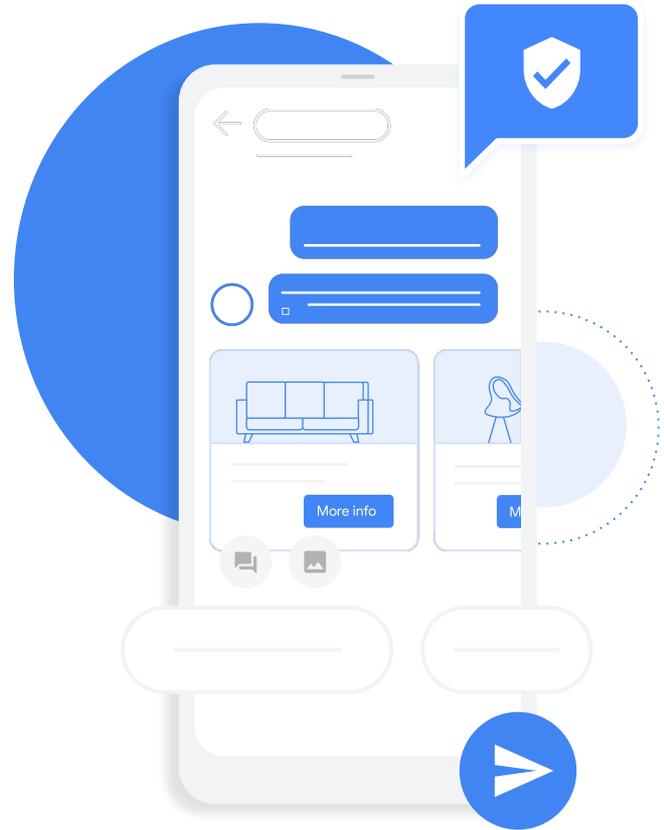


Modernize the Business to Consumer SMS experiences

An introduction to Verified SMS &
RCS Business Messaging



Business messaging is common

76%

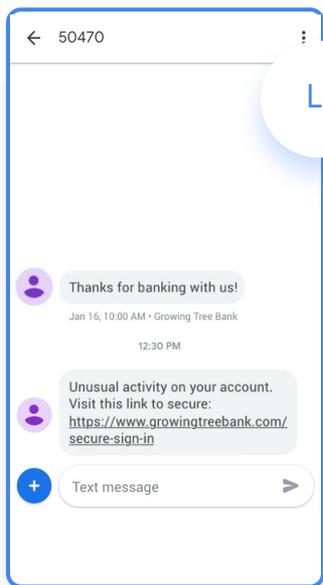
have received a text
from a business¹

67%

Consumers prefer texting with a
business than email or phone call

¹[Zipwhip | State of Texting | 2019](#)

SMS hasn't changed much in 20 years, reducing trust and leaving customers vulnerable



Limited functionality of Regular SMS:

No link previews or visibility

No capacity for credible branding

No sender verification

No encryption or security

No widely-adopted B2C etiquette



SMS Fraud alert

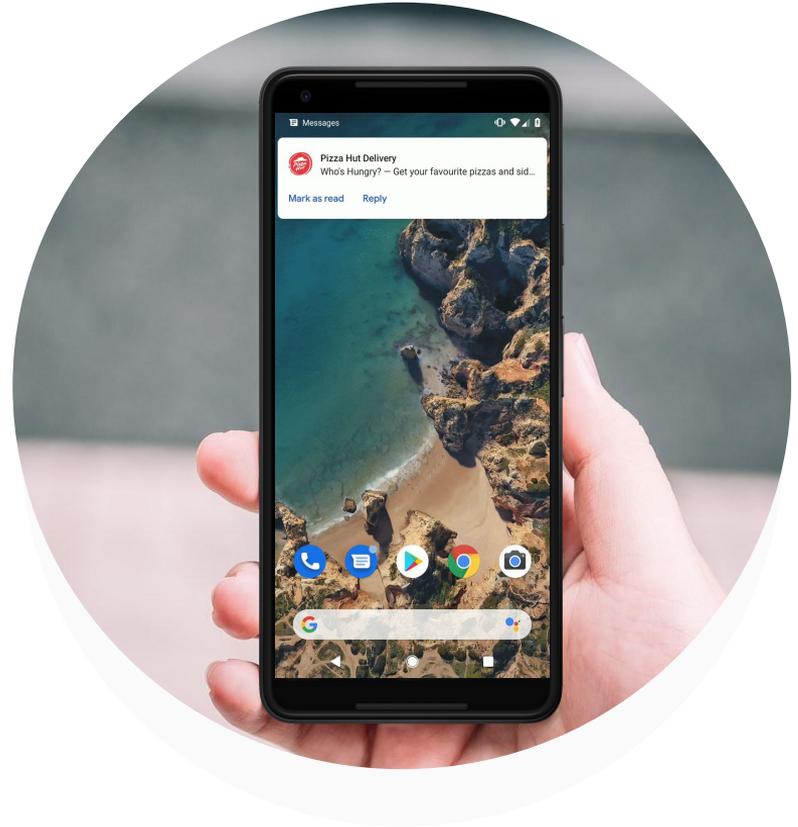


SMS fraud accounts for 25%+ of the \$2 billion global annual fraud cost.¹

OK

Customers want
a two-way dialogue
with businesses

Personalized Contextual Interactive



Google



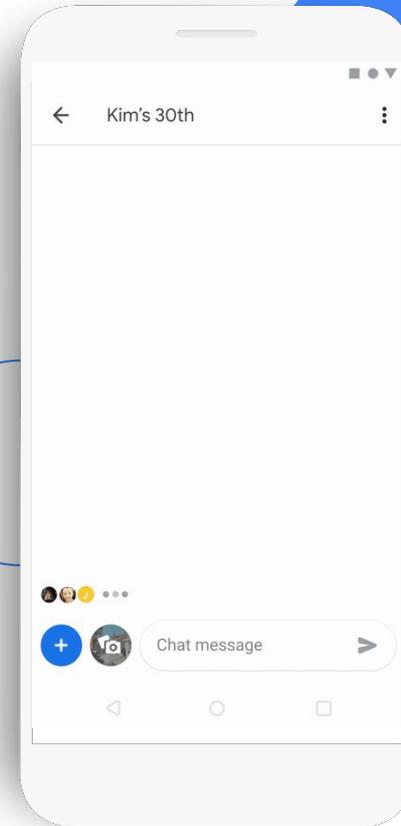
Google is modernizing the traditional SMS experience to build trust and improve customer engagement with Android Messages

