

Master MMS

How to use MMS to
deliver empathetic
customer experiences
and drive ROI





Time for MMS

It's been nearly 20 years since the first MMS (Multimedia Messaging Service) pinged its way to our phones. Let's be honest, it's a channel that took an eternity to take off. In fact, in most countries, MMS is rarely used by businesses or consumers.



Not so in the US. Using MMS to send messages with pictures has exploded in recent years. We've seen traffic volumes passing through our network increase by more than 700% in the past two years.



The 700% figure takes in the MMS traffic we've handled at OpenMarket – not the full market picture, but a significant chunk. Seven of the world's 10 biggest brands and many of the other top messaging solutions providers send their messages through our network. So our numbers are a good representation of the bigger picture.

Engagement and ROI

So what's driving this continued growth? The short answer is: engagement and ROI. 90% of CX leaders say fun or engaging messages help them deliver empathetic interactions, and 73% of consumers agree. That's according to our [Empathy in the Age of AI research](#).

A client of ours in the fashion industry enjoys MMS click-through rates of 30% or more and over 20x return on investment. And our messaging partners report that MMS delivers 300% more engagement than SMS-only campaigns.

US MMS messaging – on 10DLC

The growth of MMS is going to carry on accelerating in the US. The great ROI of MMS is one reason why. The other is the fact that MMS is now available on 10-digit long codes – the new business long code that is about to transform business messaging in the US.

Sending and receiving MMS on a 10DLC number is made possible by OpenMarket's [new 10DLC tool called Numbers](#). Numbers lets you purchase 10DLC numbers, register brand and campaign information, and provision numbers for live SMS and MMS traffic in the US.

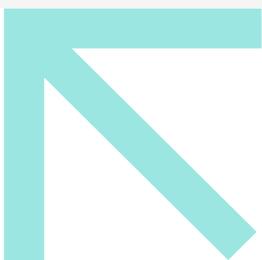
To find out more about which numbers you should use to send and receive MMS and SMS messages, check out the [Complete guide to short codes and 10DLC](#).

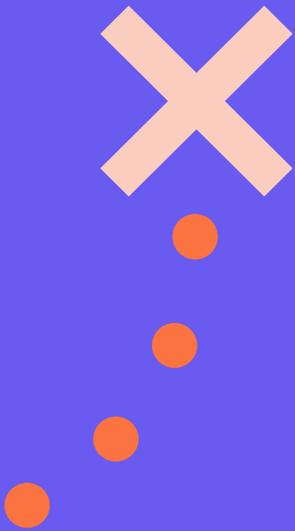
Pictures... and more

Picture messages are what usually come to mind when anyone mentions MMS. In fact, there are several other features that make MMS a powerful messaging format, but all too often brands fail to take full advantage of them. So here's a quick recap of the extra messaging features MMS unlocks:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- Bigger character counts
- Web links and previews
- Expiry dates for time-sensitive messages

You can use MMS to deliver multimedia messages to business landlines and toll-free numbers. It works both ways too: your customers can send MMS messages back. In Section three of this guide, we'll look at some of our favorite MMS use cases.





MMS moments

We've spoken about how MMS can help brands enhance customer experience, now it's time for specifics. At OpenMarket, we think about customer experience in terms of empathetic moments: critical points in the customer journey when you can interact with individuals in timely, useful, engaging ways. We break those moments down into five categories.

1. Delivery and confirmation moments

When you alert your customers to changes in delivery status and adapt to their schedules.

2. Engaging and reminding moments

When you message your customers in moments that matter, whether they've forgotten something, need information, or would just benefit from some care and attention.

3. Authenticating and protecting moments

When you improve your customers' security with two-factor authentication, reminders and alerts.

4. Listening and enabling moments

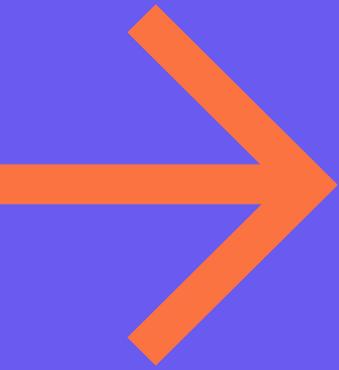
When you give customers the chance to offer feedback in the simplest way, and the freedom to self-serve.

5. Sales and marketing moments

When you accelerate the purchase process by removing barriers and offering well-timed incentives.

