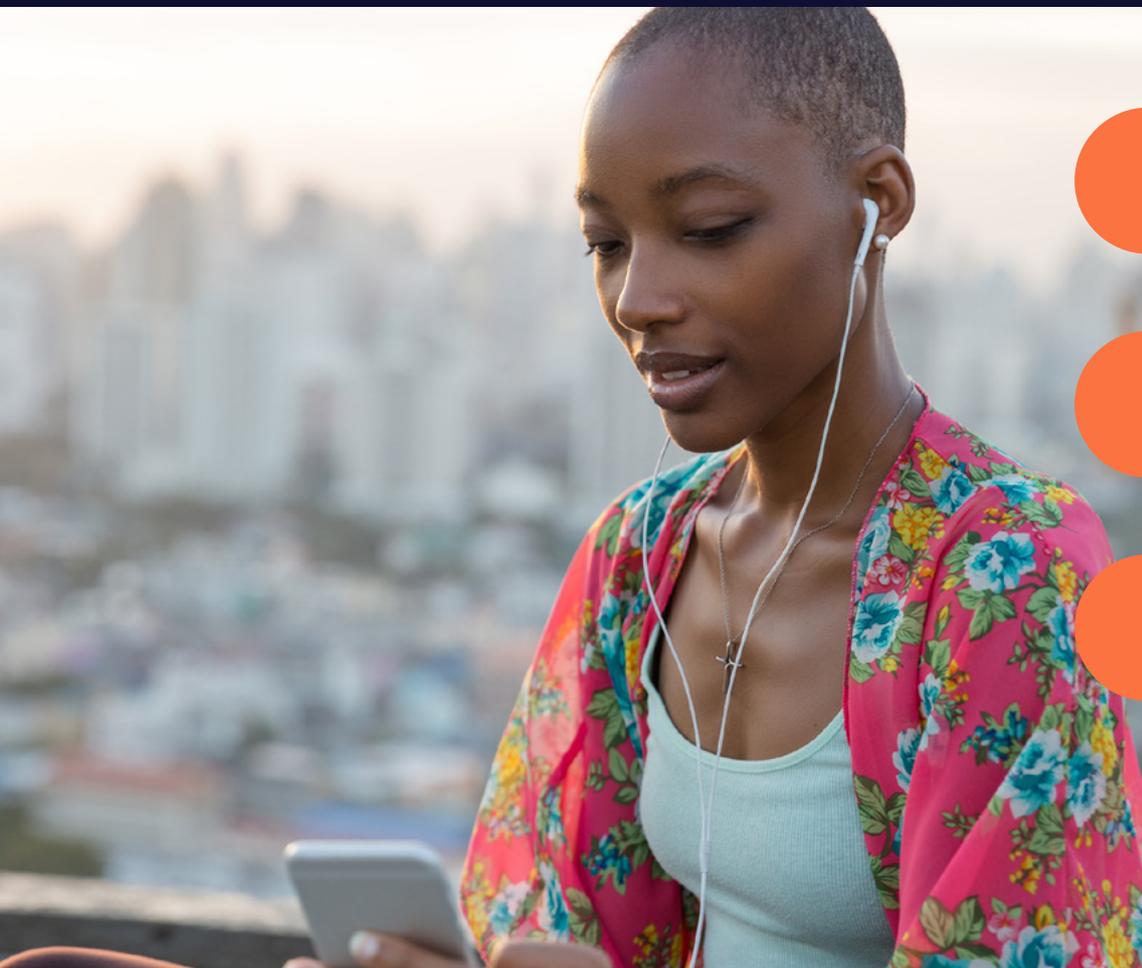
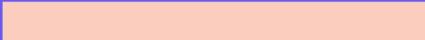


## The marketer's guide to rich business messaging

Different routes to enhancing mobile messaging with images, video, your brand logo, and app-like interactivity





# Beyond SMS messaging

CX-focused brands understand the importance of reaching their customers at the right times, and in the right places.

Not surprisingly, mobile messaging has become their communication channel of choice – especially for marketing campaigns that rely on timeliness and consumer trust. Its great strength is its ability to let businesses be there, be useful, and be responsive in specific moments.

Now the challenge for marketers is to look beyond the text in text messaging – and find more empathetic and powerful ways of reaching customers in these moments.

There are different multimedia messaging options out there – each of which require different levels of expertise and investment.

