



Enhancing The Customer Experience Through Mobile Marketing Services

The Messaging as a Platform Opportunity



Since 2007, 3C's purpose has been to make it easy for brands to connect and communicate with their customers.

And, some of **the world's most admired brands** have put their trust in 3C to be their mobile marketing solutions partner.

Walgreens

GRUBHUB



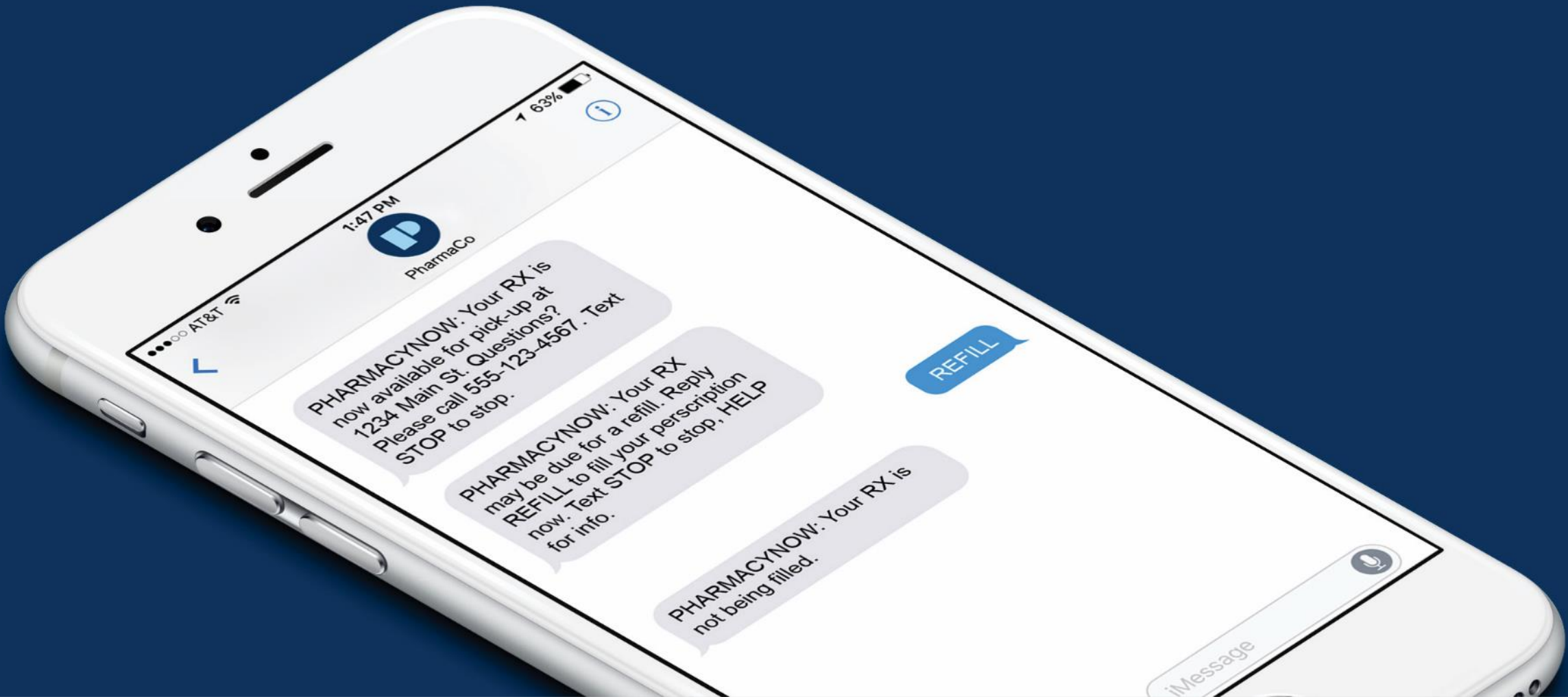
McKESSON

ANN TAYLOR





Client Case Study: Messaging Notifications Were 250% More Effective Than Email



Objective

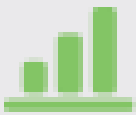
Lower prescription abandonment rates and increase secondary prescription fills for national retail pharmacy



Solution

API integration with back-end pharmacy management system to deliver prescription-ready notifications in real time via SMS

API integration to automate delivery of refill reminders and enable text-to-reply refill ordering via SMS



Results



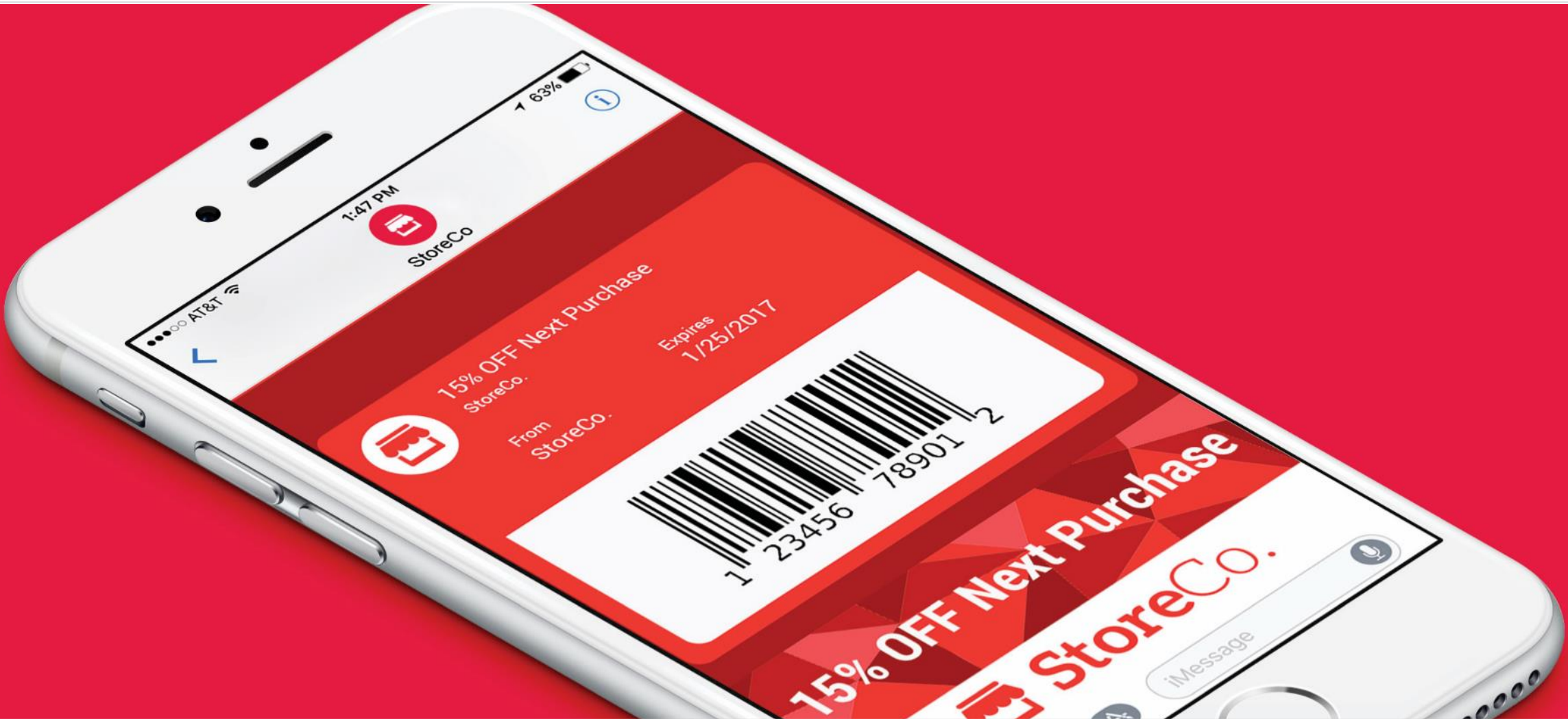
Hundreds of millions of dollars in annual revenue