Type message



Android Messages by Google

Bring innovation to consumer messaging experience



and modernize A2P Business Messaging



Verified SMS

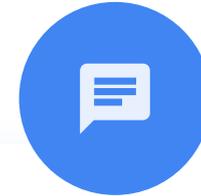
Enable trusted, branded messages

Reduce fraud risk

Easy setup



Simple transactional use cases



RCS Business Messaging

Interactive with customers

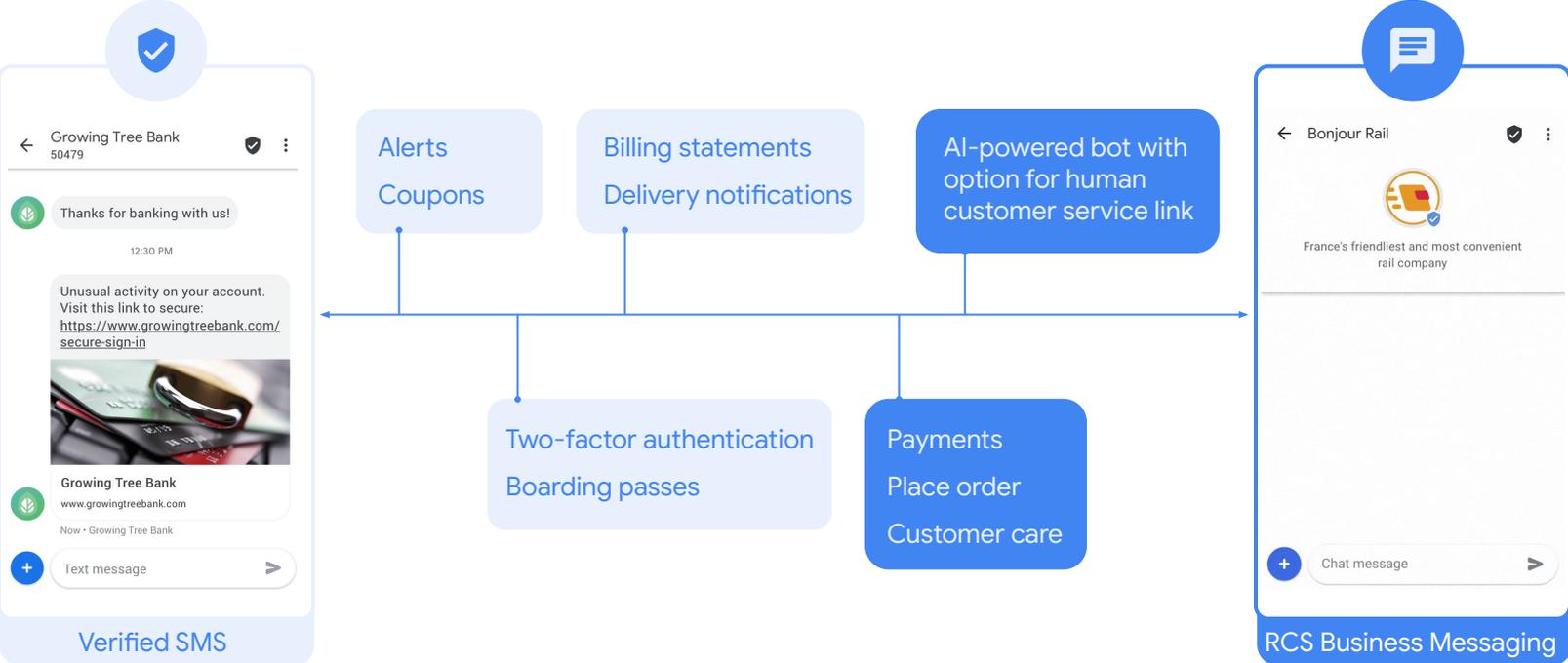
Rich functionality of apps

Better metrics



Visually rich, conversational use cases

Enhance customer experiences, at every interaction



Top brands are already getting started

More and more businesses are signing up for RCS Business Messages & Verified SMS every day

Google

SoFi



DAVID'S
BRIDAL

InstaVoice
Powered by Klaviyo

orange



1-800-flowers.com

G Pay



Expensify



ADP

SUBWAY

UNO TV

spirit



HAWAIIAN
AIRLINES



bradesco

dish

KAYAK

dish



AXA

ATP
TENNIS TV

BEST
BUY

Walgreens

SONIC

Select the best solution for your brand's needs

Messaging

Branding & Verified Sender

Link Previews

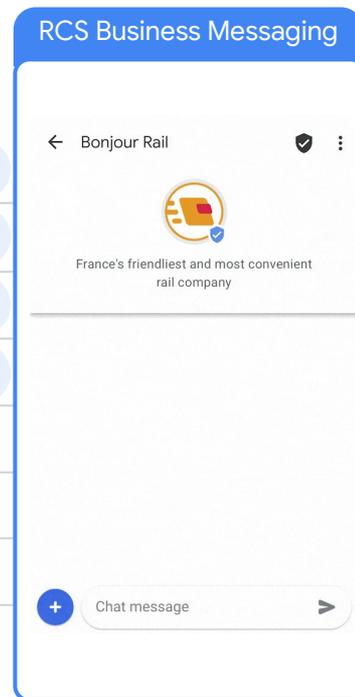
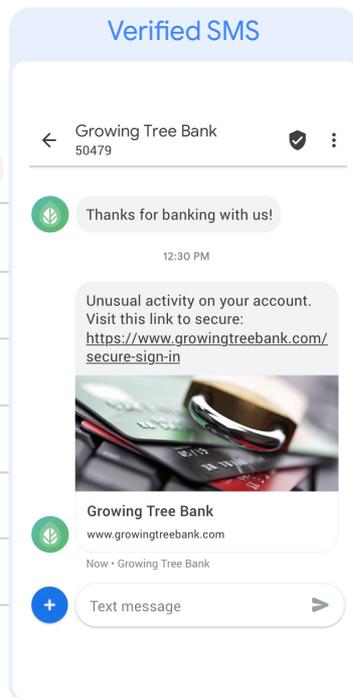
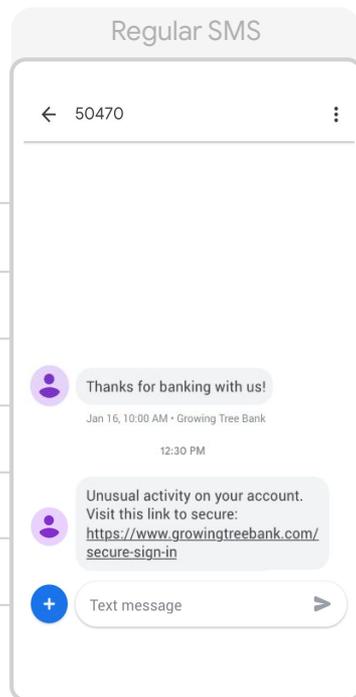
Engage Metrics

