



Vodafone RCS Update
Los Angeles, 22nd October 2019

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RCS is live in 15 Vodafone markets

Business Messaging is available now

UK

Germany

Spain

Italy

South Africa

Ireland

Greece

Portugal

New Zealand (partner market)

Romania

Turkey

Albania

Czech Republic

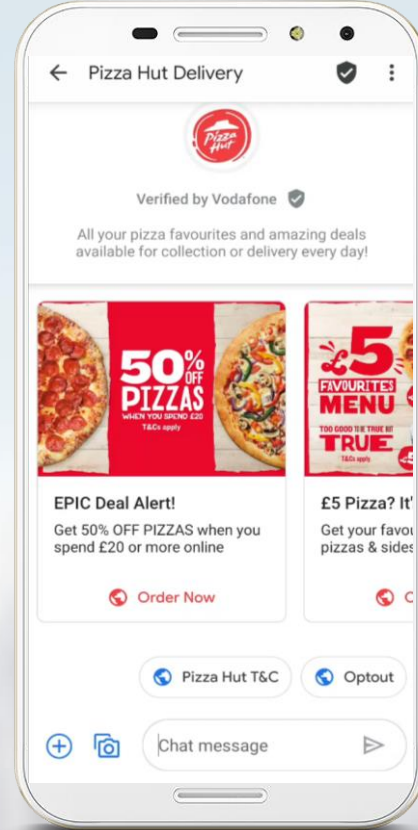
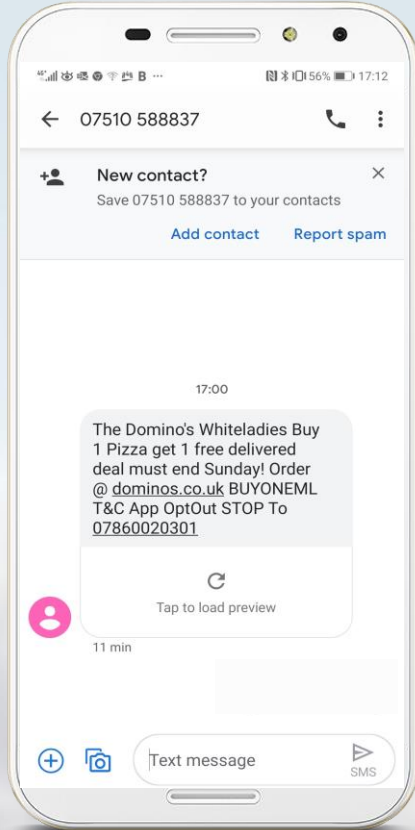
Hungary

