



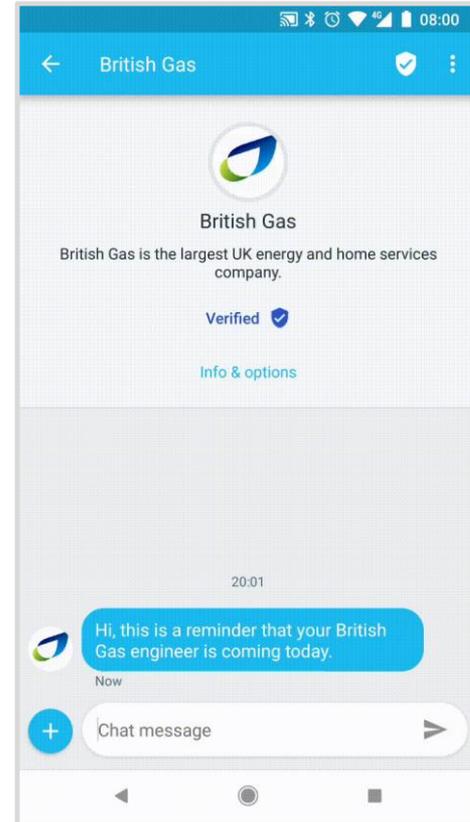
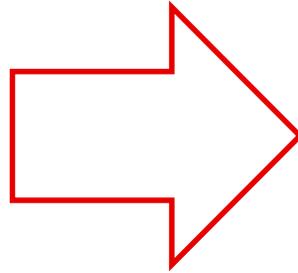
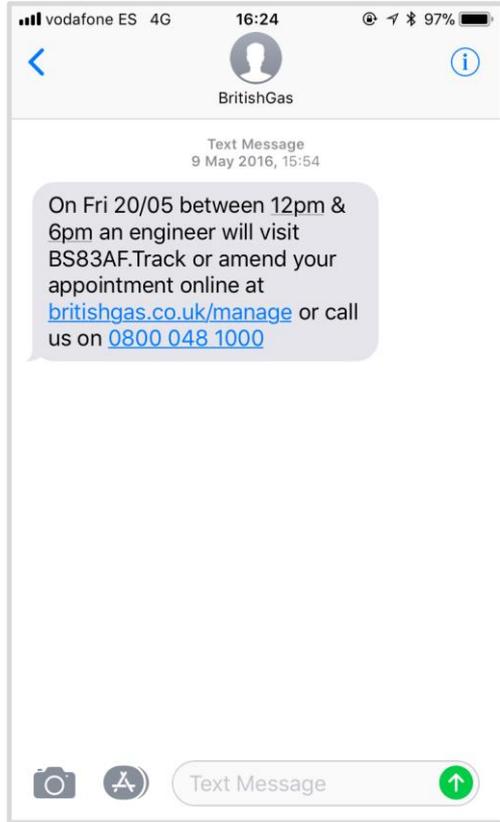
Vodafone RCS Messaging: A Commercial Reality

