



Multichannel messaging platform

[messaggio.com](https://messaggio.com)

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Messengers and social media provide businesses with powerful tools to interact with their audience.

To use their capabilities to the maximum —  
to be one step ahead of your competitors.

# SMS messaging

## 1. Service notifications

Sending SMS messages about orders, bonuses, payments, delivery.

## 2. User verification

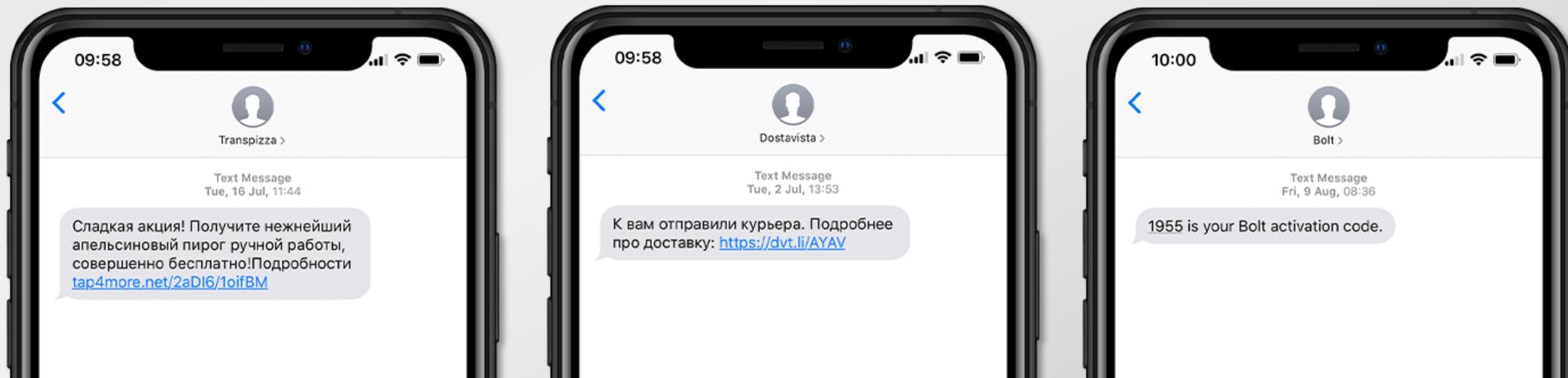
The confirmation code of the number or payment delivery in SMS via a reliable and fast connection.

## 3. Marketing campaigns

Dispatches with promo codes, notifications about promotions, discounts and sales as part of a marketing campaign.

## 4. Loyalty program

Notification via SMS about registration in the loyalty program and collecting feedback from customers to control the quality of services.



# Viber messaging

## Profitable channel for messaging

The phone shows incoming Viber messages as push notifications, erasing the difference between SMS and messaging from messengers.

## No associated risks

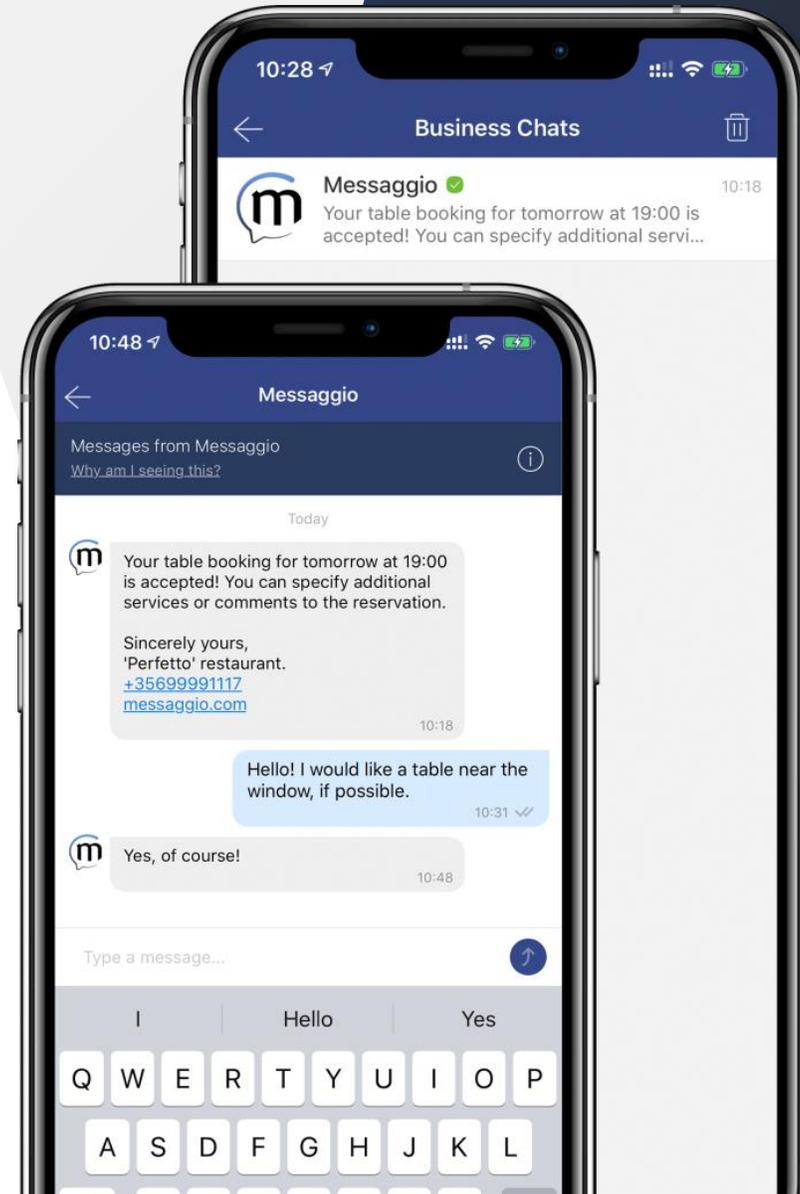
Unlike other channels, Viber messaging are charged only for delivered messages within TTL. Viber -> SMS messaging is optimal for cost reduction and 100% coverage of recipients.

