

# indigo Insights – FAQ

## Your questions answered

Got a question we haven't covered here?  
Put it to our team of experts.

[Talk to an expert](#)

### What is indigo Insights?

indigo Insights is your messaging data insights and reporting service, powered by the indigo multi-channel messaging platform.

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### What problem is it solving?

For too long, brands that use mobile messaging have been starved of high-quality data insights. They don't have enough accessible ways to learn about message volume data, and delivery success rates in various countries.

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### What kind of insights will it give me?

You'll be able to learn more about your MT (Mobile Terminated) and MO (Mobile Originated) message volumes, understand the originators in use, message status, and success rates across different time periods and locations. Big brands and SMS businesses operating in the US will also be able to proactively identify problematic short codes – for example, those that are at risk or register as spam-like – and take action before the carriers do.

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### What are the benefits?

- Get started quickly with our wide range of pre-built reporting templates
- Grasp messaging data and trends
- Know which messages are being delivered and which aren't
- Understand delivery failure

- Make sure reports reach the right people on time with automated emails
  - Find out what's happening with traffic volume at any given time in different countries
  - Take action to protect messaging traffic
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### Who is it for?

indigo Insights is for every brand, organization, SMS business and partner that works with OpenMarket. There are different packages to suit different needs.

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### What are the different plans?

#### Core

Core is the free version of indigo Insights that gives you access to SMS volume data, country and success rate, as well as easy-to-access spam insights from the AT&T 7726 report. Our suite of reporting tools also 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.

#### Premium

The Premium plan takes your insights to the next level. Partner Insights – for SMS businesses – is the first Premium package available but more packages are coming soon.

For now, the Premium plan offers all the benefits of Core, plus additional insights around short codes, traffic patterns and delivery risk factors. This allows you to see leading indicators, assess risk, and take action before the carriers do.

#### Custom

If you need to tailor our Insights tools to match your unique needs, the Custom plan is for you. Our team of experts will help you create a perfect-fit insights capability.

### **What kind of reports and dashboards can I access?**

There's a range of visualizations, dashboards and reports you can create using indigo Insights, covering things like:

- MT and MO message volumes – daily, weekly, monthly, or in any date range you choose (Core)
  - Message success rates per country (Core)
  - Complaints per short code and by traffic volume (Core)
  - Complaint data compared with historical trends (Premium)
  - Stop rates by total volumes or by unique MSISDNs (Mobile Station International Subscriber Directory Number) (Premium)
  - Top 30 words occurring by frequency per short code (Premium)
  - Complaints received per day (Premium)
  - Average stop rate by day and by short code (Premium)
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### **Can I set up alerts?**

Absolutely. You can set up email alerts so information reaches the right people on time. You can also be notified when important events occur, like one of your short codes appearing on the spam report. You can stay on top of your messaging without having to check dashboards every day.

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### **Do I need any tech upgrades?**

No. indigo Insights is currently available through Customer Center, but later this year, you will be able to access it through the indigo platform. In fact, indigo will be where you access all the tools and services you need to interact with audiences through mobile messaging.

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### **Can we combine our business data with insights provided by OpenMarket?**

Yes. Our data experts are here to help you leverage your data – and find the relationships between your messaging engagement and business results.

### Where is indigo Insights available?

indigo Insights is available to customers and partners across the world. Our Partner Insights package is currently limited to US partners (although the insights do cover global SMS traffic). We're looking to tailor the offer to the rest of the world in the coming months.

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### How do I get started with indigo Insights?

Getting started is easy. If you're an existing customer, your account manager can help. If you're new to OpenMarket, we'd love to chat.

[Get in touch](#)



Introducing indigo by OpenMarket – the new multi-channel mobile messaging platform that makes interacting with global audiences easy.

[Read now](#)

### 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.