Malta

... and more to come

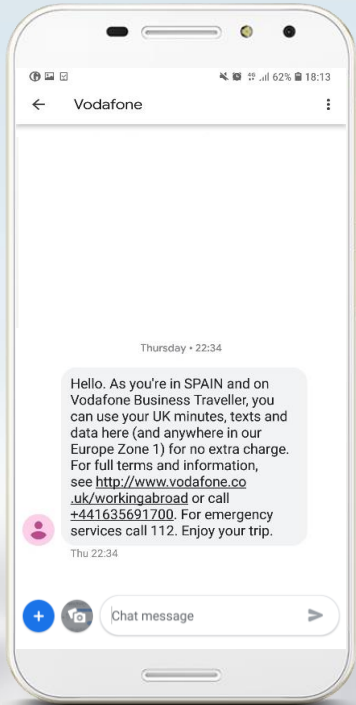


Business Messaging just got better



IMImobile 

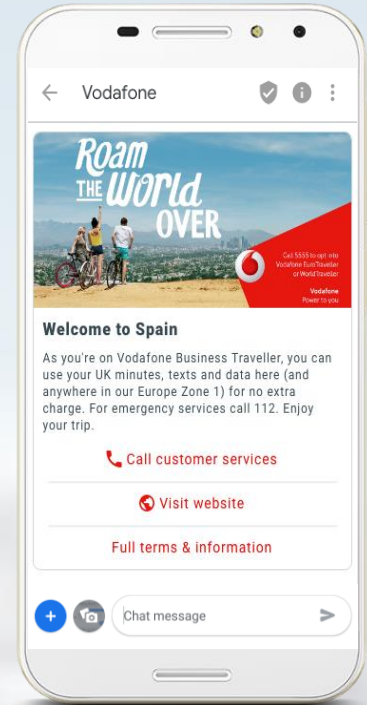
Evolve



SMS



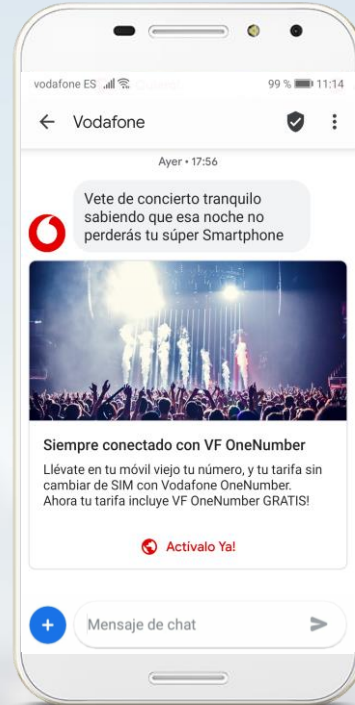
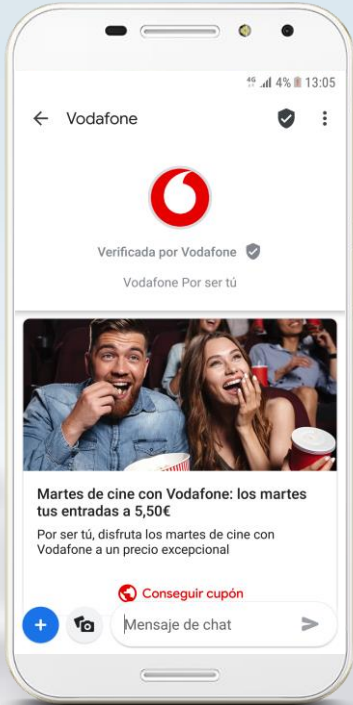
RCS v1.0



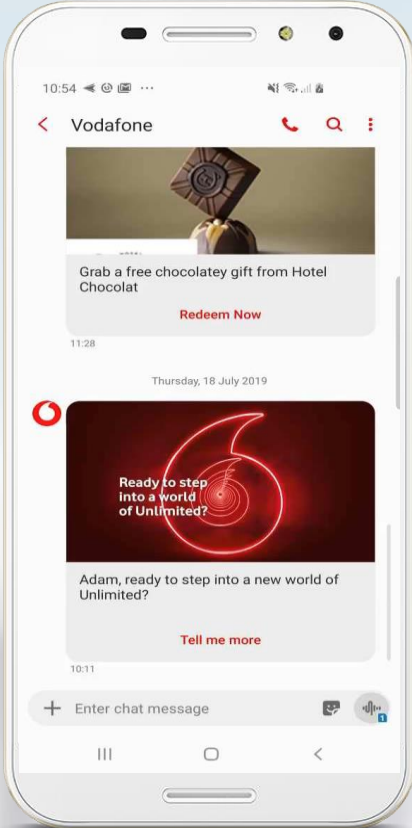
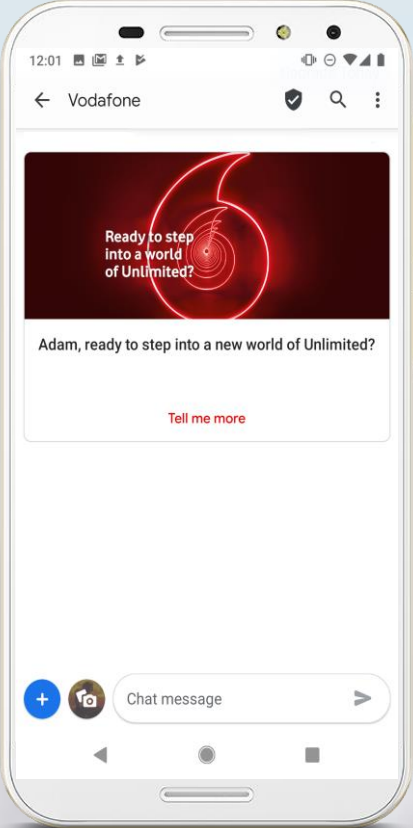
RCS v2.0



Enrich



Engage



Engage



Excel



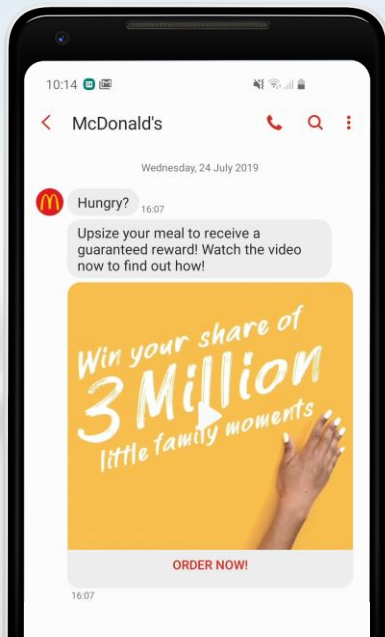
McDonald's promotion

73% read rate

2.5% click "Order Now"

44% proceed to McDelivery

(Out There Media)