liz.mccord@vodafone.com

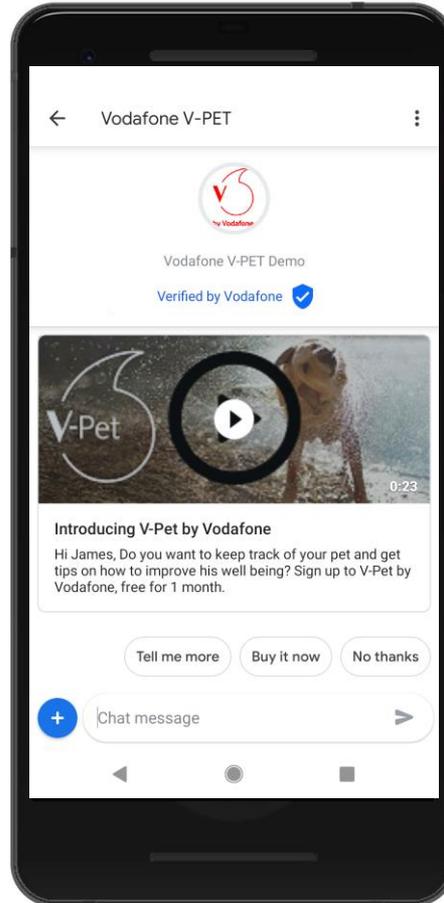
24th October 2018



Application to Person Messaging is evolving thanks to RCS



RCS enables more engaging content



Vodafone's RCS Business Messaging | A Commercial Reality

**Commercially live
in 3 countries**



**Scaling handset
support**

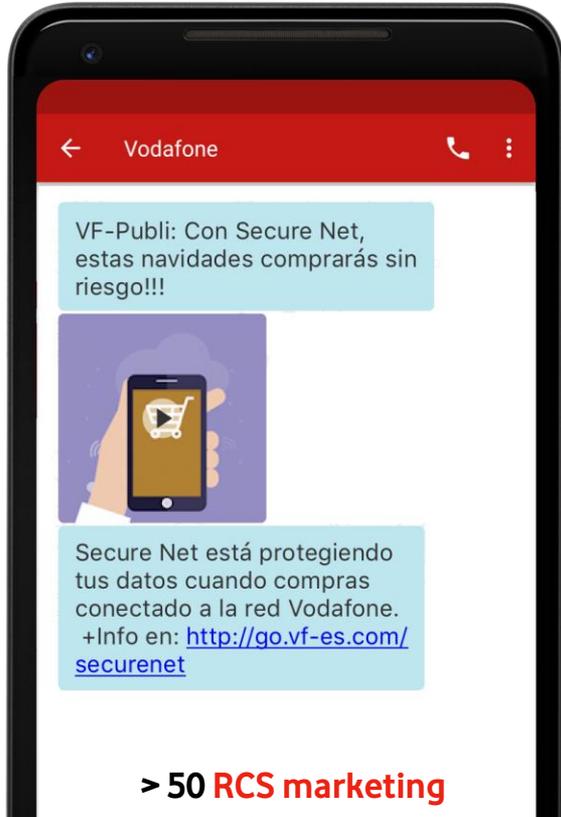


**Generating
value**

- Brand & Vodafone campaigns
- UP1.0 + UP2.0 use cases



Some RCS Campaign Results



> **50 RCS marketing campaigns** in Spain

Click-through rate
uplift from SMS:
Up to 13 x



Activation rate
uplift from SMS:
Up to 8 x

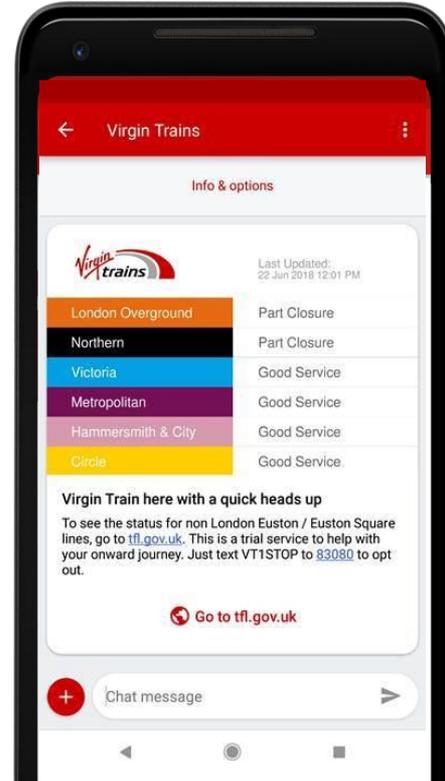
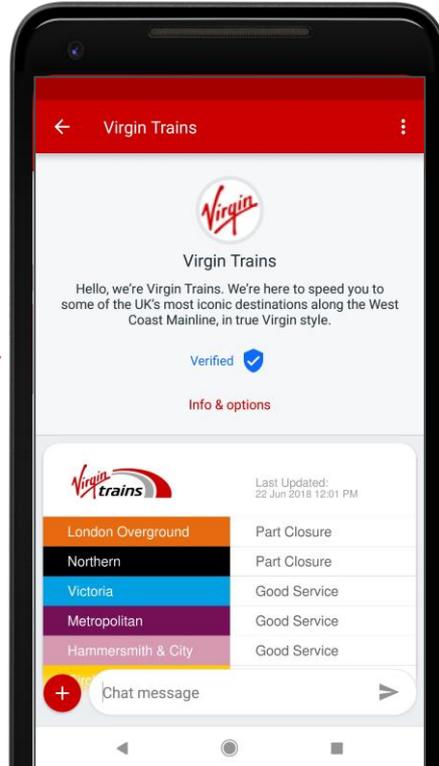
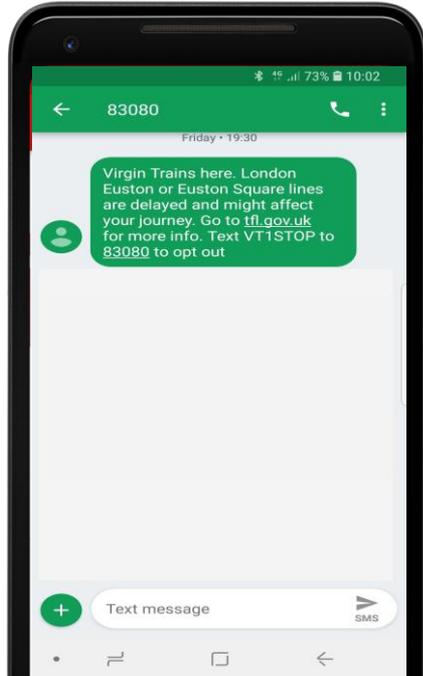