In the following chapters, we'll explore these formats, how they can benefit your business, and how you can make use of them as part of a multi-channel messaging strategy that lets you communicate with customers on the messaging channels that suit them.

# Your messaging options – an overview

## **Multimedia Messaging Service (MMS)**

MMS uses the same technology as SMS but allows you to send additional media in the messages. While it's most commonly used to send photos, it can also send short videos, GIFs and audio.

## **Rich Communication Services (RCS)**

RCS is SMS on steroids. It lets you deliver interactive, app-like experiences straight to your customers' messaging inboxes. In addition, it allows you to gather data that you can use to optimize customer experiences and understand what's working in your marketing campaigns.

## **Rich Media Messaging (RMM)**

RMM is a solution provided by OpenMarket and our partner VoiceSage. It lets you deliver RCS-style messaging experiences to customers that don't have an RCS-compatible phone.

When you send an RCS message, any device that does not support it automatically receives a fallback SMS message containing a personalized website link. A customer that clicks on this link gets a website experience that replicates the RCS message.

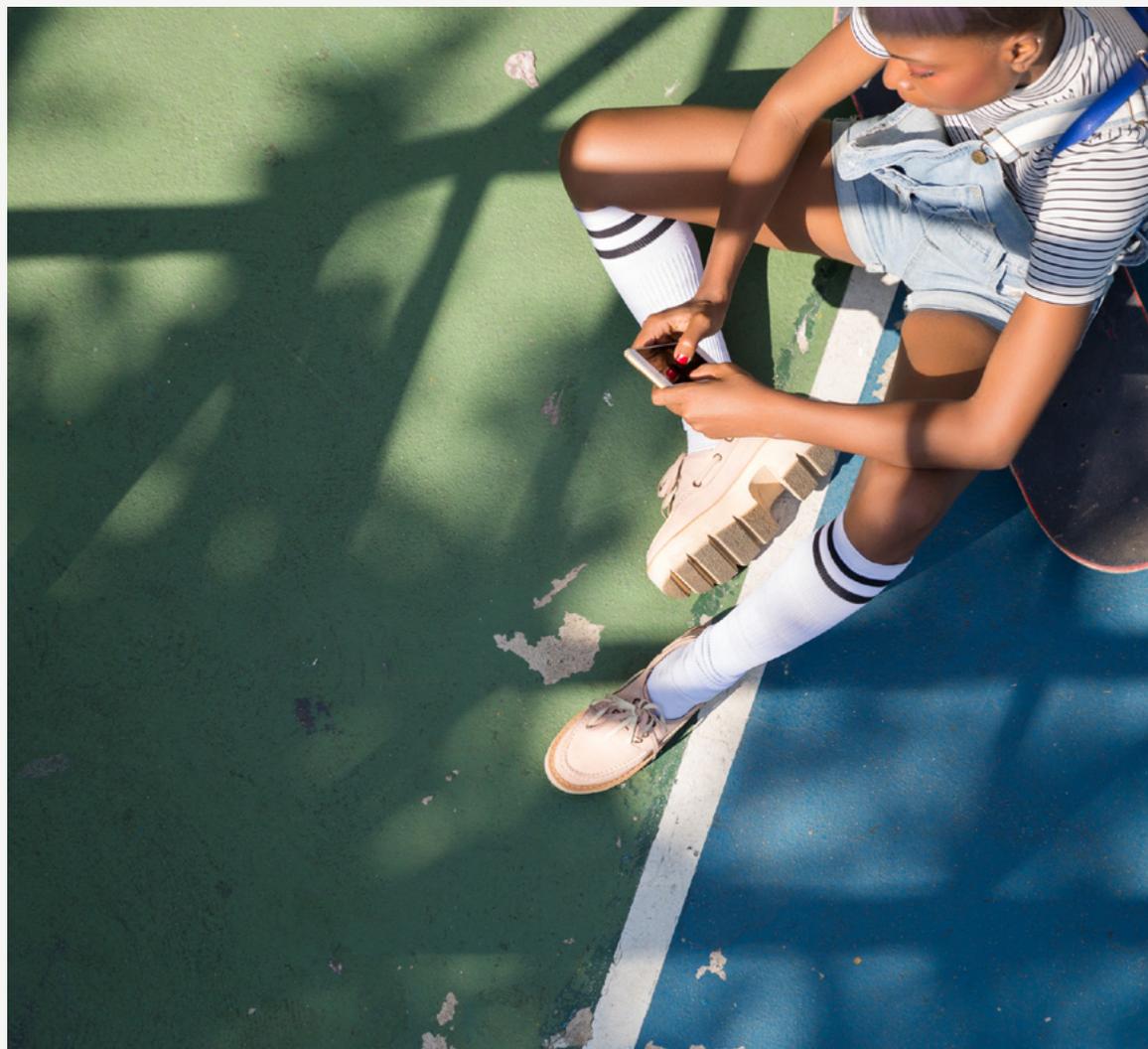
## Branded Messaging

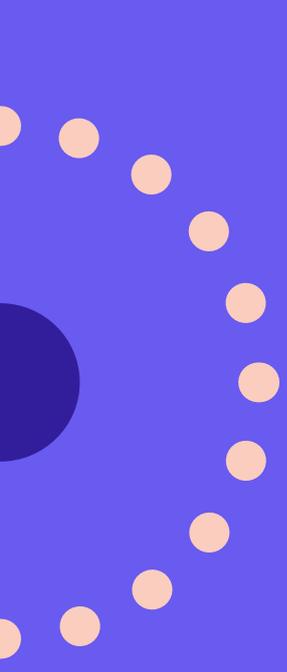
Branded Messaging is a unique solution from OpenMarket that allows you to send SMS messages that arrive in customer inboxes with your brand logo. Our indigo multi-channel messaging platform converts the message during transit. It's a quick, simple solution that requires no more work on your side than sending an SMS does.



### On the horizon

Other rich business messaging formats, provided by giants including Apple and WhatsApp, are emerging. indigo will soon be adding new formats to its multi-channel mix.





## Explore the new messaging landscape with indigo

indigo by OpenMarket is a new type of mobile messaging platform for businesses. It makes it easy for non-technical people to set up mobile marketing campaigns and all kinds of automated customer interactions – across SMS, RCS, MMS and other rich messaging formats.

