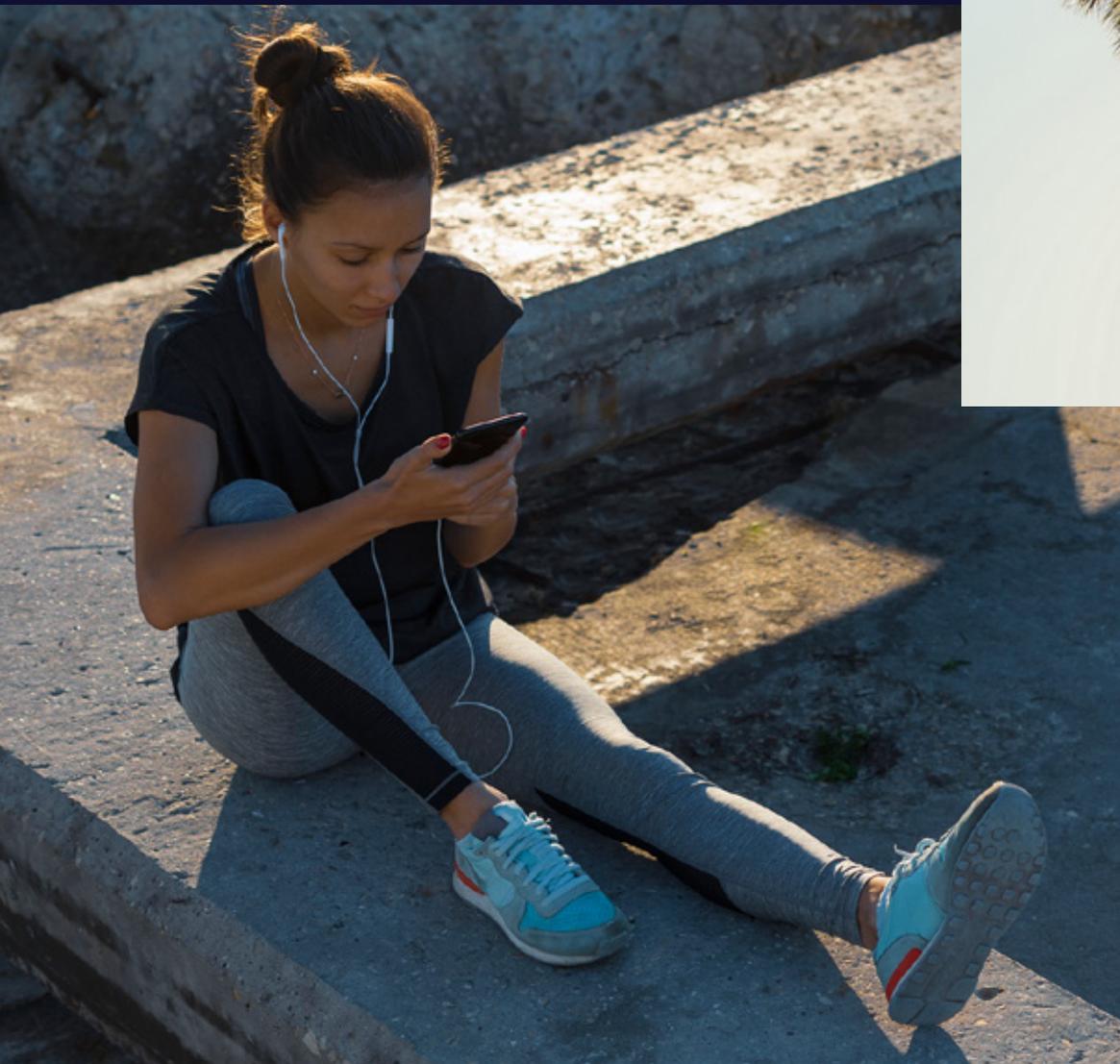




Introducing Rich Media Messaging

Deliver rich messaging
experiences to every phone

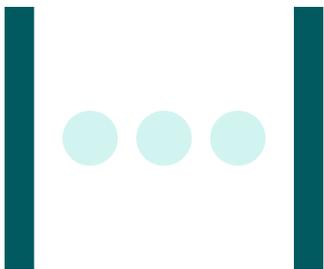


Rich messaging has revolutionized the way businesses communicate with consumers.

