



infobip

RCS Business Messaging is taking off in South Africa

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Global presence, local deployment



60+
offices
worldwide

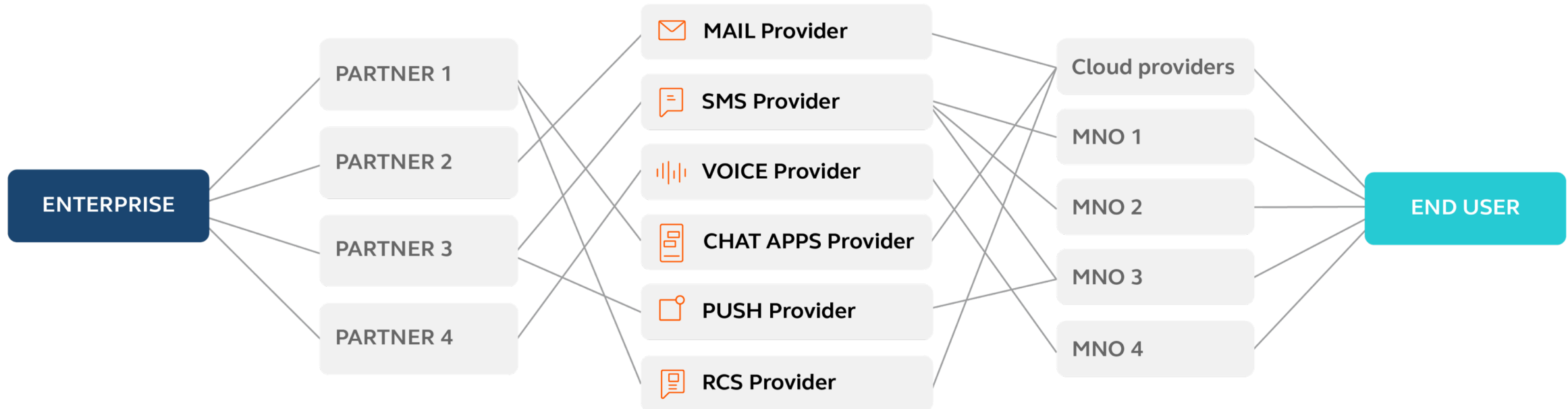
1800+
great
employees

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.