Messaging notifications were 250% more effective than email



Client Case Study: Wallet Coupons Drove Nearly Half a Million Dollars in Revenue



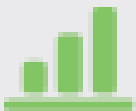
Objective

Increase coupon redemption rate and reduce time spent at checkout for national retailer



Solution

3C enabled Add-to-Wallet functionality for the retailer's promotional emails—allowing customers on both iOS and Android to store offers in their mobile wallet app



Results



Add-to-Wallet functionality generated a 63% redemption rate



Drove nearly half a million dollars in revenue for the retailer



Client Case Study: 443% MoM Growth in Program Enrollment



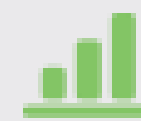
Objective

An MVNO client was looking for a way to drive enrollment into its new loyalty program by leveraging its existing SMS customer list of 26MM subscribers.



Solution

3C provided the client with a gamified mobile web coupon solution to drive powerful brand engagement and significant increase in loyalty enrollment and activation.



Results



The 15-day campaign exceeded the client's acquisition goal by **320%**.



The campaign resulted in a **443% MoM growth** in program enrollment.



The Intersection is Conversational Commerce

***Brands want
engaged
customers
resulting in a
transaction***

***Consumers want
frictionless
interactions with
brands they love***



A2P RCS: The Evolution of Business Messaging



SMS Is Still King

**98%
Open Rate ¹**

**6.7B Users
Worldwide ²**

**90s Average
Response
Time ³**

**Highest Daily
Active Users**

**Carrier-
Protected
from Spam**

**One-to-One,
Two-Way
Engagements**

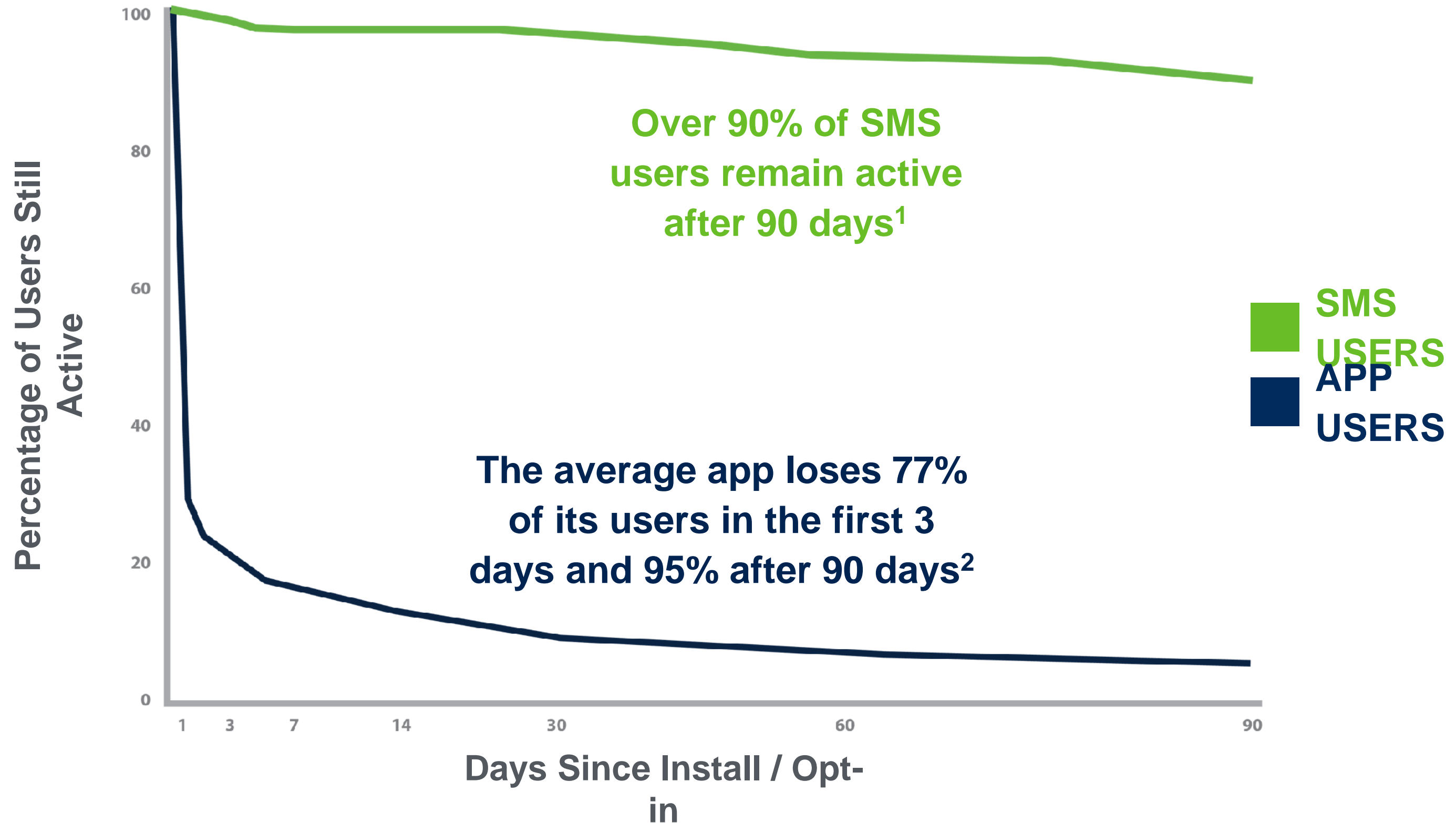
1. "Message Wars 2." OnDevice. 2015.

2. "The Messaging App Report". Business Insider. 2015.

