantage

## GLOBAL REACH AND LOCAL PRESENCE

- 700+ direct-to-carrier connections
- Connect with over 7 billion people and things
- Strong enterprise client base
- 70+ 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 and CX 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 practices or solutions consultancy

## OWN INFRASTRUCTURE

- Locally available services
- Compliance to local regulations
- 40 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.



CPAAS LEADER IN IDC MARKETSCAPE 2021



Recognising Challenges and Obstacles

PLATINUM WINNER AS THE BEST CPAAS PROVIDER IN 2021  
 PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021  
 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 DIGITAL IDENTITY SOLUTION IN 2020



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 & 2021  
 TOP 10 INNOVATOR OF 2020



MESSAGING WINNER 2021  
 BEST CUSTOMER ENGAGEMENT PLATFORM 2020



BEST GLOBAL SMS SERVICE PROVIDER - WHOLESALE SOLUTION 2020



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



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