



infobip

Infobip rolling out RCS in Mexico

Success stories

David Aguilera

Sales Manager, Infobip Mexico

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Global presence, local deployment



60+
offices
worldwide

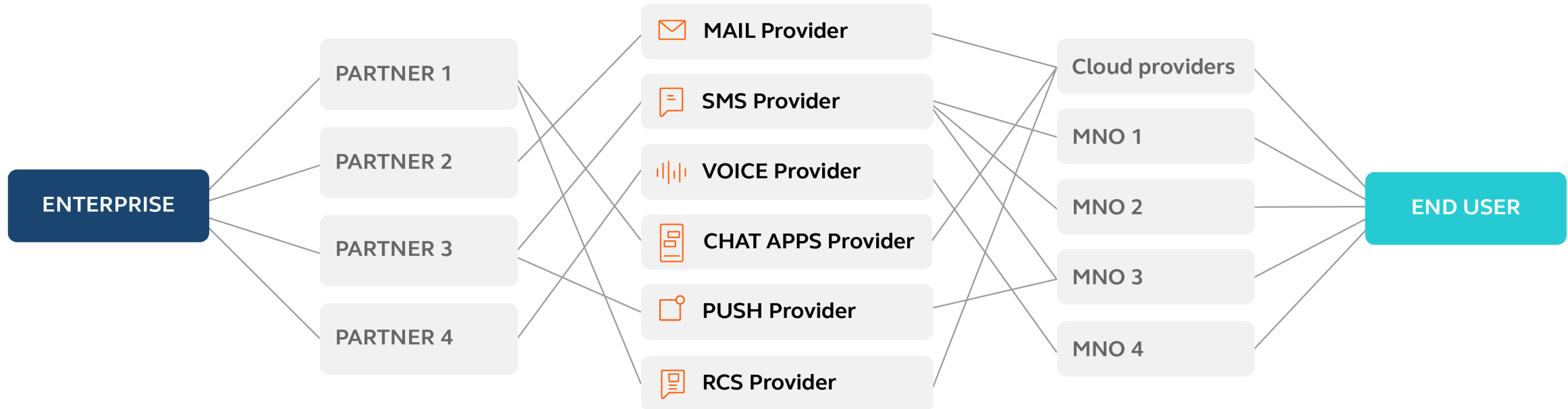
1800+
great
employees

600+
direct-to-carrier
connections

15+
Data centres



Today's communication challenges



- Many **providers / services**
- Multiple account managers
- Various APIs and web
- **Individual setup**
- Continuous **development**
- Multiple **security** setups
- Multiple **support** channels
- Administration / legal / time

 **COMPLEX**



One platform. All channels.



SMS

Reach more customers with faster, more reliable messaging.



Voice

Reach more customers worldwide with crystal-clear voice communications.



RCS

Engage via rich, branded, conversational RCS messaging.



Mobile App Messaging

Stay connected with every user and keep them active over the long term.



Chat Apps

Connect with your customers globally on their favorite chat apps.



