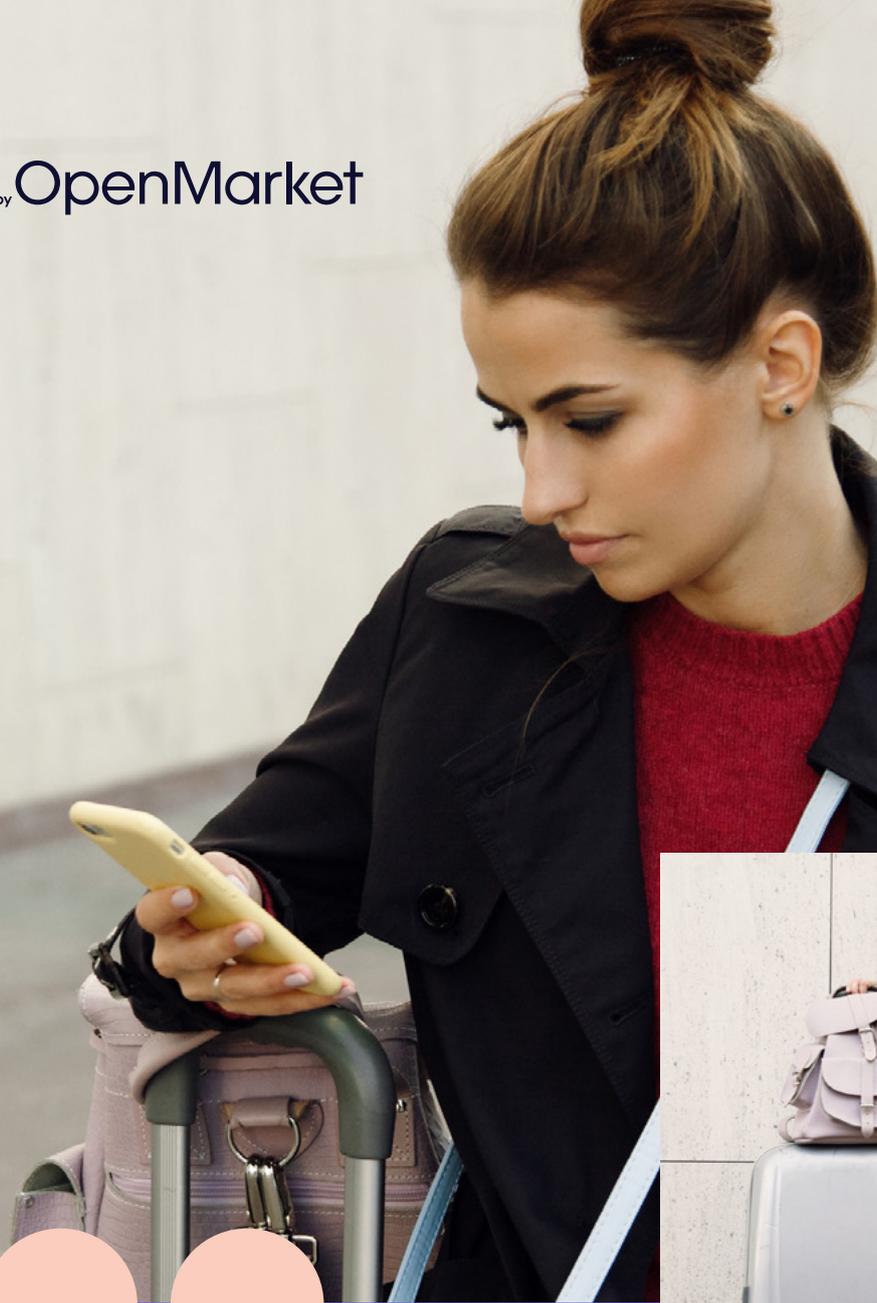


indigo™ by OpenMarket



Branded Messaging

Add your brand name and logo to your SMS. For safe, verified, recognizable mobile marketing.



The battle for the messaging inbox

SMS messaging has become the communication channel of choice for businesses that want to be there for customers – at specific times and in specific places.

Why? Because SMS offers a direct line to your customers' inbox with an (almost) iron-clad guarantee that your messages will be read. In short, mobile messaging has the potential to be a marketer's dream channel.

The downside of SMS? For its 25+ year lifespan, SMS has been a text-only experience for customers, with no opportunity to stamp your brand identity on messages or prove they're from you.

That's about to change.

Introducing Branded Messaging

Now you have a chance to send an SMS message that arrives in messaging inboxes complete with your brand logo and company colors.

Not only does this mean your marketing messages stand out, your customers will instantly **recognize** your brand and **trust** that the messages are from you.