MMS can play a part in creating every kind of empathetic moment. Up next, we'll take you through 10 use cases that show how you can make the most of MMS.





10 MMS use cases

Coupons and promotions

The classic MMS use case is the coupon, but with a few modern twists. Mobile messaging opens up new opportunities for personalization, so you can segment your audience (based on their past purchases or behavior) and send relevant, tailored offers with engaging images, GIFs or short video clips.

Audience engagement

TV shows like *Pretty Little Liars* have used MMS to get fans engaged with sneak previews and exclusive multimedia content from the leading characters. Results include a 20% boost in engagement and a list of 100,000 phone numbers captured in the process.

Personalized content

By incorporating a recipient's name or even their picture into an MMS, you can send them a feel-good birthday message or a personal shout-out from a brand or character they love.

Proof of delivery

Retail brands are working to make every detail of the customer experience perfect, right down to the moment a customer's delivery is in their hands. MMS enables them to send picture messages showing a package delivered safely, so the customer knows exactly where to find their order.

Subscription sign-up

Subscription models are big business these days, and plenty of retailers are getting in on the action by making the sign-up process point-and-snap easy. For example, contact lens users can simply text a picture of their prescription to activate a subscription for monthly lens deliveries.

Insurance claims

MMS has entered the insurance world in a big way. Many insurers speed up the claims process by letting customers send picture messages of damages after incidents like a car crash or a burst pipe.

Personal shopping

VIP shopping experiences are another growth area for MMS. Say you've got a loyal customer who can't make it into the store. MMS makes it easy for the customer and their personal shopping assistant to exchange text and picture messages to find that perfect outfit in no time.

Temporary credit card

When customers forget to bring their store card with them, retailers risk losing out on sales. MMS can help – simply invite customers to text a number, validate their identity (using automated messaging and an API with your CRM), then send them a QR code. This acts as a single-use or time-limited card, ready to be scanned at the check-out.

Thanks for reaching out to Beneath Card Services! I'm happy to help with your request. Message and data rates may apply. First, I just need to verify your account. What's your zip code?

11217

What's your date of birth? (MM/DD)?

02/21

Thanks, Steven! This QR code will act as your temporary card for the next 24 hours. Scan this during checkout.



Today at 1:30PM



Product registration

Customers can be hard to engage after a purchase, with many failing to register their product online or over the phone. MMS takes the friction out of the process, allowing your customers to register a product by sending you a picture of the bar code.

Simple customer support

Customer support interactions can be complicated affairs, especially for technical products or services. MMS can help – enabling you to send longer text instructions, picture messages and even short how-to videos so customers can see how to solve their issue.

What you need to know

You can only unlock the full potential of MMS – and mobile messaging in general – if your messages can be delivered in the right moments, anywhere in the world.

If your travel insurance customer is stranded abroad, they need to be able to interact with you easily. If you're marketing to global audiences, you have to be confident you can reach them on their terms.

Right time, right message, right place

Few mobile solutions providers are set up to provide this reliability. Your provider is only as strong as their network and carrier relationships. You need to know the capacity is there to deliver huge volumes of messages on a global scale – in multiple languages.

Relationships and direct connections with mobile operators (the gatekeepers of the messaging ecosystem) are critical too. Only three or four mobile messaging providers in the world can claim the above.



Products and platform

Your partner needs to be a multi- channel mobile messaging operator. Can they support your SMS and MMS needs today, and your rich messaging future? Are they approved for Apple Business Chat? You need to know that when you press ‘send’ on a campaign, the right messages are being delivered in the right format, to the right devices.

Whether you want to access mobile messaging through an API, or use a messaging platform, connecting with your customers through mobile messaging should be easy. Reporting should be made easy too, with intuitive dashboards and visualizations.

Service

Without the right partner, mobile messaging can be complex. With the right partner, it shouldn't be. For example, you might need help with:

- Design and deployment of bespoke messaging solutions
- Building and running campaigns
- Data and analytics consultancy
- Integrating your messaging infrastructure applications
- Migrating SMS short codes with no downtime, hassle or missed messages.

Availability, integrity and reliance

To protect your customers from data loss, check that the provider's platform has high availability. You'll want to see geographically distributed data centers, so local outages or natural disasters won't knock out the whole network. The network architecture should be scalable, with no single points of failure or bottlenecks. Look for uptime SLAs of at least 99.99%.

Security and compliance

Your provider should have an effective information security management system (ISMS) in place to protect personal and sensitive information.

