



Customer Notice

March 24, 2020

COVID-19 update: Prioritization for essential messages

Dear OpenMarket Customer:

In response to a significant increase in the number of messages being sent at this time, US carriers have announced efforts to prioritize the review and approval of essential COVID-19 and emergency related programs.

In order for us to easily identify and escalate your essential messaging programs for the US, please clearly include "COVID-19 Use Cases" in the subject line of your email to us.

Priority programs include, but are not limited to:

- Internal employee communications relating to COVID-19
- News/updates on the pandemic
- Campaigns to assist affected organizations, including universities, schools, airlines, travel agencies, healthcare facilities
- COVID-19 information – i.e. testing locations
- Programs related to essential public infrastructure

Sincerely,

OpenMarket

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