



infobip

Infobip RCS rollout

Success stories

Elma Serdarevic

Head of Operator Partnership APAC



Global presence. Local reach.

7bn

Monthly
interactions

4,4bn

Unique
mobile users



60+
offices
worldwide

2000+
great
employees

600+
direct-to-carrier
connections

28+
datacentres

Awards and Recognitions

Awards:



**BEST A2P SMS VENDOR
AS RATED BY MNOs
2017, 2018 & 2019**

**BEST A2P SMS VENDOR
AS RATED BY ENTERPRISES
2019**



Memberships:



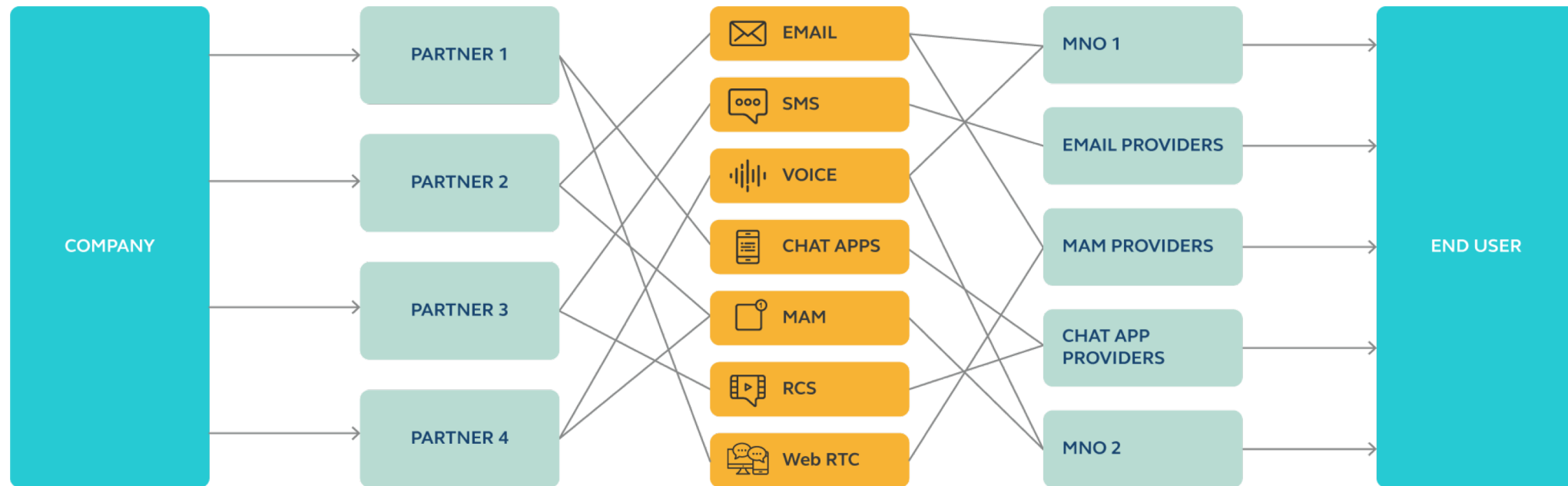
mobey forum



Security certified:



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.



Email

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



Chat Apps

Connect with your customers globally on their favorite chat apps.



Voice

Reach more customers worldwide with crystal-clear voice communications.



