



The MMS opportunity

Innovative MMS use cases
to inspire you and your
brand customers

 For businesses that provide SMS services & solutions





The opportunity

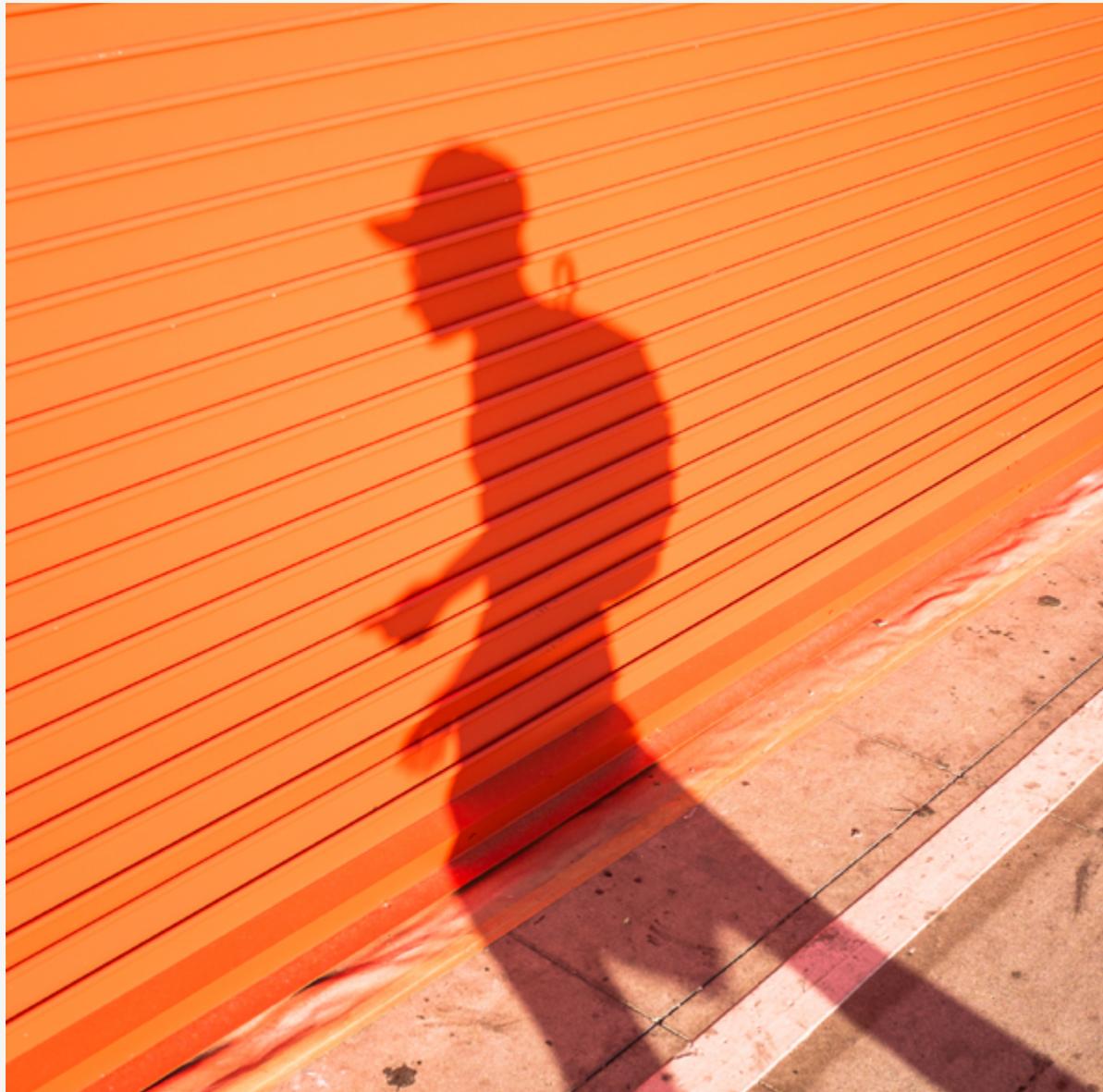
We're all familiar with the basics of MMS: it's messaging with pictures, right? Yes, but there's much more to it. Compared with its sister format SMS, MMS gives you value-add features like:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- More characters
- Web links & previews
- Expiry dates

As you probably know, MMS has been around since phones looked like bricks. But it has a surprisingly bright business messaging future. We've seen MMS traffic in the US rocket in the past few years.