There's even better news too...

If you're already set up to send SMS messages, there are **zero technical requirements** to adopting Branded Messaging on your side.

No integrations. No dev work.

You simply press send on the SMS message and, as long as you've registered your brand details with us, our new indigo multi-channel messaging platform delivers the messages in a branded form to compatible handsets.

Simple.

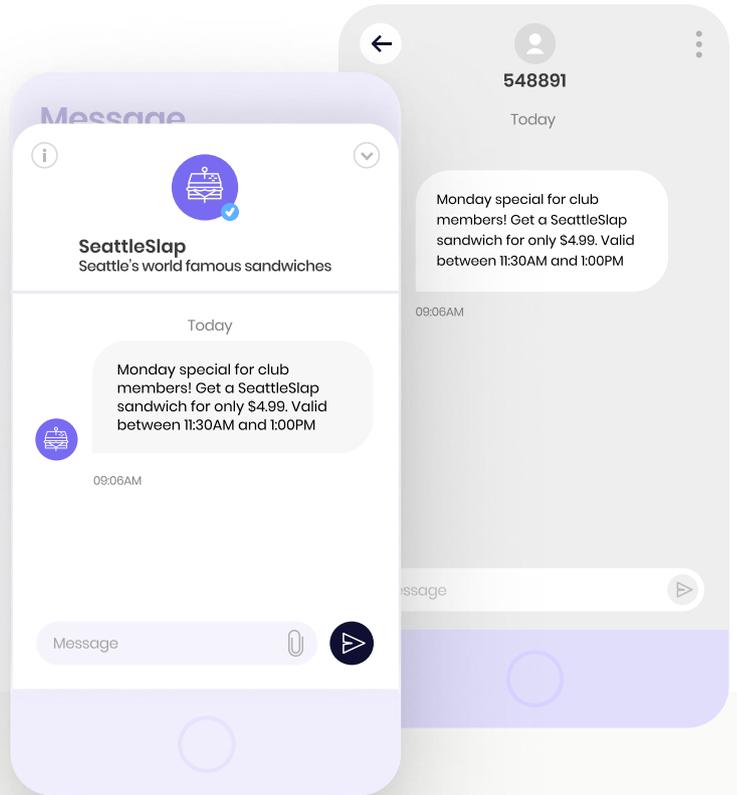


Branded Messaging is powered by indigo – a new multi-channel mobile messaging platform by OpenMarket that makes it easy to interact with customers across the globe.

[Explore indigo](#)

Section one

Compare a Branded Message (left) with a standard SMS (right).

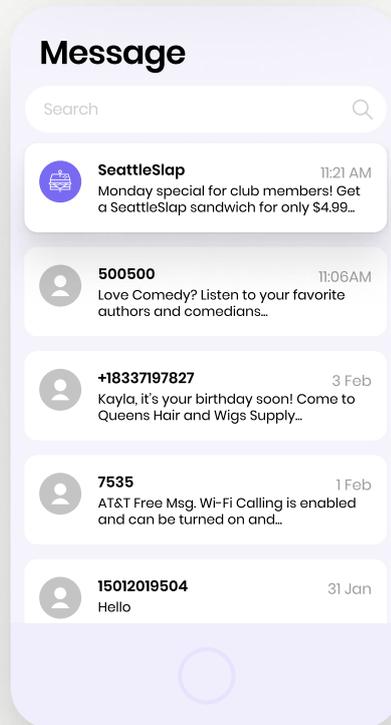


And here's what a Branded Message looks like in an inbox.

Short code →

Long code →

Personal →



How does Branded Messaging work?

A Branded Message is technically an RCS message. You press send on an SMS, then the indigo multi-channel messaging platform converts it to an RCS during transit.

It arrives as a Branded Message for customers that have RCS-compatible phones. For customers with phones that aren't compatible, the message remains in a non-branded SMS format.

We'll help you register an RCS identity with mobile operators that includes your logo. (This is a requirement for any messaging that uses RCS functionality.)

In short, the indigo platform does all the hard work for you. You send your marketing message as an SMS, indigo delivers a Branded Message for you.



RCS (Rich Communication Services) is SMS 2.0. A video-rich, interactive, app-like messaging format – delivered straight to a phone's messaging inbox.

[Discover RCS](#)

The benefits of Branded Messaging

Safer interactions

As we've already mentioned, a Branded Message is technically an RCS message. On delivery, it displays your brand name and logo (rather than a number) as the originator.

This is where the extra security protection comes in. Because RCS identities have to be registered with carriers, they can't be spoofed by fraudsters posing as your brand.

So whether you're sending marketing messages or any kind of business message (like one-time passwords, account alerts or appointments), your customers can be sure the message is from you.