Mobile App Messaging

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



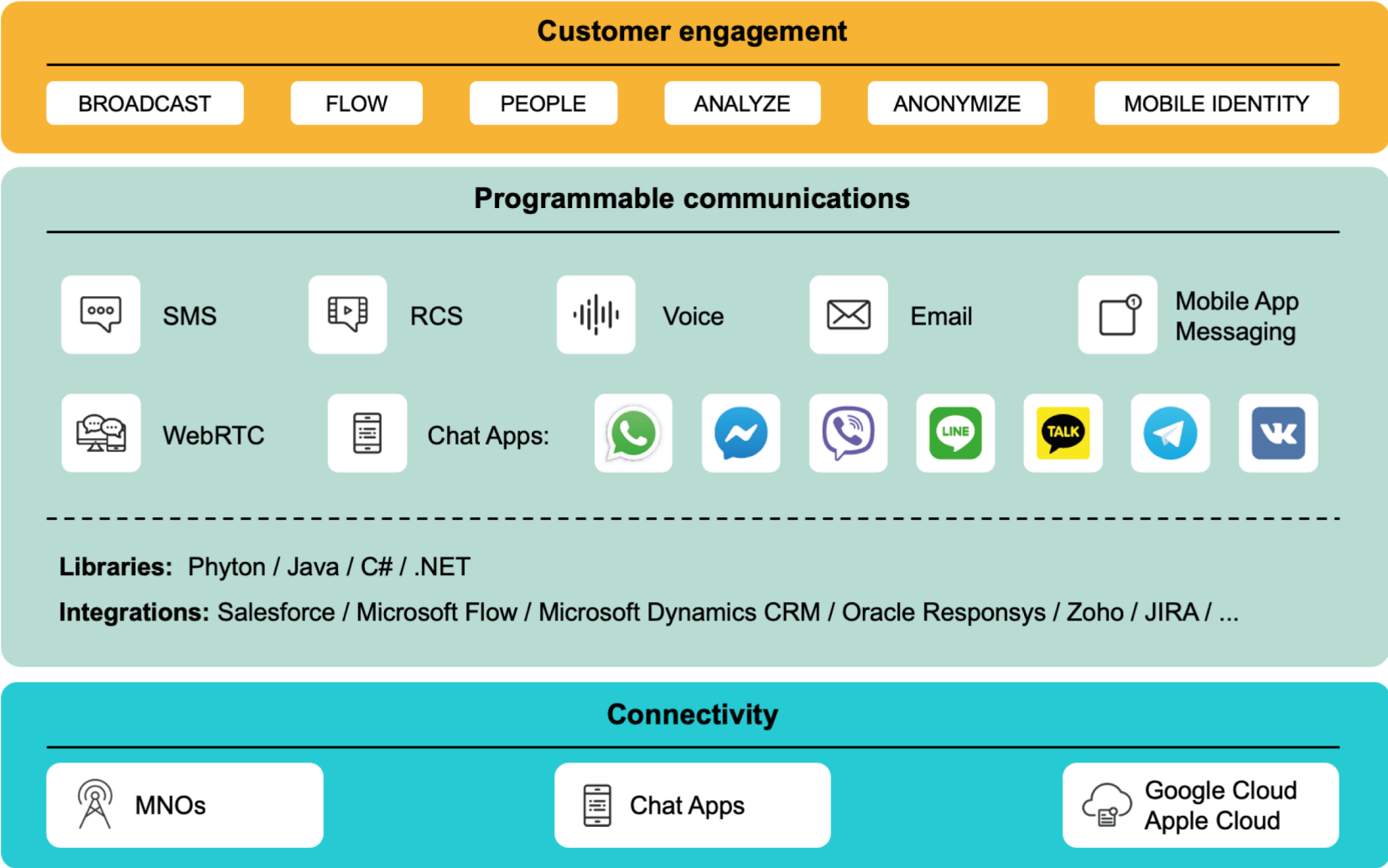
RCS

Engage via rich, branded, conversational RCS messaging.