## Fast and free integration

The widely used SMPP connection and country fixed price simplify business processes for integrating the messaging API into Viber.

## Global Reach of Sender ID

After activation (usually takes 2 days) Sender ID can be used to send messages to all countries around the world.



# Viber messaging features

## Branded Sender ID

The company name and logo icon are visually recognizable in the chat list of the application.

## Message push-notifications

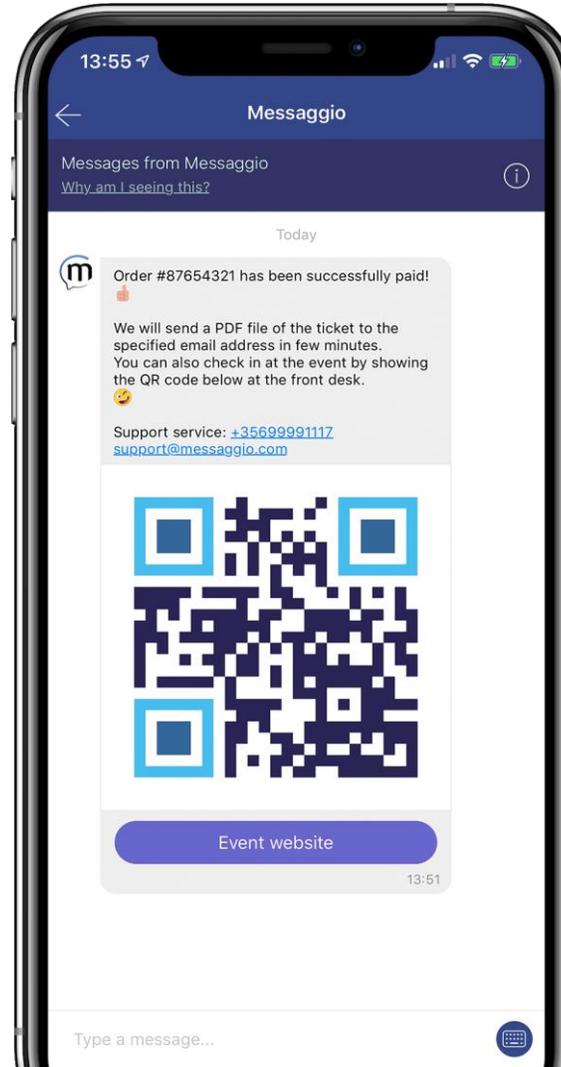
Notifications draw the attention of users even if Viber is not the main application.

## Verified badge

Business chat is highlighted with a green "V" (Verified by Viber) next to the Sender ID.

## Real-time statuses

Fastest and most reliable DLR message statuses: delivered / not delivered, seen, clicked.



## Instant delivery

Viber delivers messages in less than 3 seconds or replies «not a Viber user».

## 2WAY dialogs are available

Businesses can use their own 2WAY Sender ID to interact with users and getting feedback.

## Very long messages

One part of the message may contain up to 1000 characters in any language.

## Extended capabilities

Smilies, special characters, pictures, buttons, extended statuses are available as an option.

# VKontakte messaging

## Direct official access to the audience of the social network

The official direct channel for sending messages to VKontakte for business. A message from your community (VKontakte group) will be sent to the client as a push notification of the VK mobile application and will be available on the website.