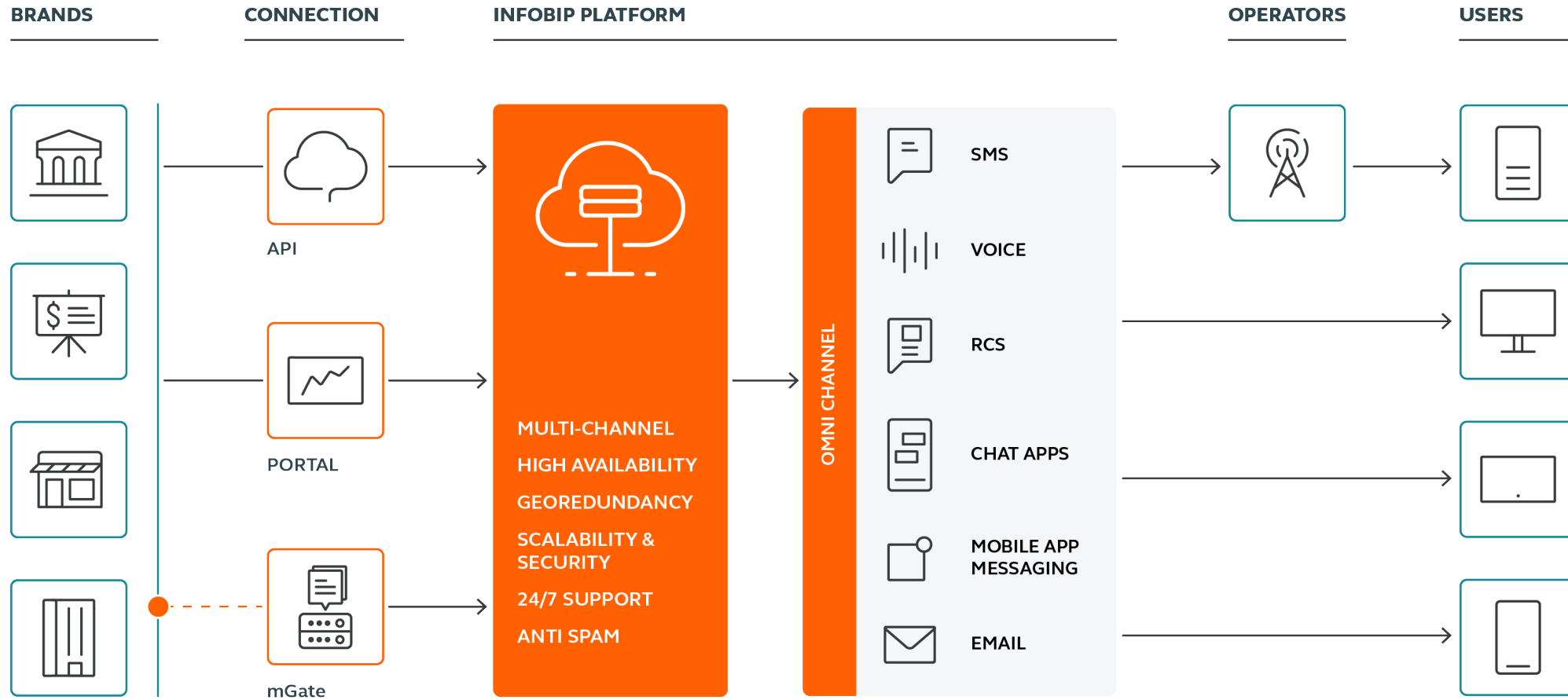
Email

Manage and create e-mails with a single, integrated platform.

Unifying historically fragmented digital channels for superb customer journeys and brand engagement.