Chips & Carousels

Deliver & Read Receipts

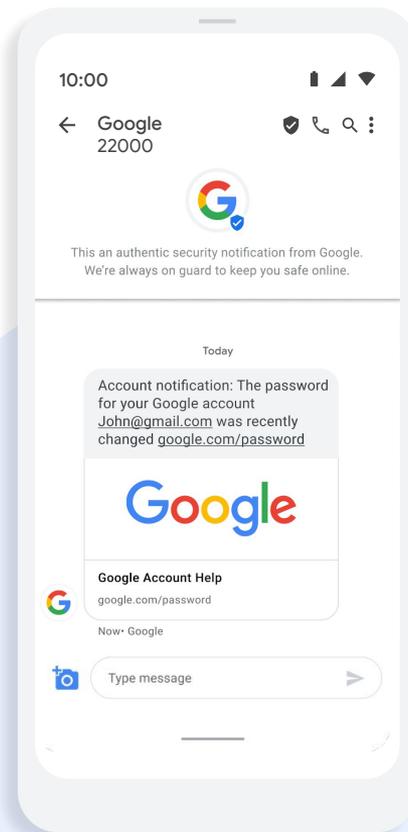
Quick Actions

24hr Pricing

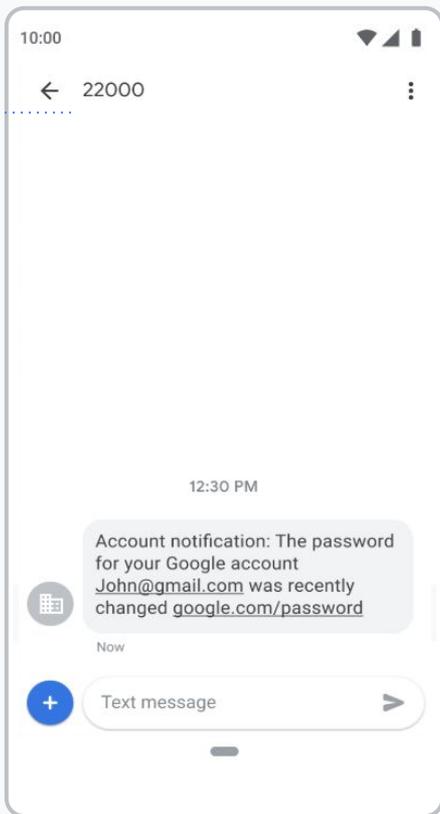


Verified SMS

Build trust to strengthen customers relationships



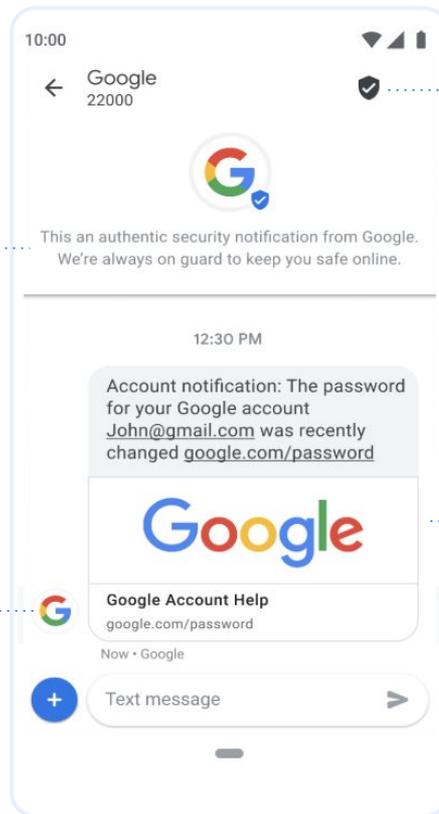
Regular SMS



Unknown sender



Verified SMS



Business name, sender ID, and verified badge in app header

Conversation start card with business logo and description

Business logo and name next to message

Link previews on by default for verified messages

Verified SMS delivers value



User trust



Brand impression



Engagement

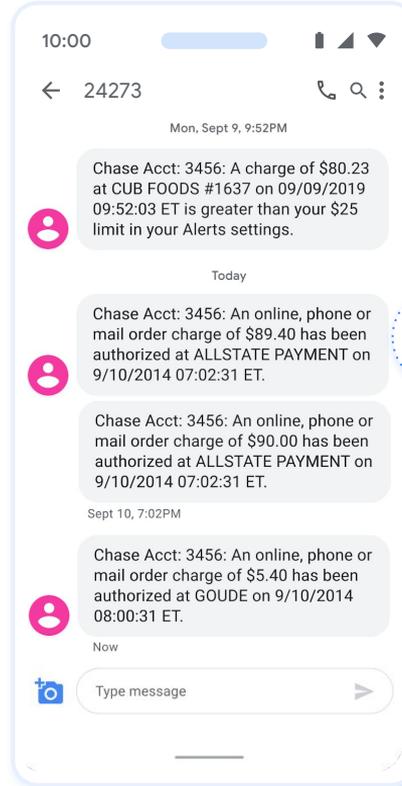


Security

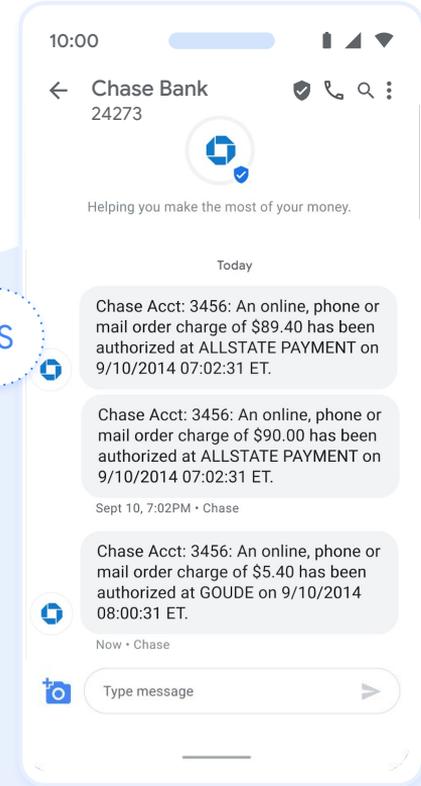


User trust

Give your customers
peace of mind that
your message is
authentic



VS

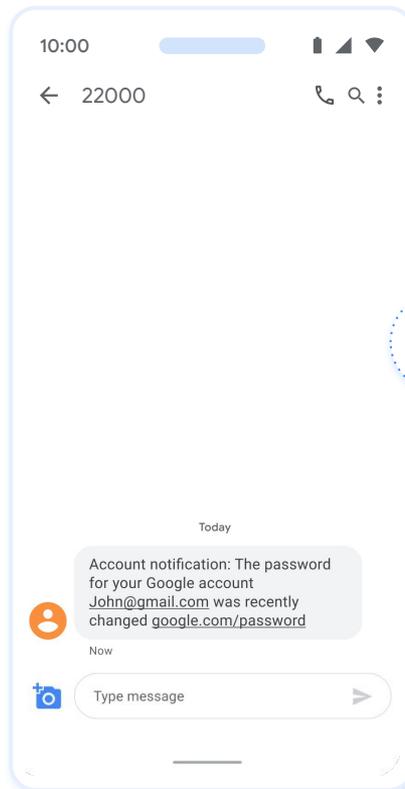




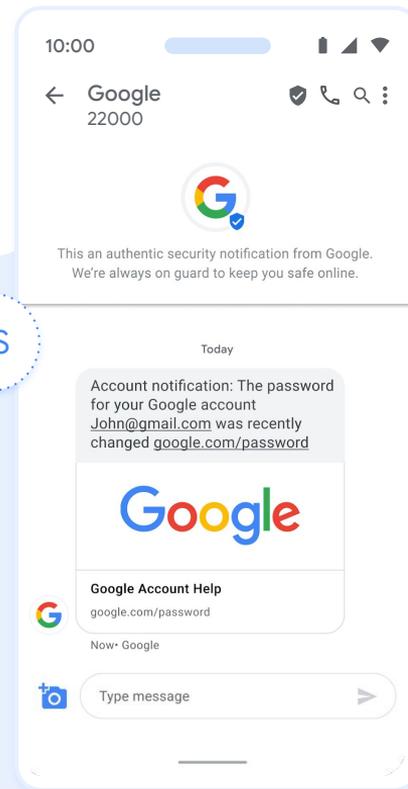
Brand impression

Showcase your brand
to millions of users
each month

Google



VS



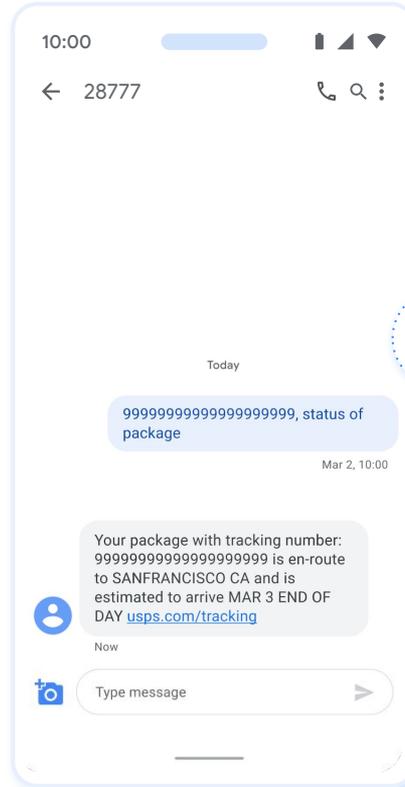


Engagement

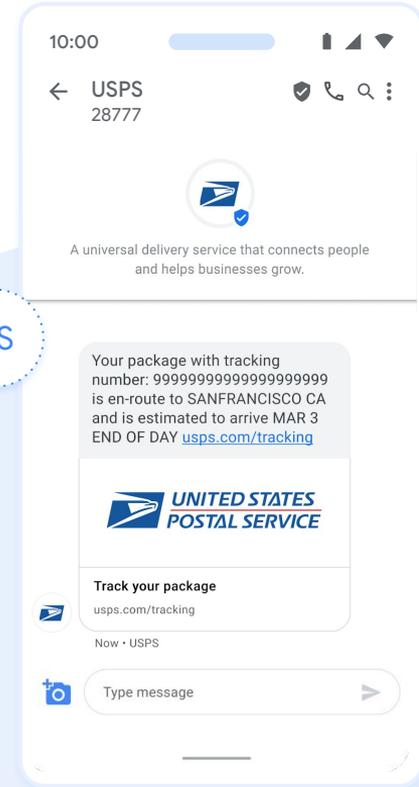
Increase your open rate by xx%

Numbers are based on a recent study of Google's 1P OTP traffic across US, MX, GB, FR, ES, PH, and IN.