## Sending messages by phone number

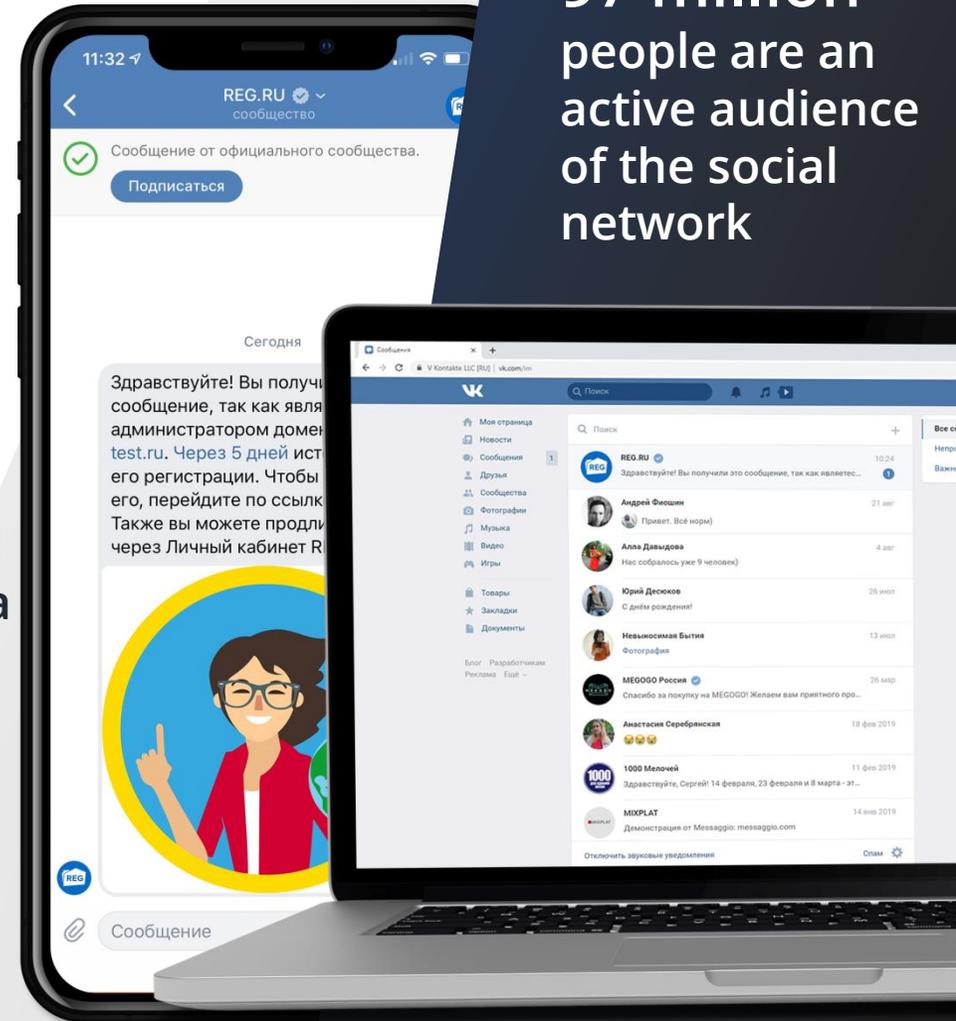
The client only needs to have a profile on a social network with a mobile phone number linked to it to receive a message.

## Delivery to several countries through a single channel

The service is available for sending messages to VK users in any country. The ability to set a TTL and an attractive price make this messaging channel interesting for service notifications and customer feedback.

97 million people are an active audience of the social network

74% go to the social network from a mobile device



# Vkontakte messaging features

## Branded Sender ID

Sending a message on behalf of the VKontakte group with your filling and design.

## Message push-notifications

Notifications draw the attention of users even if VKontakte is not the main application.