It's built more engaging content into our messaging inboxes. And it's helping brands create app-like experiences without having to rely on app downloads – a neat workaround, given the creeping app fatigue among consumers.

The experience gap

Excitingly, the rollout of RCS across the world is gathering pace. But until every phone is RCS compatible, it makes sense to have an effective fallback in place to bridge that gap.





What is RMM?

Rich media messaging, or RMM, is the format that enables you to deliver the same rich messaging experience to everyone, even if they don't have an RCS-compatible phone.

RMM lets you create mobile web experiences that replicate the design and functionality of your RCS messages. When you send your campaign, any device that does not support RCS will receive an SMS containing a link to the web experience.

Why brands should care about RMM

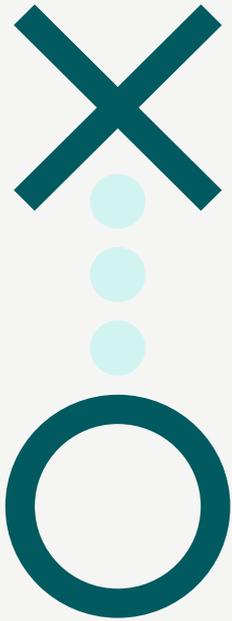
Many brands today choose SMS as the fallback format for their rich messaging campaigns, to ensure they reach their entire audience. The compromise here is that SMS on its own can't deliver the same experience that the RCS user will receive.

RMM is an effective solution to this problem. It enables you to send rich messaging campaigns to your entire subscriber base, with:

- **Guaranteed reach and unified UX** – reach all handsets across all carriers and give Apple and non-RCS Android device users the same experience your RCS-user customers receive.
- **Advanced functionality** – the RMM experience mirrors everything you can do in RCS with multimedia content and app-like interactions.
- **High engagement rates** – the interactive, self-serve nature of RMM means it can deliver click-through rates of over 60%¹ and can increase conversion rates by 39%²
- **Complete control** – unlike some formats like Apple Business Chat which have certain restrictions built in, RMM lets you control the conversation.

1. www.voicesage.com

2. www.rebrandly.com



How it works

There's no reason why you couldn't set RMM as the primary messaging format for an engaging campaign. But most often we see it used as the fallback format whenever a rich messaging campaign encounters a device that's not RCS-compatible.

Here's what that process looks like.

1. Design your RCS experience

You create the rich messaging experience you want to give your subscribers, customers or employees, taking advantage of the advanced functionality of RCS.

2. Replicate the experience in RMM

OpenMarket can help you build an RMM experience that replicates all the design and functionality of your RCS messages via a platform specially designed (by our partner VoiceSage) to create mobile web experiences.

3. Hit send!

Once we've hit send on your campaign, we can look-up in seconds which devices can receive the RCS message, and which ones will receive the RMM fallback (remember – this is an SMS with a personalized link to their equivalent experience in RMM).

4. Track engagement

When customers click on their link, they enter the same experience as the RCS recipients – full of opportunities for you to capture data and report on the engagement your campaign generates.



Example use cases

There are dozens of innovative RMM applications you can take advantage of. Here are a few to begin with.

- Surveys and feedback
- Payment processing
- Marketing promotions
- Appointment reminders
- Delivery updates
- Customer service
- Signature collection
- App promotion
- Chatbots

Get started with RMM

Whether you're interested in upgrading your SMS or ensuring your rich messaging campaigns have a reliable fallback that matches the experience you get with RCS, it's easy to begin your RMM journey.

Our experts are on hand to talk about your next campaign.

[Get in touch](#)

About OpenMarket

OpenMarket helps the biggest brands in the world use mobile messaging to connect with their customers in the moments that count. When they need to be there and be responsive in real time. When customer experience isn't just a buzzword, it's an obsession.