3. CTIA



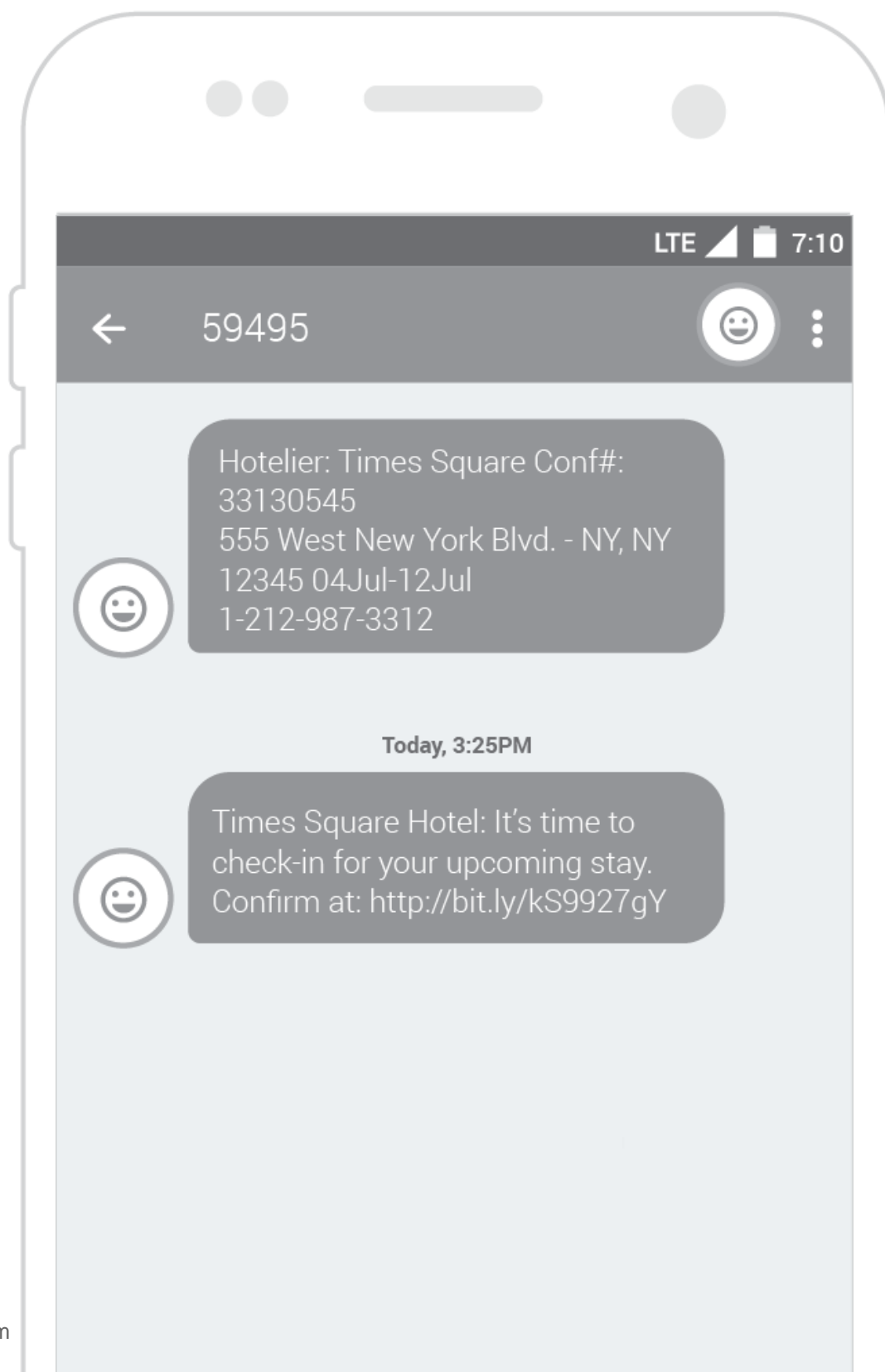
On Average, 95% of Users Reject an App After 90 Days