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

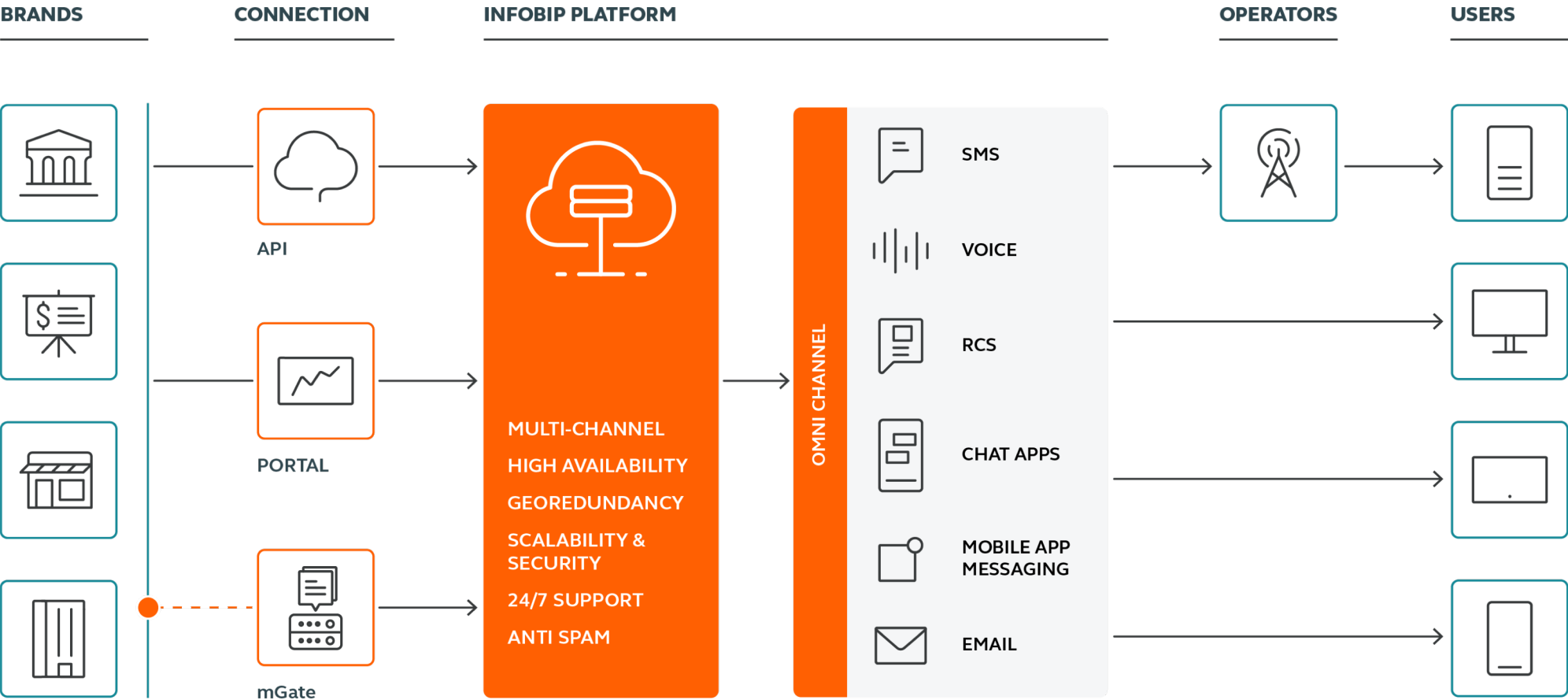


INFOBIP CPaaS ecosystem





Infobip platform

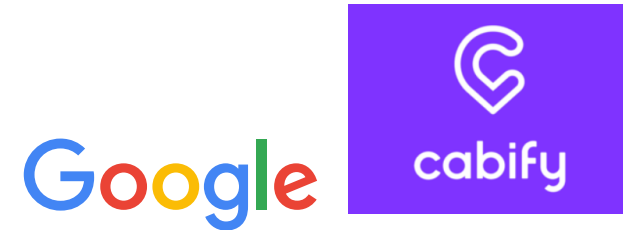




Infobip starting with RCS pilots



RCS pilots – Infobip & Partners – Phase 1



VODAFONE-UBER-INFOBIP PILOT

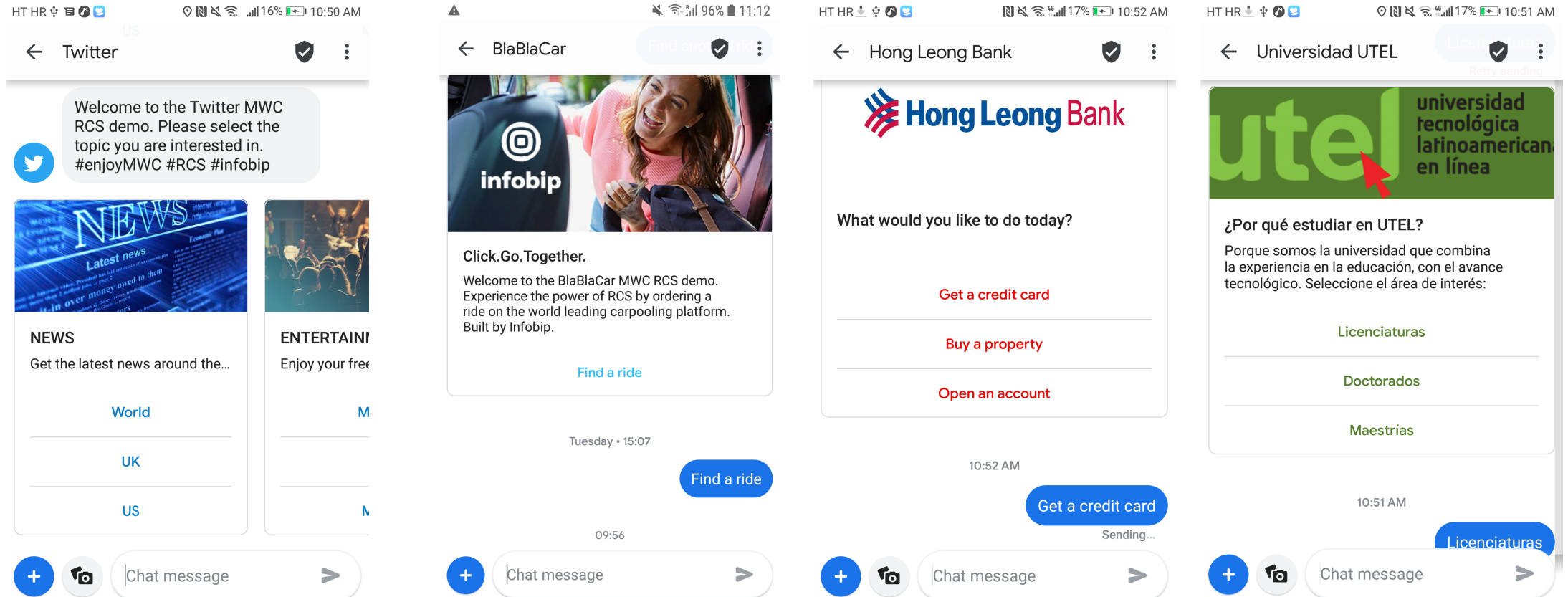
- Partnership with Vodafone to do a live, production pilot in the **UK, Germany, Spain, South Africa, and Italy**
- Pilot with UBER
- Showcased at MWC in Barcelona in March 2018

GOOGLE-CABIFY-INFOBIP PILOT

- Partnership with Google in **Mexico**
- Pilot with Cabify
- Showcased at MWC in Los Angeles in September 2018



MWC'19 pilots with Google and Vodafone





**From pilots toward live
RCS campaigns today,
covering all regions**



Brand stories from **LATAM** (Mexico, Brazil)