indigo is directly connected to the world's leading global, cross-channel mobile messaging network (used by seven of the planet's ten biggest brands).

The platform combines an intuitive interaction builder with powerful and practical tools for analysis. It's never been so easy to roll out reliable, timely, automated conversations with consumers in around 250 countries.

[Explore indigo](#)



# The Create Trial

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.

**[Sign up for the Create Trial. It's perfect for marketers.](#)**

[Access Create Trial](#)

# Multimedia Messaging Service (MMS)

MMS has been available for over 20 years but has recently seen an explosion in commercial use, particularly in the US. At OpenMarket, we've seen traffic volumes passing through our network increase by more than 700% in the past two years – driven in large part by the use of MMS in marketing campaigns.

A client of ours in the fashion industry enjoys MMS click-through rates of 30% or more and over 20x return on investment. And our messaging partners report that MMS delivers 300% more engagement than SMS-only campaigns.

## **What can MMS be used for?**

Picture messages are what usually come to mind when anyone mentions MMS. But in fact, there are several other features that make MMS a powerful messaging format.

The messaging features of MMS include:

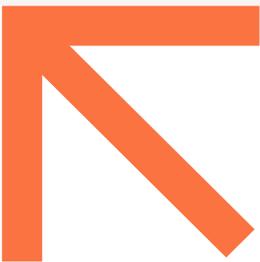
- Images
- Videos
- GIFs
- Audio clips

- Contact cards
- Subject lines
- Bigger character counts
- Web links and previews
- Expiry dates for time-sensitive messages

## **What experiences can you create with MMS?**

There are countless ways to take advantage of MMS and create new experiences for your customers. And remember, it's not one-way – your customers can use MMS to send messages back.

Here are just a few examples of how you can use MMS.



# 1

## Audience engagement

Nell signed up for exclusive content from her favorite TV show. Now she's received a sneak preview of next season. More production companies are doing this these days – one saw a 20% boost in engagement using MMS, and captured 100,000 phone numbers in the process.



Hi Nell. Here's the dilemma  
Doyan the Viking finds himself in  
during Season 2. It begins in 30  
days. Make sure you're there.