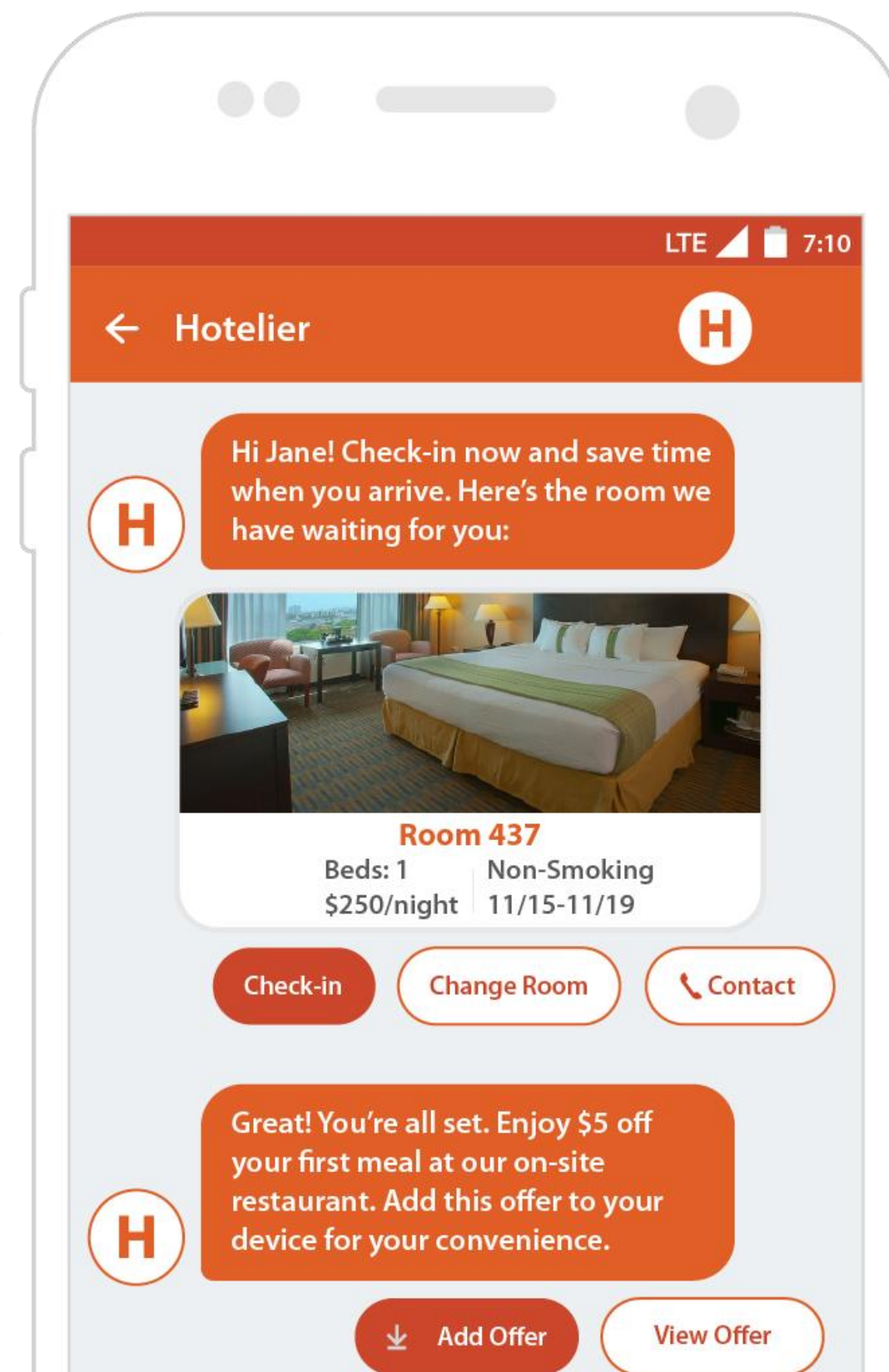


It Is All About To Change With Rich Communication Services (RCS)

Today's Experience with SMS



Tomorrow's Experience with RCS





A Closer Look at RCS

Custom Branding

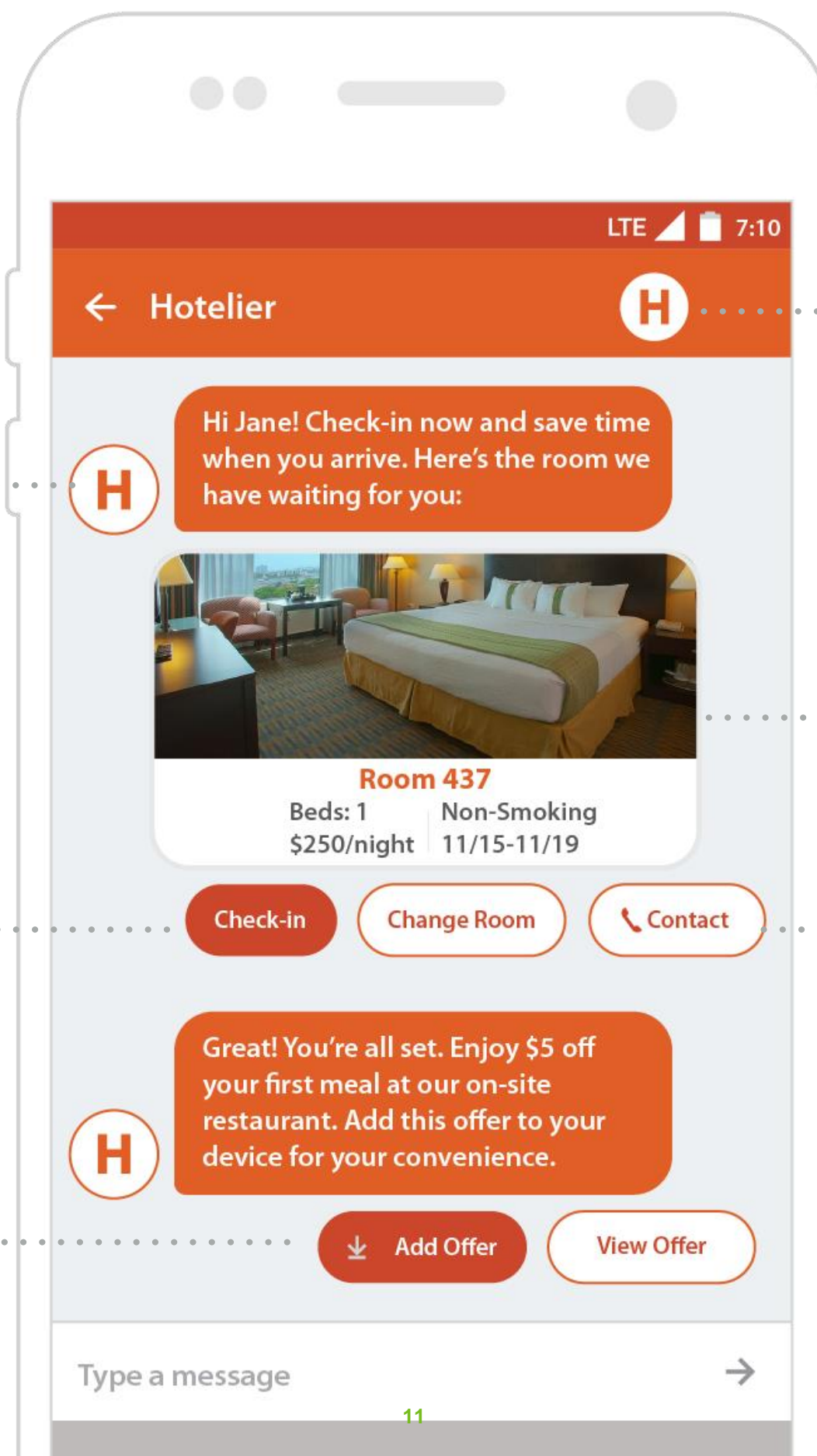
Include name, logo, and colors in messaging.

Suggested Replies

Guide customer interactions with single-tap replies.

Seamless Experience

Integrate multiple transactions in one interface.



Verified Sender

Provide assurance and peace of mind to customers.

Rich Media

Enhance engagements with images, GIFs, video, and more.

Voice Call Out

Ensure customer satisfaction with every interaction.



The Value of RCS For Brands



***Leverages
Existing
Investments***
***Existing business
processes can be
extended to RCS.***



***Ubiquitous
Reach***
***Leverage the native
app 6.7B consumers
already use***



***Brands Own the
Conversation***
***No 3rd-party stands
between brands and
consumers.***



The Value of RCS For Consumers



Intuitive Interface
***Interacting with
messaging apps is
familiar and natural.***