Club**Comex**

utel
UNIVERSIDAD

PPG

SAMSUNG

GAIA

shasa


TELMEX®

picap

Rappi

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





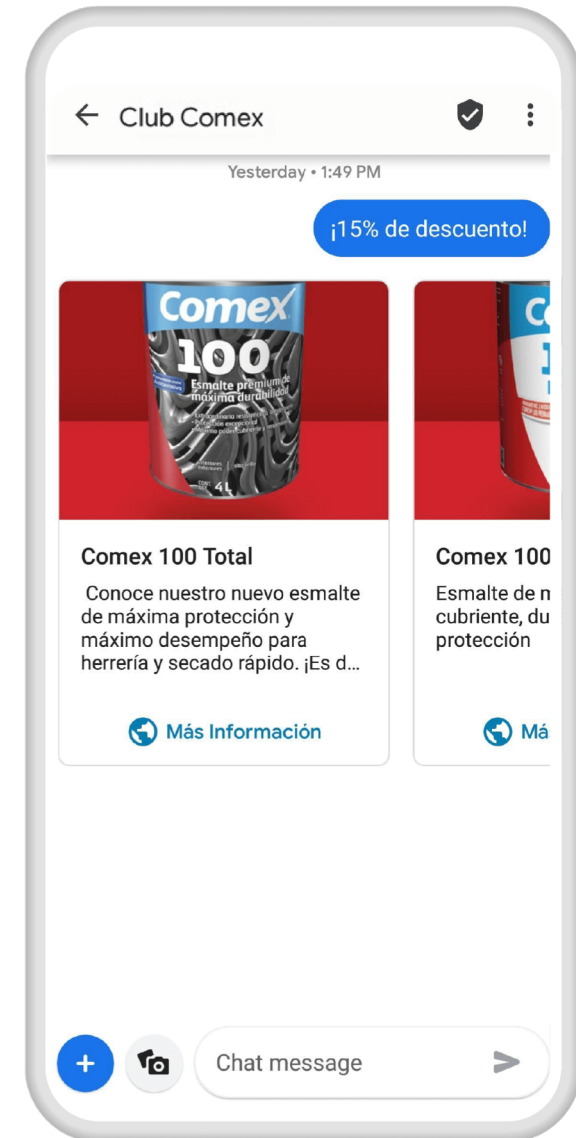
ClubComex

CASE STUDY

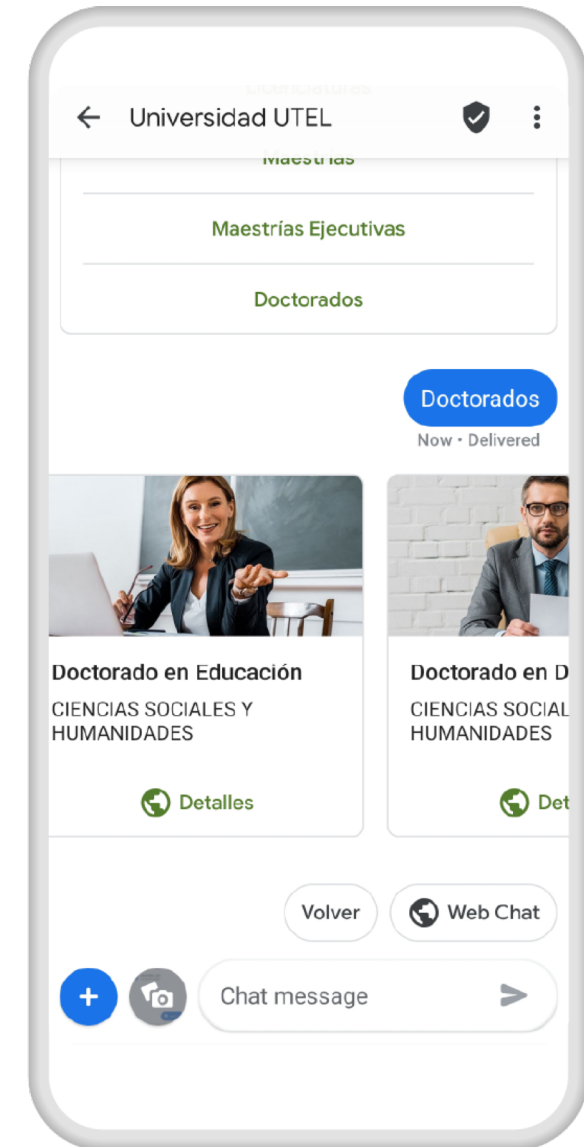
Challenge: Low engagement and sales among existing customers

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



- Since April, 6 live campaigns sent
- Some use cases:
 - Promotional offers to motivate their students to enroll to the academic programs
 - Remind students to complete course registration
 - Customer support for general enquiries about enrollment





