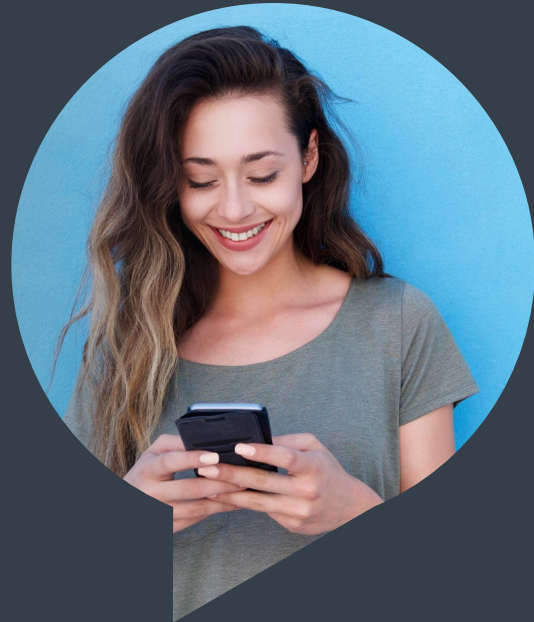




Objectives | Solution | Benefits | Quick Facts

Solution Brief | MMS 365

Enrich Customer Interactions with Powerful and Engaging Multimedia Messaging



sinch

Engaging with connected consumers

Lines of business and enterprises, including content providers, retailers, consumer goods companies, and beyond, recognize the importance of expanding digital communications to meet the needs of customers in the experience economy. With multimedia messaging, you can **provide engaging interactions** that offer vivid images, video, and sound.

Multimedia messaging complements existing communications capabilities for a comprehensive, multichannel strategy encompassing SMS messaging, e-mail, social media, and more. Multimedia messaging enables you to deliver immersive engagements that help capture attention, compel consumers to take action, resolve customer issues, and more.

With an advanced multimedia messaging solution, you can deliver rich content and tailor your interactions to meet the expectations of sophisticated mobile consumers. You can create intuitive messages to offer product coupons, discounts for first-time customers, seasonal or event-related campaigns, and promotions, and to address service and support issues. You can better engage with customers, foster repeat business and loyalty, and differentiate your organization.

Engaging with connected consumers

Comprehensive multimedia communications

The MMS 365 mobile service extends your digital communications and supports a complete approach to reaching customers, converting prospects, and fostering loyalty. With more competition today than ever for consumers' attention, MMS 365 enables you to break through the noise with effective messages delivered through pictures, audio, and video.

The comprehensive multimedia messaging service from Sinch adds to your existing SMS, in-app push notification, social media, e-mail, and other channels and capabilities. With MMS 365, you can provide rich messaging content for powerful, timely communications that improve responsiveness and help drive revenues.

The mobile service supports a full range of media – images, video, audio, and slide shows based on the synchronized multimedia integration language (SMIL) – accommodating message attachments up to 5 MB in size. MMS 365 enables device discovery for optimal content delivery and digital-rights management encoding to protect your content. The mobile service lets you target customers based on their specific needs and customize content and formatting for select locations and times, such as global and local seasonal events or holidays. Reporting and analytics provide insights into consumer behavior and enhance segmenting and targeting efforts.

Comprehensive multimedia communications

An advanced, flexible platform for mobile messaging

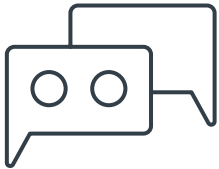
An advanced, flexible platform for mobile messaging

MMS 365 enables smooth messaging flow and scales to support high throughput and messaging volumes, accommodating the demands of peak high-traffic seasons and events. With the mobile service, you get flexible connectivity options, including virtual private network (VPN), non-VPN, and SOAP API.

The API-driven service supports the MM7 interface to link you with your customers and provides mobile termination delivery as well as acknowledgments for submitted messages. We also offer API user guides and programming guides to facilitate the use of MMS 365.

Comprehensive multimedia communications

An advanced, flexible platform for mobile messaging



MMS 365 can handle **high messaging volumes** of up to 5 million messages per day.

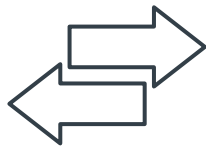
Visual experiences and enhanced connections

MMS 365 extends your mobile marketing communications with the ability to deliver unique, visually compelling content. With the mobile service, you can take advantage of rich audio and visual media elements to better engage and serve your audience – and create new revenue streams.

With MMS 365, you can make customers feel valued and appreciated with attractive

image- and video-driven promotional offers, increasing response and click-through rates and encouraging sharing on social media. You can offer the right content to the right audiences, improve experiences through device discovery for automatic content adaptation, and gain revealing insights into customer behavior and demand.

Visual experiences and enhanced connections



MMS 365 **transforms your customer engagements,** with the power and flexibility to enhance your multichannel messaging needs and goals.

Summary

Enhance customer communications through immersive multimedia messaging interactions that feature audio and visual elements with the MMS 365 mobile service. The advanced, API-based mobile service allows you to create compelling messages that help you connect better with customers, providing crucial capabilities to extend and complement comprehensive, multichannel digital engagement strategies.

Objectives

- Connect with sophisticated, connected customers in the experience economy
- Improve customer engagement, support and service resolution, and calls to action
- Add audio and video to multichannel communications and engagement strategy
- Simplify connectivity, multimedia service integration, and management complexity

Solution

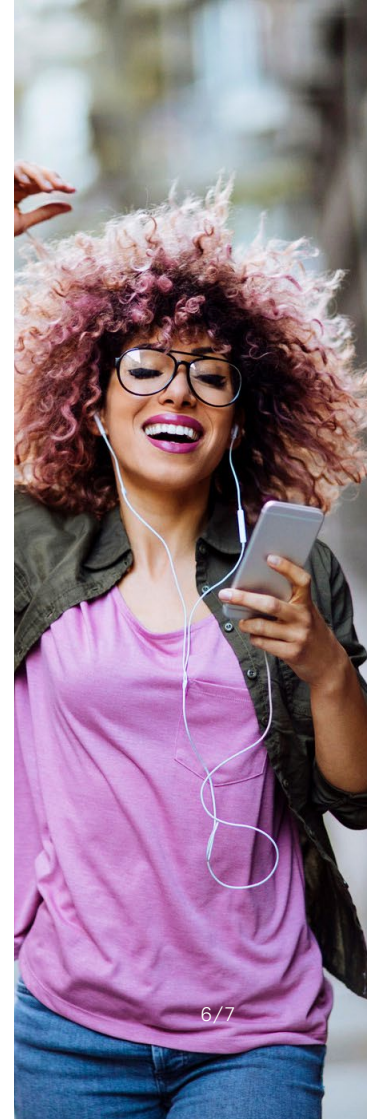
- Comprehensive, API-driven MMS service from Sinch
- Support for a wide range of media formats – audio, still images, videos, and slide shows
- Rich functionality and features, including digital rights management and protection
- Device discovery for content adaptation

Benefits

- Enhanced, tailored interactions for more rewarding and profitable customer experiences
- Higher response, click-through, and conversion rates and increased sales
- Greater customer satisfaction and loyalty

Learn more

To find out more, contact our sales team today or visit us **online**.





www.sinch.com

Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies.