So why is MMS booming?

The short answer is ROI – in the form of engagement, clicks (or thumb taps) and revenue generated. It could be time for your customers to double down on this powerful mobile messaging format. Check out these 10 use cases for inspiration:



1

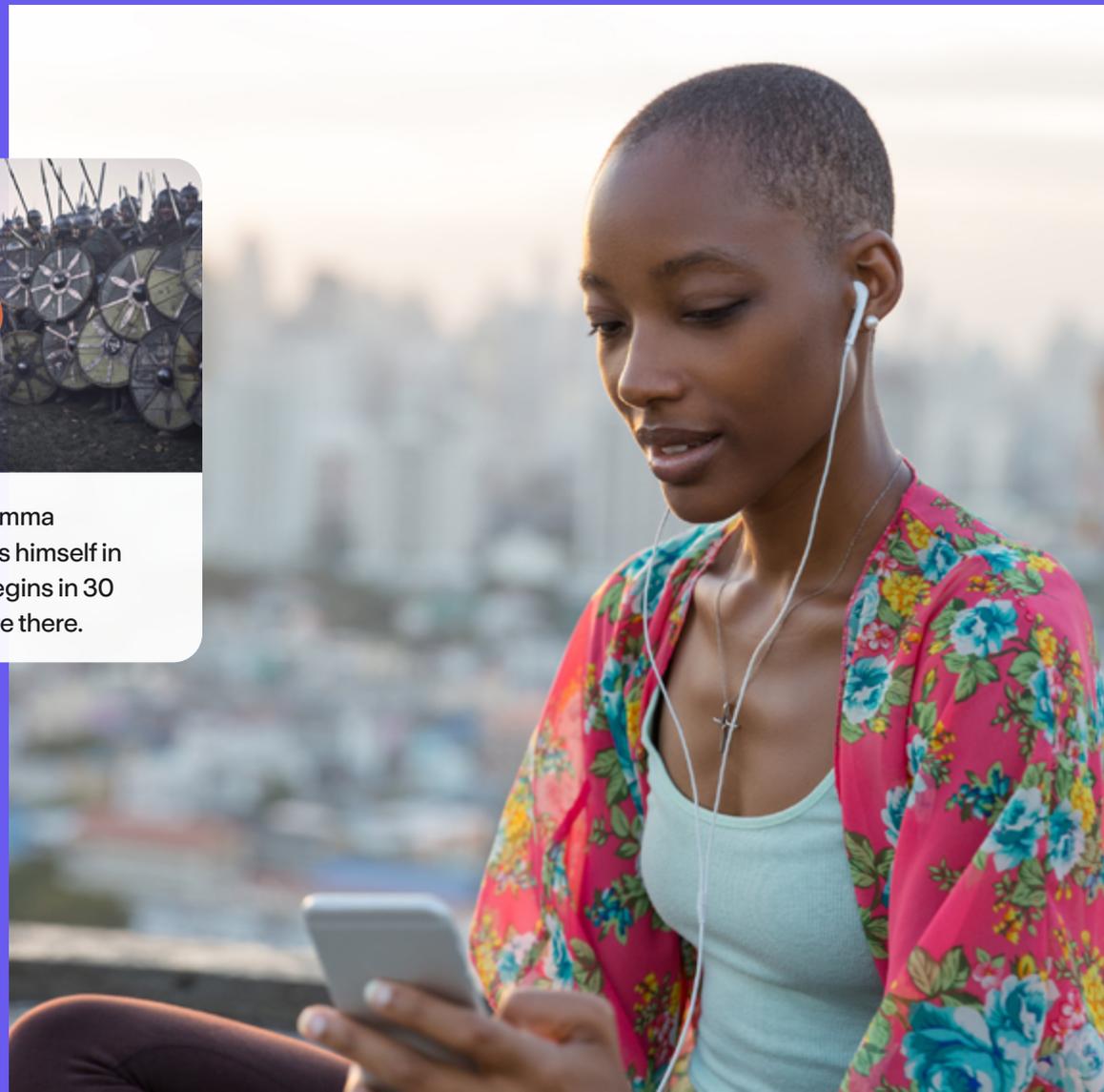
Audience engagement

Nell signed up for exclusive content from her favorite TV show. Now she's received a sneak preview of next season. More production companies are doing this these days – one saw a 20% boost in engagement using MMS, and captured 100,000 phone numbers in the process.



Hi Nell. Here's the dilemma
Doyan the Viking finds himself in
during Season 2. It begins in 30
days. Make sure you're there.

Today at 5:30PM



2

Temporary credit card

Jasmine's got a store credit card but she left it at home today. No problem – after a quick text message interaction to verify her identity (via an API with your CRM) she's received a temporary card in the form of a scannable QR code.