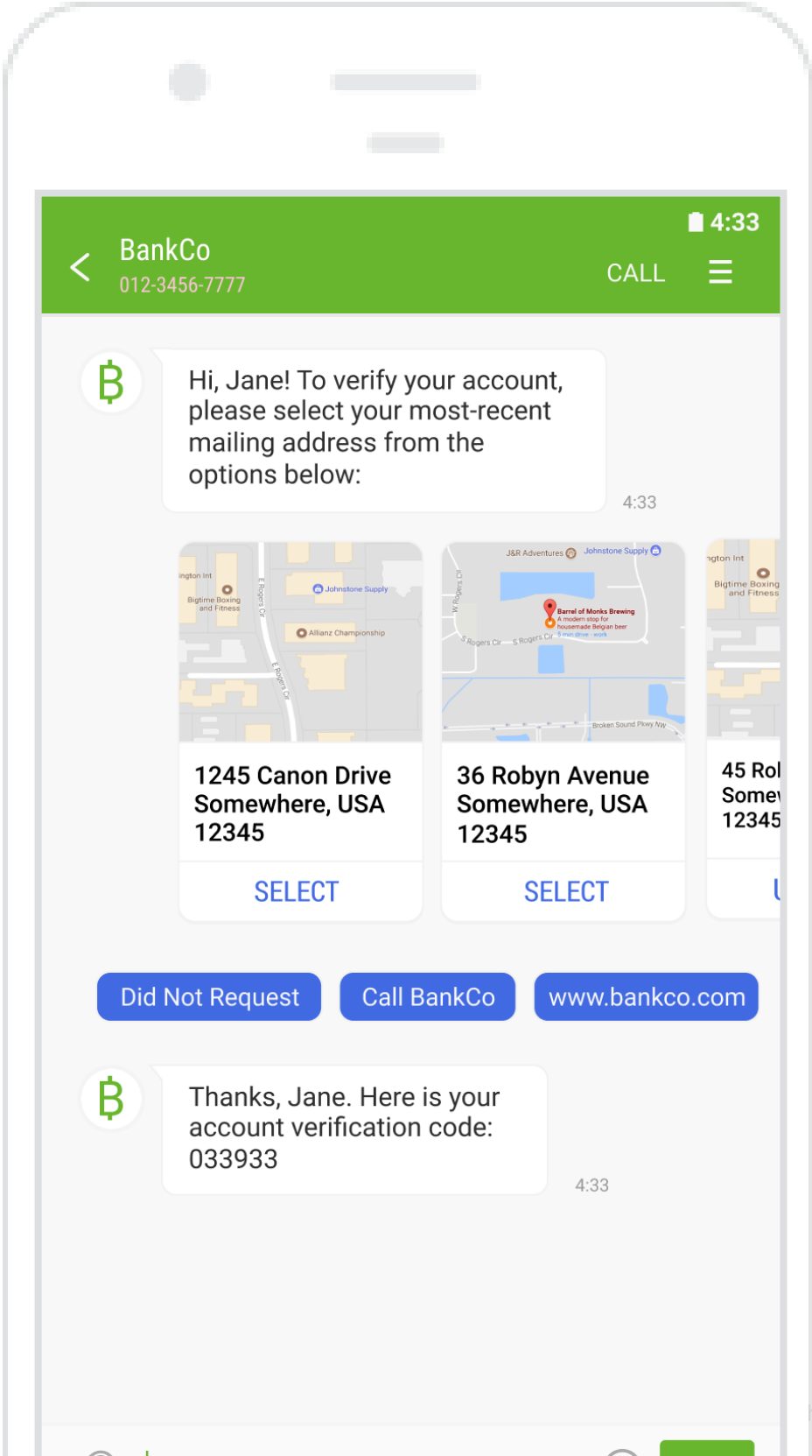
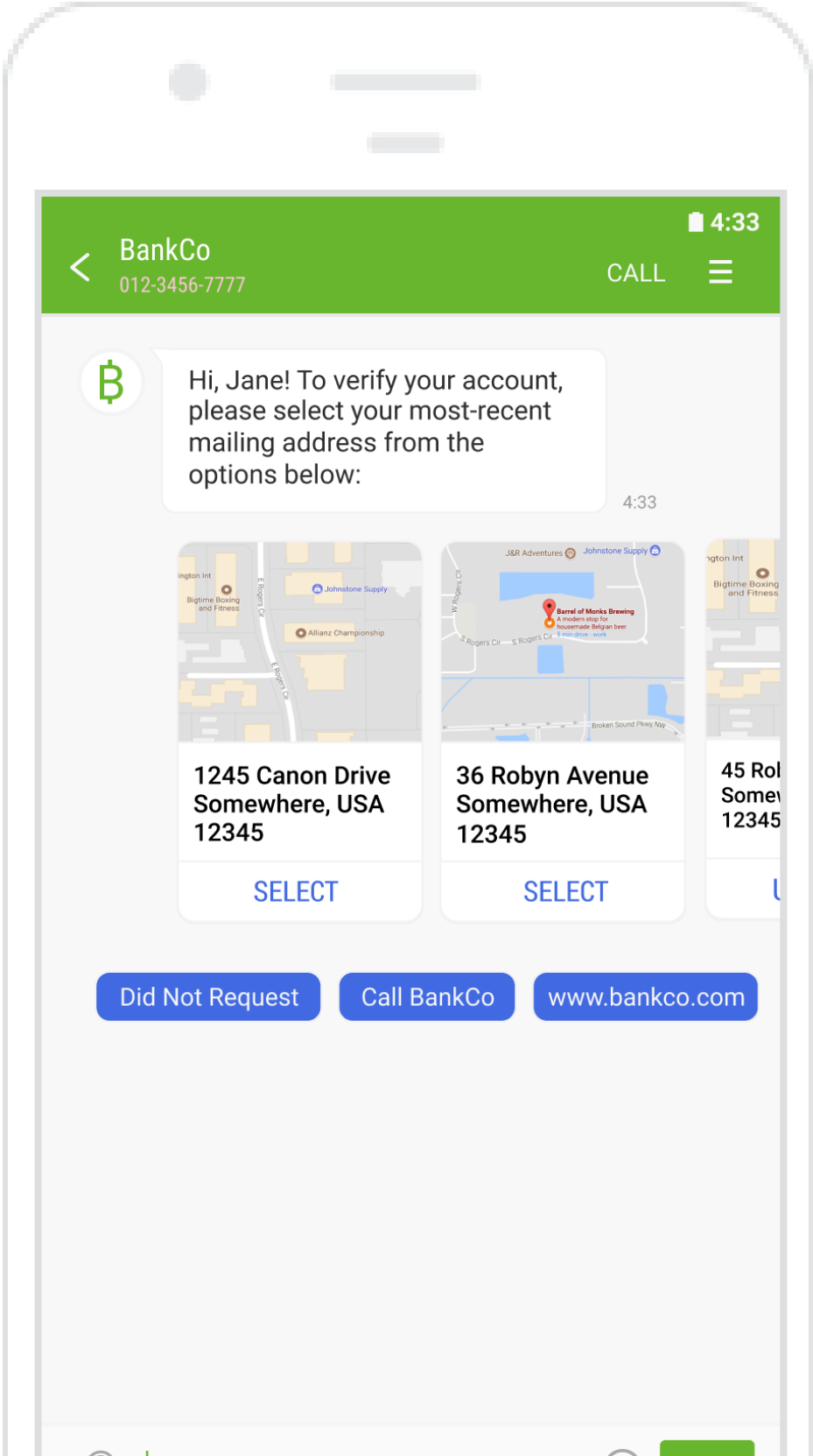
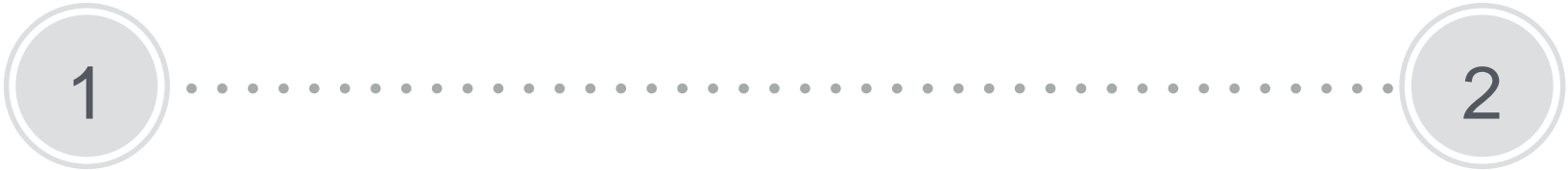
***Enhanced
Functionality***
***Perform web and
app-like tasks via
messaging client.***



