

Branded Messaging FAQ

All you need to know about delivering SMS messages for your customers, complete with brands and logos

 For businesses that provide SMS services & solutions

What is Branded Messaging?

Branded Messaging is a new product from OpenMarket that lets you send SMS messages complete with your customers' brand logo and company colors - straight to messaging inboxes.

How does it work?

Like magic. You simply press send on an SMS message, and OpenMarket upgrades the message to an RCS format in transit. It then arrives complete with a logo for consumers with RCS-compatible phones. For those without RCS-compatible phones, the message arrives as a normal text SMS.

What are the benefits to consumers?

Branded Messaging makes it much easier for the end user to recognize business messages – with a name and logo that jumps out in an inbox brimming with numbers. It also reassures the customer that they can trust the business sender.

What are the benefits to your business customers?

The main benefit is a distinctive presence in their audience's channel of choice, branded with their name and logo. This improves CX by ensuring their messages are trusted. It also serves as protection against fraudsters trying to hijack their brand for smishing scams. Finally, Branded Messaging also delivers more granular, actionable engagement insights.

What data insights does Branded Messaging offer?

- Read receipts for all texts delivered as Branded Messages. These tell you exactly when a recipient opened your customer's message.
 - Delivery receipts are offered for messages delivered as SMS or as Branded Messages. By combining read-receipt and delivery-receipt data, you or your customers can work out how long it took between a recipient receiving the message and opening it.
 - You can also work out the breakdown of messages delivered as SMS versus Branded Messages.
 - You can even help customers to use Branded Messaging read receipts as a proxy for the reach of entire messaging campaigns – SMS included.
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What are the Branded Messaging set-up requirements?

We help you register an RCS identity with carriers that includes your customer's logo. This is a requirement for any RCS messaging. No other set-up process or technical work is needed. You just need to tick a box asking that messages are delivered in a branded form. Effortless simplicity!

Why should consumers trust Branded Messaging?

Branded Messages are delivered by OpenMarket as RCS messages. Any business RCS identity must be registered with carriers. This offers an extra layer of protection against spoofers and smishing attacks.

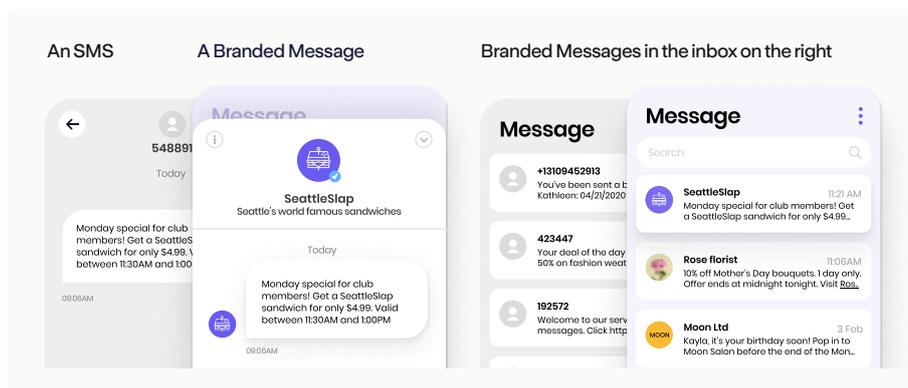
How do I register an RCS bot?

The OpenMarket account team will help you complete the RCS bot registration forms, then register your bot with carriers.

I'm already an OpenMarket customer. Do I need a tech upgrade?

The only change you'll need to make to your message request is to add a campaign ID. We'll take care of the rest.

What does Branded Messaging look like?



What format is a Branded Message?

You send a Branded Message as if it was an SMS. But it arrives as an RCS message – as long as the recipient has an RCS-enabled phone.

Should Branded Messages be compliant with TCPA guidelines?

Your Branded Messaging campaigns have to comply by the rules, just as they should do for SMS. In the case of opt-outs, you have four different options built into your Branded Messages: 'Opt-Out', 'Stop', 'Report as spam' and 'Report as phishing'.

What's the difference between Branded Messaging and MMS?

An MMS lets you send multi-media messages, with images and short videos. A Branded Message is simply a text-based message that features the company's logo (which can't be spoofed since the service has to be registered with carriers). An MMS will show a short code or long code as its sender ID.

What's the difference between Branded Messaging and Google's Verified SMS service?

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

Will Branded Messaging work on 10DLC and text-enabled numbers, or is it just for short codes?

Branded Messaging will work on 10DLC as well as short codes.

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](#)

What sort of reach does Branded Messaging have?

The global number of RCS users will reach 3.9 billion by 2025, rising from 1.2 billion in 2020, according to data from Juniper Research. Keep in mind that all messages sent get delivered, either as a Branded Message or as a normal SMS.

Where is Branded Messaging available?

We're currently offering Branded Messaging in the US, France and the UK. We hope to expand this in the coming months.

Which mobile operators support Branded Messaging?

All except Vodafone. But remember: all messages sent get delivered, either as a Branded Message or as a normal SMS.

Where can I read more about Branded Messaging?

If you haven't already read it, check out our [Branded Messaging guide](#). Or for more technical details, there's our [Branded Messaging datasheet](#).

How do I sell Branded Messaging to customers

Mention the possibility of messages arriving branded in inboxes, and your customers won't be able to resist the urge to lean in. Explain that there is little or no technical setup needed, and the chances are they'll be sold already. You could also 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.

How do I get started with Branded Messaging?

Getting started is easy. If you're an existing partner, your account manager can help. If you're new to OpenMarket, drop one of our experts a line. They'd be happy to chat you through your options.

[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.