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



Today at 1:30PM



3

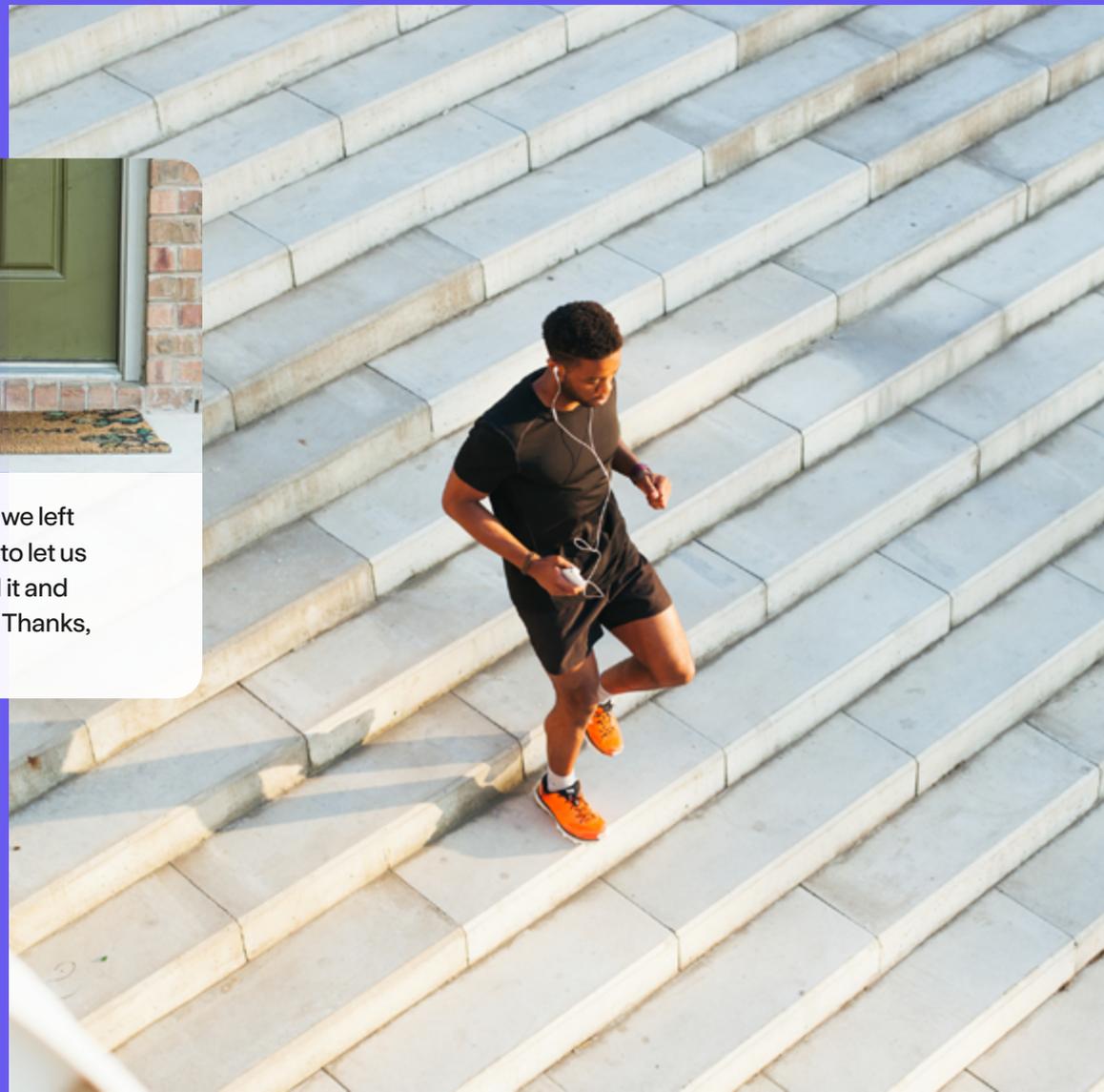
Proof of delivery

Jack's delivery arrived before he made it back home. But he knows exactly where to find it – because he just received a picture message showing the package in a 'safe place'.



Hi Jack. Here's where we left your parcel. Text 'Yes' to let us know you've received it and 'No' if you can't find it. Thanks, The Parcel-it People.

