



Sharad Vivek
Senior Director of
Global Business Development

Twitter



Kreso Zmak
Director Products

Infobip

Event Sponsor :



TWITTER EXPLORING THE POTENTIAL OF RCS

Sharad Vivek, Twitter, @sharadvivek

Kreso Zmak, Infobip, @kresozmak





#Twitter is Whats Happening Now





Twitter connects you with the most valuable audiences, when they're most receptive.



Start with the people who lead.

Because they're the ones with influence.



The First Tweet



jack 
@jack



just setting up my twttr

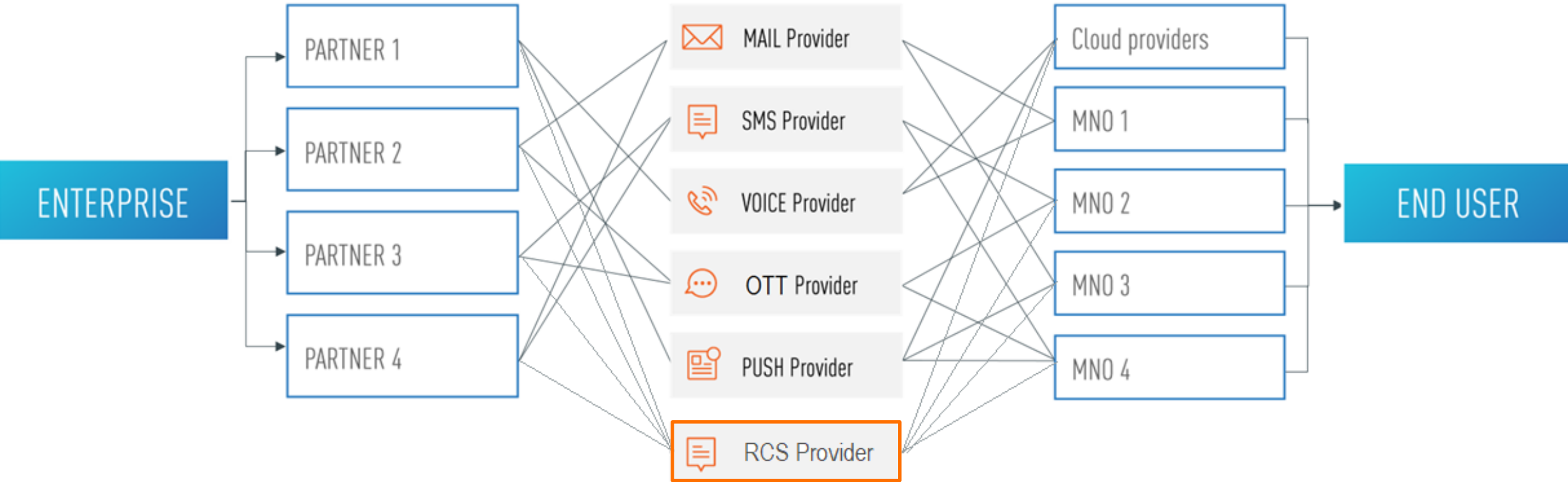
12:50 PM · Mar 21, 2006 · Twitter Web Client

