



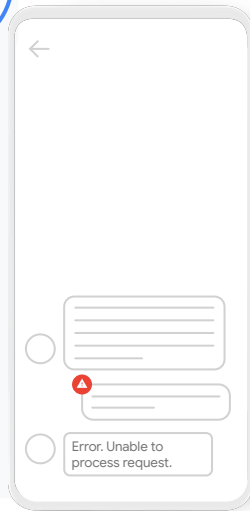
RCS Business Messaging

The next evolution of SMS

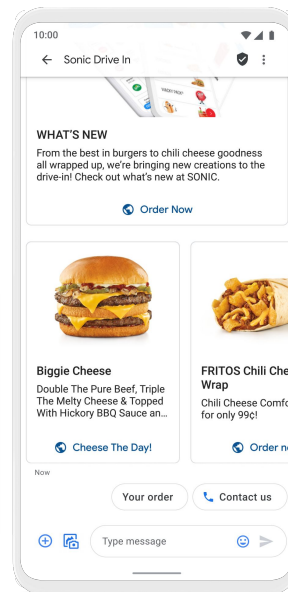
75%

of consumers prefer to engage with a brand through private messaging over traditional channels.¹

However, SMS only offers one-way communication, no visuals and is limited to 160 characters.



SMS



RCS

With RCS, you can send rich, contextually relevant content straight to your customer's Messages app on Android.

Combine the best of SMS, email, and mobile apps in a single communication channel.
RCS Business Messaging drives results:



Increase conversions

72% are more likely to purchase online if they can ask questions in real-time²

72%



Increase engagement

74% are more likely to engage with a brand through RCS³

74%



Increase open rate

Customers are 35x more likely to read RCS messages than emails⁴

35x



Next-generation benefits for brands and consumers

Trusted branding

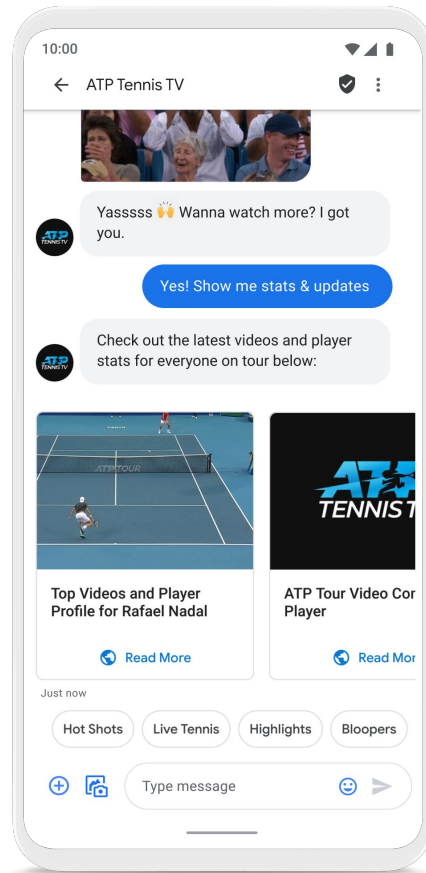
Displaying name and logo

Richer media

Images, videos, and GIFs in any color improve customer experience and brand awareness

Better metrics

Data including client-based DLRs and read receipts



Customer safety and peace of mind

With verified sender information

Time-saving actions

Suggesting actions for URL, Maps, Calendar, and dialer

Ease of replying

Suggesting replies, customized by brands

100+ brands already use the service and the results are outstanding:



Richer media drove **5x more** downloads compared to SMS



Increased revenue by **115%** with **10x higher** click-through rate



Increased the uptake of promotional offers by **140%**



Users averaged **25 interactions** in every conversation with RCS Bot



Visit the RCS Business Messaging website to get started

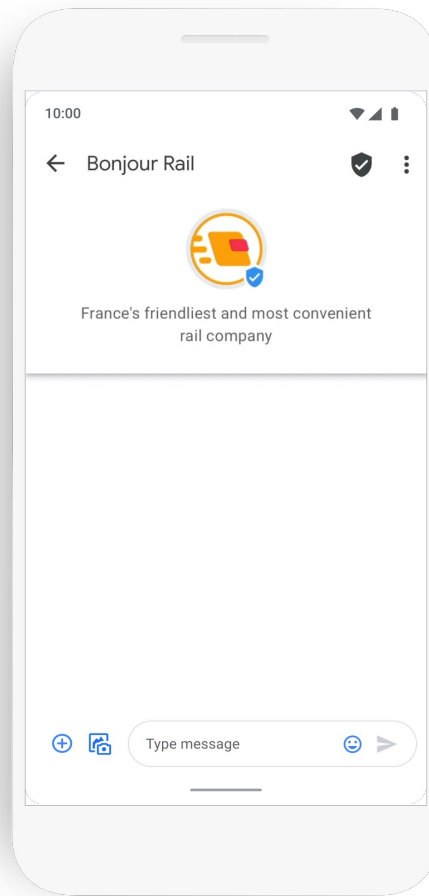


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