Today at 11:30AM



4

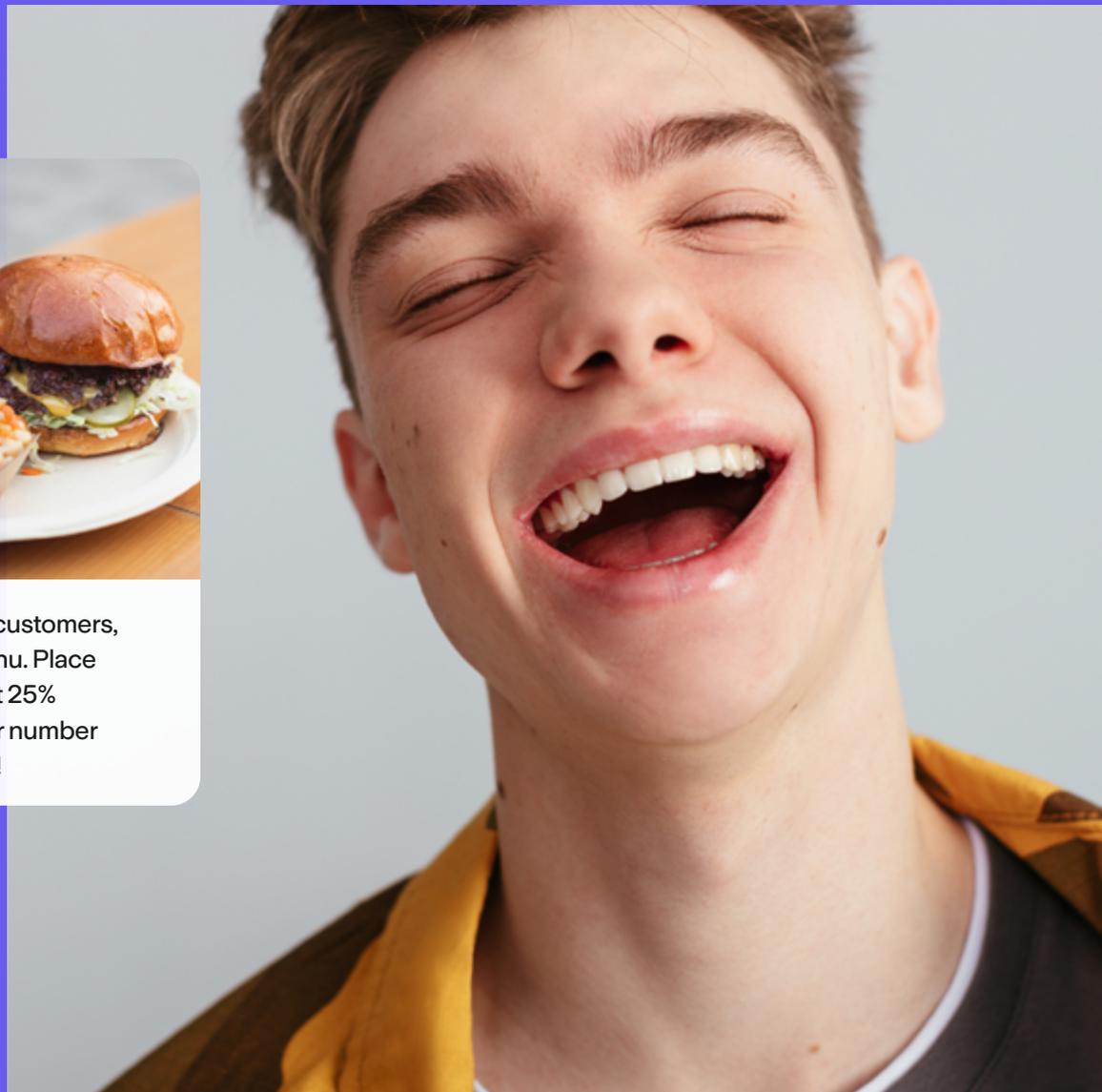
Coupons and promotions

John's one of your most loyal takeaway customers. So he's first in line for a personalized coupon. Good luck resisting a picture of your favorite meal, John.



To our VIP messaging customers, here's our new fall menu. Place an order and you'll get 25% off! Just mention offer number 112233. See you soon!

