



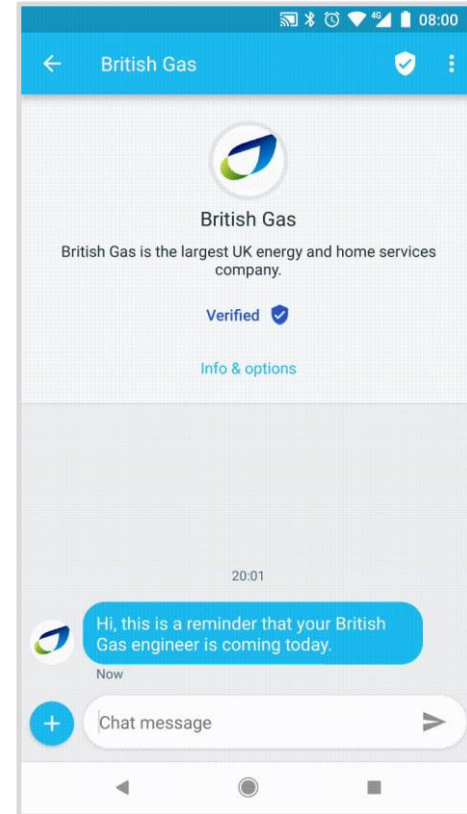
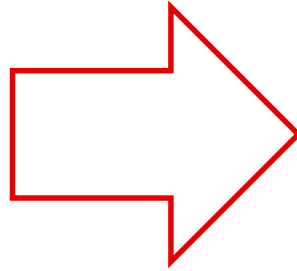
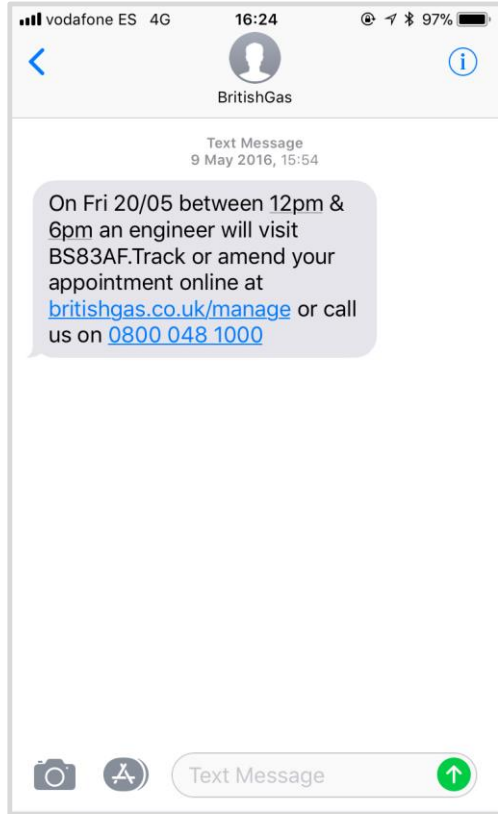
Vodafone RCS Messaging: A Commercial Reality

