



Personalized Conversational SMS at Scale with SMS Gateway



Effortless SMS message deployment, monitoring, and tracking



Scale 1:1 mobile marketing operations in a personalized manner



Differentiated the brand through personalized and meaningful engagement with customers



Client

Our client is a telecommunications provider offering mobile, internet, TV, and home phone services. It operates an extensive wireless and wireline infrastructure network and has a reputation for investing in advanced technology and innovation. The client is committed to improving the customer experience and supporting the communities it serves through philanthropic initiatives.

Challenge

When the client contacted us, their challenge was to migrate from their current SMS provider and integrate their SMS solution with their existing marketing technology stack. They wanted to use Munvo's SMS Gateway which would allow them to utilize their in-house Adobe Campaign skill set for SMS campaign deployment, instead of relying on an internal solution.



Solution

Our SMS Gateway product provided the client with a comprehensive solution to their challenge. The client could easily build conversational or 2-way SMS campaigns with our product and deploy them through their existing marketing technology stack. This eliminated the need for extensive onboarding and training and avoided integrating marketing data or personally identifiable information (PII) into a standalone SMS solution.

Using SMS, the client could customize messaging for each customer, fostering a sense of brand loyalty and providing timely and relevant information on promotions or new products. Our SMS Gateway also provided advanced expression editing within rules-based decision trees, allowing the marketer to maintain control while improving the user experience with enhanced personalization and real-time responses. Our SMS Gateway offered our client a streamlined and effective solution for their SMS campaign needs.

Benefits



By installing the SMS GW-Adobe Campaign connector, the client was able to seamlessly deploy batch campaigns through the SMS Gateway, enabling a more efficient and streamlined process. Additionally, our solution allowed the client to leverage Adobe Campaign's robust targeting and segmentation abilities to target customers over the SMS channel effectively.



One significant benefit of our solution was enabling conversational or 2-way SMS. This allowed the client to build a direct and personalized channel with their customers, enhancing engagement and fostering a more robust brand relationship. Furthermore, our solution included a URL shortener feature, allowing the client to send links within SMS messages easily.



Overall, our SMS Gateway solution provided the client many benefits, including enhanced targeting and segmentation capabilities, direct and personalized customer engagement through conversational SMS, and a streamlined process for deploying batch campaigns through the SMS channel.



Results

SMS Gateway and Munvo enable our client to:

- ✓ Scale-up capacity and send **3 million messages/month**
- ✓ Send up to **300,000 SMS messages/day**
- ✓ Deliver **90 SMS messages/second**, allowing efficient and timely customer communication