Rich receipt for **premium SMS** donation in Italy.





OpenMarket®



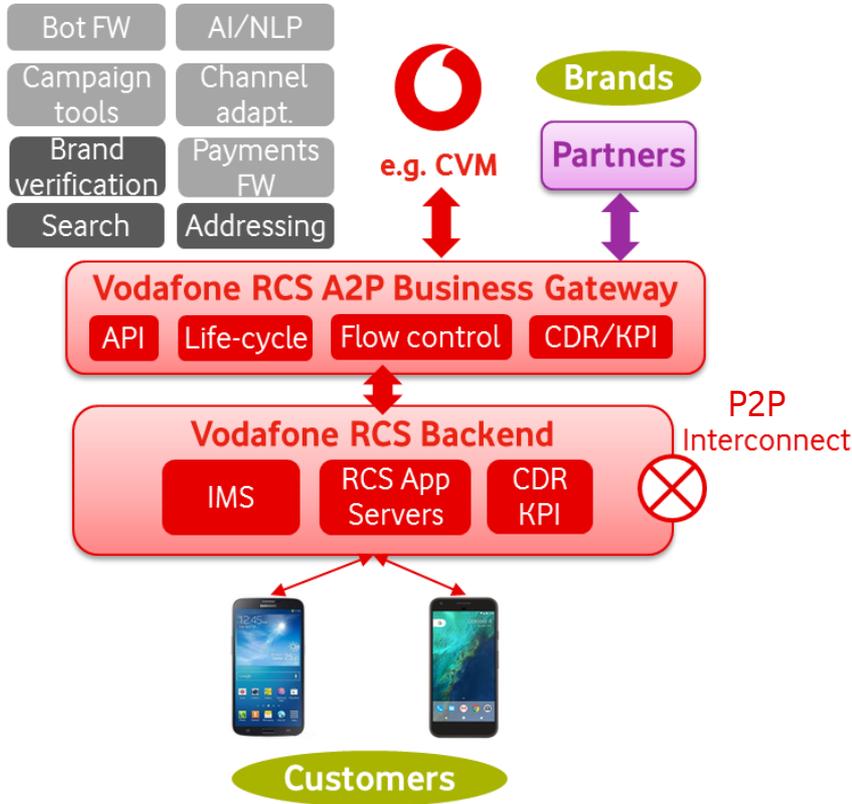
Vodafone Spain offers a tool for Enterprise customers



The image displays two overlapping screenshots of the 'itSMART messaging' interface. The top screenshot shows the 'Menú Principal' (Main Menu) with a red border around the 'Mensajería' (Messaging) section. This section includes icons for 'Envío de Mensajes' (Message Sending), 'Envío desde Ficheros' (Sending from Files), 'Mensajes Enviados' (Sent Messages), and 'Números Origen' (Origin Numbers). The bottom screenshot shows a detailed view of the messaging options, with a red border around the 'RCS' (Rich Communication Services) card. The interface includes a top navigation bar with 'it SMART messaging' and status indicators for SMS (100), CERT (0*), EMAIL (100), and RCS (1,000). The 'RCS' card features an icon of a smartphone with various communication symbols and a 'SIGUIENTE >>' (Next) button.