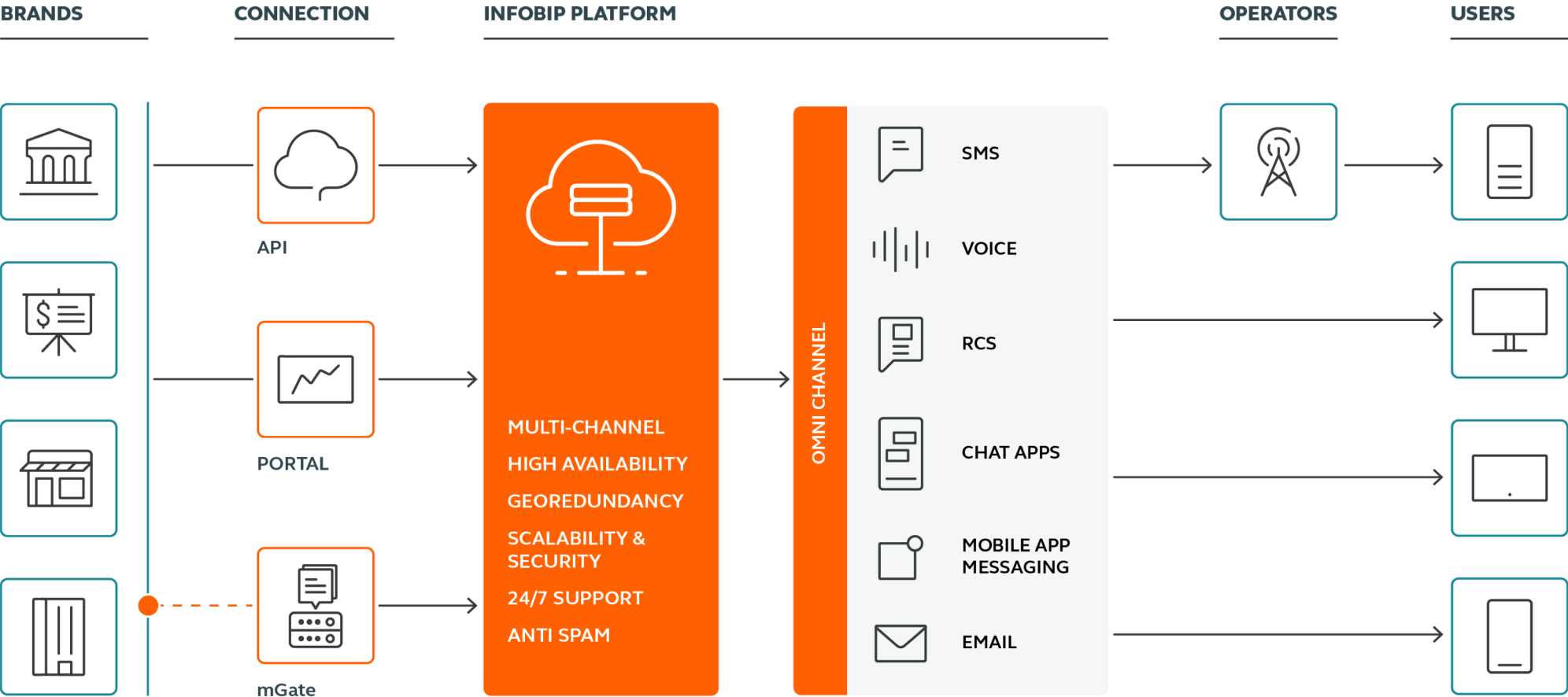
Email

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

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

