



Better insights, powered by indigo

Get the insights you need
for smarter SMS, MMS and
rich messaging campaigns

How well are your mobile messaging campaigns performing? Few brands can answer that question effectively.

Why are they performing that way – and how can you improve them? That's proven even more difficult for most organizations to pin down.

Until now. 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.

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

The three Insight plans

There are three Insight plans available for brands:

- **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 helps 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?

Volume and delivery

OpenMarket customers get free access to reports and dashboards, 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.

Rich reports

The Core plan 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.



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

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 in the US. Expect:

- Daily dashboard updates with 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 in our Premium plan – find out more below.)

[Speak to an expert](#)



Premium

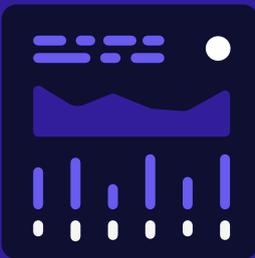
The Premium plan takes your insights to the next level. Over the coming months, we'll be creating a selection of Premium insights packages for you.

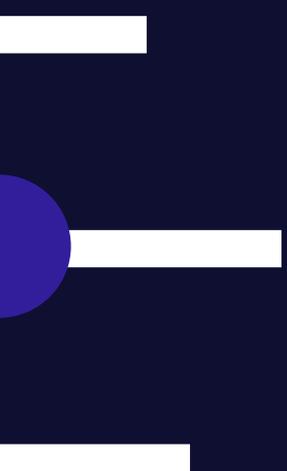
For now, the Premium plan offers all the benefits of the Core plan – plus an even deeper dive into short codes and traffic patterns. It helps businesses take control of risk factors that could affect messaging traffic, such as:

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

Premium includes 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 campaign briefs.
- **Prohibited word monitoring** – Known prohibited or questionable words are identified to help businesses 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.





Custom

We know that out-of-the-box won't always cut it. So 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 other plans and combine them with additional data flows, or design your own set-up – our Custom insights team is here to help.

For more detailed information on indigo Insights, check out our datasheet.

[Download datasheet](#)

Better insights, powered by indigo

It's never been so easy to make sense of messaging data – and access valuable intelligence – with the help of indigo Insights.

And this is only the beginning. We're always building out our insights capabilities and team. We're now using machine learning to analyze and categorize the billions of messaging interactions we handle. This will lead to more insights for you.



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 spot trends and optimize your mobile messaging campaigns – so you can build even closer, empathetic relationships with customers.

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.

