



Master MMS

How MMS can drive
ROI for your business
customers

 For businesses that provide SMS services & solutions





Time for MMS

It's been nearly 20 years since the first MMS (Multimedia Messaging Service) pinged its way to our phones. Let's be honest, it's a channel that took an eternity to take off. In fact, in most countries, MMS is rarely used by businesses or consumers.



Not so in the US. Using MMS to send messages with pictures has exploded in recent years. We've seen traffic volumes passing through our network increase by more than 700% in the past two years.



More and more businesses that offer brands mobile messaging services are adding MMS into their product mix – with fantastic results. This guide sets out the type of use cases that are possible – and gives you the knowledge you need to start offering MMS solutions and services to your brand customers.

Engagement and ROI

So what's driving the continued growth of MMS? The short answer is: engagement and ROI. 90% of CX leaders say fun or engaging messages help them deliver empathetic interactions, and 73% of consumers agree. That's according to our [Empathy in the Age of AI research](#).

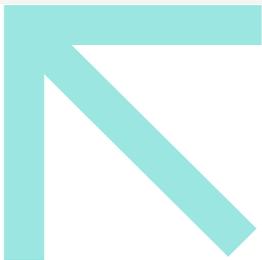
A client of ours in the fashion industry enjoys MMS click-through rates of 30% or more and over 20x return on investment. And some of our messaging aggregator partners have reported that MMS delivers 300% more engagement than SMS-only campaigns.

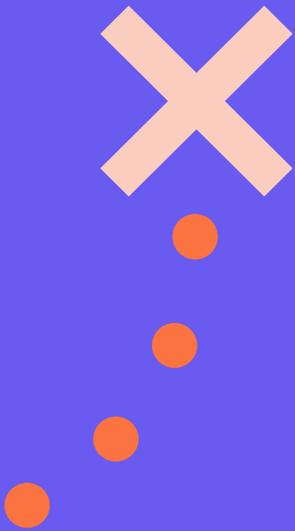


Pictures... and more

Picture messages are what usually come to mind when anyone mentions MMS. In fact, there are several other features that make MMS a powerful messaging format. Here's a quick recap:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- Bigger character counts
- Web links and previews
- Expiry dates for time-sensitive messages





MMS moments

We've spoken about how MMS can help brands and organizations enhance customer experience, now it's time for specifics. At OpenMarket, we think about customer experience in terms of empathetic moments: critical points in the customer journey when you can interact with individuals in timely, useful, engaging ways. We break those moments down into five categories.

1. Delivery and confirmation moments

When businesses alert customers to changes in delivery status and adapt to their schedules.

2. Engaging and reminding moments

When businesses message customers in moments that matter, whether they've forgotten something, need information, or would just benefit from some care and attention.

3. Authenticating and protecting moments

When businesses improve customers' security with two-factor authentication, reminders and alerts.

4. Listening and enabling moments

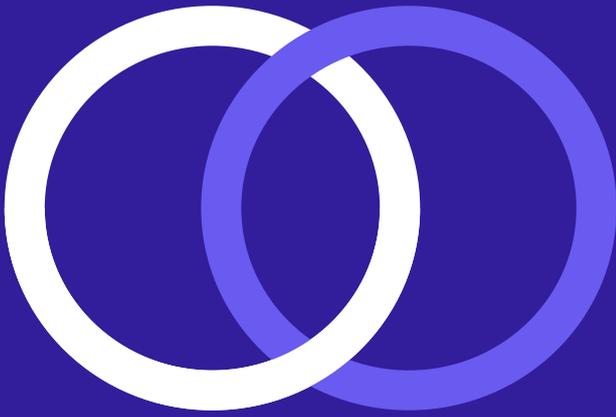
When businesses give customers the chance to offer feedback in the simplest way, and the freedom to self-serve.

5. Sales and marketing moments

When businesses accelerate the purchase process by removing barriers and offering well-timed incentives.