## Extended fast delivery statuses

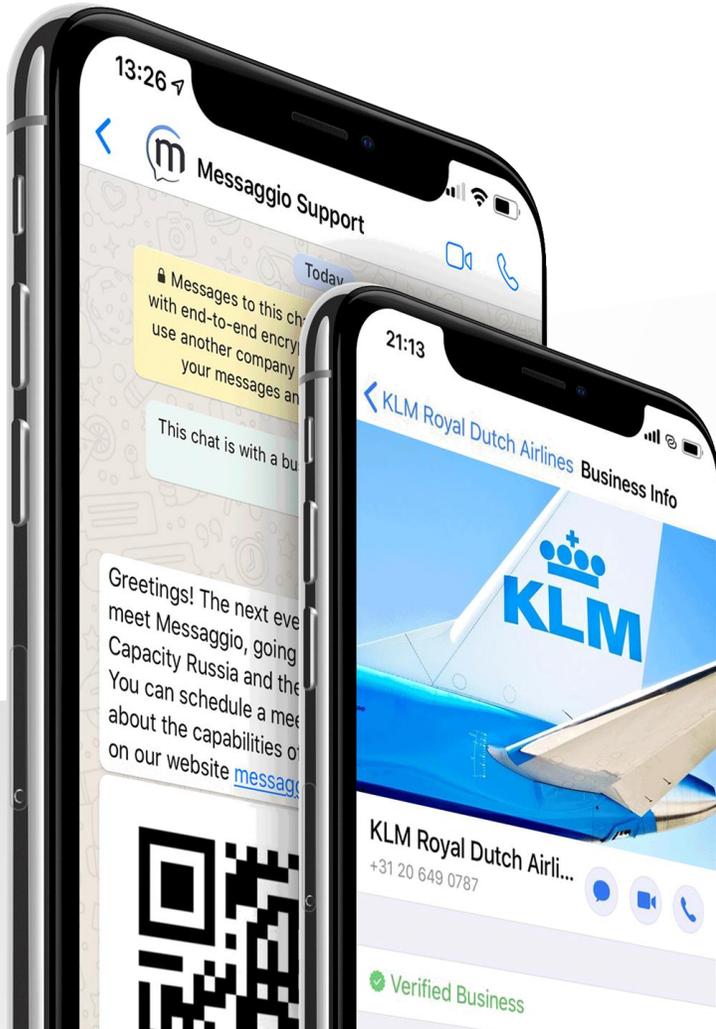
Direct channel VKontakte makes it possible to receive statuses «Not a VK user», «Sent», «Delivered» and «Seen».

## Wide possibilities of VKontakte templates

Send up to 2048 characters of text in any language, including emoticons and special characters. Ability to attach up to 5 images to a message.



# WhatsApp messaging



## Business account in the most popular messenger

Receiving and sending WhatsApp messages from the Sender's ID with a logo, company description and contact phone number.

## Support for brand awareness and loyalty

A business account on WhatsApp is one of the most convenient ways to contact a company's customer service. Messaging via WhatsApp — communication in a context familiar to customers.

## Easy integration into CRM and billing systems

WhatsApp Business provides an API for sending and receiving messages for integration into automated systems.

Messaggio supports full communication channel functionality.

# WhatsApp messaging features

## Branded Sender ID

The company name and logo icon are visually recognizable in the chat list of the application.

## Message push-notifications

WhatsApp sends a push notification to the user for every new message.

## Very long messages

The message can contain up to 4096 characters in any language, including special characters and emoji.

