messaggio

Viber Business messaging for A2P providers

Viber Business Messaging

Viber for Business

The official high-quality channel for A2P termination to Viber

In 2015 Viber implemented marketing tools for Business to notify their users. Messaggio is proud to be technical integrator of the service.

MSISDN as destination address
Message delivery process is very similar to A2P:

connection by **SMPP**, quick & trusted delivery response.

Costs less than SMS
Message price is defined by the **destination country**,

starting from **€0.001** and charged for **delivered only.**

Extra margin on long messages
One part of Viber message contains up to **1000 symbols**, that allows significant cost optimization of concatenated SMS.

Global coverage for each Sender ID
Every sender name in Viber B2C messaging **covers 100%** of mobile networks via one official channel.

Service Features

Branded Sender Name
Company name and logo icon are visually recognizable in the conversations list.

Push notifications for A2P messages
Notifications attract user attention and force users read them even if Viber is not major chat app, but installed on the phone.
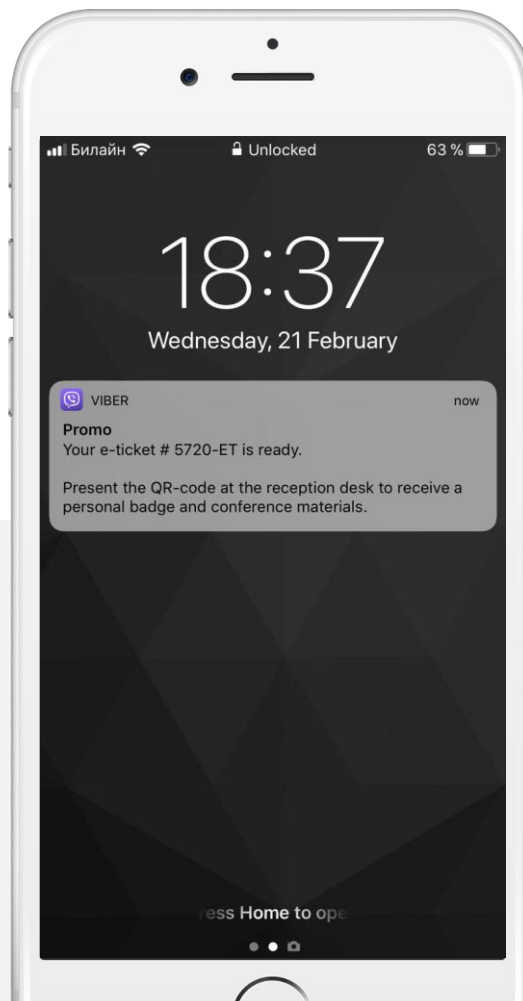
Verified sender sign
Business chat is highlighted by the green mark "V" (Verified) next to the Sender ID in dialogues list.

Real-time statuses
Fastest & trusted DLR message statuses: accepted/rejected, delivered, seen by user.

Ultra fast delivery
Viber accepts messages in less than 3 seconds or answers "not Viber user".

2WAY dialogs available
Business may use native 2WAY Sender IDs for interaction and receiving feedback from the users the same way as using long-code SMS A2P.

Extremely long message
Message text contains up to 1000 symbols and it doesn't depend on language.

Extended messaging functionality
Emojis, special symbols, images, buttons, extended statuses are optionally available.

18:37

Wednesday, 21 February

VIBER   now
Promo
Your e-ticket # 5720-ET is ready.

Present the QR-code at the reception desk to receive a personal badge and conference materials.

ress Home to ope

Business Sender Profile

Information page for sender name

Every business Sender name has a Sender Profile – information page in Viber app that contains a company logo, short description up to 400 symbols and contact details. Any issue related to business messaging can be sent to the company by customer, instead of filling a complaint in Viber.