MMS can help your business customers deliver empathetic moments for consumers and employees. Up next, we'll take you through 10 use cases that show you how.





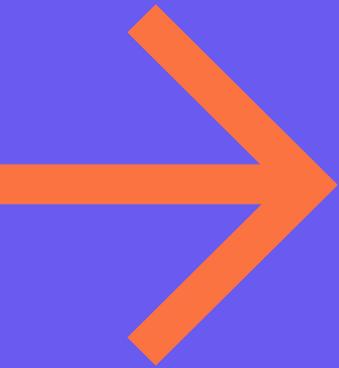
Empathy made effortless

At OpenMarket, we help brands create what we call *empathetic interactions* with their customers and employees. We can help you do the same for the businesses you work with.

Empathetic interactions are all about the countless invisible opportunities businesses have to surprise and delight customers and employees. This is about giving them information, engagements, experiences and alerts at precise moments in exact places.

OpenMarket's multi-channel messaging offering makes it easy for you to help businesses create empathetic interactions.

Whether it's getting MMS and SMS campaigns up quickly and running smoothly, best-practice insights, a direct line to mobile operators, expert account management, or our direct connection to the world's best global messaging network. We can help you deliver the right conversations, on the right channels, at the right time.



10 MMS use cases

Coupons and promotions

The classic MMS use case is the coupon, but with a few modern twists. Mobile messaging opens up new opportunities for personalization. Your business customers can segment their audience (based on their past purchases or behavior) and send relevant, tailored offers with engaging images, GIFs or short video clips.

Audience engagement

TV shows like *Pretty Little Liars* have used MMS to get fans engaged with sneak previews and exclusive multimedia content from the leading characters. Results include a 20% boost in engagement and a list of 100,000 phone numbers captured in the process.

Personalized content

By incorporating a recipient's name or even their picture into an MMS, your customers can send a feel-good birthday message or a personal shout-out from a brand or character the recipient loves.

Proof of delivery

Retail brands are working to make every detail of the customer experience perfect, right down to the moment a customer's delivery is in their hands. MMS enables them to send picture messages showing a package delivered safely, so the customer knows exactly where to find their order.

Subscription sign-up

Subscription models are big business these days, and plenty of retailers are getting in on the action by making the sign-up process point-and-snap easy. For example, contact lens users can simply text a picture of their prescription to activate a subscription for monthly lens deliveries.

Insurance claims

MMS has entered the insurance world in a big way. Many insurers speed up the claims process by letting customers send picture messages of damages after incidents like a car crash or a burst pipe.

Personal shopping

VIP shopping experiences are another growth area for MMS. Say you've got a loyal customer who can't make it into the store. MMS makes it easy for the customer and their personal shopping assistant to exchange text and picture messages to find that perfect outfit in no time.

Temporary credit card

When customers forget to bring their store card with them, retailers risk losing out on sales. MMS can help – simply invite customers to text a number, validate their identity (using automated messaging and an API with your CRM), then send them a QR code. This acts as a single-use or time-limited card, ready to be scanned at the check-out.