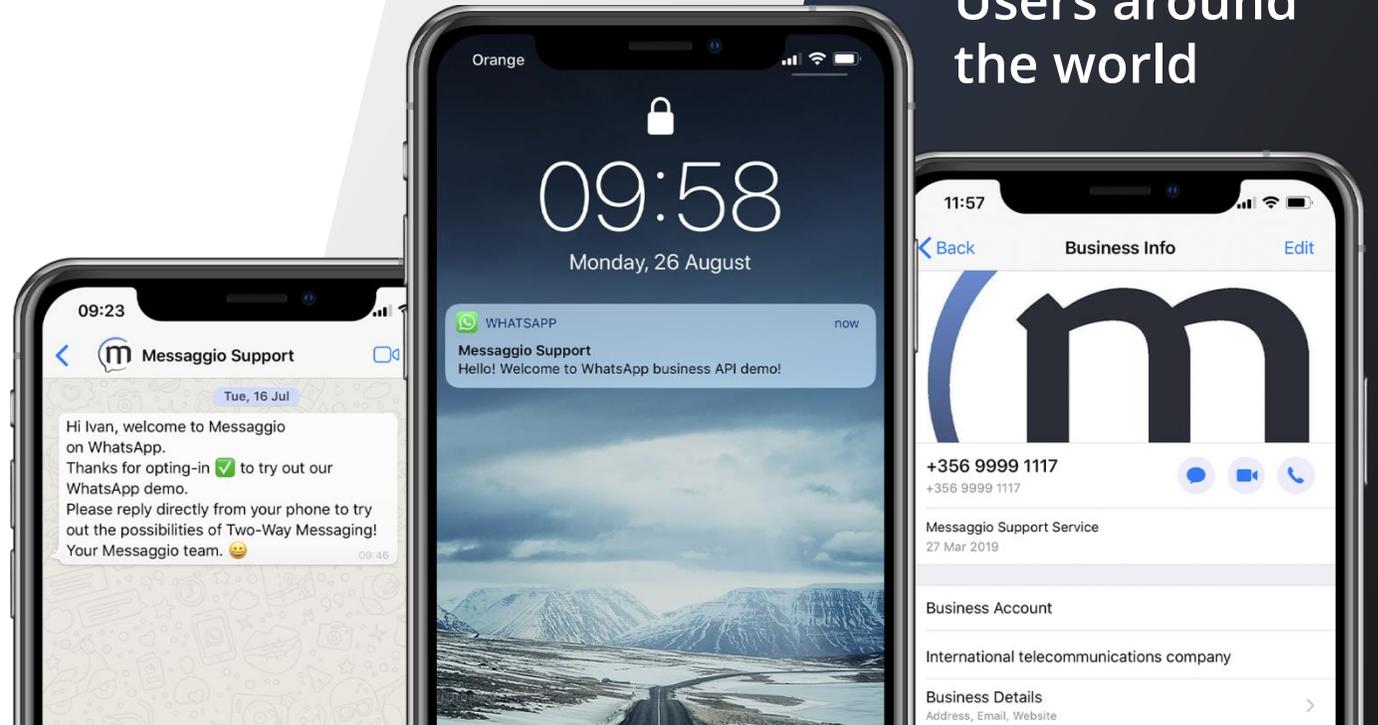
## Real-time statuses

The direct channel allows you to quickly receive delivery statuses: delivered / not delivered, seen, clicked.

## Sender ID with 2WAY function

Business account (Sender ID) has a 2WAY function. If the client knows the phone number of your business account, he can write to you first.

1,5  
billion  
Users around  
the world



# RCS messaging

## The new standard of communication

RCS (Rich Content Services) is a new modern standard of communication between customers and business.

## Available on any Android smartphone

Android mobile phone makers strive to keep the technology on par with SMS: RCS messages from businesses are delivered to the default Messages app with on-screen push notifications.

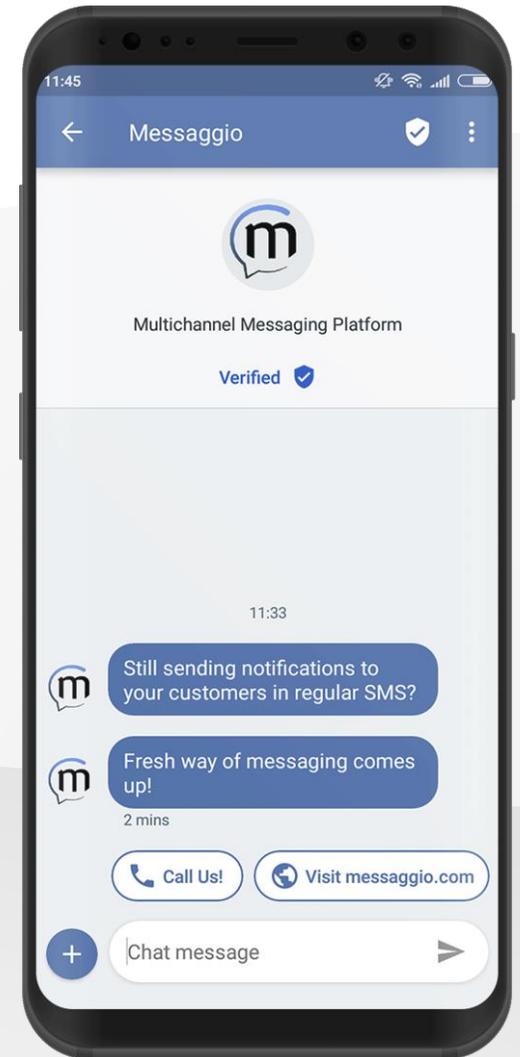
## It works without the Internet

RCS technology allows you to receive and send messages to a client even if he does not have access to the Internet, unlike OTT messengers.

## Messenger functionality

2WAY Branded Sender ID, buttons, images, files and long text with emoji are the basic functionality of RCS for business messaging, and this puts the communication channel on a par with popular messengers.

