

Branded Messaging FAQ

All you need to know about delivering SMS messages to customers – complete with your brand and logo



What is Branded Messaging?

Branded Messaging is a new product from OpenMarket that lets you send SMS messages complete with your brand logo and company colors – straight to your customers' mobile inboxes.

How does it work?

Like magic. You simply press send on an SMS message, and OpenMarket's new indigo multi-channel messaging platform upgrades the message to an RCS format in transit. It then arrives complete with a logo for customers that have RCS-compatible phones. For customers that don't have RCS-compatible phones, the message arrives as a normal SMS, without a logo.

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What are the benefits to customers?

Branded Messaging makes it much easier for customers to recognize your message – with a name and logo that jumps out of a list of numbers. It also reassures them that they can trust your messages.

What are the benefits to brands?

The main brand benefit is the presence in your customers' channel of choice. Customers will see both your company name and logo in their messaging inbox. This also improves CX by ensuring your messages can be trusted. And it protects you against fraudsters trying to hijack your brand for smishing scams. Branded Messaging also gives you more granular engagement insights.

What data insights does Branded Messaging offer?

- Read receipts for all texts delivered as Branded Messages. These tell you exactly when a recipient opened your message.
 - Delivery receipts are offered for messages delivered as SMS or as Branded Messages. By combining read-receipt and delivery-receipt data, you can work out how long it took between a recipient receiving the message and opening it.
 - You can also work out the breakdown of messages delivered as SMS versus Branded Messages.
 - Your Branded Messaging read-receipt data can even be used as a proxy for the reach of your whole messaging campaign – SMS included.
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What are the Branded Messaging set-up requirements?

We help you register an RCS identity with carriers that includes your logo. This is a requirement for any RCS messaging. No other set up process or technical work is needed. You just need to tick a box asking that messages are delivered in a branded form. Effortless simplicity!

Why should customers trust Branded Messaging?

Branded Messages are delivered by our indigo multi-channel messaging platform as RCS messages. This gives you extra protection from spoofers and smishing attacks because all brands' RCS identities must be registered with carriers.

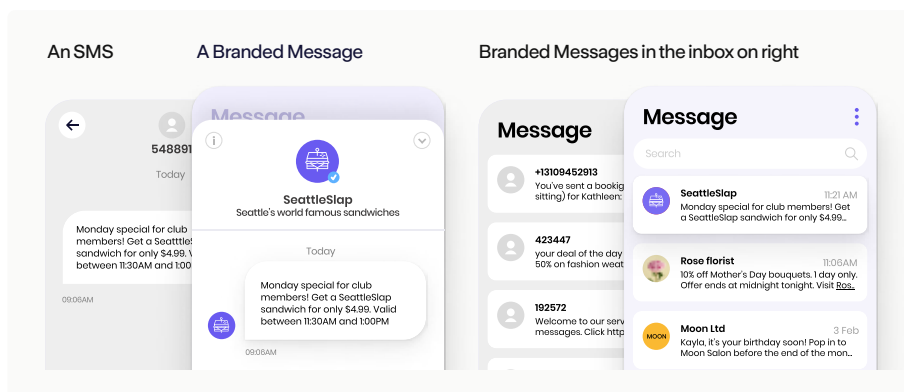
How do I register an RCS bot?

The OpenMarket account team will help you complete the RCS bot registration forms, then register your bot with carriers.

I'm already an OpenMarket customer. Do I need a tech upgrade?

The only change you'll need to make to your message request is to add a campaign ID. We'll take care of the rest.

What does Branded Messaging look like?



What format is a Branded Message?

You send a Branded Message as if it was an SMS. But thanks to the indigo multi-channel messaging platform, it arrives as an RCS message – as long as the recipient has an RCS-enabled phone.

Should Branded Messages be compliant with TCPA guidelines?

Your Branded Messaging campaigns have to comply to the rules – just as they should do for SMS. In the case of opt-outs, you have four different options built into your Branded Messages: 'Opt-Out', 'Stop', 'Report as spam' and 'Report as phishing'.

What's the difference between Branded Messaging and MMS?

An MMS lets you send multi-media messages, with images and short videos. A Branded Message is simply a text-based message that features the company's logo (which can't be spoofed since the service has to be registered with carriers). An MMS will show a short code or long code as its sender ID.

What's the difference between Branded Messaging and Google's Verified SMS service?

Google's Verified SMS is similar to Branded Messaging. A company can send an SMS, which arrives in inboxes with a logo and verification badge. But this service is only supported on devices with the Google Messaging app installed. It won't be supported on Samsung devices or other handsets that use their own messaging clients.

Will Branded Messaging work on 10DLC and text-enabled numbers or is it just for short codes?

Branded Messaging will work on 10DLC as well as short codes.

What sort of reach does Branded Messaging have?

It all depends on the destination country. In the US, our projections suggest RCS reach will be at the 30% level by the end of 2020. Keep in mind that all messages sent get delivered – either as a Branded Message or as a normal SMS.

Where is Branded Messaging available?

We're currently offering Branded Messaging in the US, France and the UK. But we hope to expand this in the coming months.

Which mobile operators support Branded Messaging?

All except Vodafone. But remember: all messages sent get delivered – either as a Branded Message or as a normal SMS.

Where can I read more about Branded Messaging?

If you haven't already read it, check out our [Branded Messaging guide](#). Or for more technical details, there's our [Branded Messaging datasheet](#).

How do I get started with Branded Messaging?

Getting started is easy. If you're an existing customer, your account manager can help. If you're new to OpenMarket, drop one of our experts a line. They'd be happy to chat you through your options.

[Get in touch](#)

About OpenMarket

OpenMarket helps seven of the ten 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.

indigo



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