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



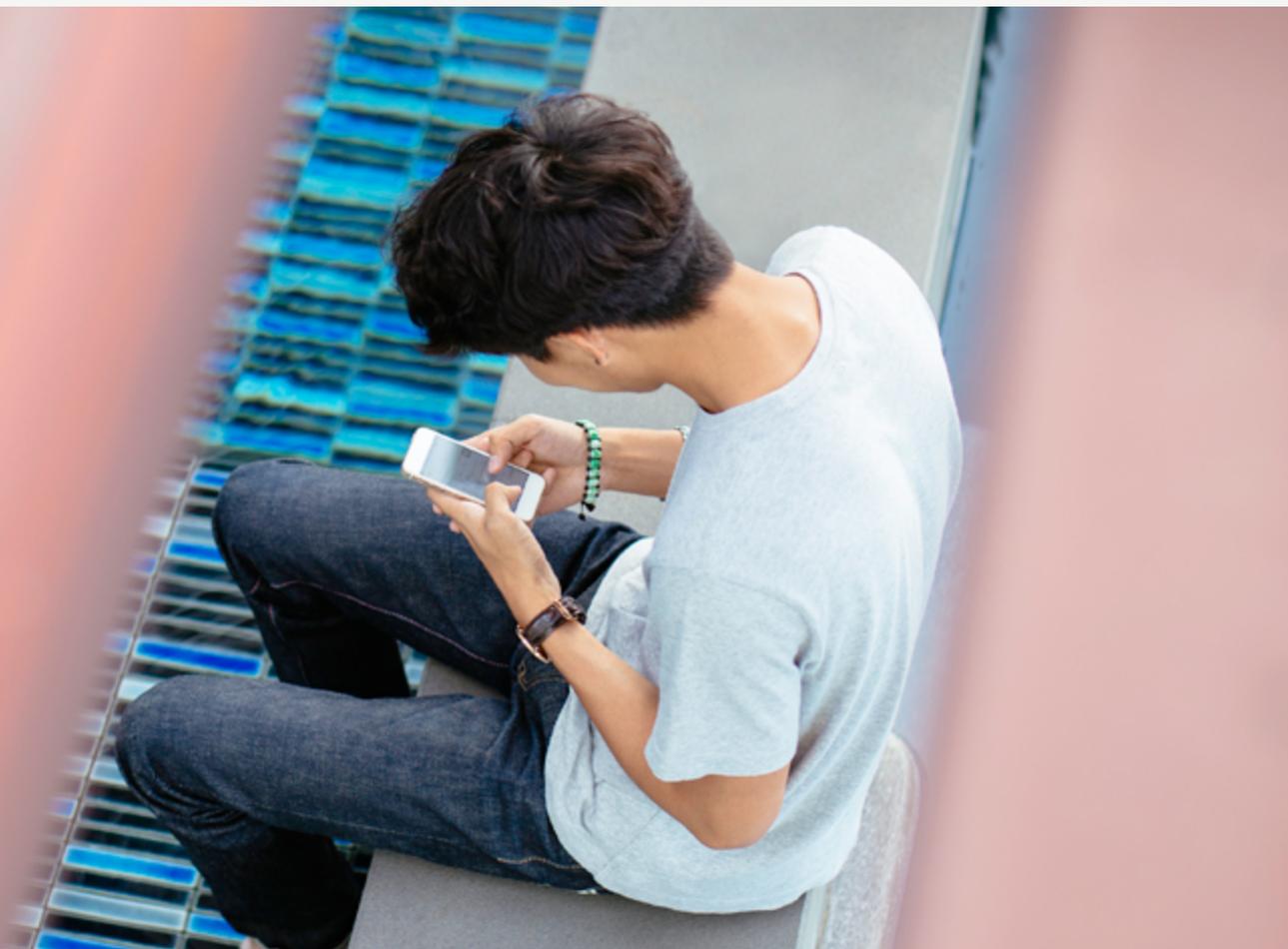
Today at 1:30PM

Product registration

Customers can be hard to engage after a purchase, with many failing to register their product online or over the phone. MMS takes the friction out of the process, allowing your customers to register a product by sending you a picture of the bar code.

Simple customer support

Customer support interactions can be complicated affairs, especially for technical products or services. MMS can help – enabling the businesses you work with to send longer text instructions, picture messages and even short how-to videos that help customers solve issues.



What you need to know

Your business customers can only unlock the full potential of MMS – and mobile messaging in general – if their messages can be delivered in the right moments, anywhere in the world.

For example, if a travel insurance customer is stranded abroad, they need to be able to interact with their insurer easily. If a retailer is marketing to global audiences, they have to be confident they can reach that audience on their terms.

Right time, right message, right place

OpenMarket is set up to provide this reliability – thanks to our network, industry-leading MMS capacity, and close carrier relationships. You can be confident you'll get the throughput to deliver huge volumes of MMS messages on a global scale – in multiple languages.