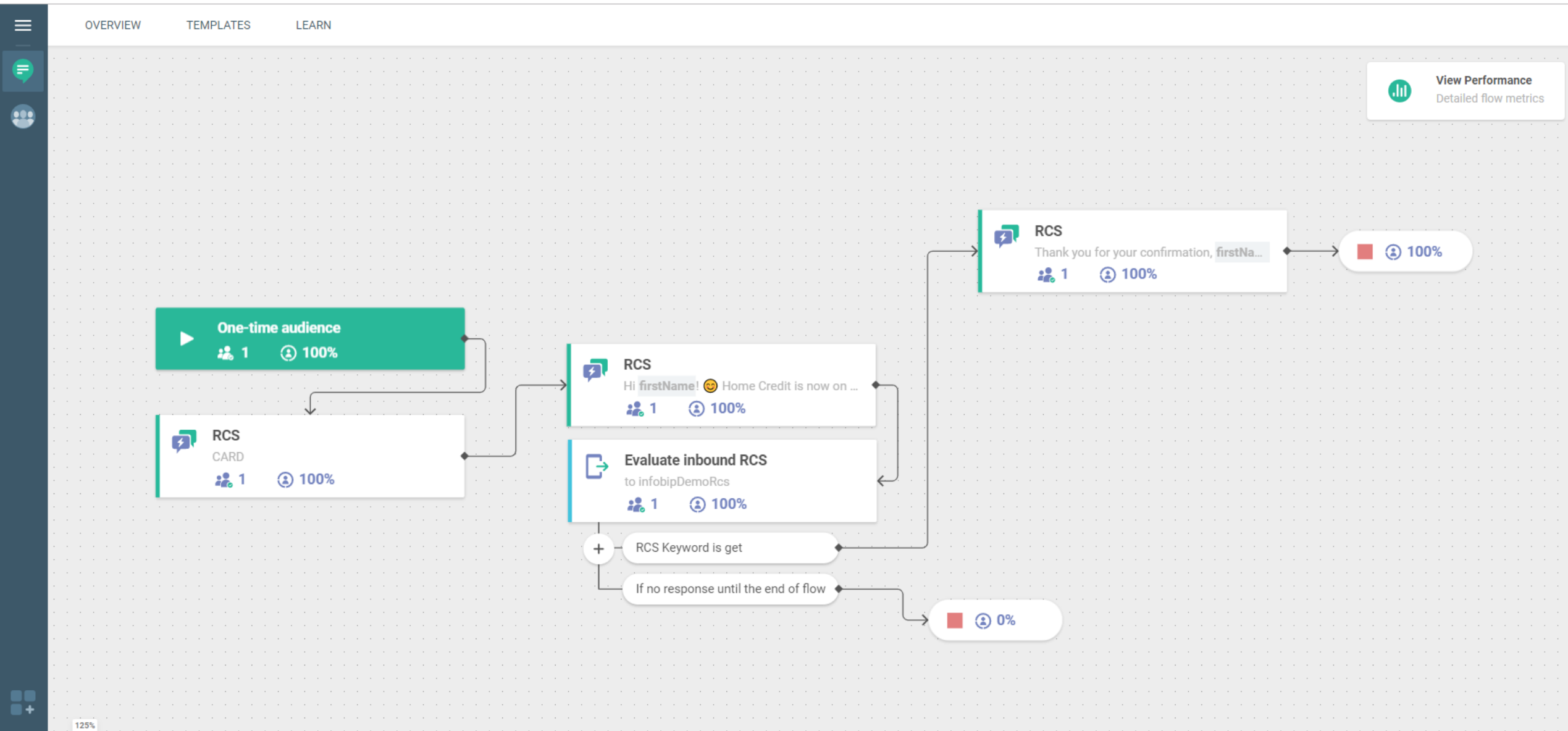


Infobip platform





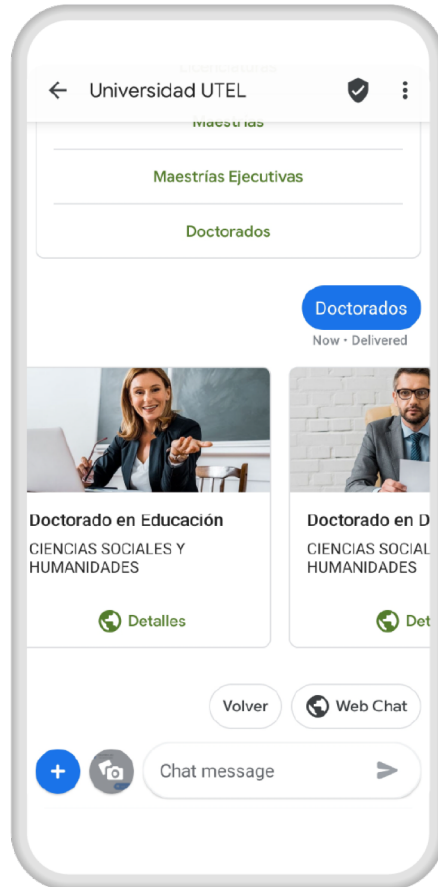
How the RCS experience was built with Infobip