Vodafone RCS Messaging Platform – Ready for business



Messaging ecosystem design for brands, including Vodafone

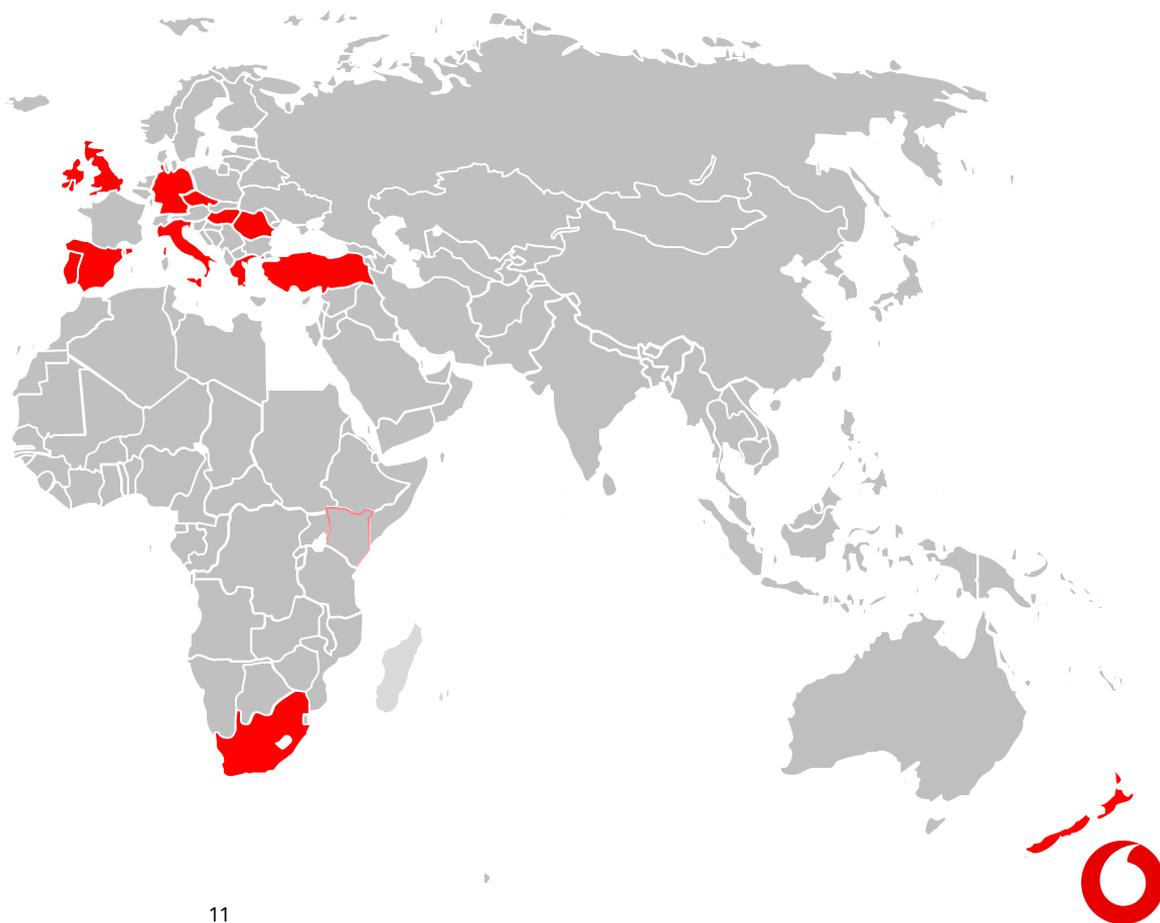
Lightweight integration enabling access to the RCS ecosystem

100% reach for Android Devices



Vodafone RCS base is growing fast

Albania **New Zealand**
Czech Republic **Portugal**
Germany **Romania**
Greece **South Africa**
Hungary **Spain**
Ireland **Turkey**
Italy **UK**





Thank you

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