Products and platform

In addition to your customers' SMS and MMS needs today, it's important to know you can be there to support their rich messaging future. Very soon, you might need to offer customers RCS, WhatsApp, and perhaps Apple Business Chat options. You need to know that, in the future, when you press 'send' on a campaign, the right messages can be delivered in the right format, to the right devices.

How to pitch MMS to your customers

MMS is an easy-to-explain technology. It's messaging with pictures, GIFs and short videos.

Most businesses know about its existence. But many are surprised to hear about the extent to which it has taken off as a business messaging channel in the past few years.

Once they do hear this, their interest piques.

The benefits of MMS messages for marketing use cases are immediately obvious. Showing off a product rather than describing it in a text is so much easier. Meanwhile, image-based coupons and vouchers are far more practical and tangible.

You will find customers might need help to imagine how MMS can be used for non-marketing cases. So why not show them our MMS use case guide? It's a quick way of sparking imaginations.

[Download MMS use case guide](#)

Rich messaging

When you talk MMS with customers, the conversation often moves to rich messaging. Many businesses see MMS as a stopgap until rich messaging takes off.

The obvious advantage of MMS over rich messaging is the ease of implementation – and the almost universal reach.

For now, we expect MMS growth to continue – even as rich messaging reach grows quickly. There will come a time when rich messaging takes over. But for now, MMS can be sold as a first step into this new era.



Become an OpenMarket customer – then a partner.

If you become an OpenMarket customer and send enough messages through our platform, you could be invited to become part of our Partner Program. This would give you access to a whole range of business benefits.

There are four pillars to the partner program:

1. **Expand your sales capability**

Expand sales capabilities through access to training, best-practice guidance, and sales and marketing resources. Enabling partner success and growing revenue together are the program's guiding principles.

2. **Reach more customers**

Partners have the opportunity of reaching more customers through referrals. The OM Partner Program team passes on leads when it can – especially if a potential client can benefit from a more specialized service offered by a partner.

3. **Create new revenue opportunities**

We and our partners can create new revenue opportunities together in many ways – from leveraging our library of customizable marketing campaign content, to teaming up to build demand-gen campaigns.

4. **Build your business**

Our team of experts work with partners to build account plans and develop mutually beneficial, long-term business opportunities.

The exact combination of benefits would be dependent on your business model, partner type and messaging output. But the goal is the same for every one of our individual partnerships: to grow and succeed together.

[Check out our Partner Program](#)

Service

To offer your customers the MMS service they desire, you might need some expert help yourself in certain areas. For example:

- Design and deployment of bespoke messaging solutions
- Building and running campaigns
- Data and analytics consultancy
- Integrating your messaging infrastructure applications
- Migrating SMS short codes with no downtime, hassle or missed messages.

Whatever you need help with, our expert team would be here for you.

Availability, integrity and reliance

Your business customers need to know that their traffic is safe and secure. If you were an OpenMarket customer, you could tell them about our geographically distributed data centers, so local outages or natural disasters won't knock out the whole network. You could tell them about our network architecture which is scalable, with no single points of failure or bottlenecks. Then there's our uptime SLAs of at least 99.99%.

Security and compliance

Your customers should also know an effective information security management system (ISMS) is in place to protect personal and sensitive information.

Section four

You could assure your customers that their customers' data would be encrypted at rest and in transit on external public networks – including the internet – using common industry-accepted encryption ciphers and strengths.