108.4K Retweets

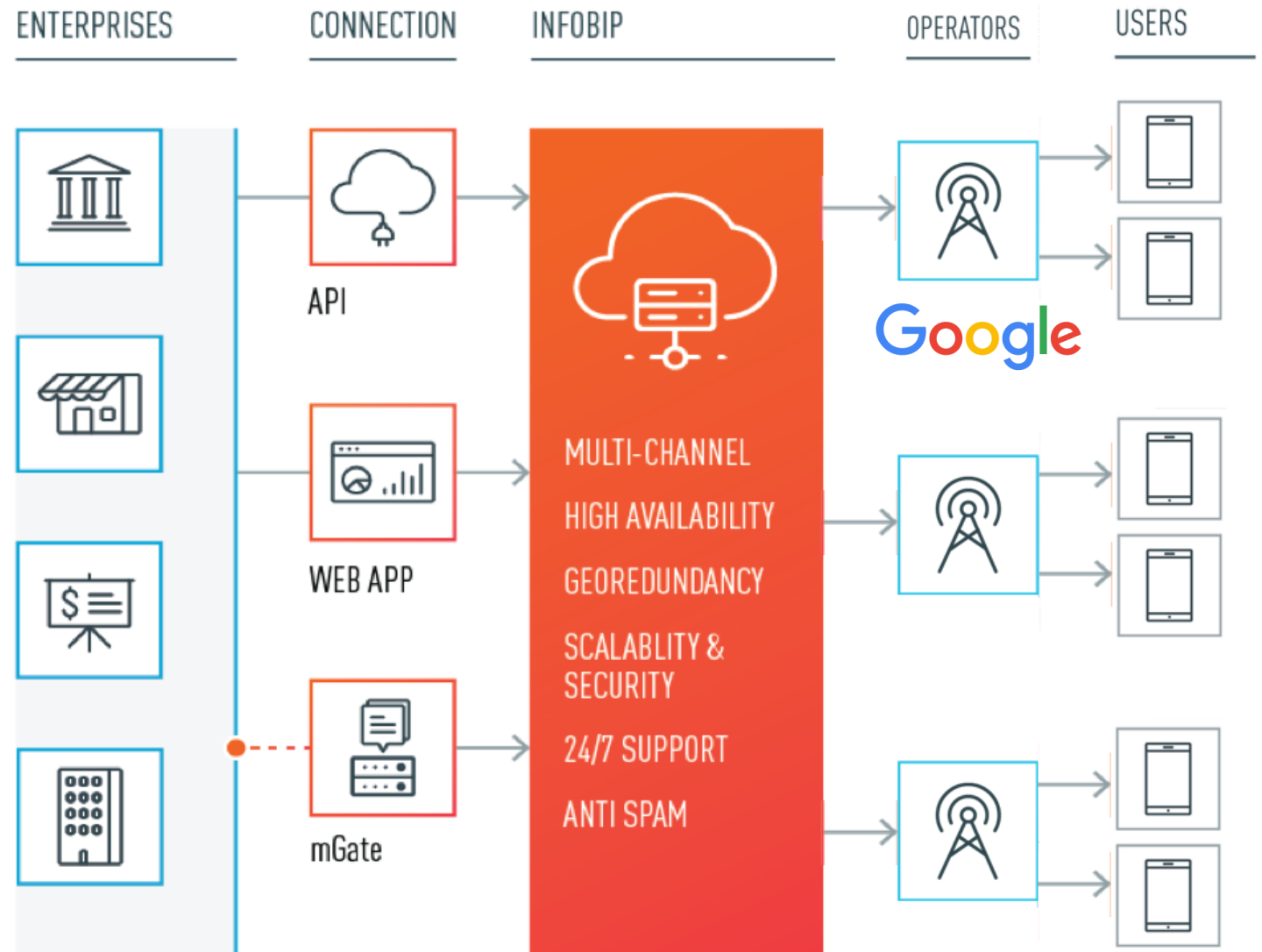
88.9K Likes



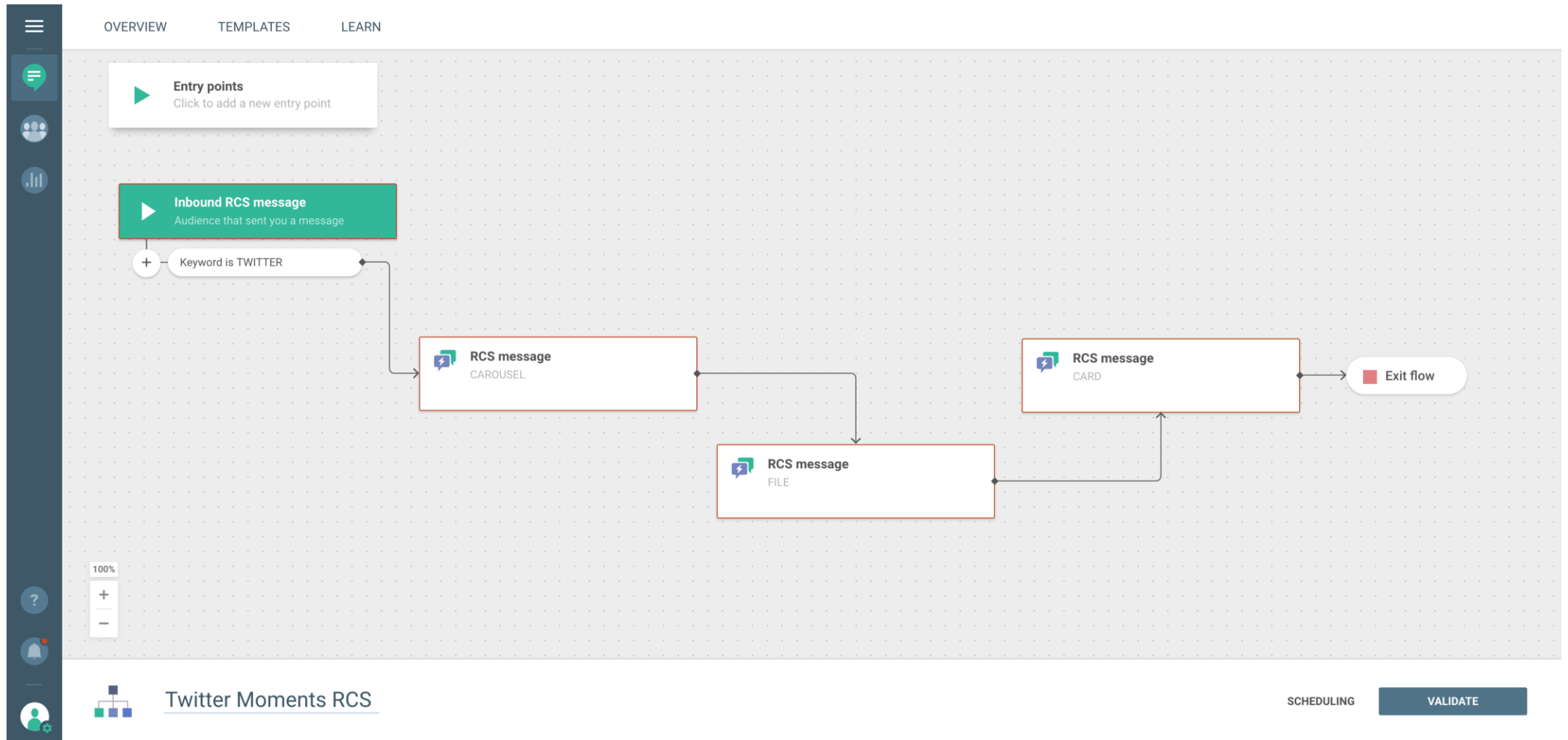
Today's communication challenges for brands