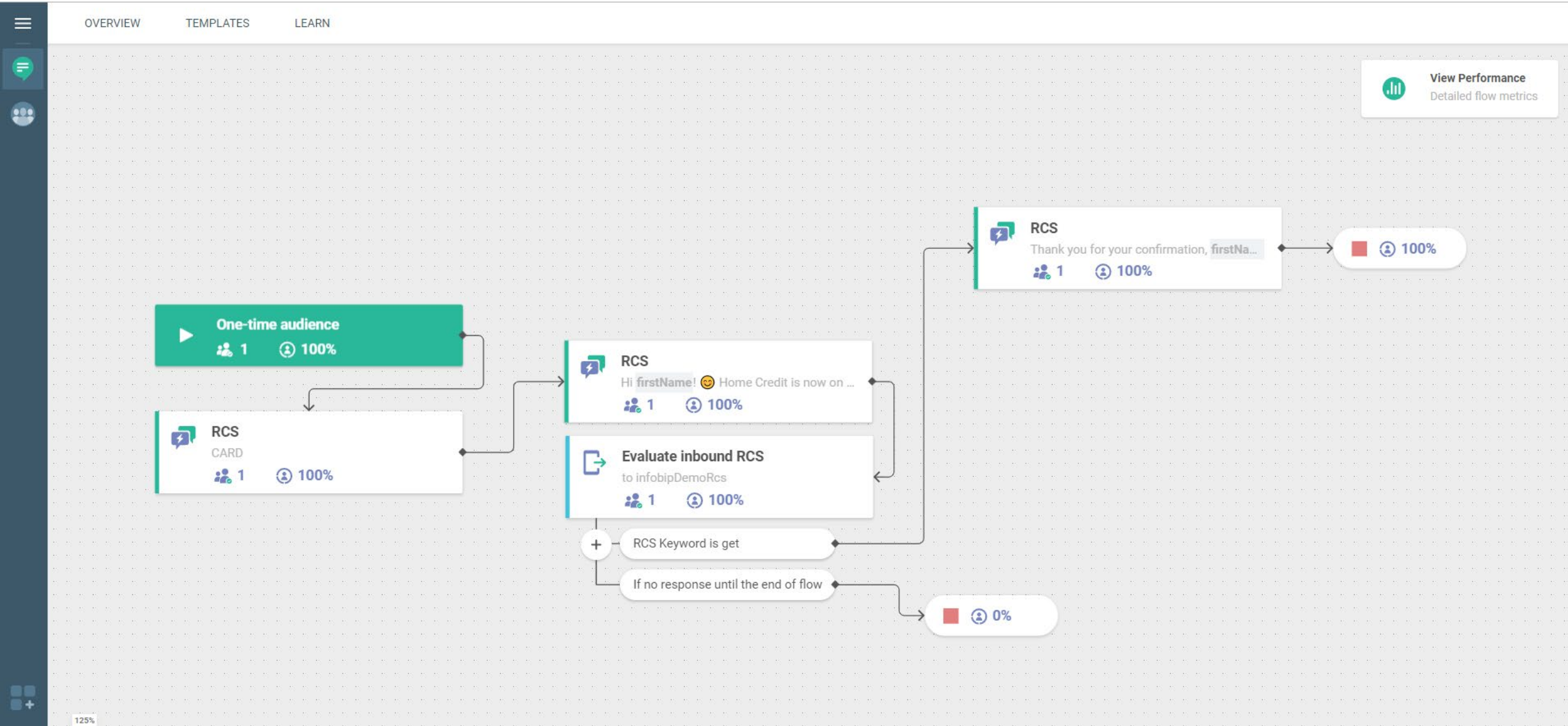


Infobip platform





How the RCS experience was built with Infobip





Brand stories from Mexico

ClubComex

Retail

SAMSUNG

Retail

utel
UNIVERSIDAD

Education

GAIA

Retail



- Since April, 10+ live campaigns sent
- Some use cases:
 - ▶ A promotional offer for products and discounts shared in a carousel.
 - ▶ Inspirational campaign promoting newest interior and exterior solutions to support communication in the magazine using colorful and visual content.
 - ▶ Club Comex shared a carousel of images and a video of their nonprofit programs to their users. The users had the possibility to visit Comex's social media channels.





