Messaging Insights

To run successful messaging campaigns, you need to know what's happening over the entire lifecycle of each message.

Raw SMS data doesn't cut it. Accessible reports and visualizations of results and trends are essential. We have three data solutions that can help with that.

Visual Insights

Ready-made, at-a-glance dashboards that help you quickly identify operational trends. No data downloads or expertise necessary.

Reporting Insights

A comprehensive set of reporting tools that help you extract the insights you need from your messaging data.

Custom Insights

A bespoke reports and visualizations service just for you. Our data experts work with your team to deliver the information your business needs.

Let's look at each service in turn.

MT and MO messages explained

– MO stands for "mobile originated". This is a message sent from your customer's phone to your system. In other words, the message 'originates' from a mobile phone.

– MT stands for "mobile terminated". An MT is a message sent from your system to a customer's mobile phone. To put it another way, the message ends (or is terminated) on the mobile phone.

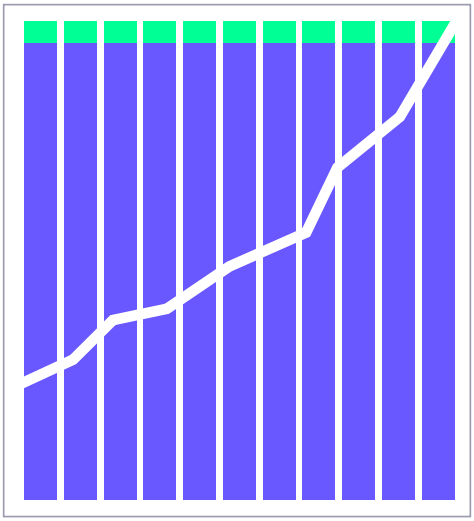
Visual Insights

Data without context can be a headache-inducing turn off. Clever visualizations, on the other hand, can help you intuitively identify operational trends and patterns at a glance.

Introducing Visual Insights. Our new suite of ready-made, interactive dashboards that offer the insights and understanding you need – without having to download a report or build a dashboard yourself.

Visual Insights does all the data processing and compiling for you. Just log in. Fiddle with the smart filters to get the exact insights you need. Spot trends. Optimize your operation. Then go about your day.

There are two dashboards in our suite (expect more to come soon – including RCS Business Messaging versions).



1: The SMS Volume dashboard

— View your MT and MO message volumes, daily, weekly, monthly, quarterly or yearly.

— Understand how your messages are distributed across any of your originators (short codes, long codes, alphanumeric, etc)

— Hover over points on the graph to find out what's happening at a particular point in time

2: The Country & Success Rates dashboard

— View the success and failure rates of your MT messages

— Quickly identify and resolve message delivery issues

— Discover which countries have the highest volumes

A few clicks tells you how SMS channels are performing. You can then determine trends related to data such as message volumes, error codes and traffic patterns.

Interactive tools

Remember, these dashboards are interactive. Use the smart filters to narrow scope and drill down on the information you need – such as date, country, mobile operator, and more. Then play with the visualizations to spot trends.

Reporting Insights

Our Reporting Insights suite of tools lets more advanced users create and schedule reports and visualizations.

It helps you track metrics, troubleshoot problems, and identify ways you can tweak and improve your messaging programs.

Reporting at every stage

From the moment you send a message, we start collecting data: Did we accept the message? Did the end user receive it? How long did it take to reach them? Over the lifecycle of each message, we track and record its status and what happened along the way.

Reporting Insights gives you access to all this comprehensive data. You can use it to create reports you can view online or download. Or better still, you can create graphical reporting dashboards with charts, tables and geo-maps to help you instantly visualize the data.

Get started quickly

We make it easy to get going with a set of starter reports. These give you message volumes, success and failure rates, and the status codes associated with your messages.

You can easily make a copy of a standard report and customize it. Or you can create a report from scratch. The data fields and filters used in a custom report are entirely up to you – as is the schedule for running the report, where it's delivered and in what format. You can even have the Reporting Insights application notify you when your reports are ready.

Key features

- **Standard reports** generated and delivered by us. You can view them online or have them delivered to an email, HTTPS, SFTP or FTPS destination, with the data in CSV, XML, or JSON.
- **Custom reports** designed by you with exactly the data you need. You can generate and have them delivered whenever and wherever they're needed.
- **Data visualization widgets** with chart styles (bar, line, column, scatter), geo-maps, and features like drill-down and data aging.
- **Administrative access controls** for managing who can access data sources, shared reports and dashboards.
- **Multi-device support** for PCs, laptops and tablets.

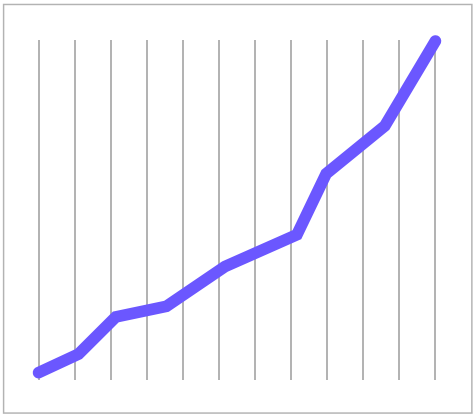
Custom Insights

Sometimes you need specific insights to improve the service you offer customers.

That's where our Custom Insights data experts come in.

They can create reports and dashboards specially designed for your business's needs. Or they can work alongside your team, offering advice and direction.

Perhaps you want to understand relationships between your engagement data and business results. Or maybe you just need to get hold of more granular information on short codes



Our Custom Insights experts help you get to the heart of what's important.

Get in touch

We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with customers in the moments that count. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. **Visit www.openmarket.com for more information.**

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