Infobip RCS positioning



How was Twitter's RCS experience built?

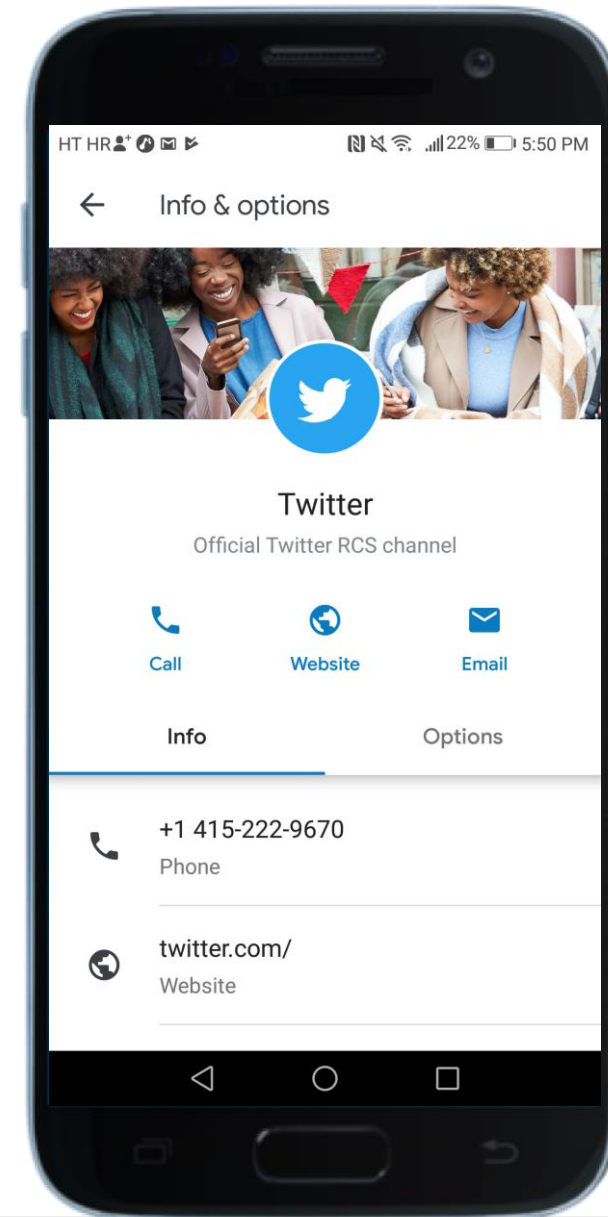


Branded experience

Create fully branded experiences that customer trust.

Customize brand's presence with name, color, logo, banner.

Share company details like mobile phone number, email and website.