SAMSUNG

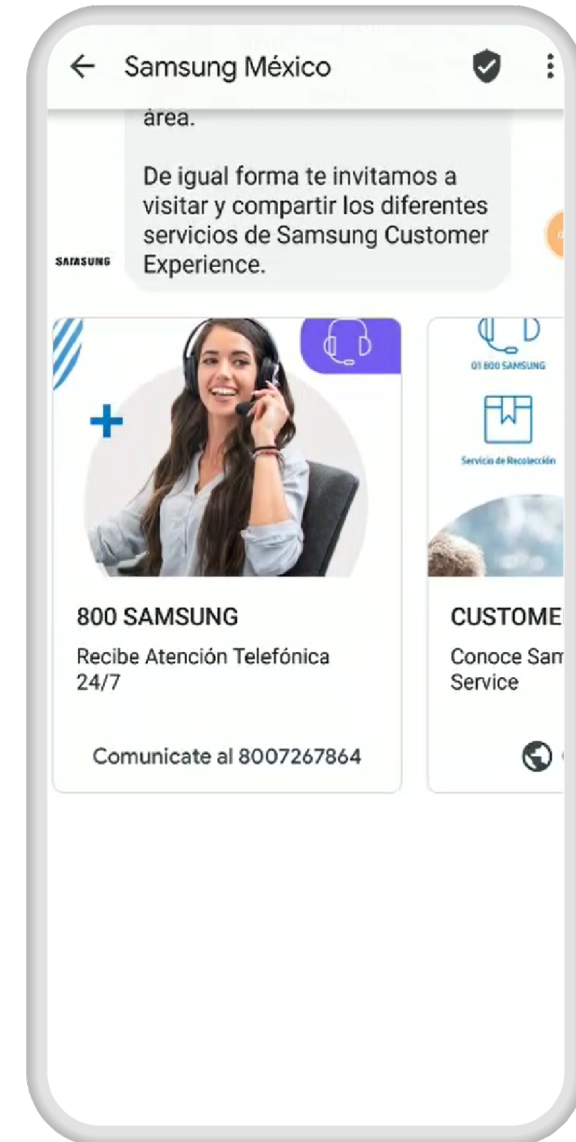
Preparation for campaign

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

Campaign

- Awareness campaign for the new channel RCS sent to their consumers, sharing in carousel info about Samsung Consumer Service and Tech Support.
- Each consumer who interacted with RCS flow was awarded with accessories for Samsung devices.
- 38% reach

RCS awareness campaigns improve campaign reach.





Brand thoughts from Mexico

ClubComex

“The beginning of a new era of communication.”

utel
UNIVERSIDAD

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

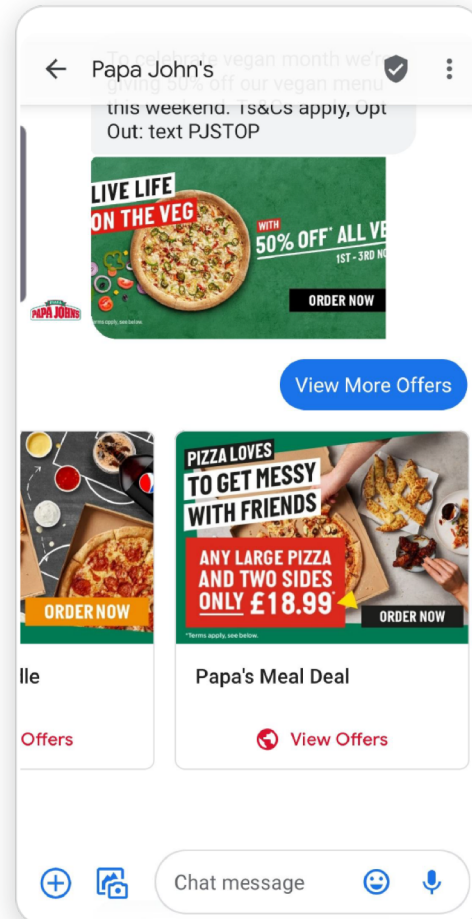
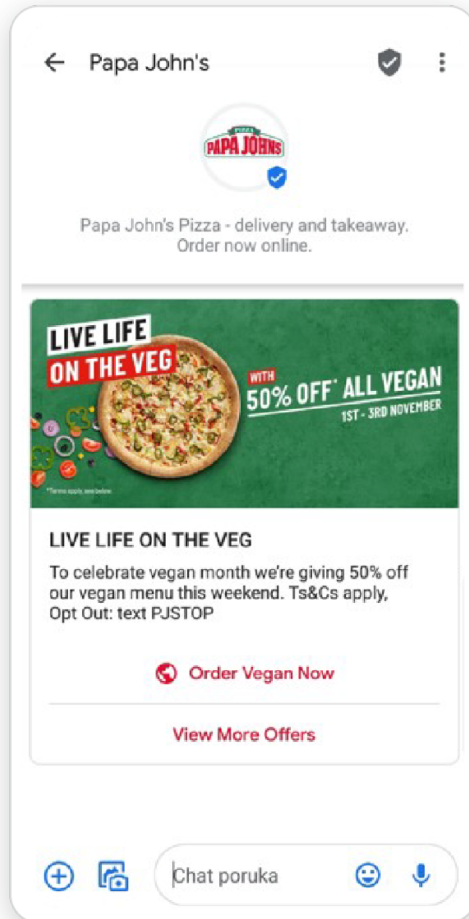
SAMSUNG

“RCS the new beginning!”