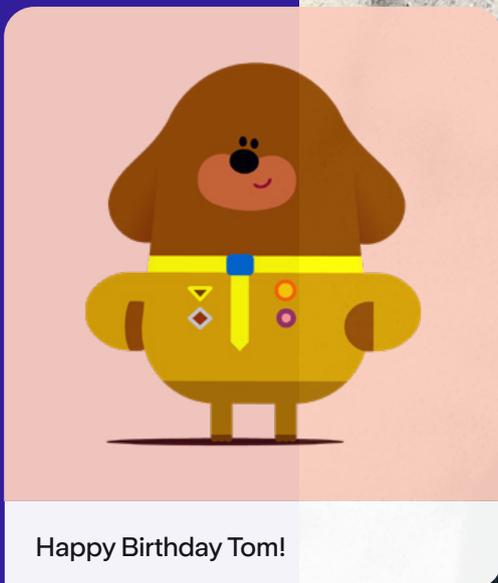
Today at 5:30PM



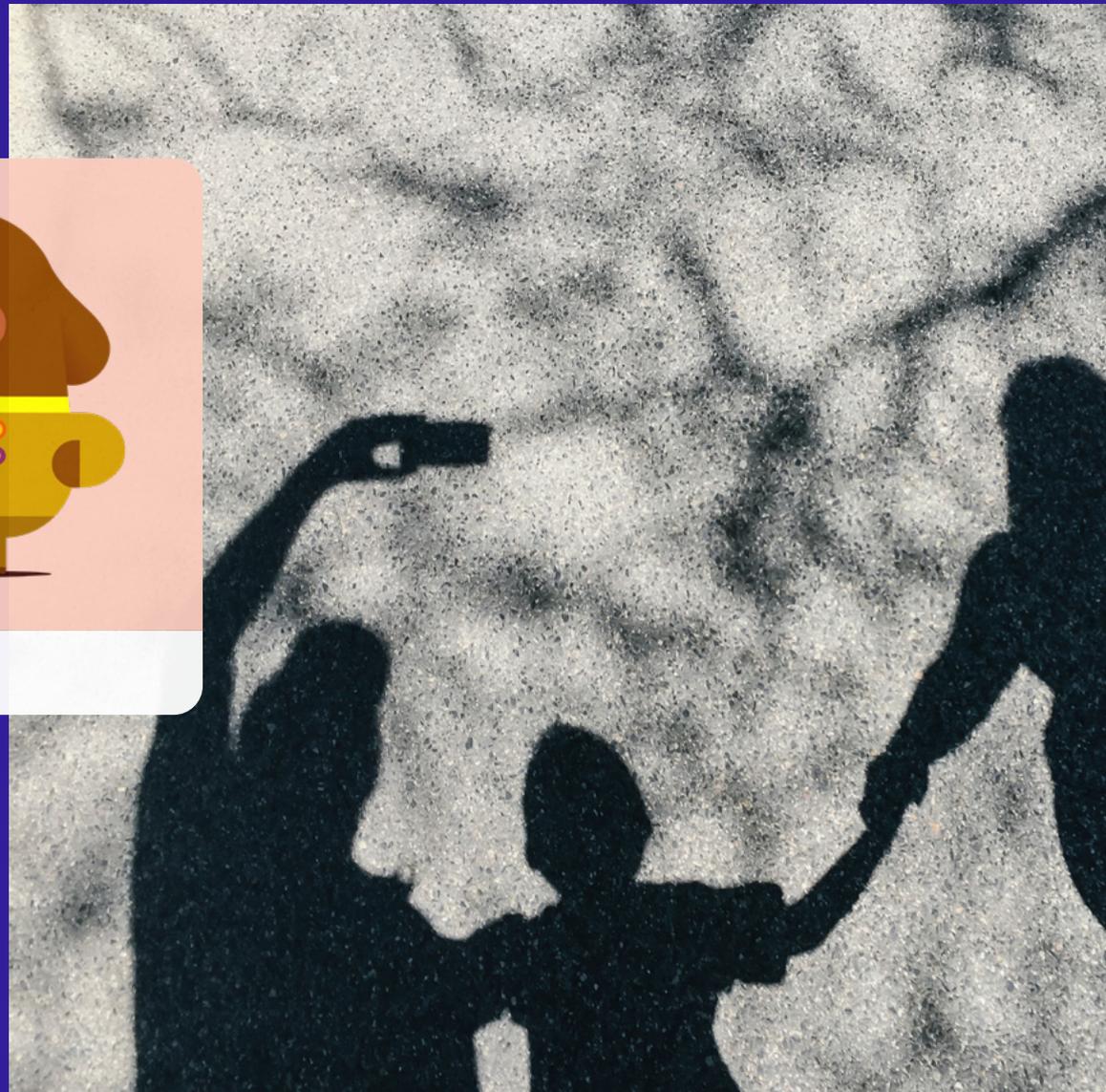
# 2

## Personalized content

It's Tom's eighth birthday – and he's delighted with the video card he received for the occasion, personalized with his name and photo alongside his favorite characters.