ClubComex

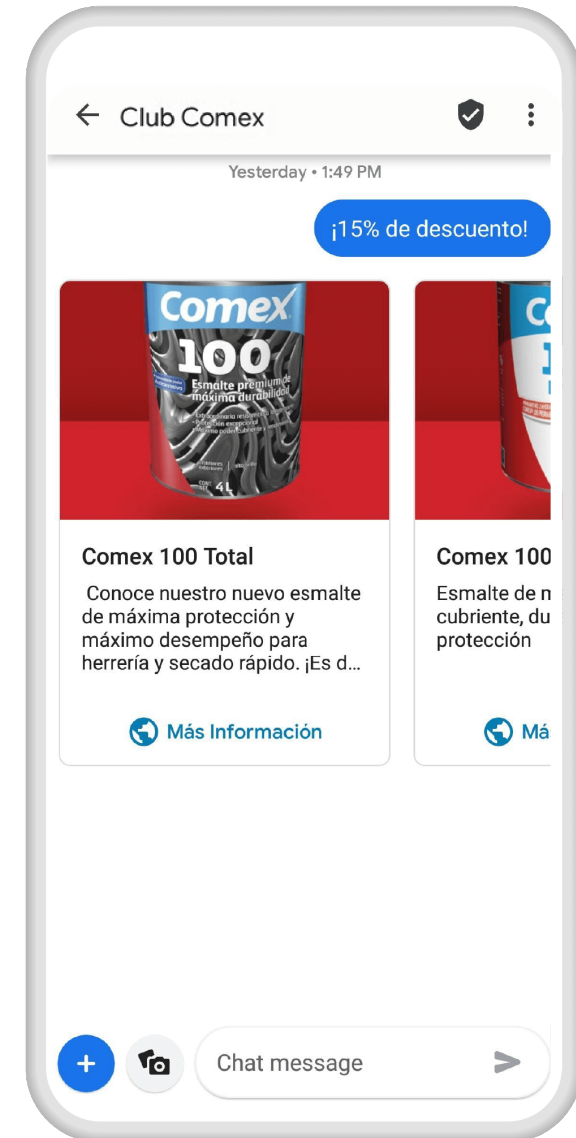
CASE STUDY

Challenge: Low engagement and sales among existing customers

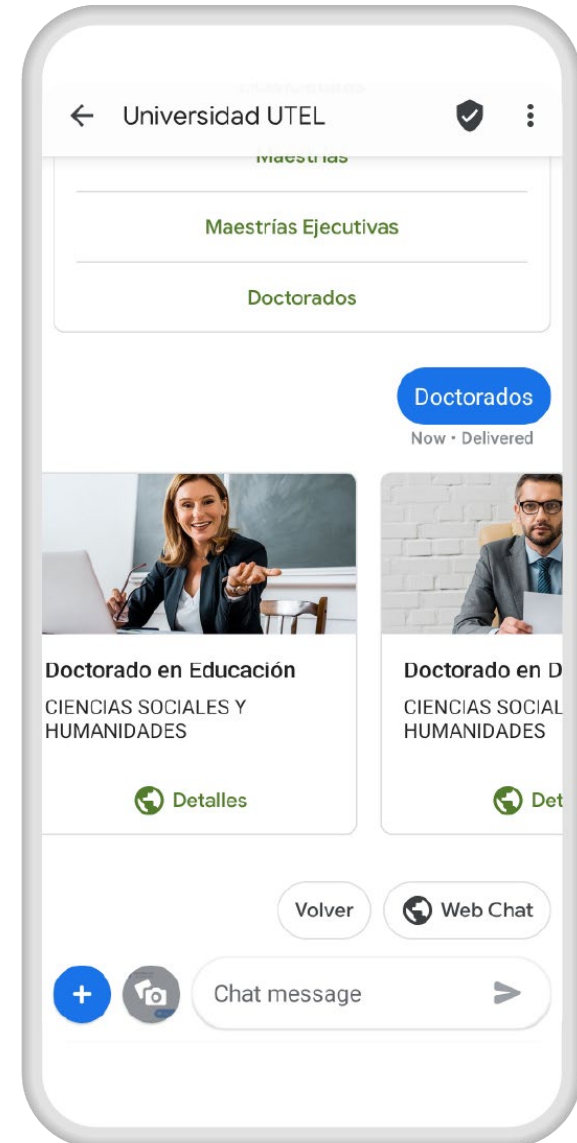
Solution: Upgrading to RCS Business Messaging to boost engagement and drive sales

Result: RCS campaigns generated a **115%** increase in revenue and a ten-fold increase in click-through rate

Club Comex: Campaign Revenue Growth of 115% with RCS Business Messaging



- Since April, 6 live campaigns sent
- Some use cases:
 - ▶ Promotional offers to motivate their students to enroll to their academic programs
 - ▶ Remind students to complete course registration
 - ▶ Customer support for general enquiries about enrollment
 - ▶ Promotion of online way of studying through alumni testimonials and referrals

