



Our Experience:

Brand Reactions, Pilots and Key Learnings

November 2018



Brands are excited by the potential benefits of RCS



Enhanced visuals build confidence for consumers



Interactive experiences increase engagement



Read and delivery receipts provide actionable analytics

...but have reservations



Pricing unknown



Adoption by carriers and providers



Relationships with existing apps



Why Not Pilot?



Test and learn

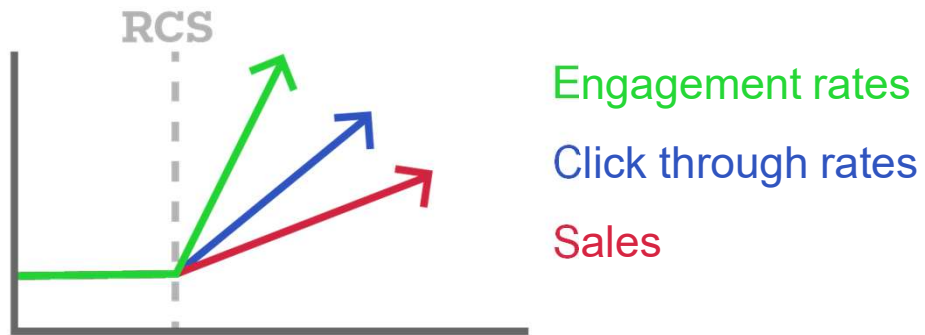


Little risk or commitment



Augment current initiatives

Starting to see what RCS delivers and results are exciting






**mGage Pilot Programs and
Key Learnings**




Retail

Major US retailer

Goal: Test customer acceptance of RCS

Promoted:  Registry services

 Personal shopper

 In-store events

Retail Findings



Majority of respondents were interested in local store events and information



Creates potential to drive foot traffic to brick and mortar locations

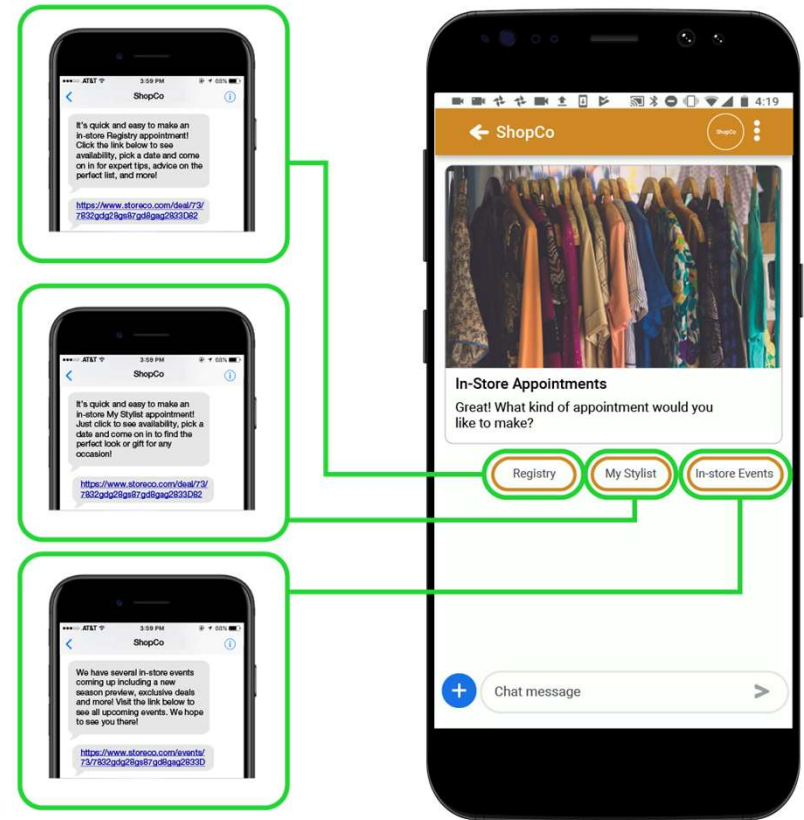


Promotes instant action by customer as they don't have to leave the conversation

- Purchase
- Appointment
- Registry (wedding, baby)