**2,5 billion  
Android  
devices**



# RCS messaging features

## Branded Sender ID

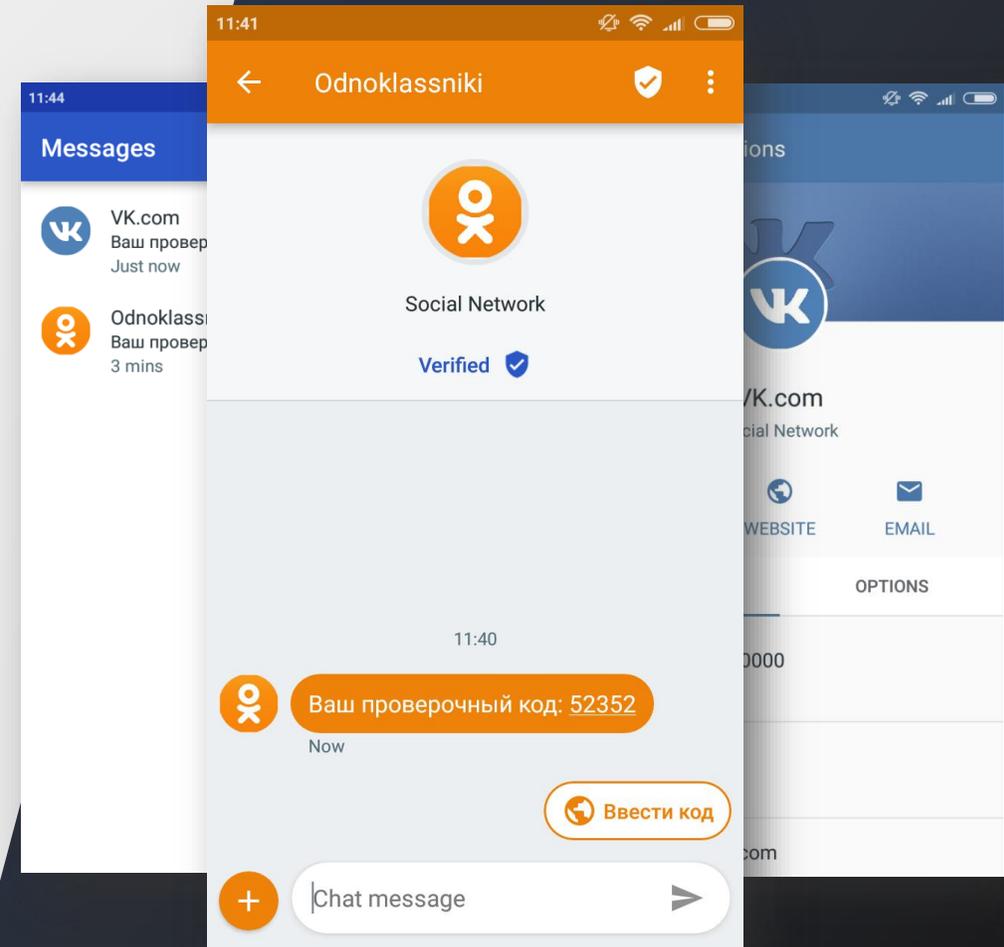
RCS technology allows you to register Sender Name with 2WAY function: branding a logo, cover, set a name in any language, fill out a company profile, indicate contacts, website address and links to the terms of use of services.

## Customer experience without additional applications

RCS allows you to migrate many of the customer-related business processes to the standard Messaging application as a one-stop shop. In the chat with the company, you can place an order, clarify the details and the status of its delivery.

## Extensive RCS Business Opportunities

Up to 8000 characters, including emoji and special characters in the message text, images with a description and a link, carousels of cards with buttons, files up to 10 MB, GEO points, calendar events.



# Cascading messages

1.

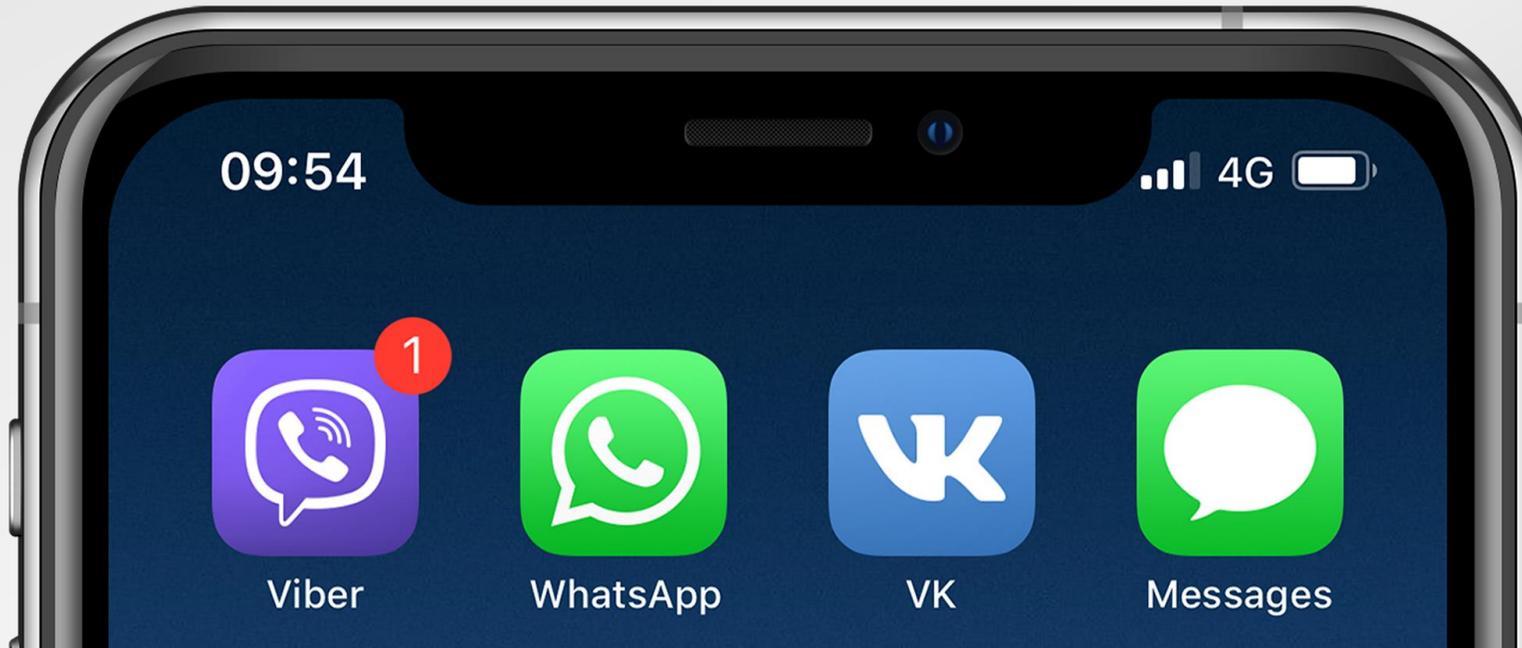
The message is sent to the cheapest communication channel

