

MMS-enabled Business Numbers

Help businesses you work with send and receive images, videos and audio – via landline and toll-free numbers

 For businesses that provide SMS services & solutions



Landlines and toll-free numbers in the US can now be used to send and receive MMS messages.

This means you can help businesses to communicate using text, videos, animations, GIFs and audio - all via a landline number that their customers already know and trust.

Many brands already use SMS-enabled landlines and toll-free numbers for two-way messaging and mass texting, but 'MMS enabling' these numbers takes engagement to the next level.

Rich content

MMS traffic in the US has been growing fast in the past few years. Why? Research we recently conducted shows 90% of CX leaders say fun or engaging messages help them deliver empathetic Interactions, and 73% of consumers agree. (Check out our [Empathy in the Age of AI research](#) for more engagement findings.)

MMS lets you help businesses use rich content to engage their customers in a variety of situations. Think marketing promotions and coupons, receipts, greeting cards, product releases, special announcements, instructional videos and more.

Receiving MMS messages

MMS can also convey invaluable details from inbound customer messages that traditional SMS can't. For example:

- IT and product support teams can receive screenshots and videos of user journeys, error messages and damaged hardware from clients
- Insurers can receive images of damaged assets from claimants
- Retailers can receive images of a product a customer wants but can't describe
- Agencies can receive portrait photos for registrations and form completions
- Delivery companies can receive pictures of damaged parcels

And remember: if you help your customers to connect their messaging to their CRM and customer ops stack, then their customers' messages can in turn trigger a range of responses and processes. For example, if a delivery customer receives an image of a recipient's safe place, this can automatically land in their relevant driver's daily delivery notes.

A trusted number

It makes sense to broaden and deepen engagement opportunities on what is likely to be your customers' most important phone number.

Enabling your customers' landlines for multi media communication is an easy win for them. If their current numbers aren't MMS- or even SMS-enabled, they're likely to be missing messages their customers are already trying to send them. What's more, enabling MMS encourages contact from their customers that prefer not to pick up the phone to call.

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](#)

MMS + SMS

Lines must be enabled with both SMS and MMS. At times, text-only replies to your customers' MMS messages will be transported in an SMS format.

A simple process

Unlike short codes, campaign approval is not required for enabling a landline for mobile messaging. If you work with us, you can expect to have your number enabled within two weeks. If you don't have a number already, we can source one for you. From here on, you'll be able to set up automated conversation flows through that number.

The technical details

Compared with a short code, you should expect a slower throughput using an SMS- or MMS-enabled landline or toll-free number. If your customers' messaging campaigns are time-sensitive, you might want to suggest they use a short code instead.

For optimal performance, MMS messages should be kept to less than 150KB in size. The content types they can include are as follows:



Content type	Category
image/png	image
image/jpg	image
image/gif	image
image/bmp	image
video/3pg	video
video/mp4	video
video/avi	video
video/mpg	video
audio/amr	audio
audio/midi	audio
audio/wav	audio
audio/ac3	audio
audio/mp3	audio
text/plain	text

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 talking about it 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. But 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.

Multi-channel messaging made simple

You probably already know how far mobile messaging has come since the early days of SMS. Today, MMS – along with rich messaging formats like Apple Business Chat, RCS (Rich Communication Services) and OTT (Over the Top) apps – creates countless opportunities for businesses to deliver more engaging customer experiences.

OpenMarket helps you capitalize on these opportunities – wherever you and your customers are on the messaging journey.



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.

[Get in touch](#)

