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THE RCS OPPORTUNITY

***What we are learning from
brands and operators***



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The Virtuous Cycle of RCS Learning





**Here's what we're seeing from
the brands.**



Brands Are Leveraging RCS Across the Entire Organization



PROMOTIONAL



LOYALTY



**CUSTOMER
SERVICE**



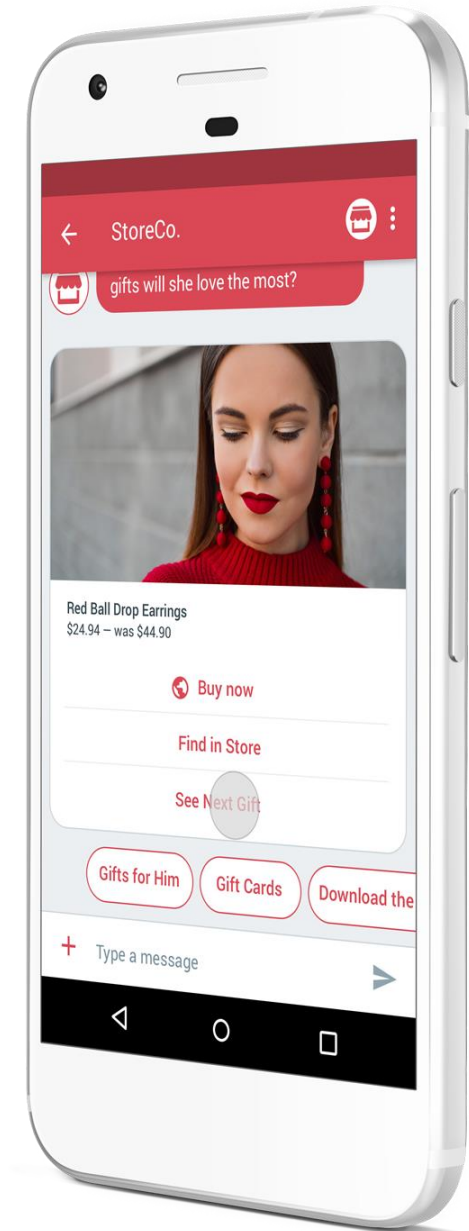
ECOMMERCE



TRANSACTIONAL



Brands Are Rethinking Digital Engagements





Read rates: 70%-90%

A2P Engagement rates: 30%+

Bot Directory Engagement: .01% - .05%

Interactions Per User: 4-6x

'Buy Now' CTR: 10%-20%+

'Loyalty-related' CTR: 13%

'Gift Card' CTR: 8%

Store Locator CTR: 9%-12%



What Consumers Are Saying About RCS



***60% of customers
said the experience
would make them
shop more often***



***60% of customers
said they prefer the
RCS experience over
the SMS experience***



***80% of customers
said the RCS
experience was
easy to use***



What Our Customers Are Saying

*“Different from SMS, RCS allows us to **inject our brand persona** as part of the experience and engage with our customers in an interactive, meaningful way. **Discoverability through the chatbot directory has been key and customers are loving the experience.** We are excited to see this technology get to scale.”*

*“Based on **high engagement rates and almost no opt-outs**, customers seem **eager to use messaging for commerce** and we’re thrilled to offer it.”*



Here's what we're seeing from operators.



For Operators, The Opportunity With RCS is Multifaceted



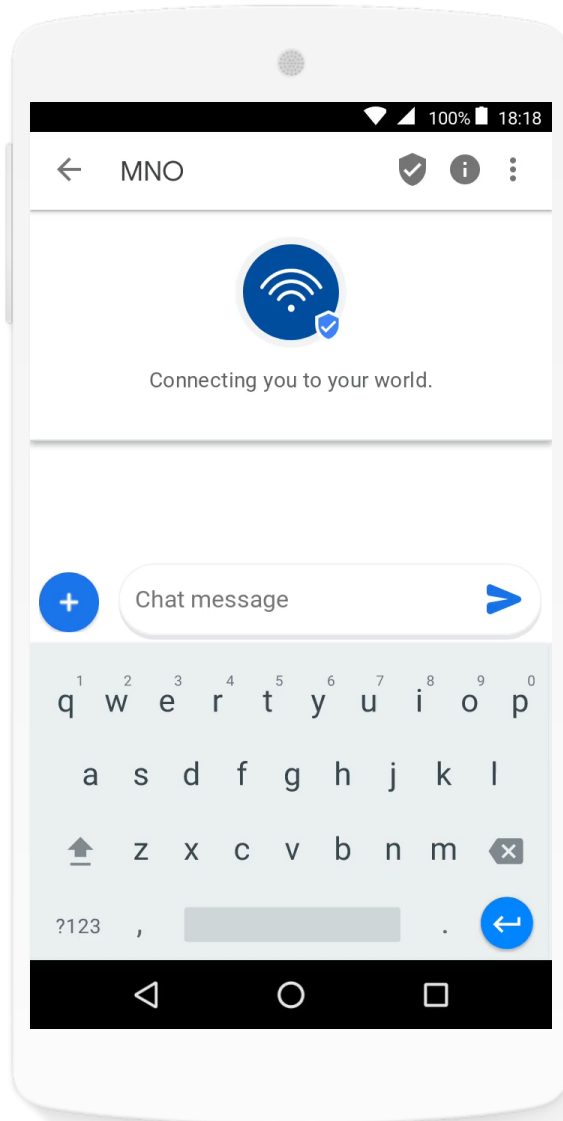
***Improve Messaging
Engagement with
Subscriber Base***



***Monetize Business
Messaging with
Enterprise Clients***



Using RCS to Enhance Customer Experiences



- ***Lower call center costs***
- ***Drive new revenue***
- ***Decrease customer churn***



How 3C Is Serving Brands and Operators.



Making It Easy to Design, Build, and Deploy Comprehensive RCS Chatbots





Thank you.