indigo Insights for partners – 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.

What problem is it solving?

For too long, the world of mobile SMS has been starved of high-quality data insights. Aggregators and other SMS businesses have little visibility into the traffic of their end-user customers – especially on shared short codes. They don't know when or why carriers might take action to block traffic. And they don't have simple ways to learn about message volume data and delivery success rates in various countries.

What kind of insights will it give me?

You'll be able to learn more about your MT and MO message volumes, understand the originators in use, message status, and success rates across different time periods and locations. You'll also be able to proactively identify problematic short codes – for example, those that register as a spam or smishing risk – and take action before the carriers do.

What are the benefits?

The queries, visualizations and dashboards that indigo offers make it easy for you to:

- Understand the traffic running on your short codes

- Know which messages are being delivered and which aren't

- Find out which traffic is likely to fall foul of carrier guidelines

- Take action to protect messaging traffic and revenues

Who is it for?

indigo Insights is for every brand and partner that works with OpenMarket. But there are different plans to suit different needs.

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 rates, and spam insights from the AT&T 7726 report.

Premium
The Premium plan takes your insights up a level, and Partner Insights is the first package available in this plan. It's designed for our partners who might handle messaging for several brands. You get all the benefits of the Core plan, plus additional insights around short codes, traffic patterns and risk factors. See leading indicators, assess risk, and take action before the carriers do.

Custom
If you need to tailor our insights and reporting 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:

- Complaints per short code and by traffic volume

- Complaint data compared with historical trends

- Stop rates by total volumes or by unique MSISDNs

- Top 30 words occurring by frequency per short code

- Complaints received per day

- Average stop rate by day and by short code

Can I set up alerts?

Absolutely. You can set up email alerts so you're notified when important events occur, like one of your short codes appearing on the spam report. That way you can be confident everything's okay without having to check your dashboard every day.

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.

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, but we're looking to tailor the offer to the rest of the world in the coming months.

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.