Today at 1:45PM



# 3

Jasmine's got a store credit card, but she left it at home today. No problem – after a quick text message interaction to verify her identity (via an API with your CRM) she's received a temporary card in the form of a scannable QR code.

Thanks for reaching out to Beneath Card Services! I'm happy to help with your request. Message and data rates may apply. First I just need to verify your account. What's your zip code?

11217

What's your date of birth? (MM/DD)?

02/21

Thanks Jasmin! This QR code will act as your temporary card for the next 24 hours. Scan this during checkout.



Today at 1:30PM



# 4

John's one of your most loyal takeaway customers, so he's first in line for a personalized coupon. Good luck resisting a picture of your favorite order, John.



To our VIP messaging customers, here's our new fall menu. Place an order and you'll get 25% off! Just mention offer number 112233. See you soon!

Today at 11:30AM

# Rich Communication Services (RCS)

RCS business messaging is the next evolution of mobile engagement for Android. It takes full advantage of all the features smartphones enable today, while conveniently delivering every message to your phone's inbox.

Imagine sending a customer an important marketing message – but instead of just text, it contains a video or image carousel, along with your branding. It might even give the option of clicking buttons to open a map or initiate a call.

All of this and much more is possible with RCS. Fully interactive, app-like experiences that send engagement rates soaring. A raft of engagement insights are available too – so you can measure the success of campaigns, and optimize them too.

## **Mobile messaging with limitless possibilities**

Like SMS, RCS is an interactive, two-way communication channel. Usually, purchases via SMS message involve clicking on a link, visiting a site, putting in your details and then getting a confirmation email.

But with RCS, a consumer can carry out the whole transaction from their inbox. And as RCS lives inside the standard messaging app, even the least tech-savvy of consumers will be able to get on board.

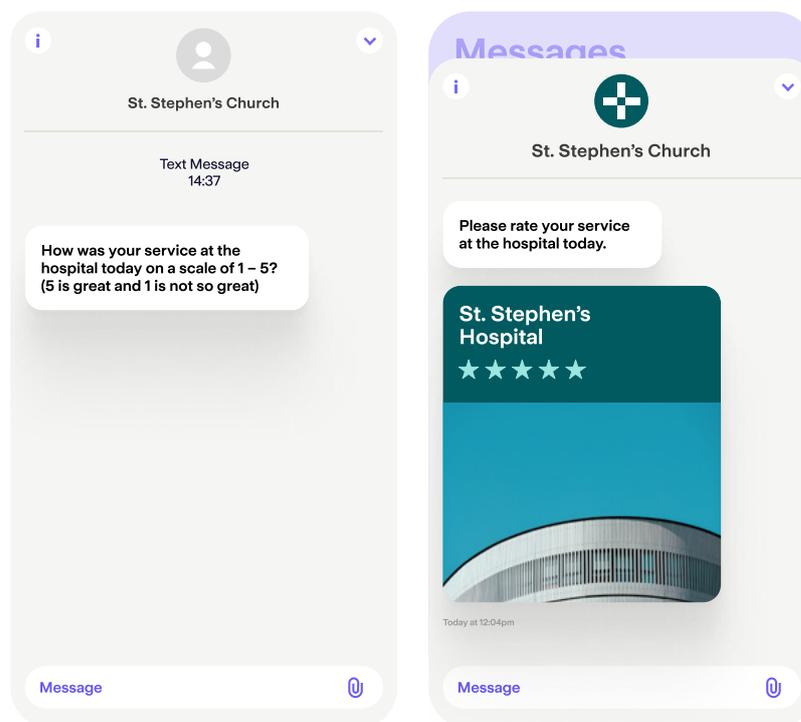
## What does RCS mean for your business?

The flexibility of RCS allows you to help, advise and serve your customers in truly convenient ways.

Retailers can send messages about their new products that are branded, contain visual calls to action, and offer clear, one-click location sharing, or easy-to-complete customer surveys.

Marketing is a common use case, but from here you can extend your use of RCS across the business.