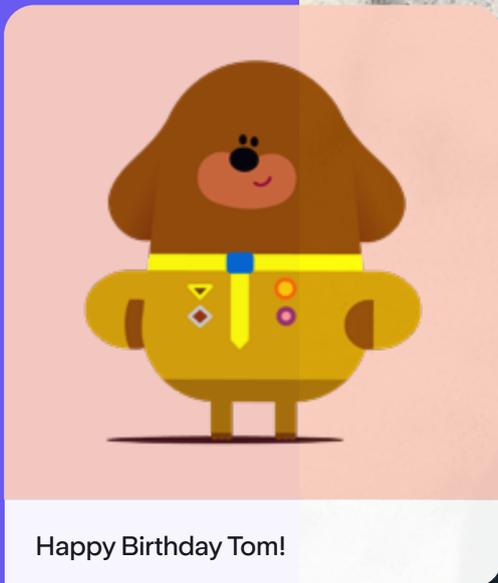
Today at 11:30AM



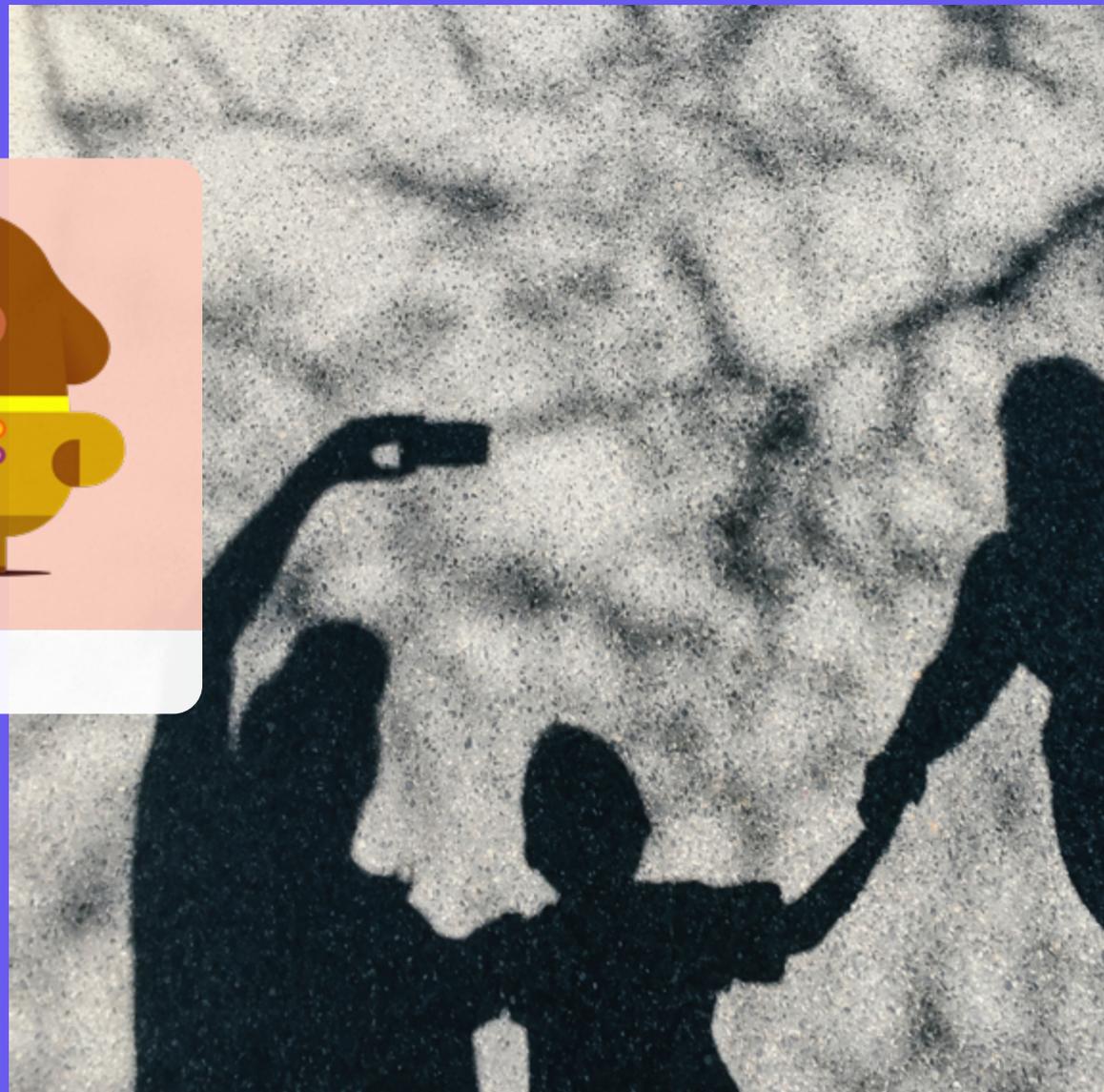
5

Personalized content

It's Tom's eighth birthday – and he's delighted with the video card he received for the occasion, personalized with his name and photo alongside his favorite characters.



Today at 1:45PM



MMS works both ways

Here are some examples where it's the consumer who sends an MMS to the company.



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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.

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6

Contact lens subscription

Sharon found the perfect contact lenses. So she texted a picture of her prescription and now she's subscribed for monthly deliveries. No typos, no worries.