2.

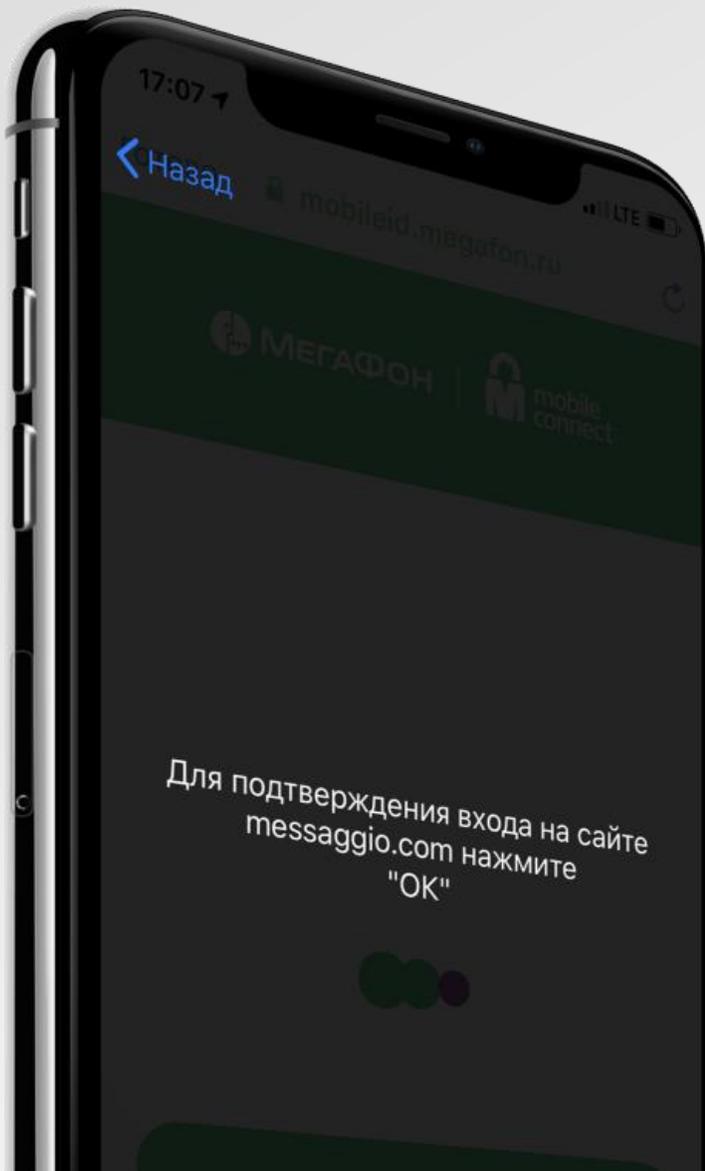
If the message was not delivered the next priority channel is selected

3.

Delivery of the message and sending the final status to the system



# Mobile ID



## Mobile login «Click-OK»

The new Mobile ID technology allows entering the personal area of the online service by confirming the action on a mobile phone.