GAIA

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

Brand stories from Europe (UK and France)

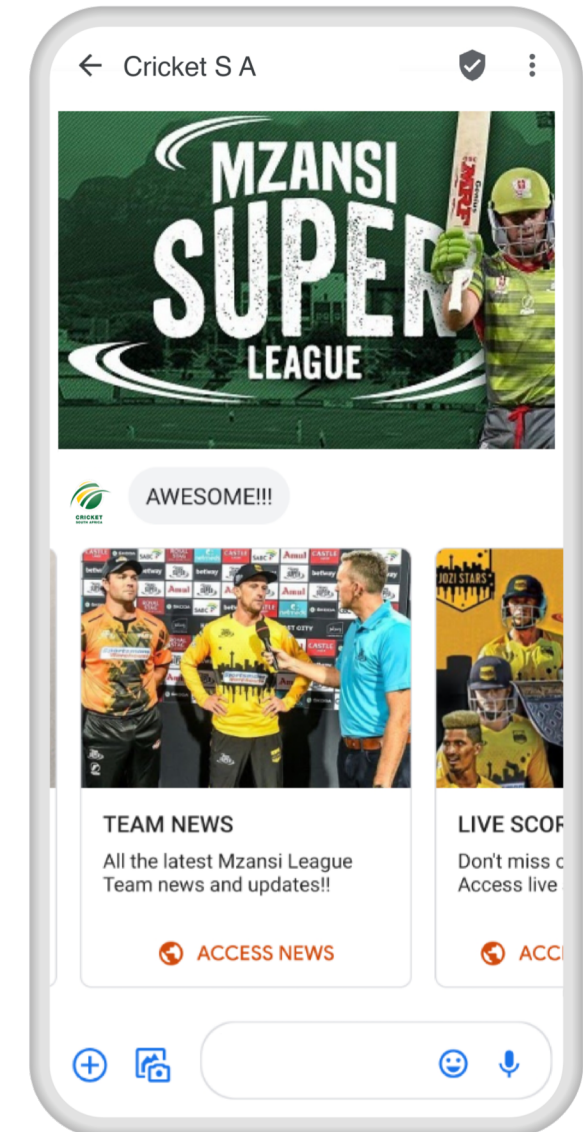


"Papa John's three-day RCS campaign enabled by Infobip outperformed our expectations. **Our first RCS campaign resulted in 23 percent higher sales than our SMS outreach.** A few of our stores actually sold out of our vegan pizza. It shows that RCS offers a more engaging experience to our customers," said **Giles Codd, Marketing Director at Papa John's (GB) Ltd.** "Furthermore, the interactive, branded content and images are very appealing, and it allows us to broaden our offer by giving customers choices. The customer ultimately feels more in control, and Papa John's can deliver a better service" concludes Mr.Codd.

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





Brand concepts from APAC



AirAsia
Travel

**HOME
CREDIT**

Home Credit
Fintech



Cashalo
Fintech



HongLeong Bank
Banking



About AirAsia

- AirAsia, the world's best low-cost carrier for 11 years in a row, including the latest award for 2019.
- The largest airline in Malaysia by fleet size and destinations.



