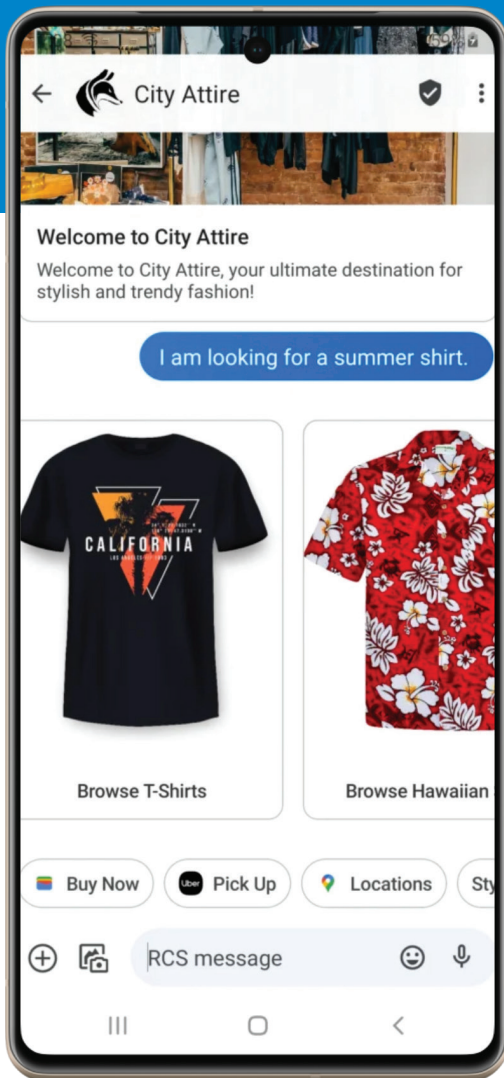


InstantApp™

Transform texts into rich, interactive experiences, with Rich Business Messaging



From SMS to APPS: Revolutionizing Customer Engagement

With 99% of texts read within minutes, messaging is how customers prefer to interact with brands—but SMS is just the start! Rich Communication Services (RCS) takes SMS to the next level, and with **InstantApp™** for Rich Business Messaging (RBM), you can create guided customer conversations with images, buttons, product carousels, and more. Deliver effortless interactions, upsell products, and gather customer feedback with secure, cutting-edge technology.

RBM includes brand verification to enhance customer trust, so customers interact in a safe virtual experience. Unlike other communication channels where business profile pictures can be used without vetting, InstantApp ensures branding is only used after carrier verification. This protects users from fraud, and your brand from identity theft.

Connect users to your website or existing app with a single touch. Hand off conversations to your sales / support teams to keep customers engaged. Communication's never been richer.

Optimize Brand Initiatives

Drive revenue with improved engagement, upselling, and marketing performance.

Reduce costly and less popular customer care calls. Two-way messaging with chatbot and AI integration enables faster issue resolution.

Detailed analytics provide insights into open rates, interactions, and conversions.

RBM has Unique Strengths

Protect your identity with secure interactions, led by carriers and verified branding.

Take advantage of rich and frictionless messaging to run campaigns at scale.

Deliver experiences right to every smartphone's native messaging app, whether Android or Apple iOS.

Enhance Existing SMS

SMS is great for appointment reminders and 2FA, but there's a better option for customer interactions and transactions. RCS conversations are persistent, allowing for re-engagement. And according to Google, RCS delivers better results vs. SMS:

- Up to 300% higher response rates
- 500% more engagement
- 250% more conversions

What Can You Do with RBM?

- Display brand names, logos, taglines, and verified checkmarks to ensure customer safety and increase trusted interactions.
- Deliver richer media, from images and GIFs to audio and video, including scrollable / swipeable image carousels and action buttons.
- Provide fast, secure access to tickets, coupons, cards, and native phone apps such as wallets, maps, and weather.

RBM Wins vs. SMS

In side-by-side A/B testing, InfoBip reported that:

14X

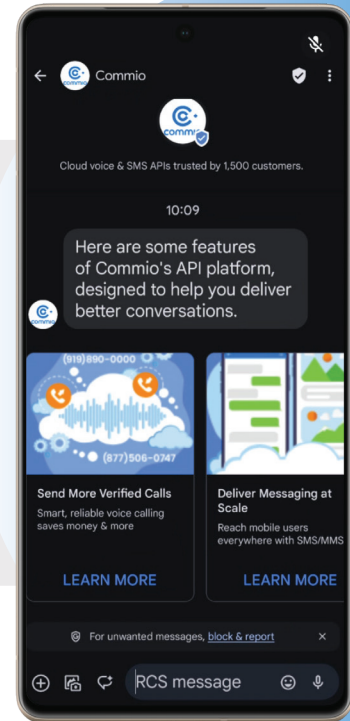
Despite costing slightly more per send than SMS, the **cost per click for RCS was 14X lower.**

1/3

Only one-third of the RCS messages were needed to match the same conversions of the SMS campaign.

70%

Comparing MMS to RCS rich cards, brands experienced a **60-70% higher conversion rate with RCS.**



Deliver Perfect Experiences, Instantly

There are two types of RCS messages:

- *Non-conversational messages* are charged per message, so each message sent and received is charged according to its type.
- *Conversational interactions* open a session, resulting in charges for open sessions.

If a device is not RCS-enabled, it will fall back to the channel of your choice: SMS or MMS. This ensures that every message is delivered and your campaigns always reach your full audience.

Get Started with RCS and RBM Today

Commio has years of experience supporting and sending engaging, compliant messaging campaigns. Want to learn more about RCS and Rich Business Messaging campaigns? Contact Commio now.

Better customer experiences start with Commio

LET US SHOW YOU HOW EASY IT IS TO GET STARTED