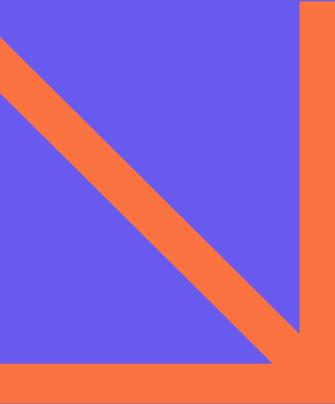




SMS marketing interactions – millions at a time

How a marketing platform
solved its high-volume SMS
headaches



For years, multi-channel marketing platforms have shied away from offering brand clients the opportunity to enjoy the full potential of SMS.

Why? Because the world of mobile messaging – with its notoriously strict anti-spam and compliance rules – has been seen as too complex for a marketing play.

But SMS can't be ignored any longer in the marketing space. Brands know all about the near-100 per cent opening rates, the immediate engagement, and the incredible ROI on offer.

The solution for marketing platforms is clear: turn to an SMS provider that has the expertise, experience and carrier relationships to bring simplicity to a complex space.

That's what one of the US's leading omnichannel marketing platforms did. And they haven't looked back since.

Black Friday looms

Moving SMS providers a few months before Black Friday might not seem a sensible move for a multi-channel marketing platform – especially during a pandemic that has seen online shopping explode.

But one such platform concluded they had to make the move. (Let's call them Platform Y – they don't like talking about the ins and outs of their SMS service publicly!)

Platform Y's SMS volumes were rocketing and becoming more central to their multi-channel offer. So they decided they needed a more reliable SMS provider.

For one thing, they weren't getting the account support they needed from their current provider. Getting set up with short codes was taking far too long (several months). Meanwhile, navigating US carriers' compliance rules once short codes were up and running was proving a challenge.

Simply put, too many messages were being blocked by spam filters. And too many messages weren't arriving on time – especially in busy periods. The network wasn't the problem, it was the support needed to nip problems in the bud and navigate mobile messaging complexities.

With the online madness of Black Friday and Cyber Monday looming, this needed to be addressed.



Migrating short codes

There was one more urgent need. Platform Y needed to transfer traffic from shared short codes to dedicated short codes ahead of rule changes in the US.

Long story short, they came to OpenMarket. The immediate task at hand? Get around a dozen of their customers' most important short codes up and running (and approved for both MMS and SMS traffic) in time for the Thanksgiving weekend.

The joy of MMS

The ROI MMS offers can be incredible. A fashion industry client enjoys MMS click-through rates of 30% or more and over 20x return on investment.

In fact, sometimes MMS delivers 300% more engagement than SMS-only campaigns. Many mobile messaging providers can't provide the MMS volume and throughput for large campaigns – but OpenMarket can.





Holiday success

The short-term Thanksgiving mission was successful. And four months later almost 100 dedicated short codes were up and running – transporting many millions of MMS and SMS messages a month.

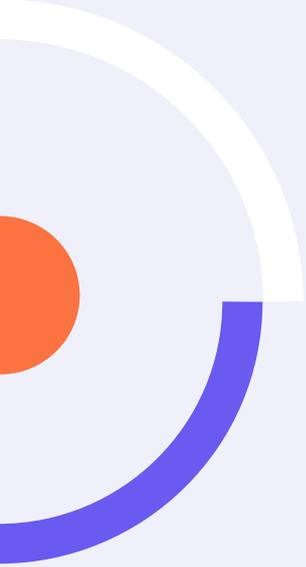
The average time it takes Platform Y to get a short code set up with every carrier has been trimmed from several months to an industry-leading three weeks. OpenMarket’s support and consultation helped tune the carrier-required testing process on Platform Y’s side to bring this time down so far.



Cart reminders

Cart reminder compliance is another great example of the support provided to Platform Y.

Here’s why. T-Mobile requires that a notification appears on a brand’s website to ask consumers to opt in for cart reminders. But many of Platform Y’s brands weren’t able to provide this. So we helped Platform Y set up a notification solution that could be plugged into customer websites. This helped them get the short codes up and running much more quickly.



Looking ahead

With so many SMS and MMS short codes generating impressive revenue for clients, Platform Y are now keen on helping brands improve the messaging experience further.

OpenMarket's [Branded Messaging solution](#) is the low-hanging fruit here. Branded Messaging enables Platform Y to deliver SMS messages that arrive with their customers' brand logo on them. Effectively the message is converted to a different messaging format while it is being sent. The best part? No technical setup or work by Platform Y is required.

Platform Y are also looking to use [10DLC \(10-digit long codes\) numbers](#), which are quicker to set up and cheaper than short codes (but can't be sent in such high volumes). 10DLC can help Platform Y with use cases such as shipping notifications and text messages from support teams. Our self-service tool allows Platform Y to get 10DLC campaigns up and running in minutes – without any help from our account teams.

Onwards and upwards

This is just the beginning for Platform Y. SMS is quickly becoming more central to its multi-channel offer. By combining SMS and email some of its customers have been able to double the revenue generated by email alone. It takes just a minute for a brand customer to send one message that can generate tens of thousands of dollars in revenue.

The ability to get campaigns up and running swiftly and smoothly for these customers is key to Platform Y's future. That's why the partnership with OpenMarket is likely to be a long-term one.



Whether you want to migrate your short codes over to OpenMarket, or start from scratch with your messaging program, our expert team is here to help.

[Get in touch](#)

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.