7

Simple customer support

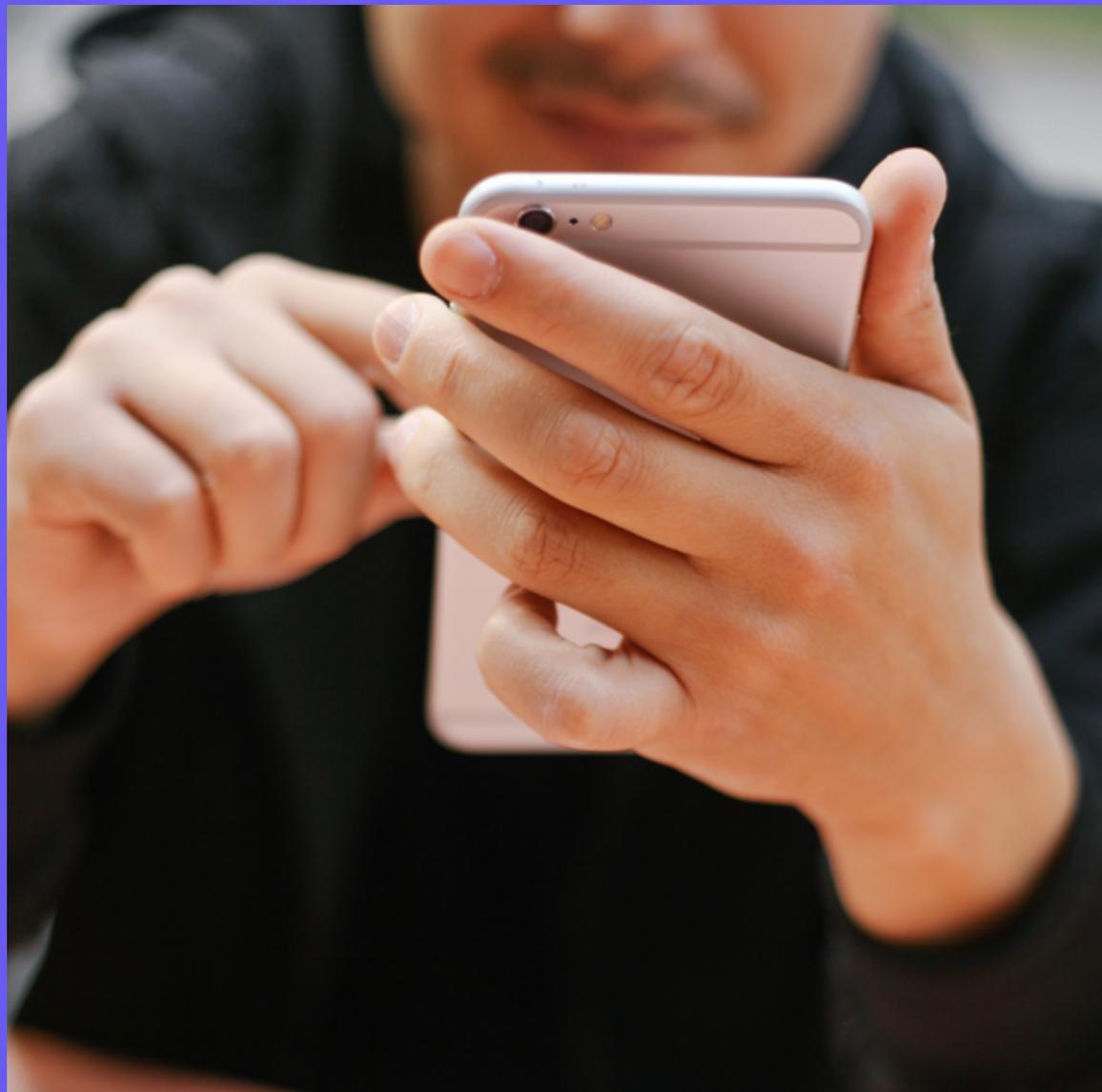
Sam's got an important call in 30 minutes but her WiFi's down. Luckily her broadband provider just asked her to text a picture of her router, to get to the source of the problem fast.



8

Insurance claims

Brian's come home to find a burst pipe in his basement. He grabs his phone and takes a quick video of the flood damage, to send to his insurer. That's one less thing to worry about.



9

Personal shopping

Simon's a VIP customer who uses his favorite luxury store's personal shopper service – even when he can't be there in person. All it takes is a few pictures and texts exchanged between him and the sales associate, and they've chosen the perfect outfit.



10

Product registration

Steve bought some hair clippers online. Now that they've arrived, he can text a picture of the barcode to register the product, activate his warranty and unlock some extra offers.





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 tends to peak.

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

You'll find customers might need help to imagine how MMS can be used for non-marketing cases. So why not try inspiring them by showing off the use cases in this 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.

So even as rich messaging gathers momentum, we expect MMS growth to continue. Of course, 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.

Ready to learn more?

Are your business customers ready to get started with MMS? Or maybe they're using SMS and you want to help them upgrade to some more engaging, multimedia features. Either way, we'd love to talk.

[Get in touch](#)

Or you can dive deeper with our MMS strategy guide:

[Get the guide](#)



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.