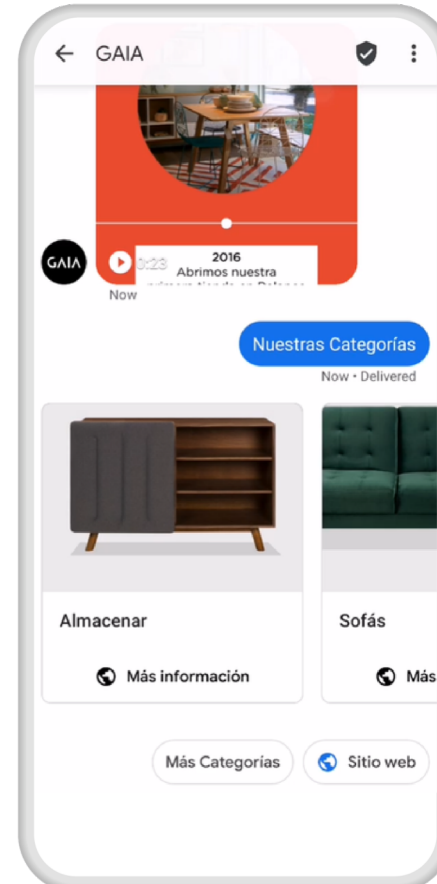
Brand stories from Mexico



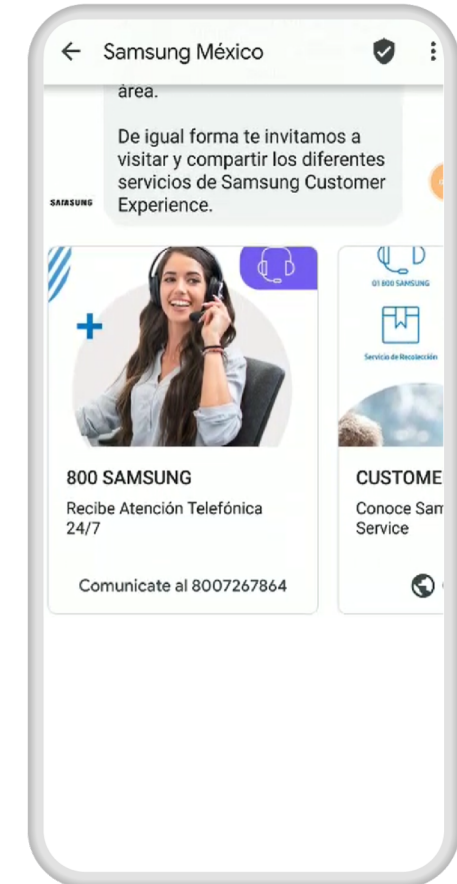
ClubComex



utel
UNIVERSIDAD



GAIA



SAMSUNG



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

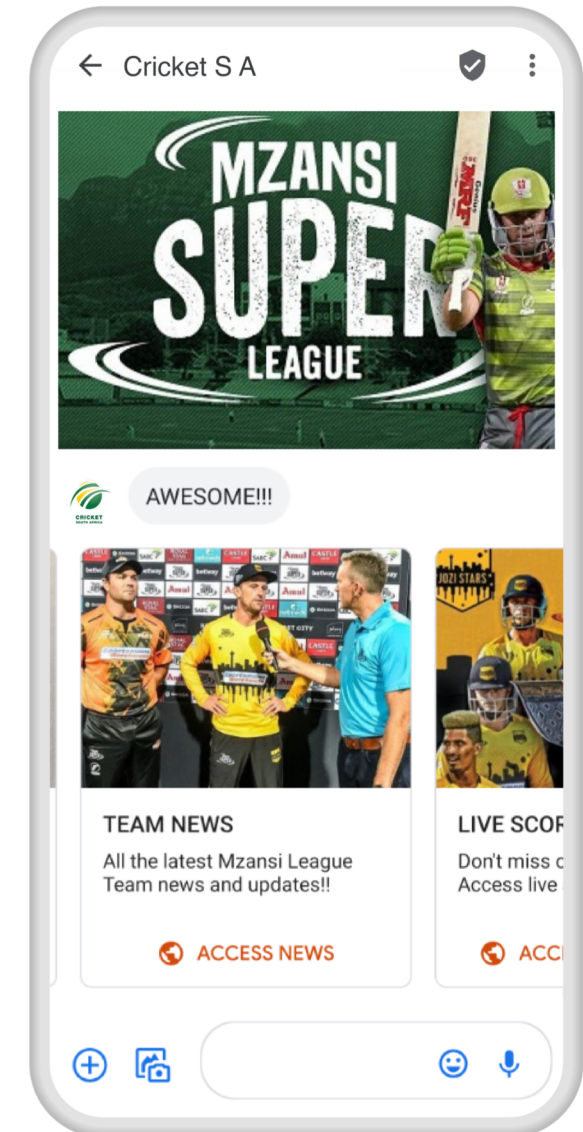
Club Comex: Campaign Revenue Growth of 115% with RCS Business Messaging





Brand concept from South Africa: Cricket SA

- Campaign Objectives
 - Interactive and Real-time engagement with the fans
 - Competition and Campaigns to keep fans engaged throughout the tournament
- RCS campaign including:
 - Fixtures
 - Team news
 - Live scoring
 - Key moments in the game. (short video's)
 - Tournament log



THANK YOU!

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