Google



VS



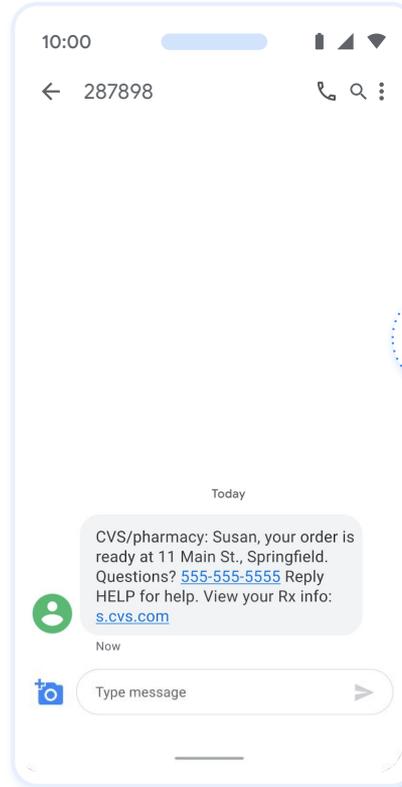


Security

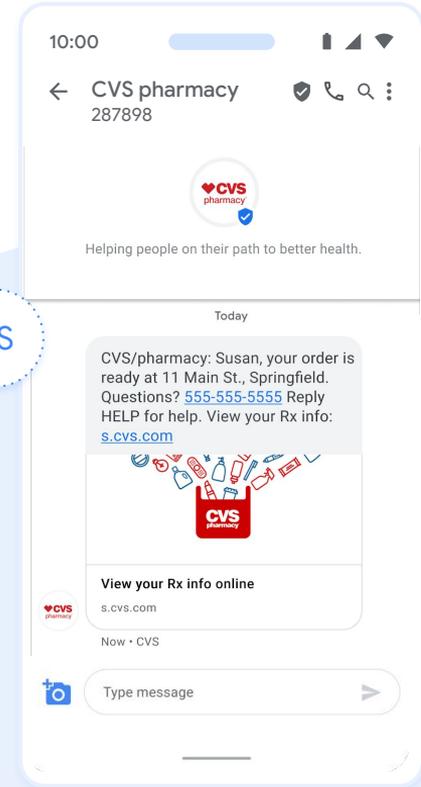
Communications
are **secure**.

No one except you and
your recipient can see
message contents, not
even Google.

