

# Welcome to the indigo Create beta

Be among the first to build  
interaction workflows on the  
new indigo multi-channel  
messaging platform





# The Create Beta

indigo by OpenMarket is a new multi-channel mobile messaging platform that makes it easy to deliver personalized experiences simply and at scale – across SMS, RCS and MMS messaging channels.

Perhaps the most exciting part of this platform is indigo Create – the interaction designer.

Create empowers you – and any non-technical user – to simply and quickly build conversation workflows. Along the way, you're empowered with tools, templates and best-practice guidance.

**Create is now in beta – and you're invited to the program.**

In return, you'd get the chance to:

- Influence the product's evolution
- Get your team familiar with the platform
- Send up to 10K messages per month – free

Sign up if you know enough already. Or keep reading for more details.

[Join the beta](#)

## Meet Create

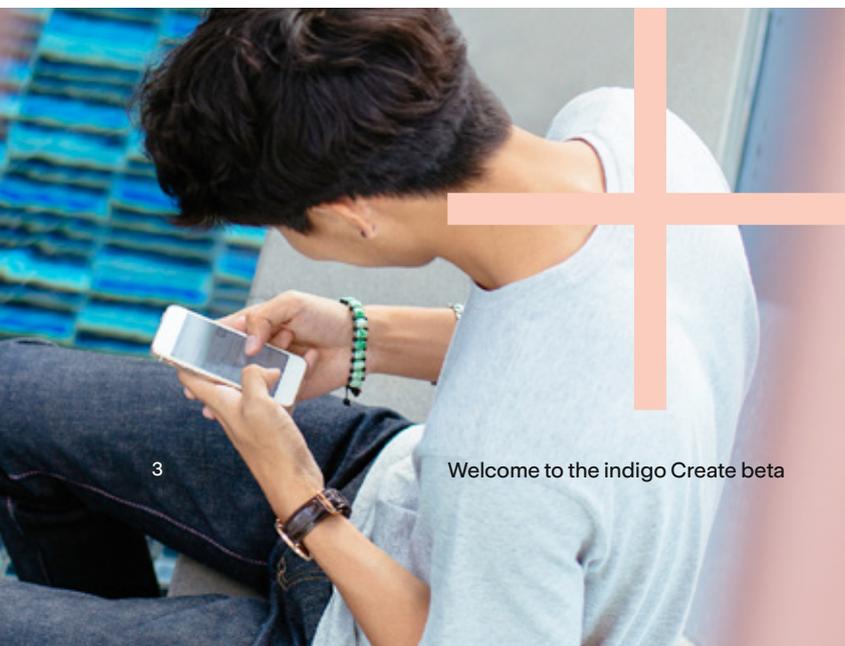
indigo Create is where you put together, organize and store conversations and interactions.

An intuitive interaction builder and simple on-screen prompts mean getting started is a breeze.

Create offers you a library of templated campaigns – all created by domain experts. There's a dozen or so in there now, but this number will grow fast.

Of course, if you create your own conversations, you can store them as templates for easy use in future.

Create is also where you construct, store and organize your audience lists.



## Effortless interactions

Even in beta, Create comes furnished with a beautifully simple user interface and some neat features and capabilities. These include:

- **Pre-built use case templates** that guide you through message set-up with no coding required. The initial library includes templates for alerts and offers, simple surveys, and messages to help you build a subscriber list.
- **Previews** that let you see exactly how your messages will display to your customers.
- **A testing tool** to ensure your messages perform exactly how you want them to.
- **SMS messaging.** Create will be a multichannel interaction builder. But during the beta, we'll be focusing on SMS.
- **Automated management** of audience and subscription lists for companies that need to comply with regulations or carrier policies.
- **Personalization** of broadcast messages to ensure higher view and response rates.
- **Reporting of message status** so you can easily track message deliveries and quickly spot any troubles.



## What happens after signing up?

As part of the sign-up process, you give us your details, then choose which country you'd like to send messages to. Your account will then be automatically set up so you can access the beta platform. We'll give you use of a shared long code you can use to start testing out the platform.

There'll be periodic check-ins to get your insights and perspective. We'll sometimes ask you to complete tasks and provide feedback. On occasion, we'll reach out to discuss opportunities for improvements, to review new templates and features, and to find out if there are any use cases you think will make valuable templates.

Now and again we may hold user-experience sessions where we can explore new features we're considering adding to the platform.

If you want to get more out of the indigo Create Beta experience, you can become a full-use Create beta customer, with unrestricted use of the platform. We'll give you a dedicated long code and 10K messages per month on us. Just let us know after you've signed up, and we'll work through a few details with you.

## **Be among the first to experience Create**

Give your people the tools, templates and resources they need to build interaction workflows – effortlessly. Request to join the beta program now.

[Join the beta](#)

### **About OpenMarket**

OpenMarket helps 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.

**indigo**



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