Expect standards and certifications like these:

- PSD2, FINRA
- ISO 27001 (2013) standard
- Certified by BSI (British Standards Institution)
- GDPR addressed and multiple data center locations

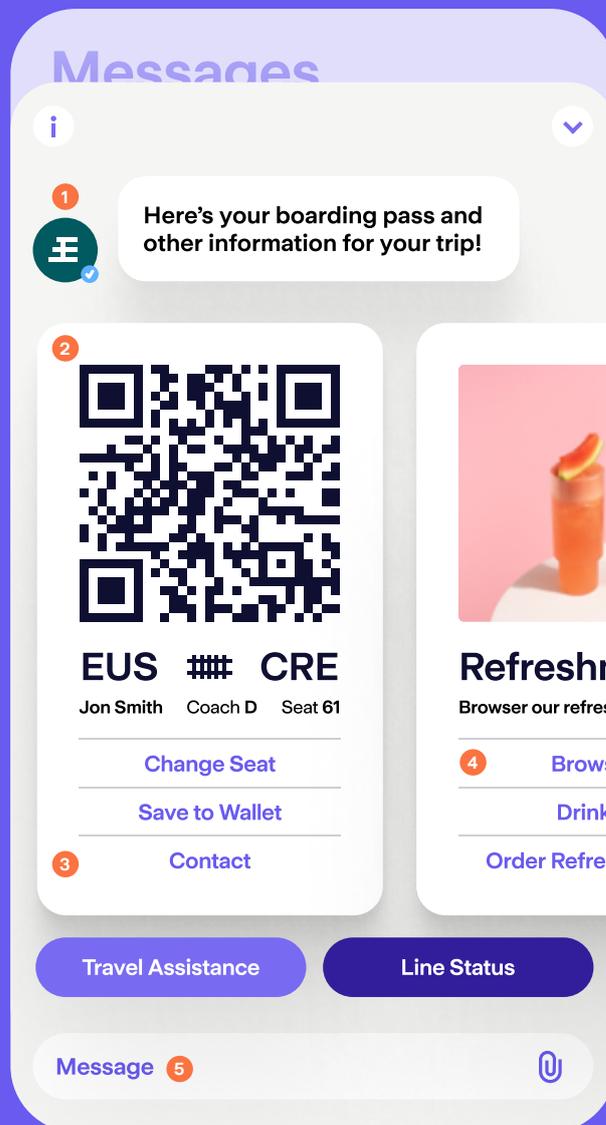
Mobile messaging security is a whole topic in itself. If you want to learn more, start with [The complete guide to secure mobile messaging](#).

[Find out more](#)

Rich messaging

MMS can also serve as a stepping stone to rich messaging. RCS (Rich Communication Services) and Apple Business Chat are breaking new ground in mobile messaging experience, delivering app-like experiences to mobile inboxes. This is what rich messaging looks like:

- 1 Verified sender ID and branding for security and peace of mind
- 2 Rich card carousels for dynamic content and swiping functionality
- 3 Suggested actions like initiating call, open browser/map or adding calendar entry
- 4 Suggested replies to help move the user through the interaction
- 5 Engagement data such as delivery/read receipt and engagement tracking



MMS vs rich messaging

MMS offers some of the features of rich messaging, but not the full app-like experience. Here are some of the key differences to bear in mind:

- MMS offers multimedia messaging, but rich messaging gives your customers more app-like features, like buttons and prompts.
- MMS have delivery receipts, but rich messaging goes further and gives you and your customers more enhanced interaction data.
- MMS is more widespread in the US, although we expect RCS to keep growing, along with Apple Business Chat when it goes mainstream.

MMS in your mobile messaging mix

Thanks to the messaging platforms out there today, multi-channel messaging doesn't need to be an either-or situation. Smart messaging workflows can sense the device you're sending to and adapt message formats as appropriate.

It should be easy for you to send any kind of message – SMS, MMS, RCS or Apple Business Chat – depending on what format the end customer's phone accepts.

Start mastering MMS today

We hope this guide has given you a better understanding of MMS, how it extends the features of SMS, and paves the way for rich messaging.

Hopefully you also now have a better idea of how businesses you work with could use MMS to engage customers and improve the ROI on their mobile messaging campaigns.

If you've got an idea for an MMS campaign for one of your customers, or you'd like advice about how to get started, we'd love to talk.

[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.