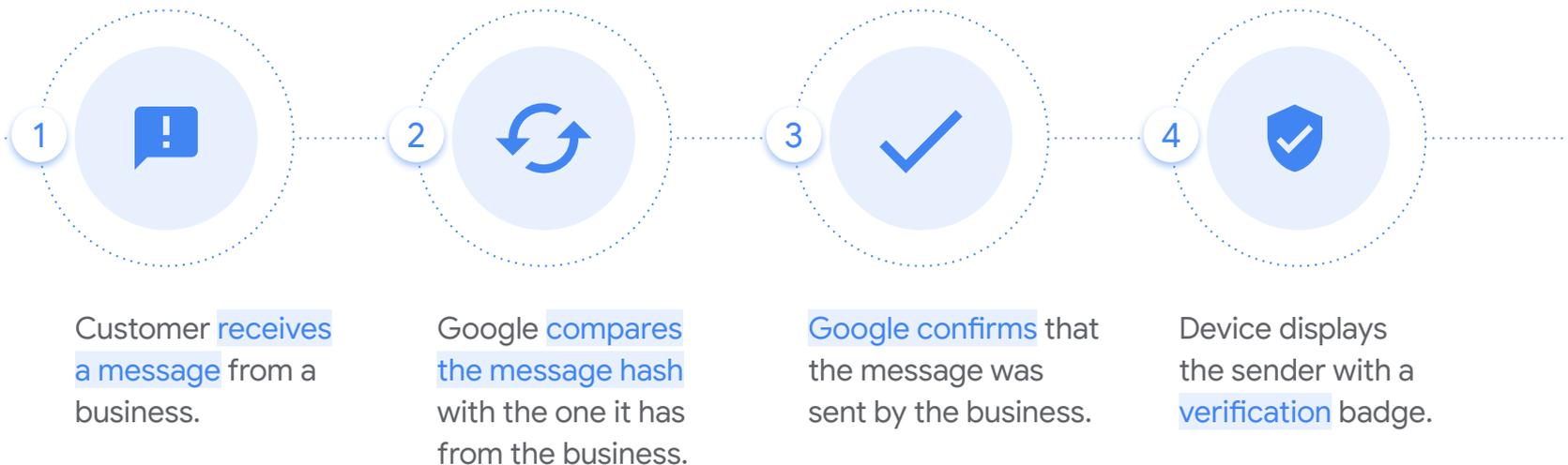
Google



VS

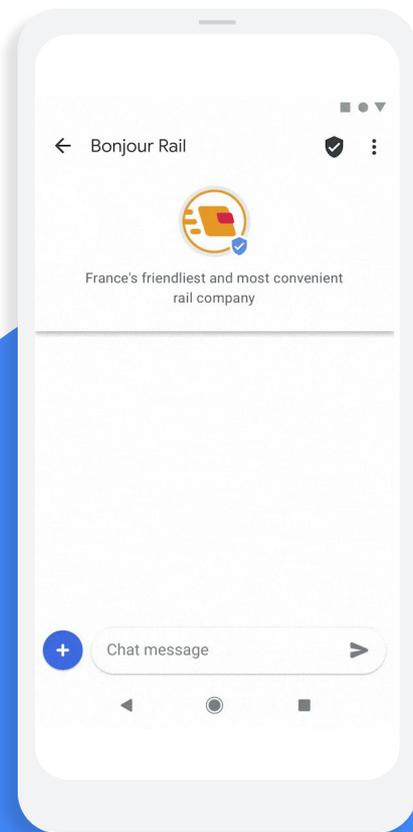


Verified SMS works on a per-message basis



RCS Business Messaging

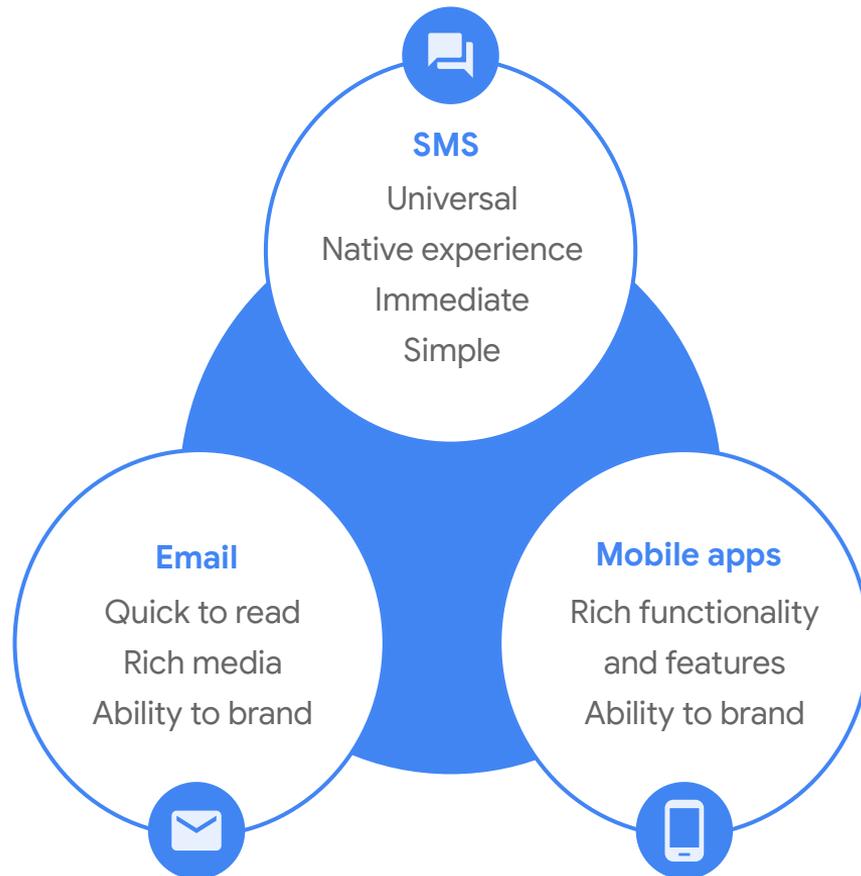
The next evolution of SMS



Google

RCS Business Messaging

RCS brings together the advantages of other business messaging channels to deliver rich, contextually relevant, powerful business communications.



Offering powerful functionality

Trusted branding

Displaying name and logo

Fast creative

Improving customer experience and strengthening brand awareness

Better metrics

Data including client based DLRs & read receipts

Customer safety & peace of mind

With verified sender information

Richer media

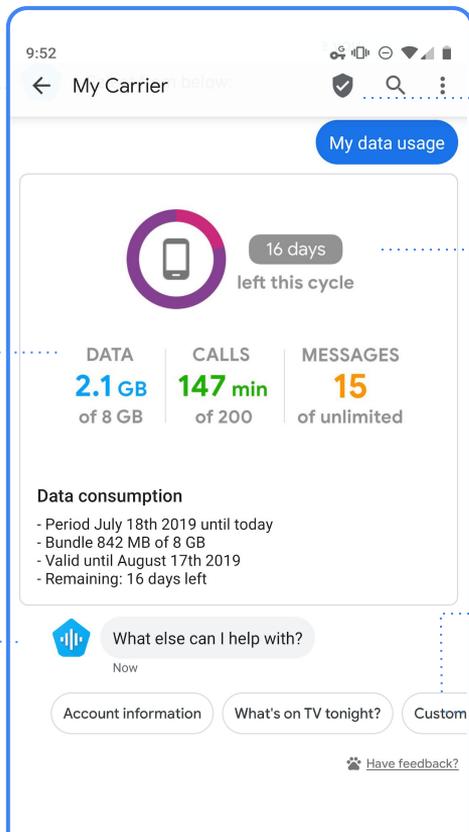
