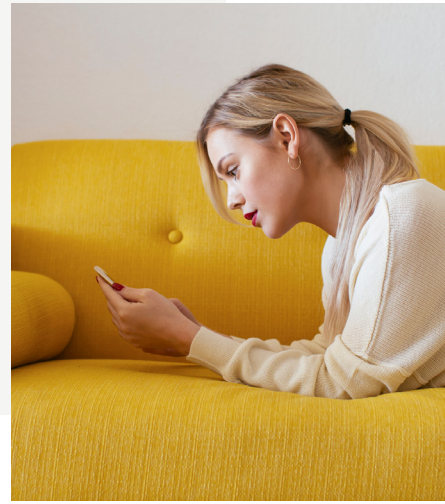


Branded Messaging

Here's what you need to know



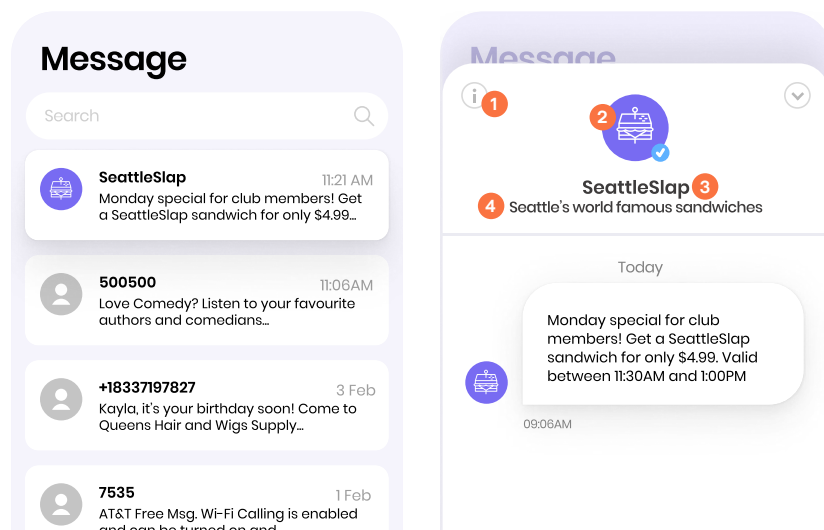
What is Branded Messaging?

Branded Messaging is the easy way to send messages that show your company name and logo instead of a number. It gives your customers a better experience, while showcasing your brand right in the coveted messaging inbox.

Powered by the indigo platform, Branded Messaging offers a unique opportunity for brand visibility and reach. Here's what it looks like:

- 1 User can click to get more info about you
- 2 Logo displayed with the trusted checkmark
- 3 Actual brand displayed
- 4 Brief description of your service

Registration of RCS 'bots' with carriers is tightly controlled, so it is significantly harder, if not impossible, for a bad actor to plausibly spoof a message.



A rich messaging 'upgrade'

The key to Branded Messaging is its simplicity. Hit send on your campaign and OpenMarket handles the Branded Messaging 'upgrade' behind the scenes.

If an end user's device is RCS-compatible, they receive a Branded Message. If a device is non-compatible, the same message is delivered as an unbranded SMS. We've packaged the service up, so all you need to do is supply us with a campaign ID and we take care of the rest.



Reach

Branded Messaging reaches around 10% of phones globally. This is estimated to rise to 30% by the end of 2020.

How it works

Flexible APIs

OpenMarket customers can take advantage of Branded Messaging using either our v4 SMS API or our Invoke Service API.

In the case of the v4 SMS API, you only have to submit one new parameter called `campaignId`. This parameter ensures your message is forwarded to our RCS platform, which determines whether to send the message via SMS or RCS.

If you're using our Invoke Service API, you don't need to change anything about the submission process. Just pass us a `campaignId` parameter and it's taken care of.

With either API, the only set-up task is to register your brand as a bot. We'll help you complete the following process.

Bot provisioning: a four-step process

Step 1: Complete the bot registration forms

Your OpenMarket contact can help you fill out the necessary forms with all the relevant details, including:

- Countries you wish to reach
- Bot identification details
- Brand contact information
- Use case description, conversation flow, opt-in and opt-out handling
- Traffic estimates
- Bot capabilities
- SMS Fallback behavior

Step 2: Register your bot with network operators

OpenMarket will complete the provisioning process and register your bot with all your chosen network operators. Your service ID is also created and associated with your account.

At this point, we'll also help you prepare for certification, whatever the requirements of your chosen network operators.

Step 3: Network operators certify your bot

It takes approximately 10 business days for your bot to be certified, although the exact timeframe depends on the network operator so it could take a little longer.

Step 4: Your bot is promoted to production – live

When the network operator approves your conversation flow, your bot is promoted to a production – live status. (If it's not approved, you'll need to rework it and let your Customer Success Manager at OpenMarket know when you're ready to try again.) Your bot is now ready to be sent to any RCS-capable device, and you're ready for Branded Messaging. By using SMS Fallback, you'll still be able to reach any phone that doesn't support RCS too.

Engagement insights

As well as a richer messaging experience for their customers, Branded Messaging gives brands the benefit of enhanced engagement insights.



When you send an SMS campaign with OpenMarket, you get data on successful delivery rates. With Branded Messaging, you get delivery receipts plus read receipts, so you can get even more granular with your engagement reporting. You can also see the breakdown of messages delivered as SMS versus Branded Messages. Now you can get even greater visibility into the engagement data and use it to optimize your messaging campaigns.

Your next move

That's the quick introduction to Branded Messaging. If you'd like to learn more about the benefits of the service and what it can do for your brand and your customers, [check out our guide](#). Or if you're ready to get started with Branded Messaging, reach out to your account manager.

Get in touch