Branded Messaging versus Verified SMS by Google

Google's new Verified SMS service is similar to Branded Messaging. With Verified SMS, a company can send an SMS, and it arrives with a logo and a verification badge in the message thread. But this service is only supported on devices with the Google Messages app installed. It won't be supported on Samsung handsets and other handsets that use their own messaging clients.

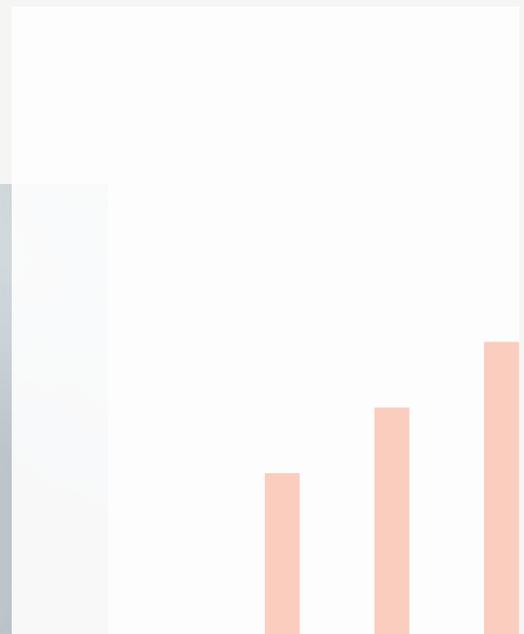
Deeper marketing insights

Branded Messaging brings you more than brand recognition, a secure messaging experience, and an improved customer experience.

It gives you invaluable data insights too.

When you run a typical SMS campaign with OpenMarket, you get access to delivery rate data.

This means you can find out when your message is delivered to the end user. If there turns out to be a delivery problem, you can find out details – for example, whether the message was sent to an invalid number, or whether it reached the intended recipient’s mobile operator but wasn’t passed on from there.





With Branded Messaging, you enjoy even more granular engagement insights:

- Delivery receipts as standard for messages delivered as SMS or as Branded Messages.
- Read receipts for all texts delivered as Branded Messages. These tell you exactly when a recipient opened your message.
- By combining read receipts and delivery receipts, you can work out how much time passed between a recipient receiving the message and opening it.
- You can also work out the breakdown of messages delivered as SMS versus Branded Messages.

This set of data insights gives you deeper understanding into the effectiveness of your mobile marketing interactions. It also helps you assess the mobile messaging consumption habits of your audience. Your Branded Messaging read-receipt data can even be used as a proxy for the reach of your whole messaging campaign – SMS included.

Total simplicity

One of the biggest benefits of Branded Messaging is its simplicity.

We've packaged the service up, so all you need to do is supply us with that campaign ID and our indigo multi-channel messaging platform handles everything in the back end.

Then you're ready to send Branded Messages to any phone capable of supporting RCS.

Benefits at a glance

- **Your brand delivered** – with your name and logo in your customer's messaging inbox
- **Safer interactions** – give your customer peace of mind with rich messaging that fraudsters can't spoof
- **A better messaging experience** – with instantly recognizable branding instead of long or short codes
- **Engagement insights** – thanks to data from delivery and read receipts
- **Easy to get started** – with no tech upgrade necessary

Your rich messaging journey

Instead of turning to Branded Messaging, you can invest more fully in rich messaging, using RCS for Android, and Apple Business Chat for iOS.

This gives you the ability to communicate with customers via interactive, app-like, video-rich messaging.

When you send a rich message through indigo, you can be sure that SMS Fallback messages will be delivered to non-compatible phones.

[Chat to a rich messaging expert](#)



The indigo era

The rich messaging era is coming. Branded Messaging can be your first step along that road, then we can be by your side for your next steps.

The indigo multi-channel messaging platform makes it easy for non-technical people to set up automated and optimized customer interactions across Branded Messaging, SMS, RCS, MMS and Apple Business Chat.

indigo is your direct connection to the world's best global messaging network, used by seven of the planet's ten biggest brands. This is a platform that gives you network power and reach, best-practice insights, and no-code usability.



The Create Beta

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

Create empowers you – and any non-technical user – to simply and quickly build conversation workflows to suit all kinds of marketing use cases. 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](#)

Add Branded Messaging to your mobile marketing mix

Taking advantage of Branded Messaging is easy with indigo. It helps you deliver better customer experiences, get noticed, build trust and prevent scams – and our support team is with you every step of the way.

Sound good to you? Then let's talk about how you can upgrade your SMS to Branded Messages – effortlessly.

[Speak to an expert](#)

We're OpenMarket

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.