With images, videos, & GIFs in any color

Time-saving actions

Suggesting actions for URL, Maps, Calendar, & dialer

Ease of replying

Suggesting replies, customized by brands



How RCS Business Messaging outperforms regular SMS



Higher Engagement



More Valuable



More Secure



Better Metrics

How RCS Business Messaging outperforms regular SMS



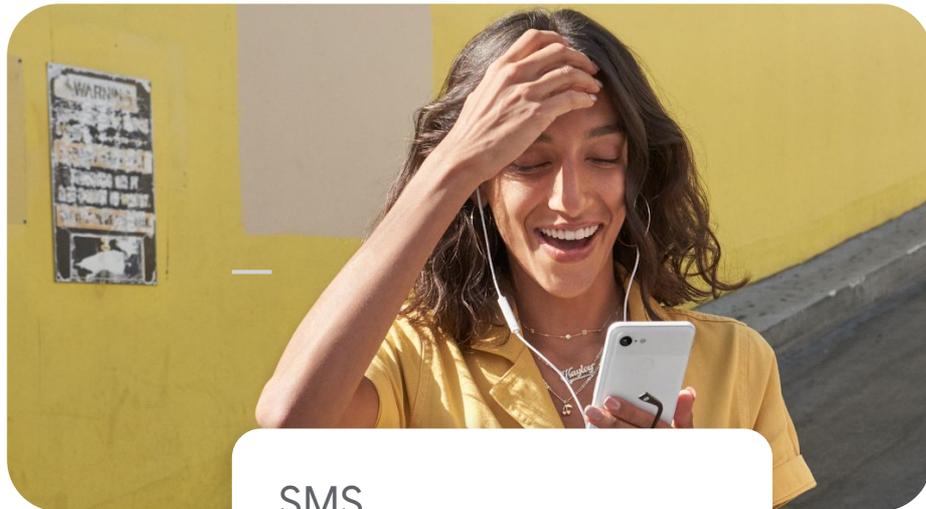
Higher engagement

RCS Business Messaging

- Suggested reply
- Suggested actions
- Introduction of AI

Nearly **80%** of consumers find RCS appealing

74% say RCS would make them more likely to want to communicate with a brand¹



SMS

- None or very limited interaction opportunity

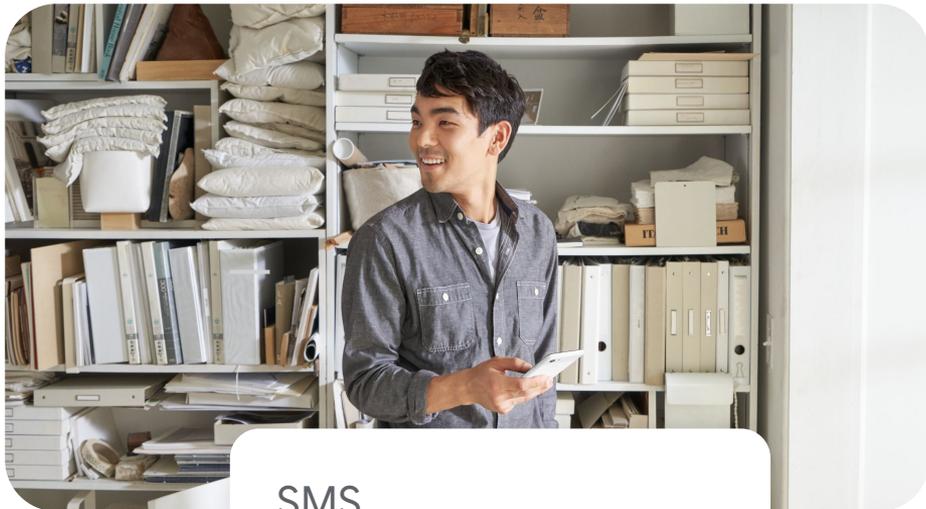
How RCS Business Messaging outperforms regular SMS