***No App Installs or
Updates***
***Leverage the native
messaging app pre-
installed on handsets.***

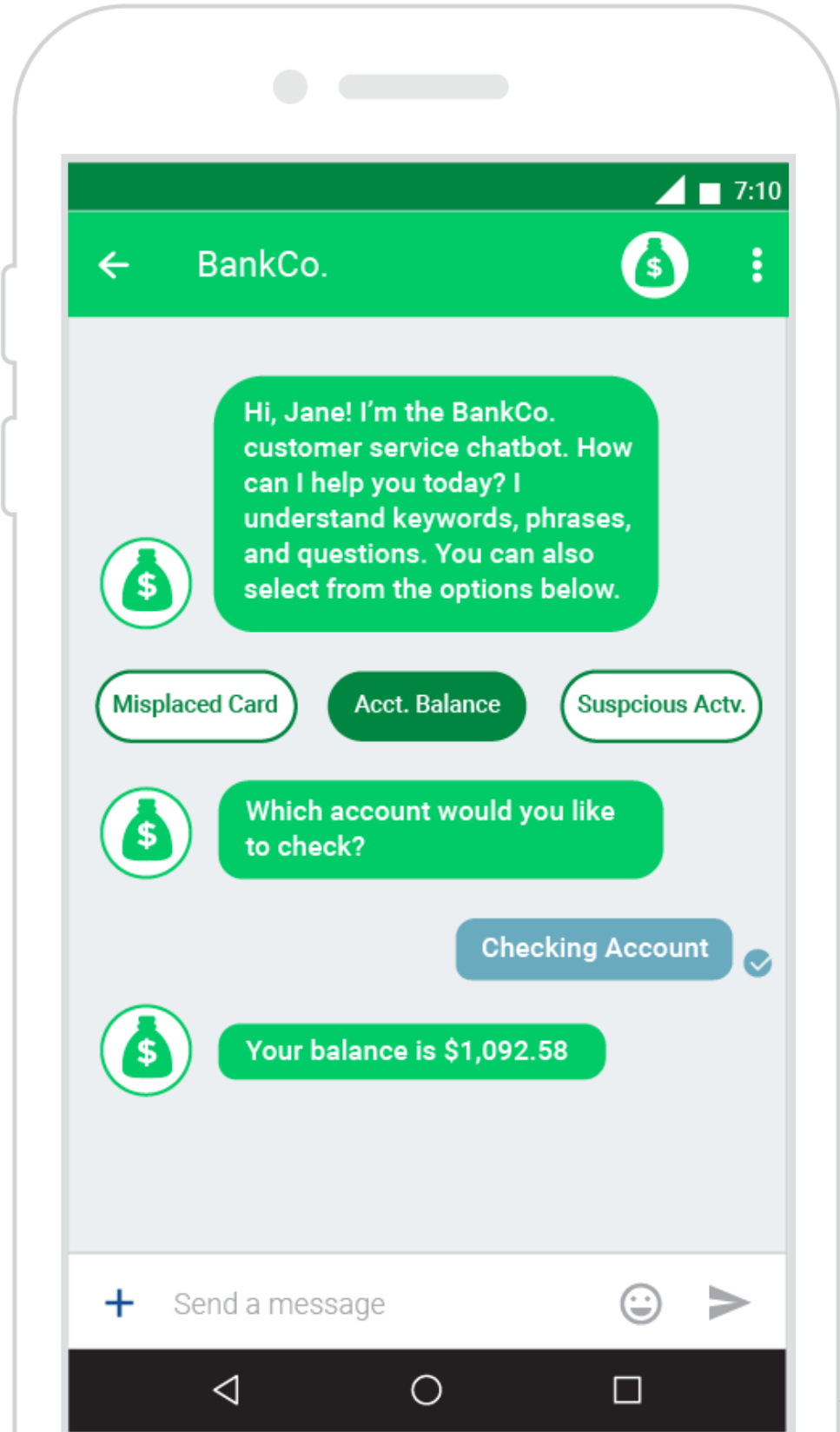
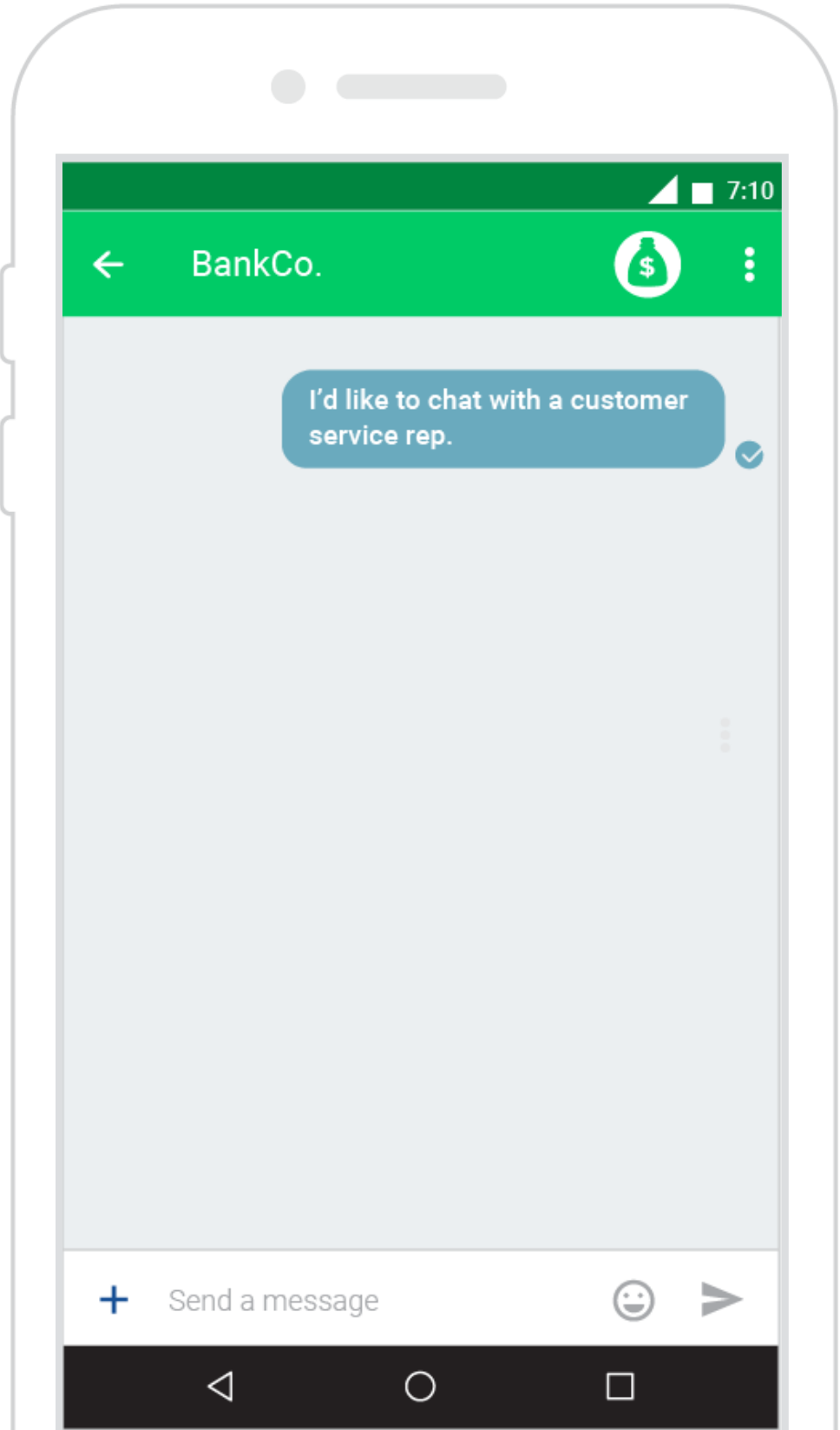


