

indigo Insights for brands

Here's what you
need to know



indigo Insights helps you keep your messaging campaigns running smoothly and effectively. Spot trends and take action to optimize your messaging. There are three Insights plans available:

Core

The free, out-of-the-box Core plan gives you access to intuitive dashboards and reporting features so you can understand crucial SMS messaging metrics – even if you're a data novice.

Premium

The Premium plan takes your insights up a level. Expect data on short code usage, traffic patterns and risk factors. And remember, you still get access to all the benefits of Core. Our first Premium package is called Partner Insights (with more coming soon). If you're an OpenMarket partner or an SMS business, you can [explore Partner Insights here](#).

Custom

When you need tailor-made insights, our team of experts can help you create a perfect-fit data, reporting and visualization capability.

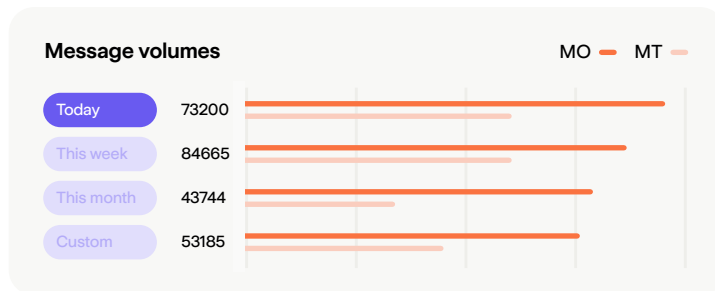
[Let's dive deeper into the three plans.](#)

Core plan

Grasp SMS data trends quickly and easily with these ready-made dashboards, interactive reports and automated alerts.

SMS volume dashboard

- View your MT and MO message volumes, daily, weekly, monthly, quarterly or yearly.



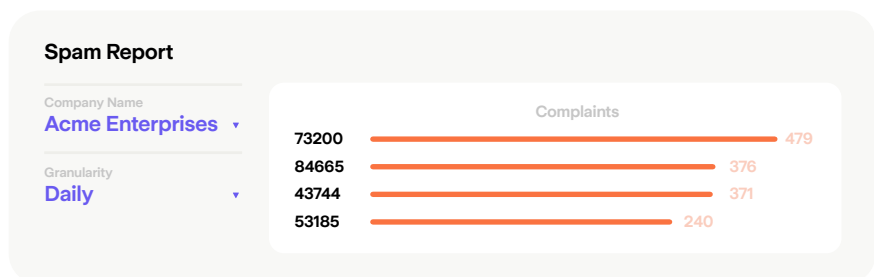
- Understand how your messages are distributed across any of your originators (short codes, long codes, alphanumeric, etc).
- Hover over points on the graph to find out what's happening at a particular point in time.

Country and success rates dashboard

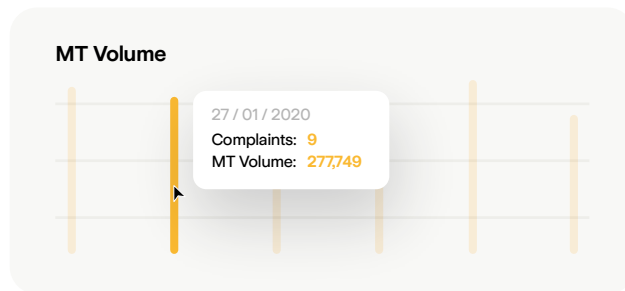
- View the success and failure rates of your MT messages.
- Quickly identify and resolve message delivery issues.
- Discover which countries have the highest volumes.

7726 spam dashboard

- Daily dashboard updates with the number of complaints received per short code – from the AT&T 7726 spam report.



- 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.

Create reports

Create your own clear reports and visualizations:

- Filter by variables such as short codes, keywords, dates and destinations.
- Ensure reports reach the right people on time, with automated emails.
- Get started quickly with our wide range of templates.

Key features

- Standard reports generated and delivered by us. You can view them online or have them delivered to an email, HTTPS, SFTP or FTPS destination, with the data in CSV, XML, or JSON.
- Custom reports designed by you with exactly the data you need. You can generate and have them delivered whenever and wherever they're needed.
- Data visualization widgets with chart styles (bar, line, column, scatter), geo-maps, and features like drill-down and data aging.
- Administrative access controls for managing who can access data sources, shared reports and dashboards.
- Multi-device support for PCs, laptops and tablets.

Premium plan

Premium is where you can take your messaging insights to a more sophisticated level. Premium gives you everything from the Core plan, as well as the following insights.

Complaints received by shortcode

Click on a short code to see stop rates calculated two different ways – total volume and unique MSISDNs. Also see volume by total messages and unique MSISDNs. This provides additional context to the number of complaints from the spam report.

Message status report

Short Code	Complaints	Opt Out Rate	MT Volume
33941	2	0.18%	404,685
37230	36	1.88%	960,743
43744	34	2.02%	315,291

Word cloud by day

See the daily top 30 words occurring by frequency in the content of each short code. This helps you analyze how traffic is changing from day to day – particularly if you observe a spike in stop rates or spam complaints on a given day.

Word Cloud by Day

29936

04/12/20
Sunday

"ahra": 11239; "stop": 11105; "http": 11103; "text": 10325; "opt": 10311; "yes": 10224



URLs and entities present

Gain visibility into all domains and brands mentioned, even in small message volumes.

Domains and Entities

Short Code	Domains	Brands and Entities
29936	"BeneathAgency.com": 93; "Independentbrew.com": 88;	"Mac&cheese": 82; "Green Beans": 23; "Garofola": 32; "Pan-fried chicken meal": 54; "Beneath": 3;
33941	"healthprepmeals.com": 45; "Yogafelixstowe.com": 34;	"VIP's lunch time special": 64; "Meatstop": 42; "Whole fillet": 34;
37230	"Mysursalads.com": 12; "Biggyburger.com": 18;	"Biggyburger": 22; "quarterpounder": 34; "Salad fresh": 11;

Quick spam view

Get a quick look at short codes that trend on the spam report. Any complaints on the spam report turn the boxes red.

Complaints Received by Day

Short Code	04/12/20 Sunday	04/13/20 Monday	04/14/20 Tuesday	04/15/20 Wednesday	04/16/20 Thursday
29936	4,790	16,187	20,993	18,607	22,020
33469			1		
33941	14,574	14,182	22,112	12,996	16,588

Stop rates

This view gives visibility into any jump in stop rate for a short code. You can select a filter to view stop rates by total volume or by unique MSISDN.



Custom plan

Sometimes you need specific insights to improve the service you offer customers.

That's where our Custom Insights data experts come in. They can create reports and dashboards specially designed for your business's needs. Or they can work alongside your team, offering advice and direction.

[Speak to an expert](#)



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](#)

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