Company details and contact info allows to receive a claim from a customer directly and reduce the number of unsubscriptions.
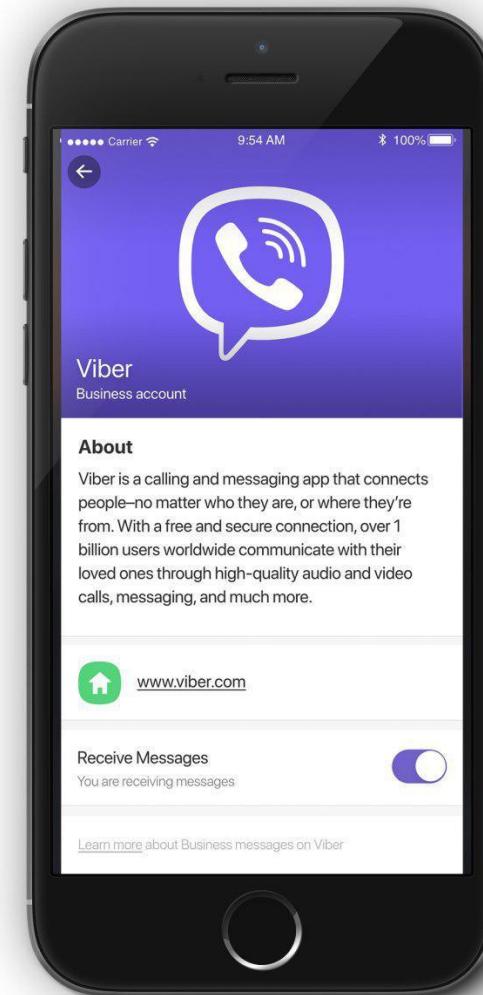
Logo of the brand

Company Details

Address
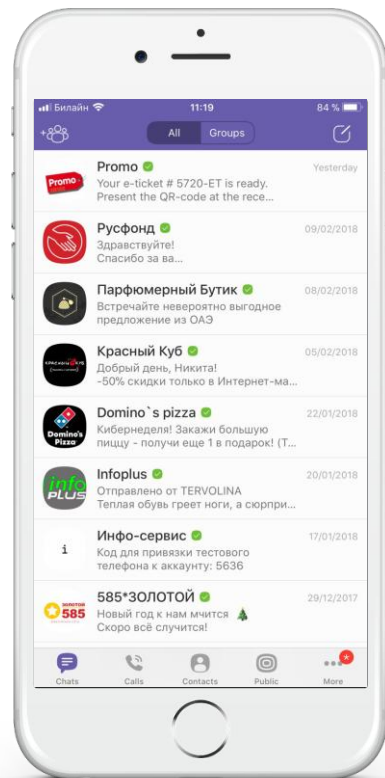
Contact Phone

Website URL

Benefits for A2P

1.2bln
Viber accounts in total

15m+
Monthly user
base increment

Cost effective messaging channel
Viber notifications appear as **push alerts**, eliminating differences between regular SMS A2P and messaging to the apps.

No risks to be connected
Unlike other channels, Viber Business messaging supports **TTL**, charges for delivered only. That's why **Viber/SMS cascade** is optimal for reducing costs and 100% carriers coverage.

Fast & cost free integration
Widely applicable SMPP connection and fixed price per country simplifies business processes.

One-time registered Sender IDs
After the approval process (typically 2 days long) Sender name may be used to send A2P messages to any destination.

SMS fallback

Reducing average message cost

A typical target for the A2P provider is always a cost optimization. The common case is re-routing messages to more expensive channels after the cheapest ones. Viber offers the best tariffs and pricing policy.

Send the message to Viber first, charged for delivered only

Receive Delivery Report: if not delivered via Viber, send as SMS

Deliver final message status to Customer

Global coverage

The one high quality messaging route

Global enterprise brands require A2P providers to deliver messages to every minor traffic destination.

Single Viber Sender ID, unified protocol and rapid DLRs allow A2P providers to solve this issue.

1.2 bln users worldwide

Viber covers more than 50% of smartphone users in total.

The user base is higher than any of largest mobile carriers.

Network-independent route

Message termination to app doesn't depend upon MNP databases, MCCMNC-codes, local carrier filters or blacklists.

Once approved, Sender ID is able to operate everywhere.

Unified messaging rules

Viber applies reasonable terms and requirements: no spam/scam, erotics, politics, alcohol, gambling and typical globally prohibited topics.

anti-spam filtration

MNP checks

carrier merging & acquisitions

extra-price international senders

stop-lists

MCCMNC databases

Text optimization

Long SMS optimization

In case of sending concatenated SMS, cost can be optimized by sending it to the official Viber channel. Viber supports up to 1000 unicode characters in one message.