RCS Use Case: Enhancing Two-Factor Authentication



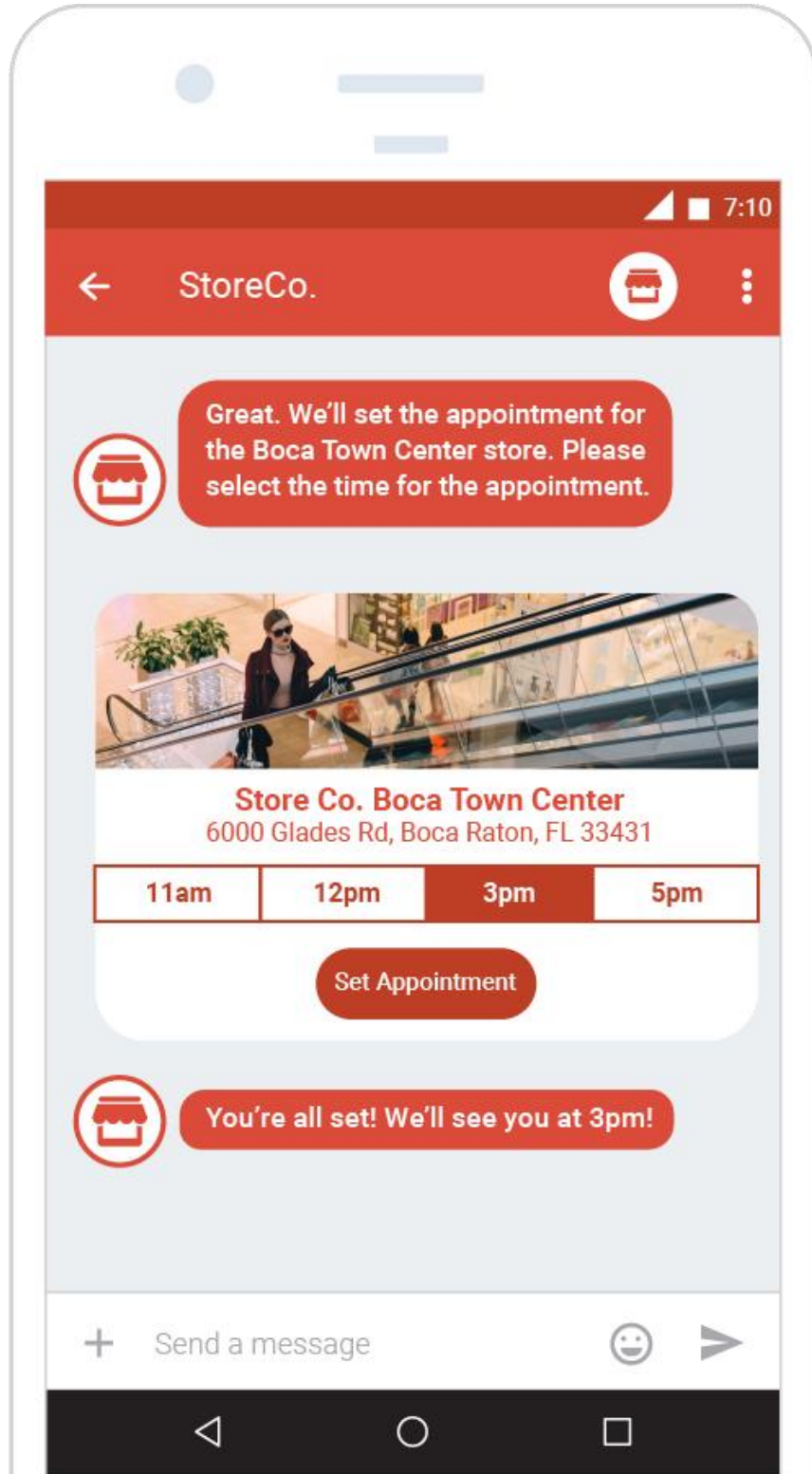
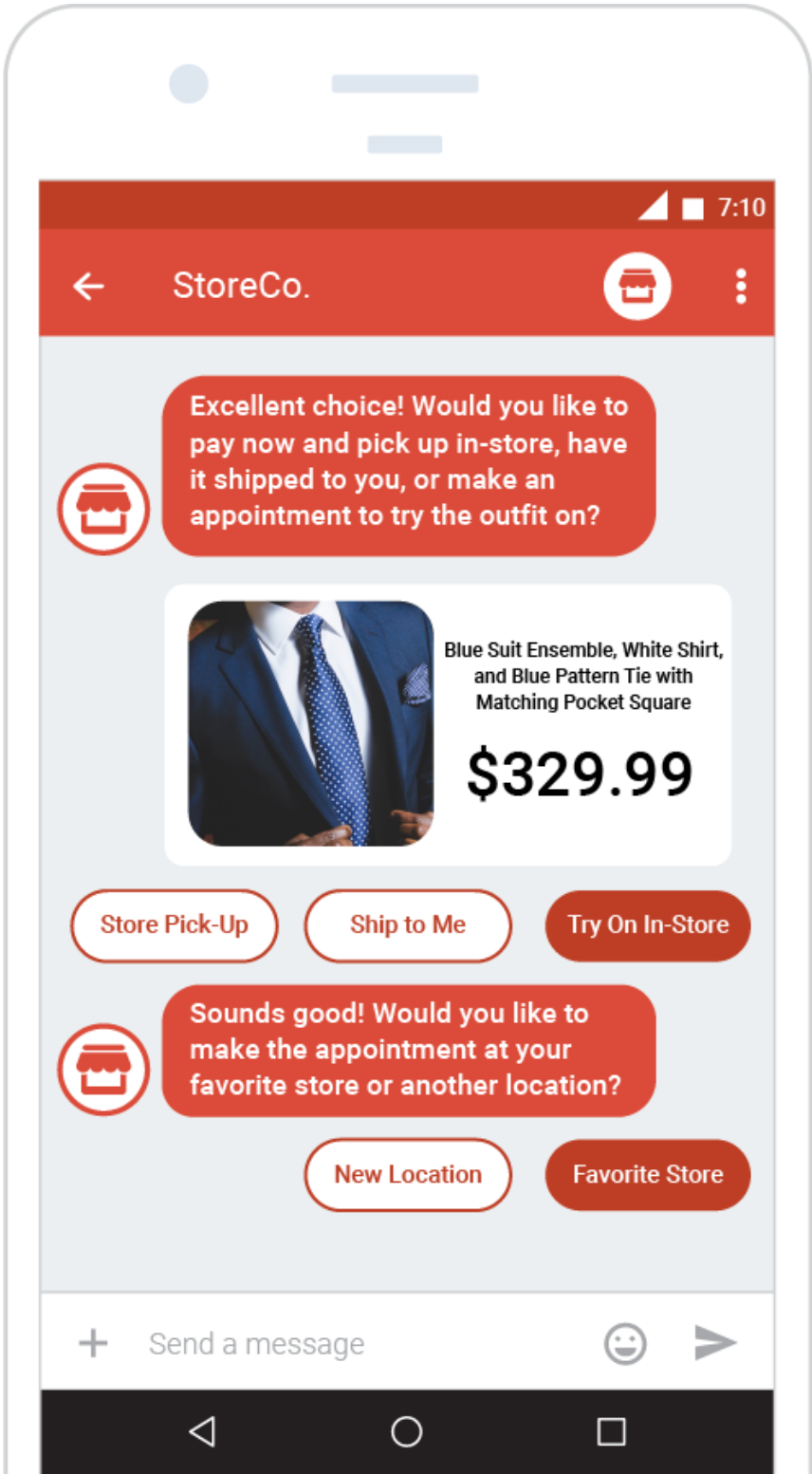
