

MMS-enabled Business Numbers

Here's what you need to know



Send and receive images, video and audio via the landline and toll-free number customers know

Landlines and toll-free numbers in the US can now be used to send and receive MMS messages.

This means you and your customers can communicate using images, text, videos, animations, GIFs and audio – all via a landline number that is known and trusted.

Many brands already use SMS-enabled landlines and toll-free numbers for two-way messaging and mass texting, but ‘MMS enabling’ these numbers takes engagement to the next level.

Rich content

MMS traffic in the US has been growing fast in the past few years. Why? Research we recently conducted shows 90% of CX leaders say fun or engaging messages help them deliver Empathetic Interactions, and 73% of consumers agree. (Check out our [Empathy in the Age of AI research](#) for more engagement findings.)

MMS lets you use rich content to engage with customers in a wide variety of situations. Think marketing promotions and coupons, receipts, greeting cards, product releases, special announcements, instructional videos, and more.

Receiving MMS messages

MMS can convey invaluable details from customer messages that traditional SMS can't. For example:

- IT and product support teams can receive screenshots and videos of user journeys, error messages and damaged hardware from clients
- Insurers can receive images of damaged assets from claimants
- Retailers can receive images of a product a customer wants but can't describe
- Agencies can receive portrait photos for registrations and form completions
- Delivery companies can receive pictures of damaged parcels

And remember: if you connect your messaging to your CRM and customer ops stack, messages from customers can trigger a range of responses and processes. For example, if a customer sends an image of where to leave a parcel, this can automatically make it into a driver's daily delivery notes.

A trusted number

It makes sense to broaden and deepen engagement opportunities on what is likely to be your most important phone number.

Enabling your landline for multi-media communication helps customers that may not want to pick up the phone to call. What's more, if your current number isn't MMS or even SMS enabled, it's likely that you're missing messages customers are already trying to send you.

MMS + SMS

Lines must be enabled with both SMS and MMS. At times, text-only replies from customers to your MMS messages will be transported in an SMS format.

A simple process

Unlike short codes, campaign approval is not required for enabling a landline for mobile messaging. If you work with us, you can expect to have your number enabled within two weeks. If you don't have a number already, we can source one for you. From here on, you'll be able to set up automated conversation flows through that number.

The technical details

Compared with a short code, you should expect a slower throughput using an SMS- or MMS-enabled landline or toll-free number. If your messaging campaigns are time-sensitive, you might want to consider using a short code instead.

For optimal performance, MMS messages should be kept to less than 150KB in size. The content types they can include are as follows:



Content type	Category
image/png	image
image/jpg	image
image/gif	image
image/bmp	image
video/3pg	video
video/mp4	video
video/avi	video
video/mpg	video
audio/amr	audio
audio/midi	audio
audio/wav	audio
audio/ac3	audio
audio/mp3	audio
text/plain	text

Multi-channel messaging made simple

Mobile messaging has come a long way since the early days of SMS. Today, MMS – along with other rich messaging formats like Apple Business Chat, RCS (Rich Communication Services) and OTT (Over-the-Top) apps – creates countless opportunities to deliver a more engaging customer experience.

OpenMarket's multi-channel mobile messaging platform, indigo, makes capitalizing on those opportunities effortless, wherever you are in your messaging journey.

Templated campaigns encoded with best-practice insights, a drag-and-drop interaction builder, and a direct connection to the world's most reliable global messaging network help you deliver powerful multi-channel conversation flows your customers love.



[Learn more](#)

We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and 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.

[Get in touch](#)