



## indigo Insights for OpenMarket Partners

Deliver effective, compliant,  
profitable messaging campaigns  
for your customers

For too long, A2P SMS has been a data desert. But that's changing – fast.

Now, as an OpenMarket partner, you have an opportunity to gain a much deeper understanding of the messaging traffic you're transporting on behalf of customers.

**Introducing indigo Insights.**



## Your data platform

indigo Insights is the data visualization and reporting base in OpenMarket's new indigo multi-channel messaging platform.

Insights is where you can harness tools to help you understand your messaging data. Real-time querying, data visualizations and in-depth reports mean you'll quickly be able to understand customer behavior and campaign performance better – increasing message deliverability.

indigo Insights comes with all new insight packages to ensure your messaging adheres to carrier guidelines and complies with your program brief. Suddenly you'll be able to:

- Work out the type of traffic running on your short codes
- Find out which traffic is likely to fall foul of carrier guidelines
- Keep an eye on which messages are being delivered and which aren't
- Take action to protect traffic and revenues

But there's far more to it than that. This guide explains the indigo Insights offering and what it can do for you and your customers.

## The three Insight plans

There are three Insight plans available for partners:

- **Core (free)**
- **Premium**
- **Custom**

Let's dive into the detail.



## Core

For zero cost, you can benefit from our Core plan. This gives you access to a suite of dashboards that help you easily see and understand crucial SMS messaging metrics – even if you're a data novice.

So what type of insights can you expect in the Core plan?

### Take control of spam

Our 7726 Spam dashboard package gives you spam alerts and access to an interactive dashboard that draws on data from the AT&T 7726 spam report. You get:



- Daily dashboard updates, including the number of complaints received per short code – so you can stay ahead of issues.
- Traffic volumes – so you can view the number of complaints per short code in relation to traffic volume.
- Alerts to your email inbox when one of your short codes appears on the report – so you can trust traffic is running smoothly without checking your dashboard every day.

**(There are even more insights to help you protect your traffic and revenues in our Premium plan. Find out more below.)**

## Volume and delivery

As part of the Core plan, OpenMarket customers get the reports and dashboards they have grown used to, including:

### SMS volume



- View your MT and MO message volumes – daily, weekly, monthly – or in any date range you choose
- Understand originators used – as well as message status
- Hover over points on the graph to find out exactly what’s happening at any given point in time

### Country and success rates



- View message success rates and understand delivery failures
- Discover which countries have the highest volumes
- Investigate failures by looking at response-code messages

### Customizable reports

A suite of reporting tools gives you the comprehensive view you need to optimize your messaging. Create rich, custom reports to understand what’s working and what’s not – then fix on the fly.

### Stay ahead

Core Insights helps you grasp data trends quickly and easily. You’ll be able to unpick data in seconds with clear, colorful and easy-to-understand visualizations and dashboards.

[Speak to an expert](#)



## Premium

As part of our Premium plan, you can access specialized insights packages. The first package available is called Partner Insights.

### Introducing Partner Insights

Partner Insights gives OpenMarket's partners all the Spam insights of Core, plus an even deeper dive into your short codes and traffic patterns. It helps you take control of risk factors that could affect your messaging traffic, such as:

- Spam
- Smishing
- Use of prohibited terms
- Use of codes for purposes other than stated
- Brand swapping
- Spikes in opt-out rates

Ultimately, Partner Insights helps you move from being surprised and reactive when carriers take action on your traffic, to becoming predictive and proactive so your messaging runs smoothly.

You achieve this with a combination of data intelligence and industry expertise tailored to your most critical business needs.

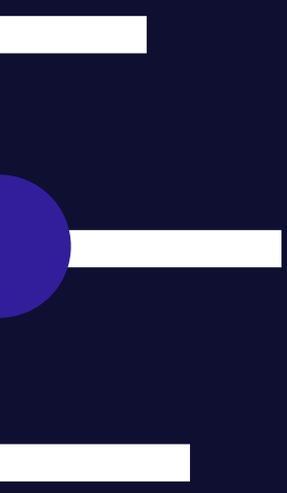
## Expect insights and features like:



- **Daily word cloud per short code with top 30 words by frequency** – This helps you instantly get a sense of how a short code’s traffic changes from day to day. Great if you notice a jump in the number of complaints from one day to the next, and want to quickly find out more about your traffic.
- **URLs and brands listed** – Even if a URL or brand is only mentioned in one message, it will be listed. This provides visibility into risks lurking in small volumes.
- **Brand matching** – To make sure the entities that appear in traffic match those cited in your campaign briefs.
- **Prohibited word monitoring** – Known prohibited or questionable words are identified so you can assess risk. This feature is customizable for your business. If there’s a particular set of words or threat you’re concerned about, we’ve got you covered.
- **Enhanced data visualization options** – With flexible graphics and designs for intuitive reporting.
- **Customization options** – To suit your specific insight needs.

By combining the word cloud with the domains and brand lists, you get a bird’s eye view of your traffic, as well as the ability to spot issues in low volumes.

So Partner Insights is your first Premium plan package. Look out for more – coming soon.



## Custom

The third plan available to OpenMarket partners is called Custom. We created it because we know that out-of-the-box doesn't always cut it.

As part of the Custom plan, our mobile data experts are here to help you extract, visualize and understand your unique messaging data – creating custom reports and dashboards to suit your needs.

Whether you want to take parts of the Partner Insights package and combine it with other data flows – or you may want to combine data in different ways – we're here to help.

[Get in touch](#)

## Better insights, powered by indigo

It's now easy to make sense of your messaging data – and access more valuable intelligence – with the help of indigo Insights.

And this is only the beginning. We're always building out our insights capabilities, using machine learning to analyze the billions of messaging interactions we handle.

We're creating a positive feedback loop of messaging data and insights – and we'd love for you to be a part of it.



# Get started

Ready to take greater control of your mobile messaging data?

With indigo Insights you get the data you need (and expert support) to start spotting trends and take action to keep your mobile messaging campaigns effective, compliant and profitable.

Talk to your Account Manager – or get in contact here for a chat.

[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.