Imagine an airline delivering a full, multimedia check-in experience via a few RCS messages – including boarding passes, visual flight updates, and on-demand terminal maps (without the traveler ever needing to download the airline’s app).



**Here are some interesting RCS features and use cases:**

- Video adverts allowing recipients to preview and purchase the latest products.
- Product “pickers” that allow customers to customize the color and size of an item before they purchase it.
- An appointment calendar with available slots to grab. Then getting appointment confirmations delivered with a map and directions.
- Pre-call audio messages to warn of an upcoming call.
- Receiving birthday card messages complete with personalized video greetings and a discount coupon with QR code.
- Attending a sporting event and receiving a map to your seats, or being offered a chance to pre-order half-time drinks.
- Receiving video instructions to accompany purchases of flat-pack furniture or new appliances.
- Viewing the latest trailers for movies, concerts and games.

For more RCS scenarios to get you thinking how it could work for your business, check out our [RCS Business Messaging guide](#).

## Insights and optimization

RCS will open up a treasure trove of insights that help you enjoy even more empathetic interactions with customers. Take advantage of delivery and read receipts by default, on-screen event tracking, and the ability to define custom call-back data tied to each customer action.

Compare these data sets with third-party data sources, and even more powerful insights will emerge. RCS lets you continually test and optimize the marketing experiences you offer.

As text messaging moves from the analog age to the digital, the businesses that move quickly to leverage data and improve their CX will leave competitors standing.

### Easy integration

All it takes is a good API to plug RCS business messaging directly into your systems – whether it's a CRM, contact center, or any of your back-office tools. And remember, the indigo multi-channel messaging platform is here to make everything easy for you.

[Explore indigo](#)



### **How accessible is RCS?**

Google has rolled out RCS as Android's primary texting platform, which means it can be used by anyone with the Android messaging app. Soon, every new Android phone will accept RCS in the default messages inbox, and every major mobile operator globally will support it.

Apple is yet to get on board, but in the meantime, any message sent to an Apple device can revert to SMS – or the formats we discuss below.



# Closing the technology gap with Rich Media Messaging (RMM)

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.

RMM is here to offer exactly that. It provides an effective way to offer compelling multi-media marketing messages when RCS isn't accessible, so all your customers can enjoy a consistent experience.

## **What is RMM?**

Rich media messaging, or RMM, is a solution only offered by OpenMarket and our partner VoiceSage. It enables you to deliver the same rich marketing experience to everyone, even if they don't have an RCS-compatible phone.

RMM replicates the functionality of your RCS messages. When you send an RCS campaign, any device that doesn't support RCS can instead receive an SMS containing a link to an RCS-like experience.

## **How it works**

There's no reason why you couldn't set RMM as the primary messaging format for an engaging marketing 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 to create mobile web experiences.

### **3. Hit send!**

Once we've hit send on your campaign, we can lookup 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. This gives you lots of opportunity to capture data and report on the engagement your campaign generates.

# Introducing Branded Messaging

There's one final option for your mobile marketing arsenal.

Branded Messaging lets you send SMS messages that arrive in messaging inboxes complete with your brand logo and company colors.

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

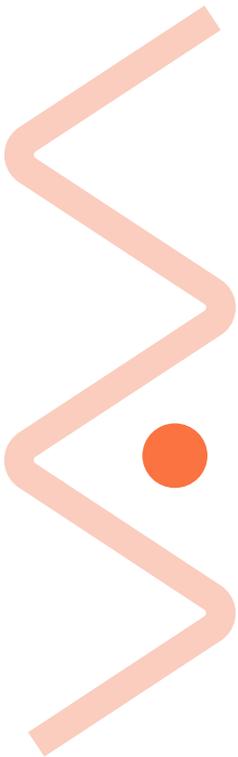
There's even better news too...

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.