liz.mccord@vodafone.com

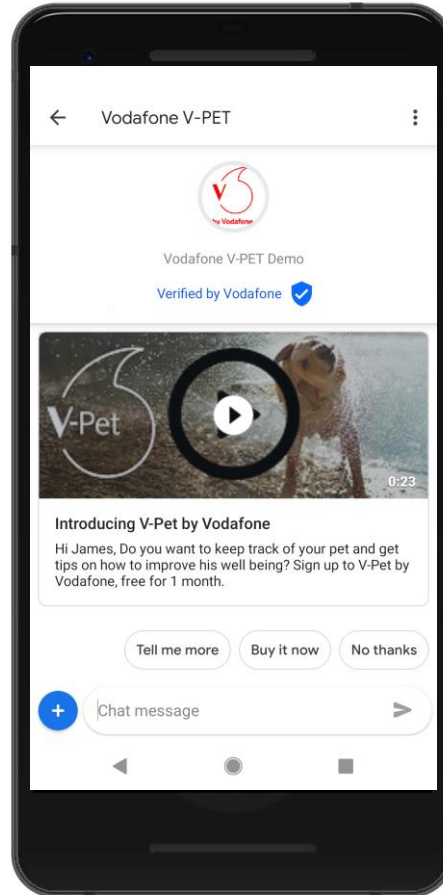
24th October 2018



Application to Person Messaging is evolving thanks to RCS



RCS enables more engaging content



Vodafone's RCS Business Messaging | A Commercial Reality

**Commercially live
in 3 countries**



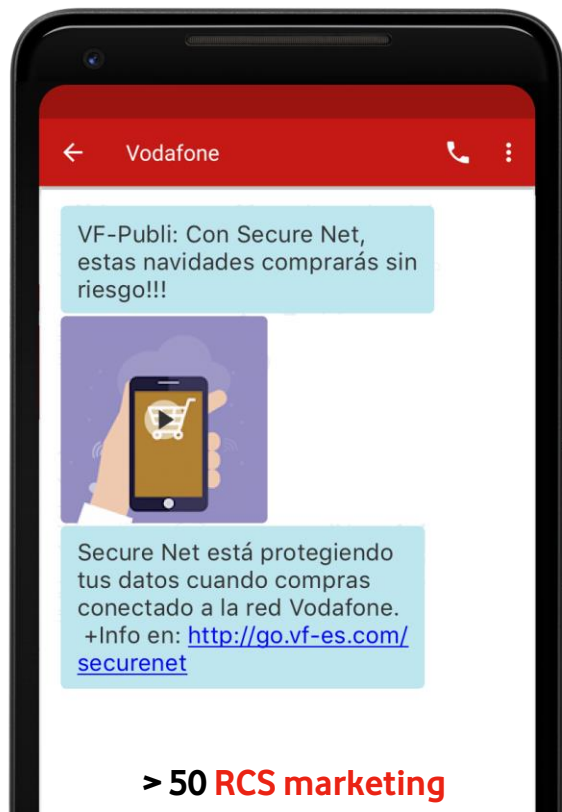
**Scaling handset
support**



**Generating
value**

- Brand & Vodafone campaigns
- UP1.0 + UP2.0 use cases

Some RCS Campaign Results



> **50 RCS marketing campaigns** in Spain

Click-through rate
uplift from SMS:

Up to 13 x



Activation rate
uplift from SMS:

Up to 8 x



Rich receipt for **premium SMS** donation in Italy.

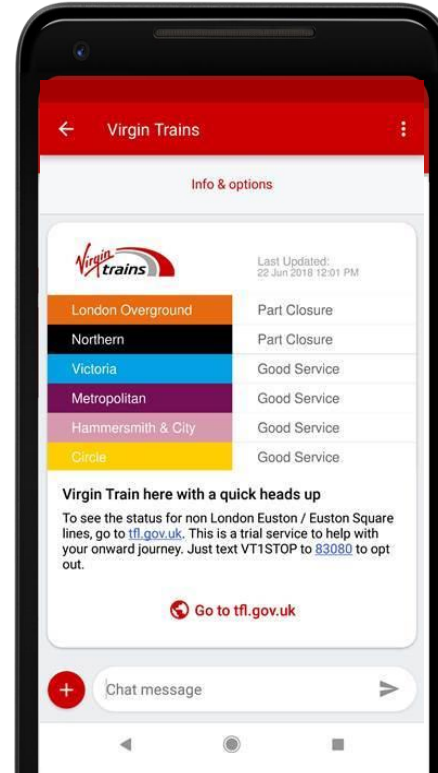
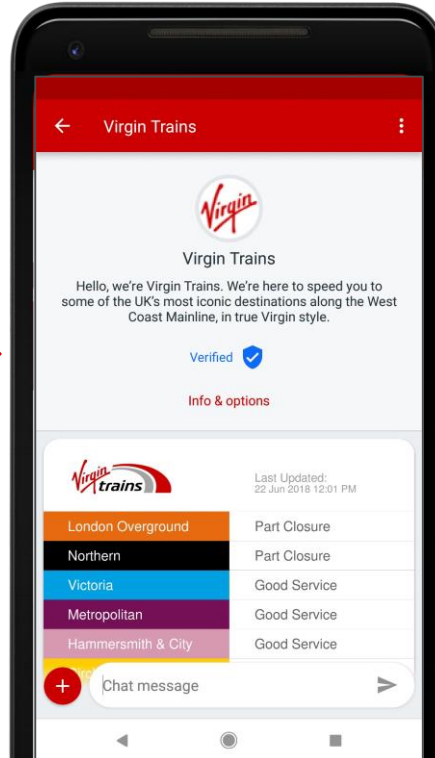
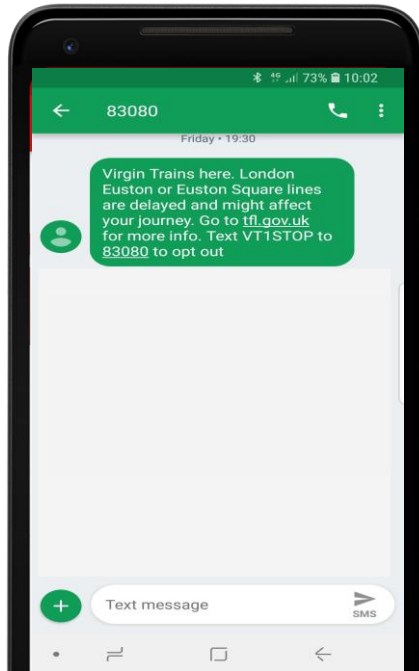