More Valuable

RCS Business Messaging

- Brand name with verified business checkmark
- Higher delivery rates / Higher click-through rates
- Pay on delivery



SMS

- SMS charges for submitted messages
- Unreliable grey routes

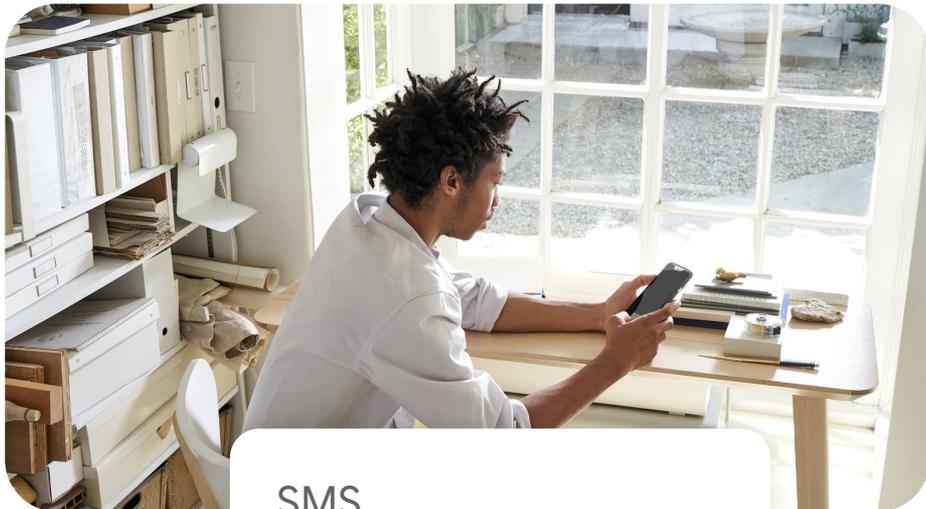
How RCS Business Messaging outperforms regular SMS



More Secure

RCS Business Messaging

- No SS7 hacking
- No OTP Copying



SMS

- SMS Hacks
- Copy OTPs

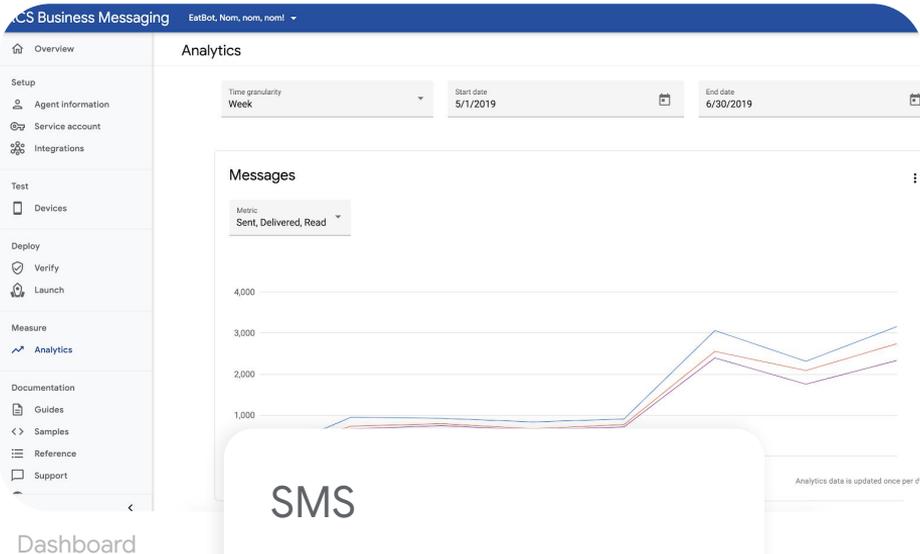
How RCS Business Messaging outperforms regular SMS



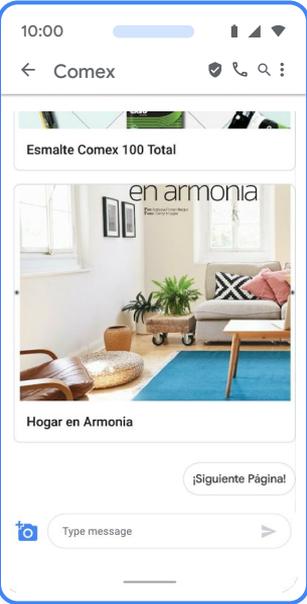
Better Metrics

RCS Business Messaging

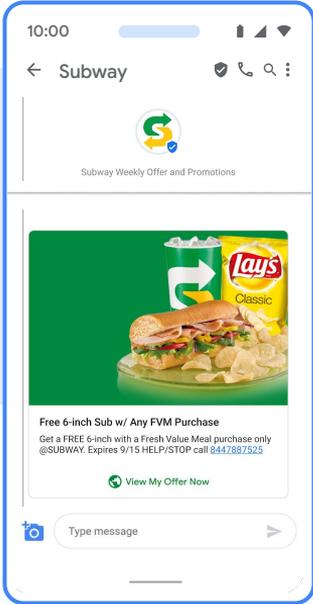
- Accurate delivery receipts
- Read receipts with open-time
- Response confirmation for engagement