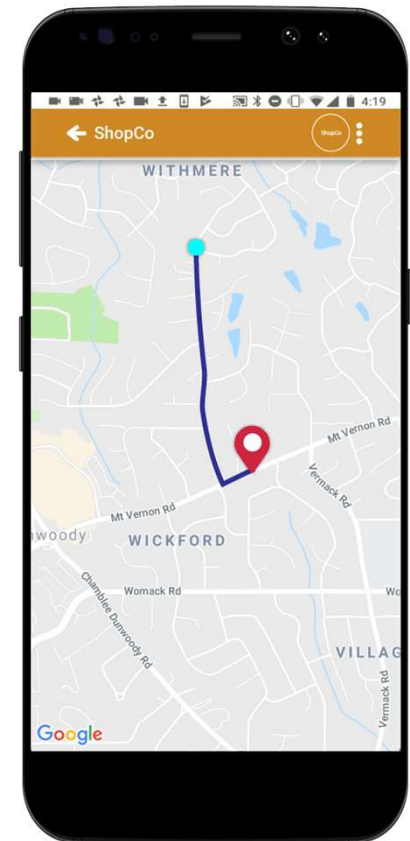
Marketing Multi-tasker

- Multiple campaigns within one program (3-in-1)
- Test customer preferences within single campaign
- Limit customer “message” fatigue
- Stretch marketing dollars



Seamless Conversation

- Easily navigate in and out of message flow
 - Click out to find location
 - Return and continue the conversation
- Track and retarget
- Determine where abandonment happened
- Send follow-up messages to restart conversations



Healthcare



Partnering with mPulse Mobile to launch RCS with leading med-tech firm



Consumers reorder diabetes supplies via RCS messaging



Increases customer engagement by making reordering process easier and intuitive

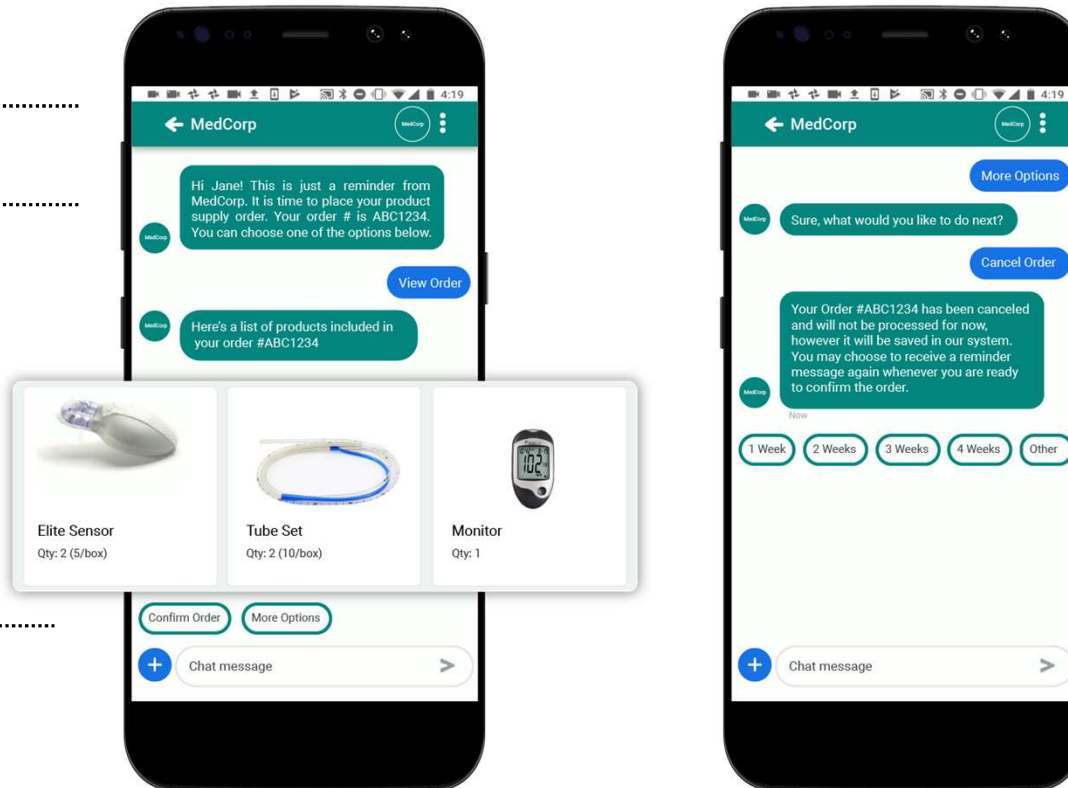
Healthcare Program Features

Enhanced Branding
Promotes confidence

Order Reminders
Encourages follow through

Product Carousel
See products and order with confidence

Suggested Actions
Easy to take next steps



Order Options
Alter, cancel or postpone order

Reschedule Reminders
Keeps patients on schedule with their therapy



Expected Benefits



Higher customer engagement rates



Better health outcomes for patients



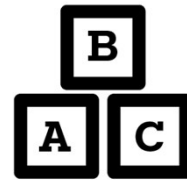
Reduce healthcare costs



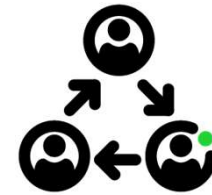
How to Succeed



Trial now



Start simple



Test, learn and refine

