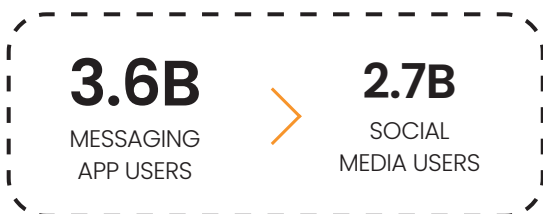# Real-time Engagement

With SMS Gateway and SAS Customer Intelligence

by **munvo**

What is the big deal with SMS?

The number of messaging app users has surpassed social media monthly active users (MAU).

3.6B
MESSAGING APP USERS

> **2.7B**
SOCIAL MEDIA USERS

> *82% of consumers keep SMS notifications switched on!*

Improve customer retention, communication, and overall experience. Campaigns driven by SMS Gateway see an average of:

7%
Messages per conversation

90%
Open rate

45%
Response rate

<1%
Opt-out rate
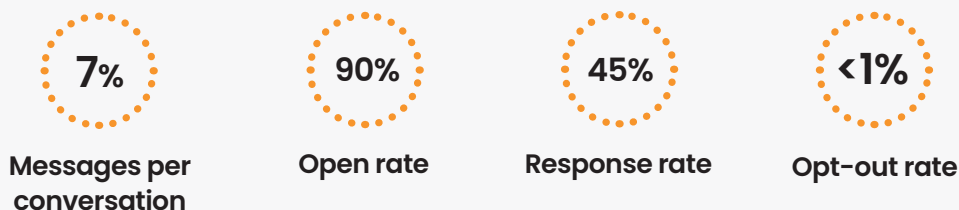
Embed SMS in omni-channel customer journeys with SAS 360 Engage or trigger them through events captured by SAS 360 Discover. Use SMS Gateway and SAS CI to build marketing and sales innovations, from SAS lead notification and real-time client onboarding to digital wallets.

sas
2021
Excellence in Innovation Award Winner

Munvo's SMS Gateway is the 2021 winner of the **Excellence in Innovation award** from SAS for bringing SMS dialogue capabilities to SAS CI solutions. Read the announcement here.

How it works

SMS Gateway

① Connectors

- Strengthen the performance of mobile messages through the direct integration of SAS Customer Intelligence or SAS 360 Engage 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

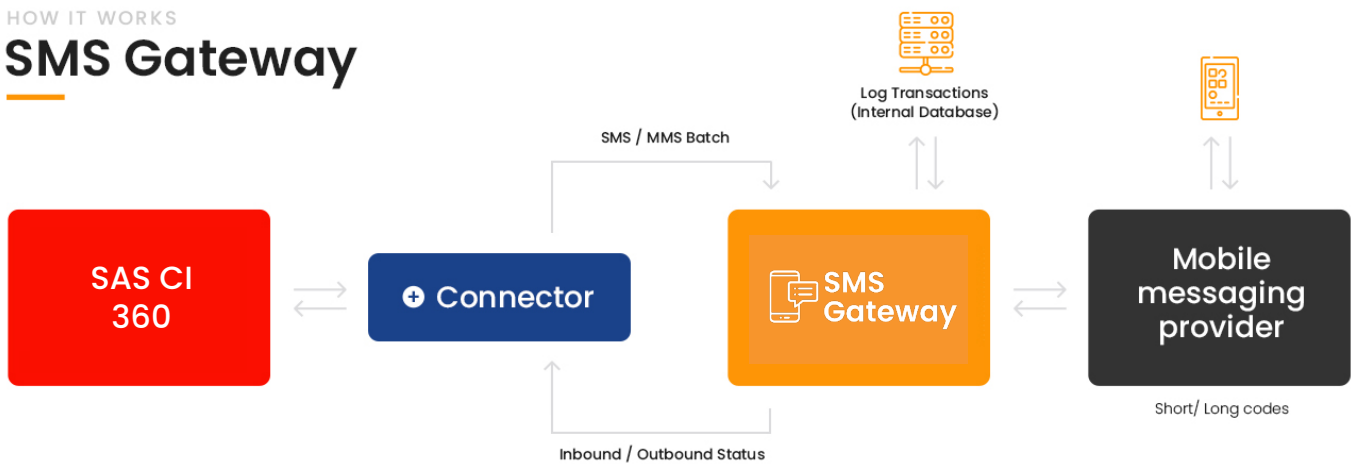- Access all information pertaining to a specific message within its respective conversation tree

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 SAS 360 Engage or SAS 360 Discover and plugging it into SMS communications.

HOW IT WORKS
SMS Gateway

SMS / MMS Batch

Log Transactions
(Internal Database)

SAS CI 360 → **⊕ Connector** → **SMS Gateway** → **Mobile messaging provider**

Short/ Long codes

Inbound / Outbound Status

Empower marketers with user-driven, zero code solution

→ Coordinate campaign timing with consideration to hour and customer time zone

→ Enable reporting inherited from the SMS provider's delivery data

→ Receive ongoing support to ensure timely deliverability

→ Securely capture customer consent and act in real time

Discover how Munvo harnesses SMS for enhanced engagement, increased conversions, and a better bottom line for your business
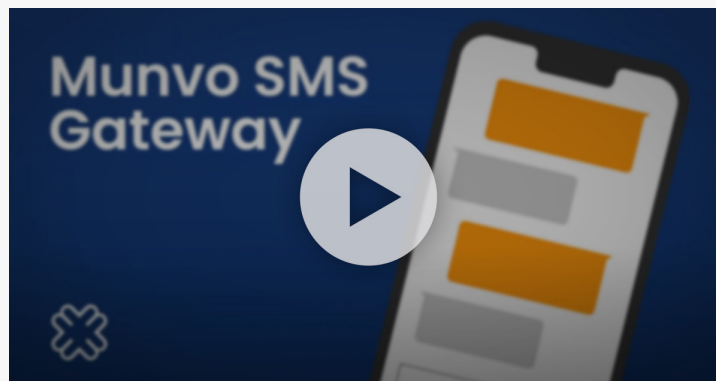
Ready to boost your customer engagement?

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

Customer Intelligence
Specialization in SAS

Getting in Touch

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phone: + 1 (514) 223 – 3648