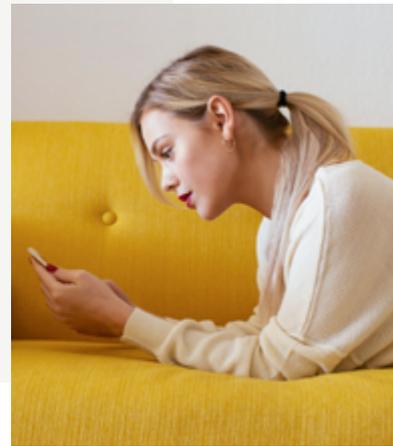


Branded Messaging

What you and your business customers need to know



 For businesses that provide SMS services & solutions

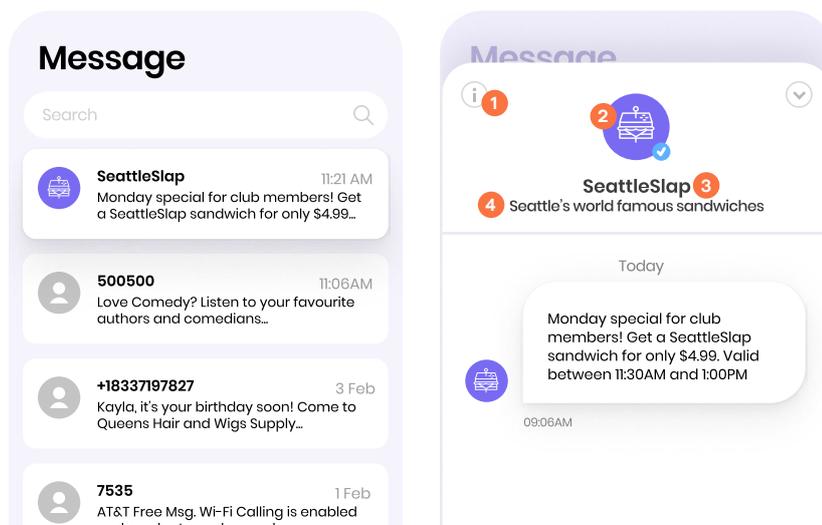
What is Branded Messaging?

Branded Messaging is the easy way to send messages that show a company's name and logo instead of a number. It gives consumers a better experience, while showcasing your customers' brand right in the coveted messaging inbox.

Branded Messaging offers a unique opportunity for brand visibility and reach. Here's what it looks like:

- 1 User can click to get more info about a brand
- 2 Logo displayed with the trusted checkmark
- 3 Actual brand displayed
- 4 Brief description of service

Registration of RCS 'bots' with carriers is tightly controlled, so it is significantly harder, if not impossible, for a bad actor to plausibly spoof a message.



A rich messaging 'upgrade'

The key to Branded Messaging is its simplicity. Hit send on your campaign and OpenMarket handles the branding 'upgrade' behind the scenes.

If an end user's device is RCS-compatible, they receive a Branded Message. If a device is non-compatible, the same message is delivered as an unbranded SMS. We've packaged the service up, so all you need to do is supply us with a campaign ID and we take care of the rest.

How to pitch Branded Messaging to your customers

The OpenMarket sales team loves Branded Messaging. Why? Because it's the easiest of sells.

Just mention the possibility of messages arriving branded in inboxes, and your customers won't be able to resist the urge to lean in.

When you explain the really good news – that there is little or no technical setup needed – the chances are they'll be sold already.

The next step is to set out the benefits: the added security that comes from messages being verified, the instinctive trust felt when a Branded Message arrives, how messages stand out in inboxes.

Your customers will be able to see for themselves that Branded Messaging will lead to better consumer experiences – and increased engagement and ROI.

A sales shortcut

There's also a simple shortcut to win your customers' attention – show them the images on page 4 of our [Branded Messaging guide](#)!

We've already seen the huge appetite for Branded Messaging – from the biggest brands in the world, to smaller businesses serviced by some of our messaging partners. We're sure you'll see the same from your customers.

How it works

Flexible APIs

OpenMarket partners can take advantage of Branded Messaging using either our v4 SMS API or our Invoke Service API.

In the case of the v4 SMS API, you only have to submit one new parameter called `campaignId`. This parameter ensures your message is forwarded to our RCS platform, which determines whether to send the message via SMS or RCS.



If you're using our Invoke Service API, you don't need to change anything about the submission process. Just pass us a campaignId parameter and it's taken care of.

With either API, the only set-up task is to register your brand as a bot. We'll help you complete the following process.

Bot provisioning: a four-step process

Step 1: Complete the bot registration forms

Your OpenMarket contact can help you fill out the necessary forms with all the relevant details, including:

- Countries you wish to reach
- Bot identification details
- Brand contact information
- Use case description, conversation flow, opt-in and opt-out handling
- Traffic estimates
- Bot capabilities
- SMS Fallback behavior

Step 2: Register your bot with network operators

OpenMarket will complete the provisioning process and register your customer's bot with all chosen network operators. A service ID is also created and associated with the account.

At this point, we'll also help you and your customer prepare for certification, whatever the requirements of the chosen network operators.

Step 3: Network operators certify your bot

It takes approximately 10 business days for the bot to be certified, although the exact timeframe depends on the network operator so it could take a little longer.

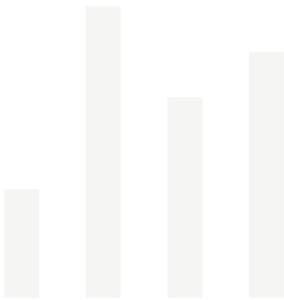
Step 4: Your bot is promoted to production – live

When the network operator approves your customer's conversation flow, the bot is promoted to a production – live status. (If it's not approved, you'll need to rework it and let your Customer Success Manager at OpenMarket know when you're ready to try again.) The bot is now ready to be sent to any RCS-capable device, and your customer is ready for Branded Messaging. By using SMS Fallback, you'll still be able to reach any phone that doesn't support RCS too.

Engagement insights

As well as a richer messaging experience for their customers, Branded Messaging gives brands the benefit of enhanced engagement insights.

When you send an SMS campaign with OpenMarket, you get data on successful delivery rates. With Branded Messaging, you get delivery receipts plus read receipts, so you can get even more granular with engagement reporting for your customers. You can also see the breakdown of messages delivered as SMS versus Branded Messages. Now you can help customers' get even greater visibility into their engagement data and use it help optimize their messaging campaigns.



Join the OpenMarket Partner Program

The OpenMarket Partner Program is here to help you grow relationships with your business customers. This is an opportunity for you to benefit from a combination of tailored service, expertise, resources and business opportunities.

[Check out Partner Program](#)

Your next move

That's the quick introduction to Branded Messaging. If you'd like to learn more about the benefits of the service and what it can do for you and your customers, [check out our guide](#).

If you're an OpenMarket customer and you're ready to get started with Branded Messaging, reach out to your account manager. If you're not an OpenMarket customer yet, drop us a line by clicking on the link below.

[Get in touch](#)