Vodafone TOBi Chatbot

90% conversation success rate

Users completed desired task 9/10 cases

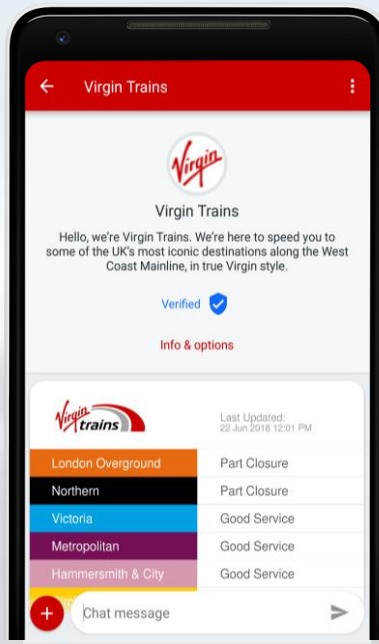


Virgin Trains campaign

5/5 rating from all

0 opts outs compared to 0.6% SMS opt-out

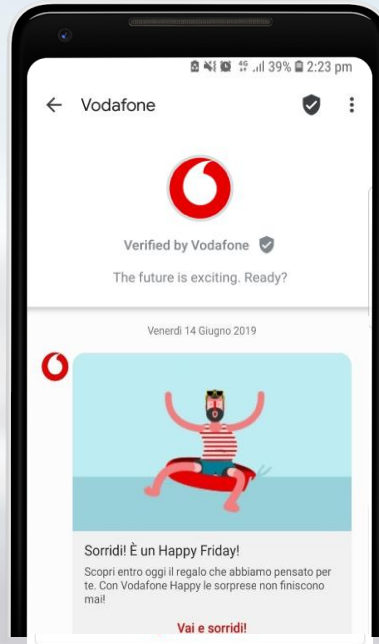
(Open Market)



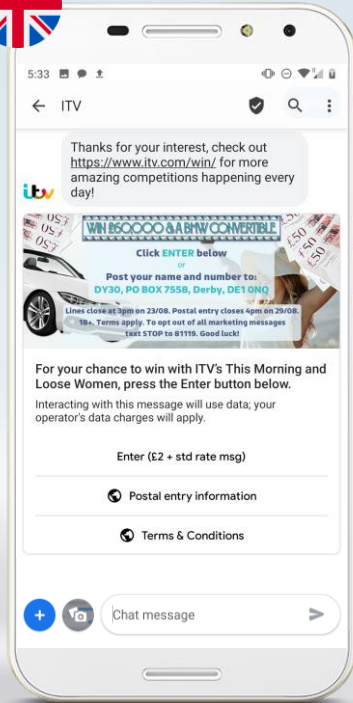
Vodafone Happy Fridays

11x click through

compared to push notification



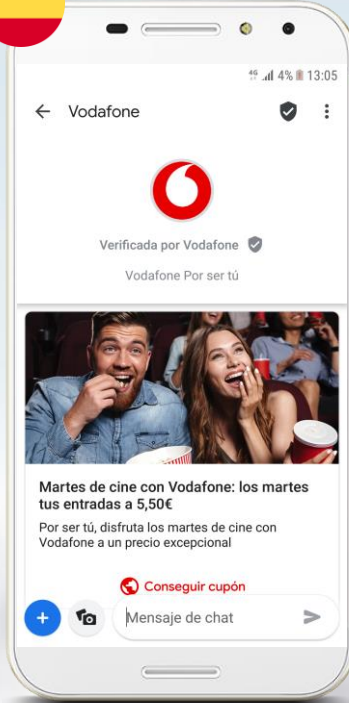
Excel



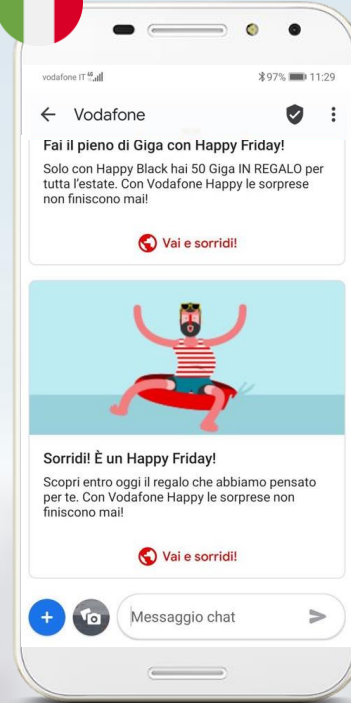
ITV premium comp:
9.7% responses **58% via RCS**, 42% via SMS)
(OpenMarket)



Cancer Research (charity):
21% RCS Click-through
vs. 3% SMS



Vodafone Start:
3% RCS responses vs.
0.4% Push



Happy Friday:
9% RCS redemption rate vs. 8%
Push & 7% SMS



Vodafone TV:
Participation entries **7% via RCS** vs. 3% SMS

Key Learnings

It is a
worldwide
reality

Robustness
&
trust

Engagement
average
7%

Industry standard
evolves to meet
customer needs



Thank you