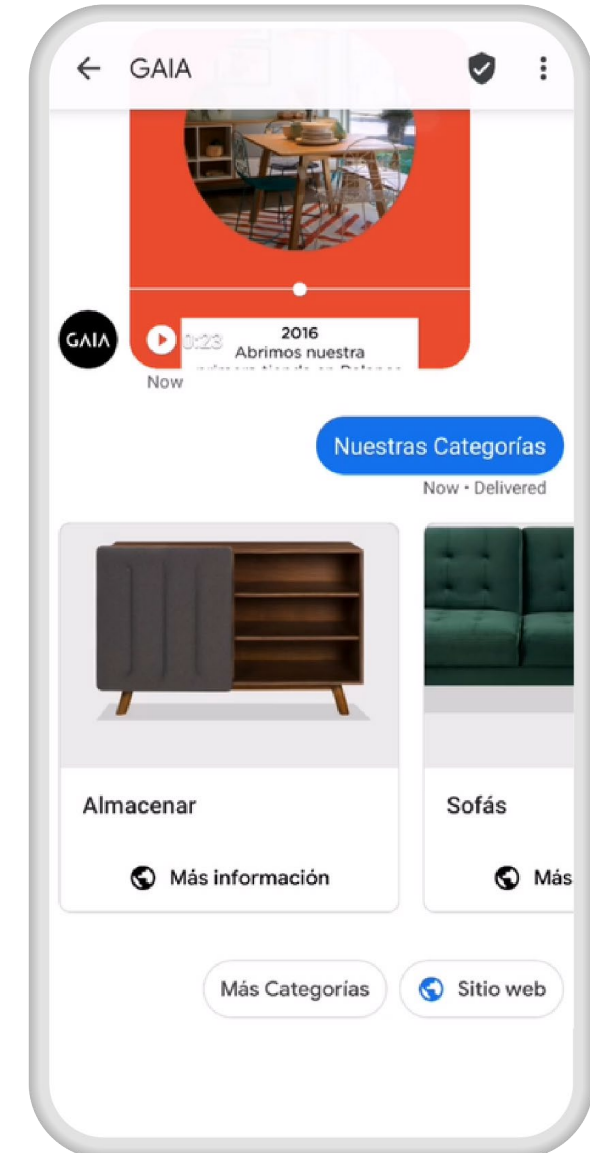




Campaign name: 5 AÑOS (5 years)

- Gaia celebrated their 5th anniversary with a big promotional campaign over RCS
- Offered discounts for their products
- Shared a video demonstrating an overview of the company history

3X higher message click-through rate compared to their email communication.





SAMSUNG

Preparation for campaign

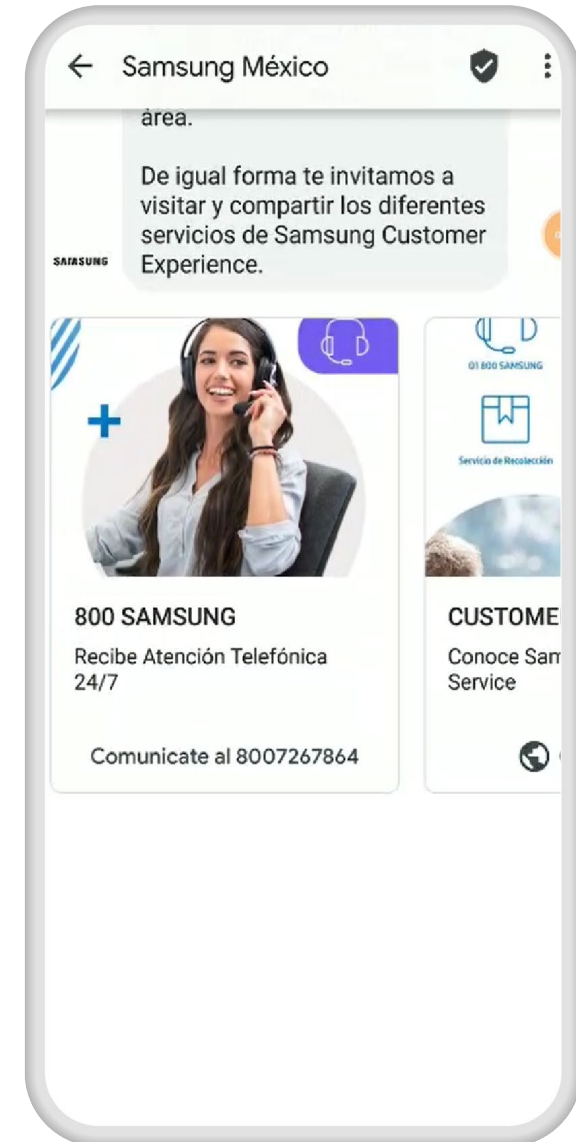
- RCS awareness campaign over SMS was inviting users to download the Android Messaging App.

RCS awareness campaigns help improve campaign reach.

Campaign

- Promoting the new channel, RCS, while sharing in carousel info about Samsung Consumer Service and Tech Support.
- Each consumer who interacted with the RCS flow was awarded with accessories for Samsung devices.

Click-through rate 34%.





Brand thoughts from Mexico

ClubComex

“The beginning of a new era of communication.”

SAMSUNG

“RCS the new beginning!”

utel
UNIVERSIDAD

“A new inspirational way to easily communicate and be approached by our students.”

GAIA

“A great way to stay on top of customers’ minds.”

THANK YOU!

David.Aguilera@infobip.com



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