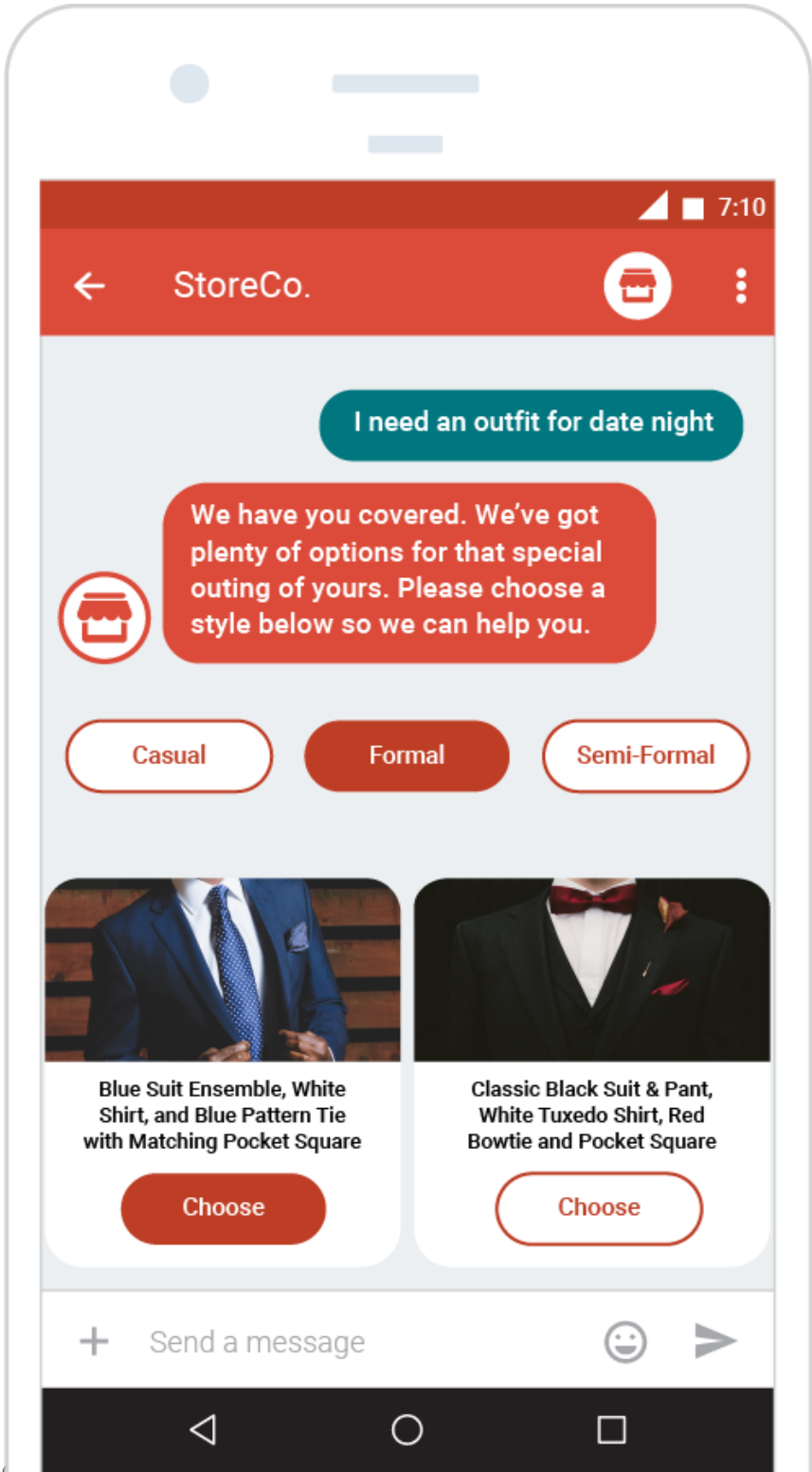


RCS Use Case: On-Demand Customer Service





RCS Use Case: True Conversational Commerce via Shopping Assistant





Thank you!