Section four

Data should be encrypted at rest and in transit on external public networks – including the internet – using common industry-accepted encryption ciphers and strengths.

Look out for standards and certifications like these:

- PSD2, FINRA
- ISO 27001 (2013) standard
- Certified by BSI (British Standards Institution)
- GDPR addressed and multiple data center locations

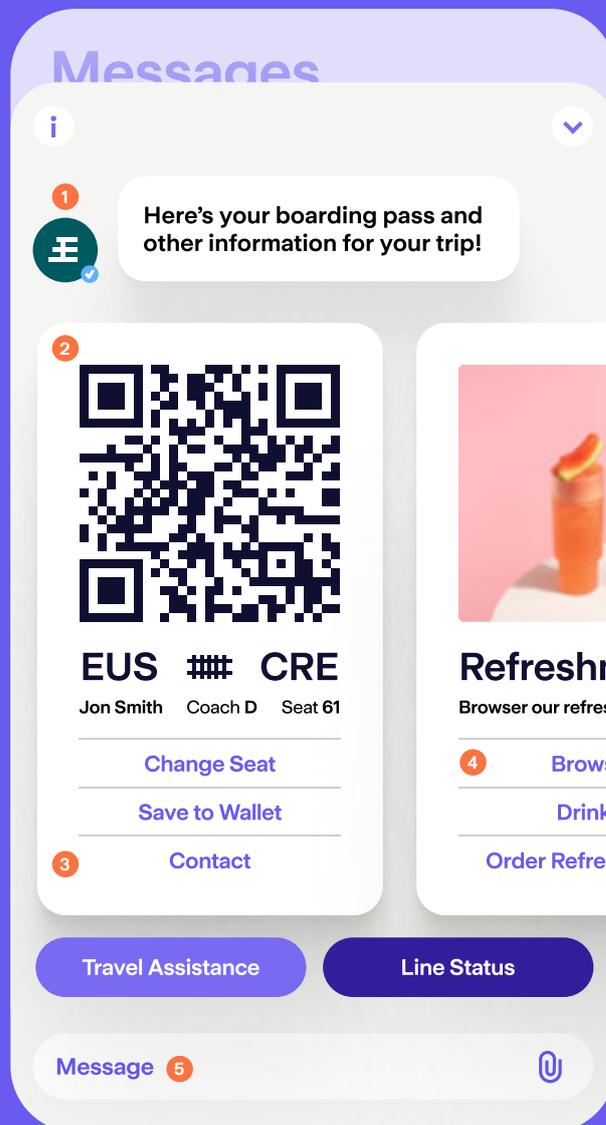
Mobile messaging security is a whole topic in itself. If you want to learn more, start with [The complete guide to secure mobile messaging](#).

[Find out more](#)

Rich messaging

MMS can also serve as a stepping stone to rich messaging. RCS (Rich Communication Services) and Apple Business Chat are breaking new ground in mobile messaging experience, delivering app-like experiences to mobile inboxes. This is what rich messaging looks like:

- 1 Verified sender ID and branding for security and peace of mind
- 2 Rich card carousels for dynamic content and swiping functionality
- 3 Suggested actions like initiating call, open browser/map or adding calendar entry
- 4 Suggested replies to help move the user through the interaction
- 5 Engagement data such as delivery/read receipt and engagement tracking



MMS vs rich messaging

MMS offers some of the features of rich messaging, but not the full app-like experience. Here are some of the key differences to bear in mind:

- MMS offers multimedia messaging, but rich messaging gives you more app-like features, like buttons and prompts
- MMS gives you delivery receipts, but rich messaging goes further and gives you more enhanced interaction data
- MMS is more widespread in the US, although we expect RCS to keep growing, along with Apple Business Chat when it goes mainstream

MMS in your mobile messaging mix

Thanks to the messaging platforms out there today, multi-channel messaging doesn't need to be an either-or situation. Smart messaging workflows can sense the device you're sending to and adapt message formats as appropriate.

So look for a provider that makes it easy for you to send any kind of message – SMS, MMS, RCS or Apple Business Chat – depending on what format our customer's phone accepts.

Start mastering MMS today

We hope this guide has given you a better understanding of MMS, how it extends the features of SMS and paves the way for rich messaging.

We've shown you how businesses are using MMS today to engage customers and improve the ROI on their mobile messaging campaigns. If you've got an idea for an MMS campaign of your own, or you'd like advice about how to get started, we'd love to talk.

[Get in touch](#)

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.