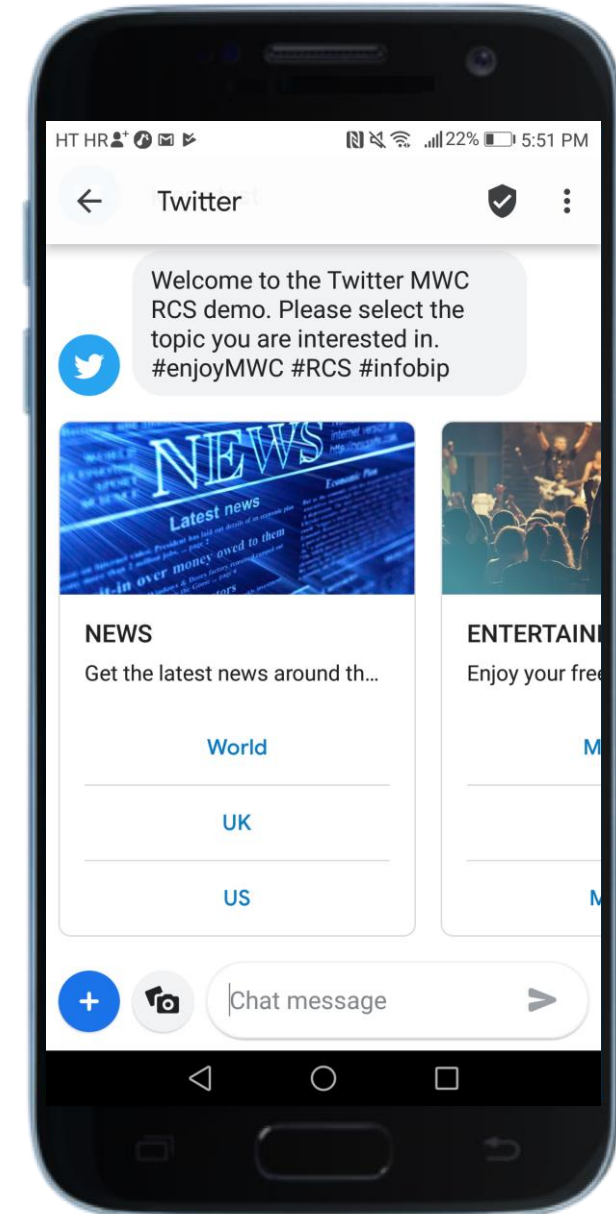


Leverage rich functionality

Use the various rich features available to create interactive and engaging experience to re-engage inactive Twitter users by sending Twitter Moments.

Twitter Moments are curated stories about what's happening around the world.

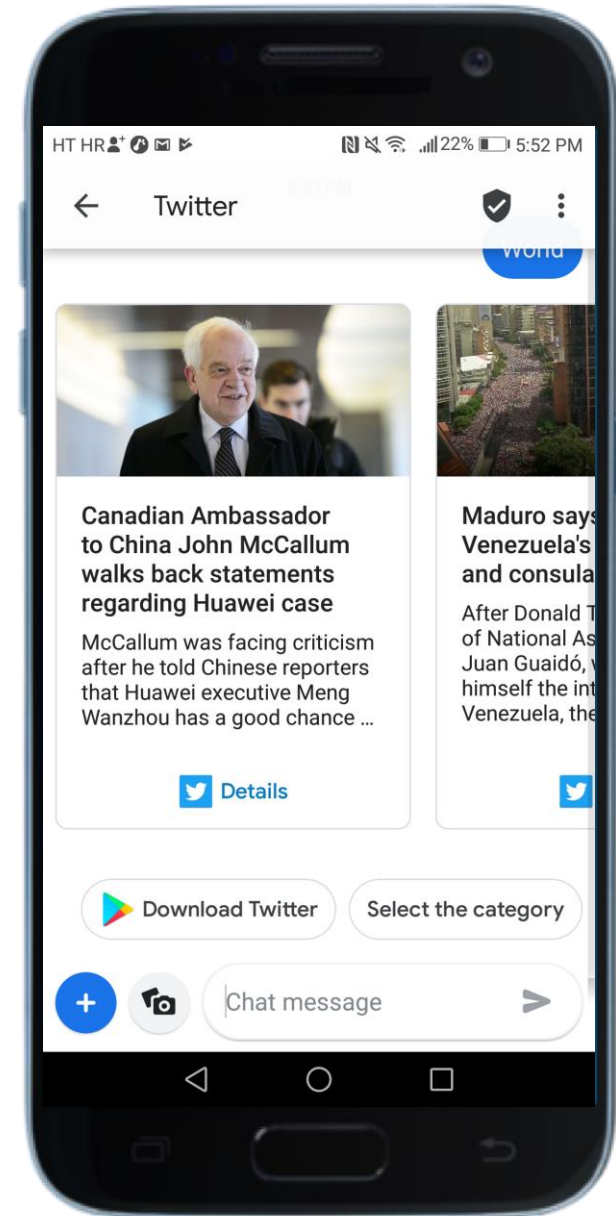
Content is presented in a visually attractive way. By swiping left or right new categories become visible.



CTA buttons

User can easily get more details inside the Twitter App by pressing on the article of interest.

CTA button to download the Twitter app.





Key objectives of the campaign



Re-engage inactive
Twitter users



Stay on top of
communication trends



Raise brand awareness



Q&A

