

# Real-time Customer Engagement

With SMS Gateway and  
Salesforce Marketing Cloud

by  munvo



## Real-time mobile conversations deepen engagement significantly

Campaigns driven by SMS Gateway see an average of **7 messages** per conversation, with a **90% open rate**, **45% response rate**, and **<1% opt-out** – far beyond the impact of a single email blast

By capitalizing on the power of real-time messaging, Munvo's SMS Gateway for Salesforce Marketing Cloud initiates personalized dialogue tailored to customer needs, habits, and inquiries.

### Soaring delivery rates, low opt-outs, and reduced load on Salesforce Marketing Cloud



Ensure delivery rates of 96% with impressively low opt-outs (~0.02%)



Substantially reduce load on Salesforce Marketing Cloud



Improve customer retention, communication, and overall experience

## Intuitive Real-time Dialogue for Salesforce Marketing Cloud

- No developer? No problem – Build it yourself with SMS Gateway's drag-and-drop, user-driven, zero code solution
- Coordinate campaign timing (with consideration to hour / customer time zone)
- Enable reporting in SMS Gateway and Salesforce Marketing Cloud (inherited from the SMS provider's delivery data)
- Receive ongoing support to ensure timely deliverability
- Securely capture customer consent and act in real time

# SMS Gateway

## How it works

### 1 Connectors

- Strengthen the performance of mobile messages through the direct integration of Salesforce Marketing Cloud with your mobile messaging provider (MMP) of choice
- Increase configuration flexibility for inbound message handling and archive / classify bounced versus delivered messages

### 2 Multimedia Messaging Services (MMS):

- Convey mobile messages with compelling visuals and other multimedia
- Push media URLs through a simple API and easily delete images from your MMP to secure customer privacy

### 3 Webhooks

- Test URLs and enable webhooks to track and validate incoming user data
- Access all information pertaining to a specific message within its respective conversation tree

### 4 Interactive Conversation Trees:

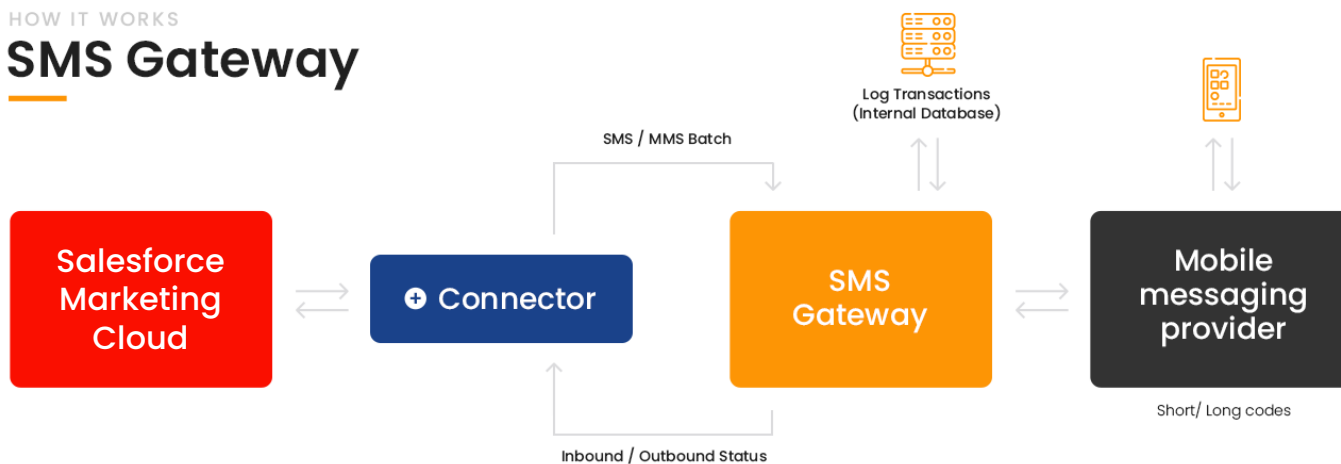
- Use SMS Gateway's drag-and-drop interface to target audiences with custom offers and build dialogue within conversation trees
- Send relevant messages, actively track / reassign individual messages ("nodes" within trees), and store entire transactions (inbound, outbound, batches)
- Include customer personalization in the conversation to reuse elements with user-based customization

### 5 Messaging Templates

- Build, store, and repurpose adaptable messaging templates for quick campaigns
- Standardize and set parameters for personalized messages by extracting relevant information from Salesforce Marketing Cloud and plugging it into SMS communications

HOW IT WORKS

## SMS Gateway



## Learn more about the power of SMS Marketing *done right*

With over 65% of consumers checking their messages within the first 5 minutes of waking up in the morning (and half admitting to using their phones at least 5 times every hour!), it has never been so important to leverage the power of mobile marketing.

Discover how Munvo harnesses SMS for enhanced engagement, increased conversions, and a better bottom line for your business



## Ready to boost your customer engagement?

Contact one of **Munvo's** certified experts for a personalized demo today



### Getting in Touch

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