RCS Business Messaging is driving real results



10x higher click-through rate and 115% more revenue



140% increase in uptake of promotional offers

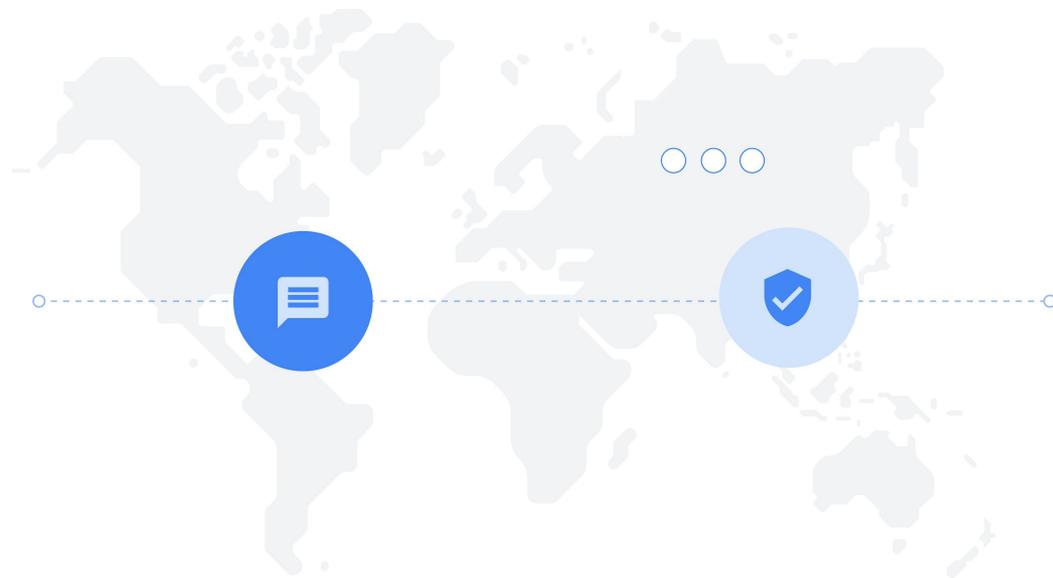


200% more notification responses

Expanding partner ecosystem and global coverage

RCS Business Messaging is rolling out globally, with over 100+ brands already using the service.

Verified SMS is currently in United States, India, Mexico, Brazil, United Kingdom, France, Philippines, Spain and Canada, with more to come.

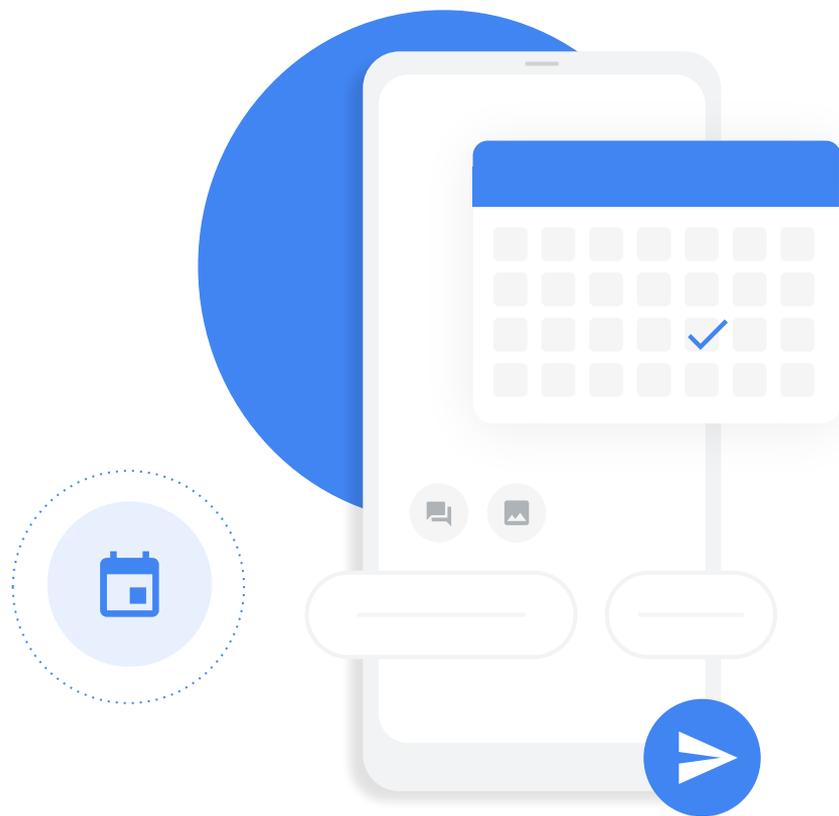


See a full list of **RCS Business Messaging** partners [here](#).

See a full list of **Verified SMS** partners [here](#).

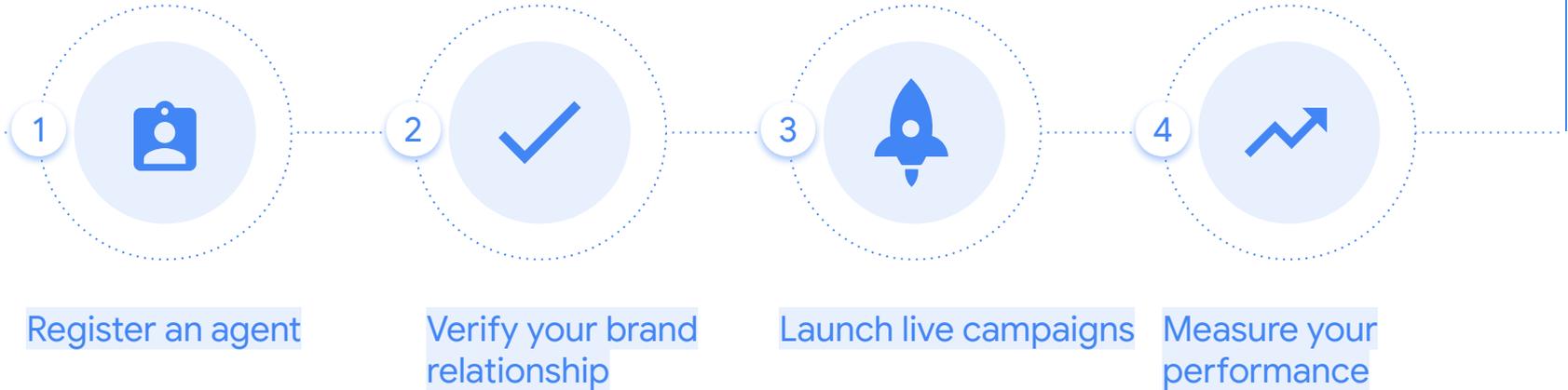
Google

Start **modernizing**
your company's
communications



Google

Getting started in simple steps



Visit the **RCS Business Messaging** [website](#) to get started.

Visit the **Verified SMS** [website](#) to get started.