indigo by OpenMarket

Welcome to the indigo Create Trial

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

Introducing Create

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.

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

Get free trial

This is 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

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.

- **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.

Be among the first to experience Create

Give your people the tools, templates and resources they need to build interaction workflows – effortlessly. Get your free Create trial now.

Get free trial

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.

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