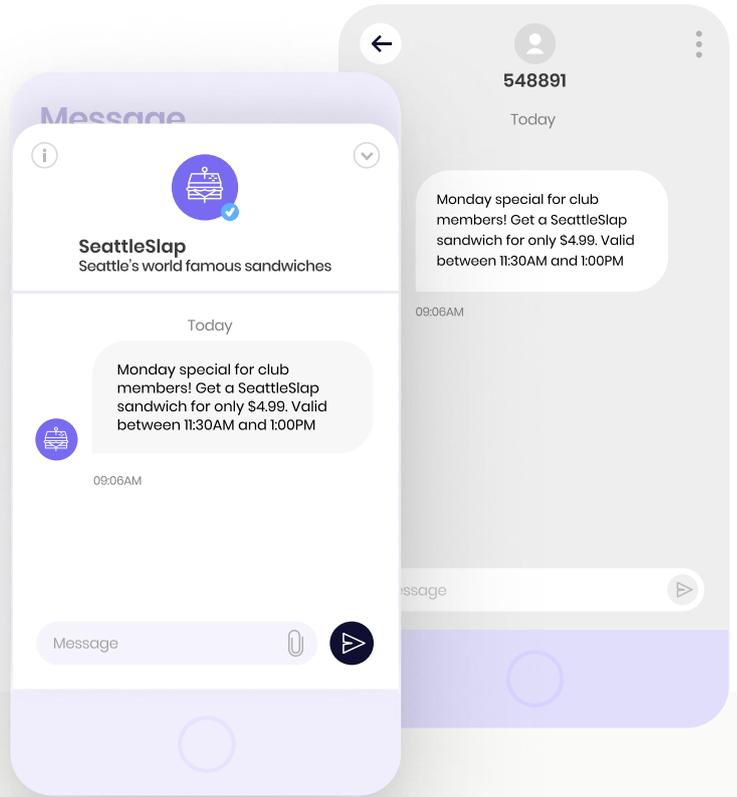
You simply press send on the SMS message. And (as long as you've registered your brand details with us) our new indigo multi-channel messaging platform delivers the messages in a branded form to compatible handsets.

Simple.



Section five

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

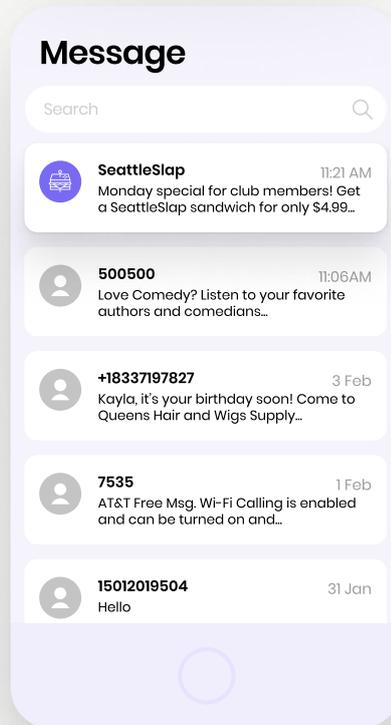


**And here's what a Branded Message looks like in an inbox.**

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 an SMS, indigo delivers a Branded Message for you.

### **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:

- 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.

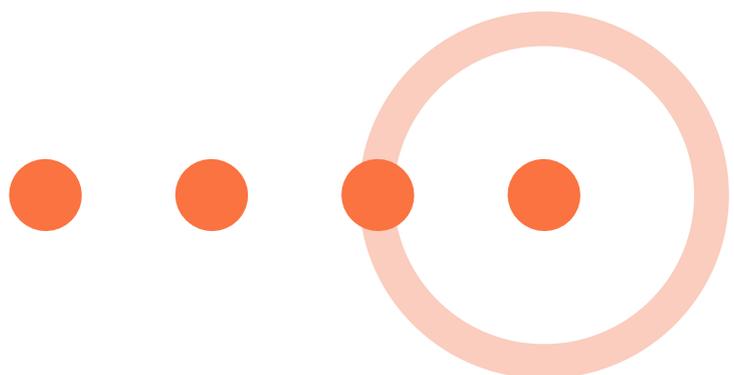
This set of data insights gives you deeper understanding into the effectiveness of your messaging interactions. It also helps you assess the mobile messaging consumption habits of your audience. Your Branded Messaging read-receipt data can even be used as a proxy for the reach of your whole messaging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



## Your next steps

The exciting reality of today's mobile messaging landscape is that you don't have to stick to a single messaging format.

Instead, you can use a blend of messaging channels to reach your customers in a way that suits their needs – and your business goals.

With indigo from OpenMarket, non-technical people in your company can easily create marketing campaigns (and all kinds of messaging campaigns) using SMS, MMS, RCS and Branded Messaging.

It's time to roll out best-in-class conversation flows through our world-renowned global messaging network.

Your first step? Why not check out indigo Create – the empathetic interaction builder!

[Access Create 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.