Vodafone UK

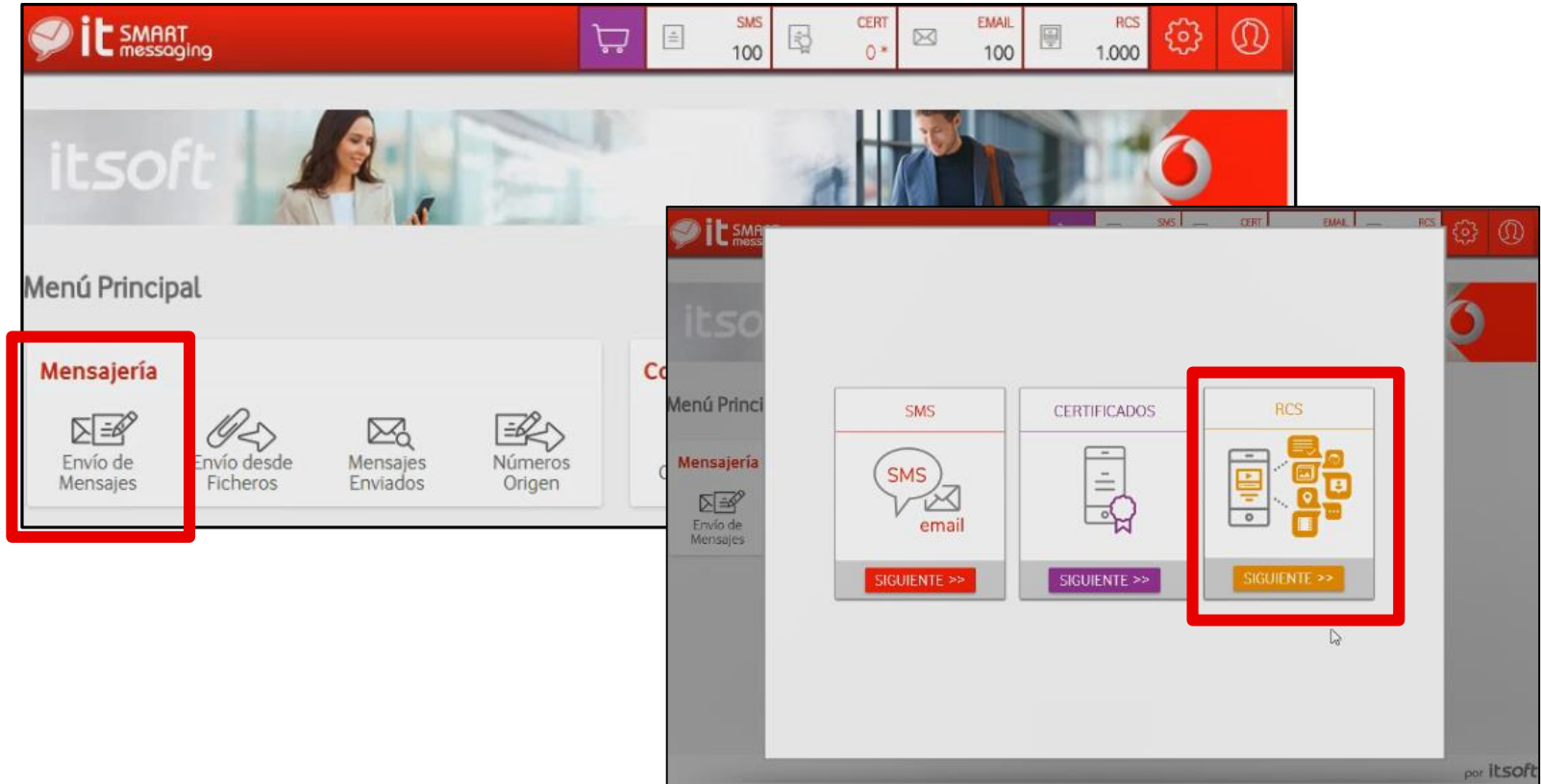
Virgin Trains launch UP2.0 campaigns



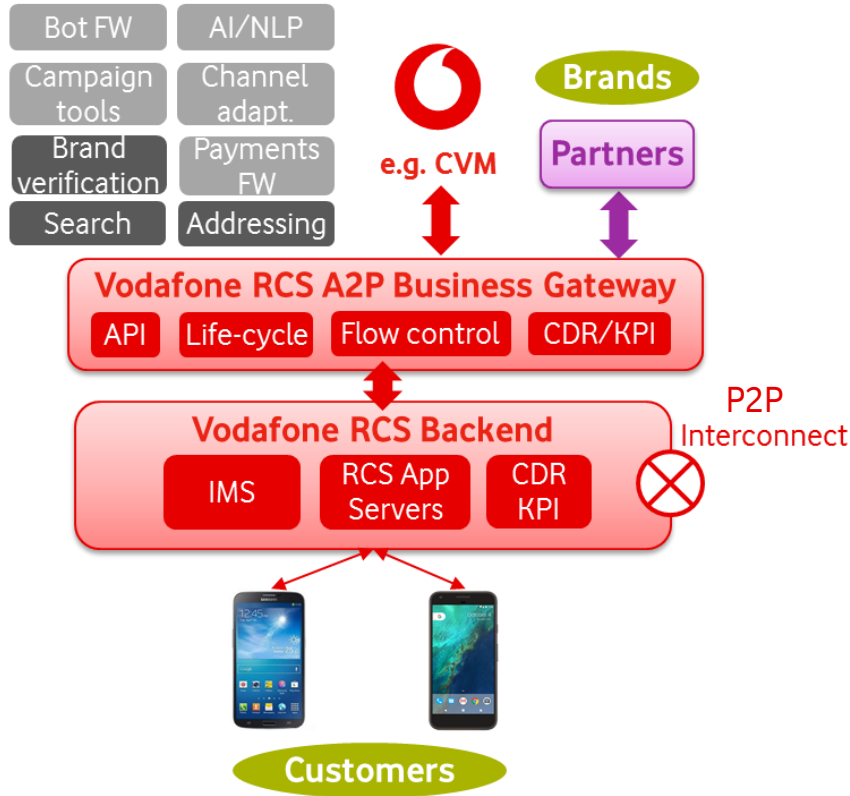
OpenMarket®



Vodafone Spain offers a tool for Enterprise customers



Vodafone RCS Messaging Platform – Ready for business



Messaging ecosystem design for brands, including Vodafone

Lightweight integration enabling access to the RCS ecosystem

100% reach for Android Devices



Vodafone RCS base is growing fast

Albania
Czech Republic
Germany
Greece
Hungary
Ireland
Italy

New Zealand
Portugal
Romania
South Africa
Spain
Turkey
UK





Thank you

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