No delays or broken parts

There is no impact of message length or text encoding to the delivery process. Therefore, no risks of undelivered parts exist and transmission delays are significantly reduced.

Cost reduction

At your discretion your customer may be charged respectively to the quantity of parts in the original SMS sent, however, the outgoing Viber message is allocated in single part and charged accordingly.
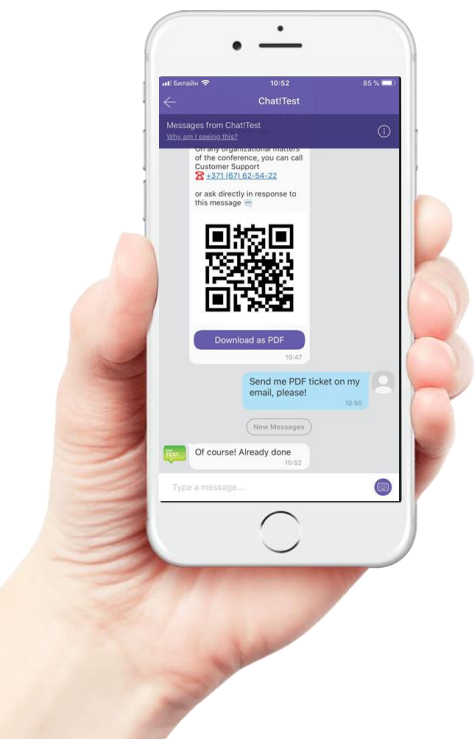
2WAY messaging

Native support for 2WAY communications

Customers for 2WAY messages typically use short codes or regular phone numbers as a source of MT messages.

These numbers are usually carrier dependent, subject of monthly fees and charges for each MO response.

Viber User replies are completely free

Any user response message as MO traffic is free and not charged

neither from user nor Business.

Native 2WAY Sender ID support

Any Sender ID on your request may be supplied with 2WAY functionality, for

maintaining a dialogue with the user. Replies are received like MO SMS in SMPP.

Native communication with Brand for User

For active Viber users response in the messenger dialog is a familiar action.

Average response rate in Viber is much higher than in 2WAY SMS.

Implementation

1

Signing the Agreement
You're free to choose electronic signature or paper agreement with any of Messaggio branches worldwide.

2

Setup SMPP connection
We provide you with technical details for interconnection by SMPP v3.4 and 24/7 service support.
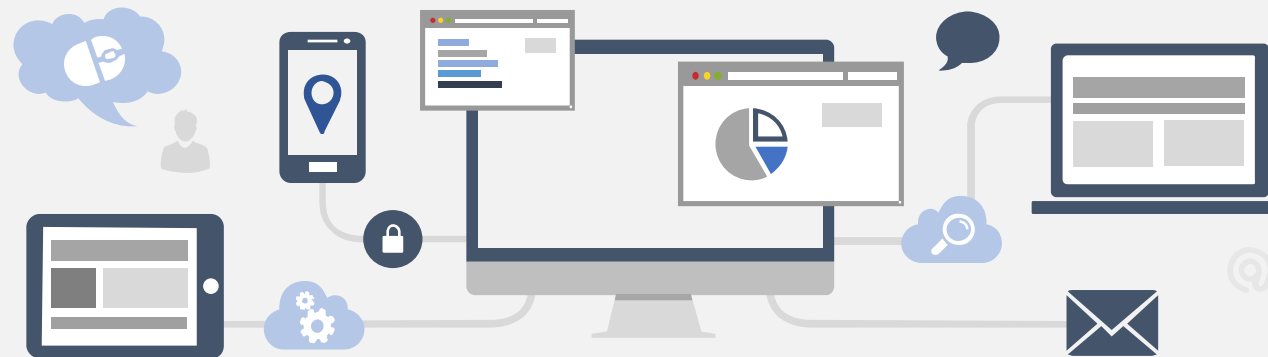
3

Test Viber message delivery
Set up message routing and billing in your system, test Viber Sender ID for free.

4

Register dedicated Sender IDs for your clients
Submit your Customer's branded Sender ID, specify service description and major destination countries.

Our Background

Over 15 years of carrier-related business
Official Viber partner since 2013

Largest DCB payment provider in CIS/ex-USSR
50 carriers connected directly

One of the leading Service Messaging aggregators
7000 messages per second throughput

messaggio

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