165+
destinations

25
countries

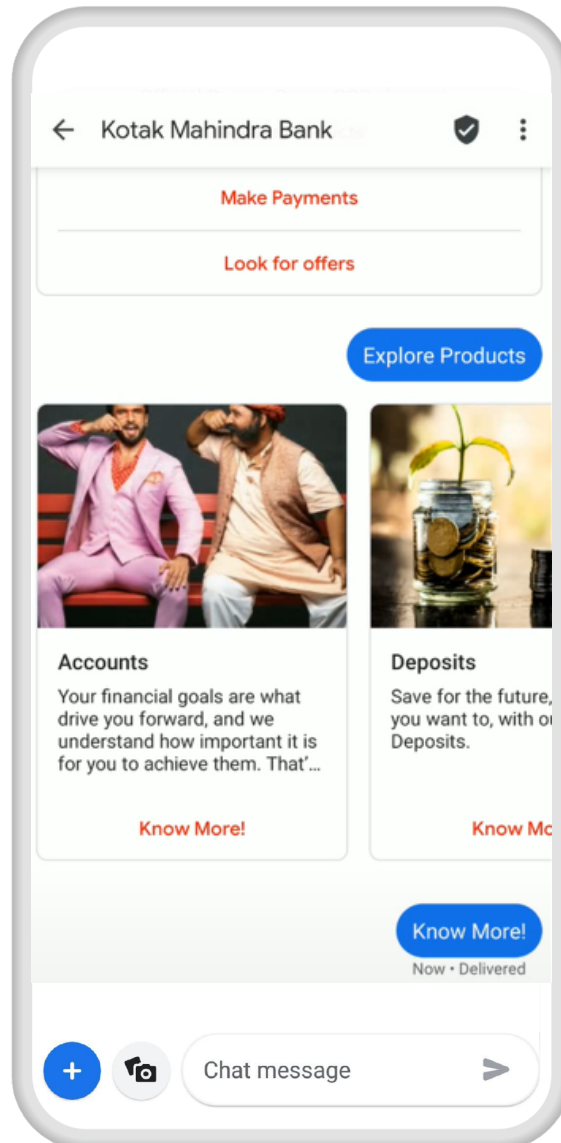


- RCS campaign offers discounts for flights for AirAsia BIG members
- Customer:
 - Chooses a local or international destination from the carousel
 - Executes the payment over AirAsia web site
 - Receives a confirmation message that the flight has been booked

Brand concepts from India

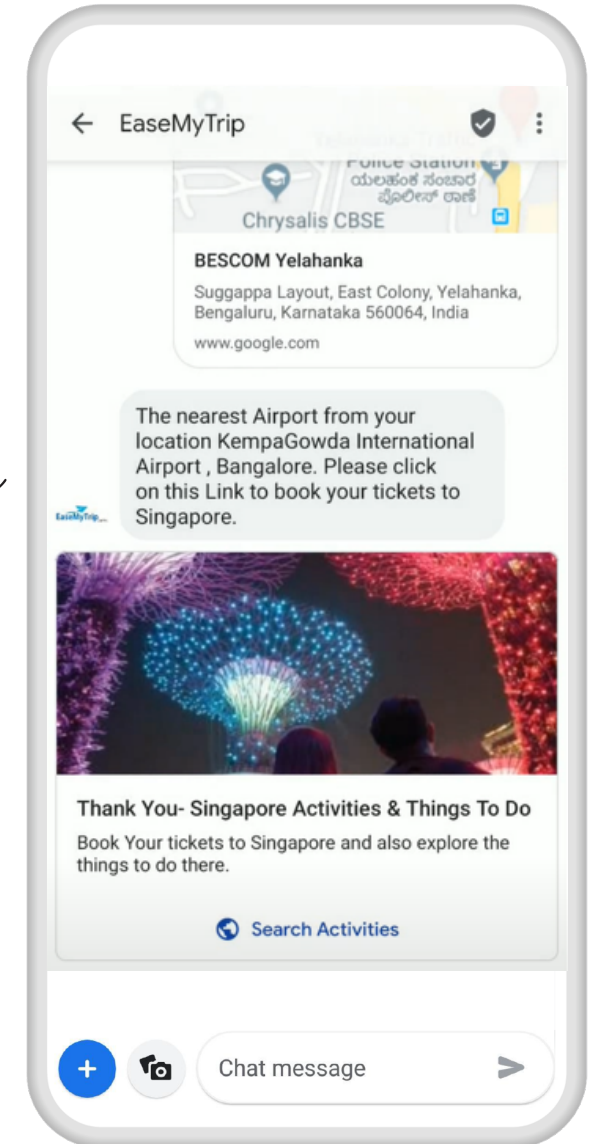


Banking



EaseMyTrip.com

Travel



How Infobip is driving global RCS rollout and adoption?



Markets where Infobip is sending live RCS campaigns



Mexico



Brazil



UK



France

More markets coming soon



Spain



Colombia



Argentina



India



Japan



Philippines



South Africa



Italy



Germany



USA



Canada

Infobip is prepared to bring global RCS experience and success stories to APAC and Japan.

THANK YOU!



infobip