## Phone number verification

Confirmation and binding of the phone number to the account by clicking on the mobile phone screen instead of entering the code from SMS.

## Mobile identification

Receiving customer data (date of birth, age, contact information, etc.) using Mobile ID technology from the database of the mobile operator.

# Mobile ID features

## Reliable protection against data interception

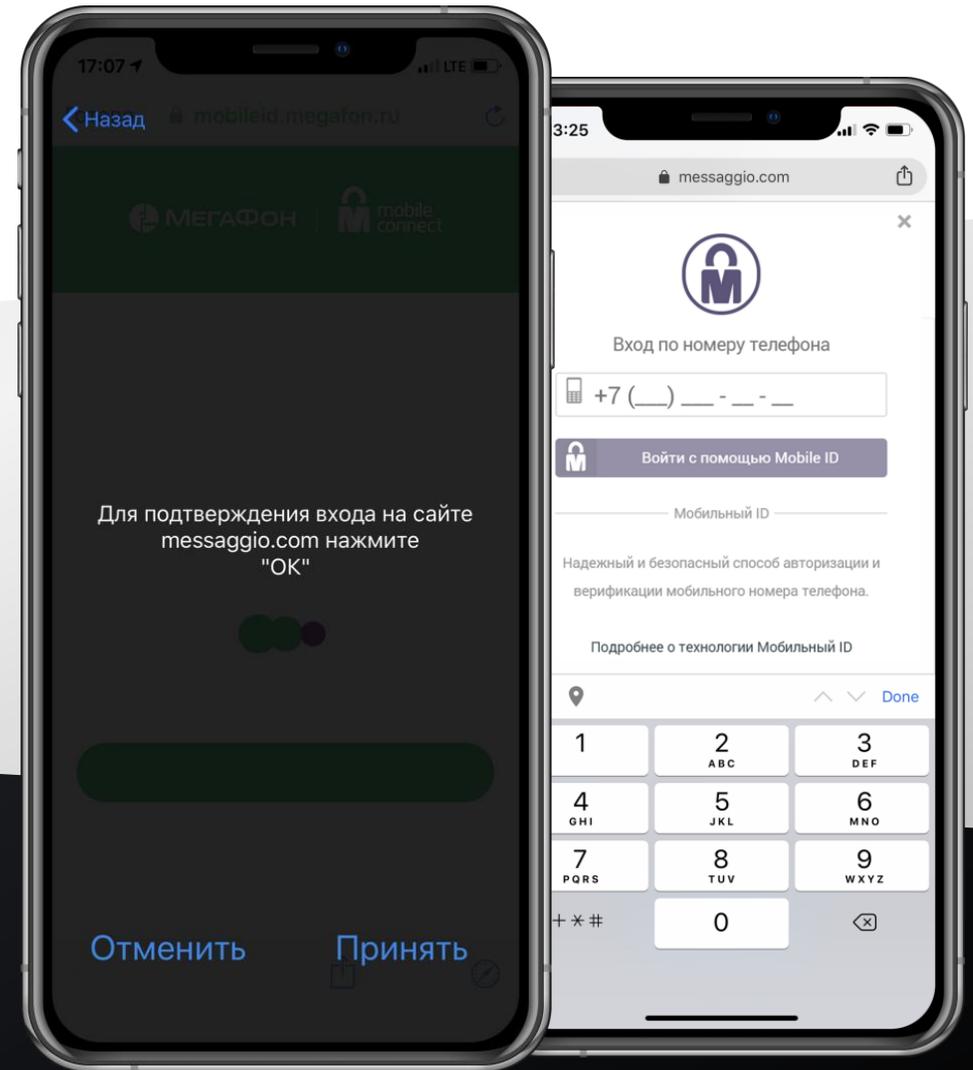
The technology uses a software applet built into the SIM that launches a dialog box on top of all open applications.

## Confirmation of action by clicking or entering PIN

Confirmation of the action via Mobile ID occurs either by clicking «OK» or entering a PIN, which, similar to the principle of a debit card PIN, is known only to the user.

## Increasing the conversion of service activations

Confirmation request by clicking «OK» instead of using one-time codes in SMS allows you to increase the conversion of services activation — the speed of decision-making increases, there are no errors when entering a code from SMS.



# Messaggio platform

Scalable and distributed platform, adaptable to customer needs, supports sending messages to multiple channels at high speed.

The system supports channels for sending messages via SMS, Viber, WhatsApp, RCS, Mobile ID, VKontakte and Odnoklassniki.

Messaggio provides a multi-user multilingual personal account, message templating, functional API and real-time statistics for each dispatch.

**Multichannel platform  
supports messaging at 7 000 rps**



Contact us

Get a **special offer**  
and test access to the **Messaggio platform**

info@messaggio.com

