

The MMS Opportunity

Innovative MMS Use Cases to Inspire You and Your Brand Customers

The opportunity

We're all familiar with the basics of MMS: it's messaging with pictures, right? Yes, but there's much more to it. Compared with its sister format SMS, MMS gives you value-add features including:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- Bigger character counts
- Web links & previews
- Expiry dates

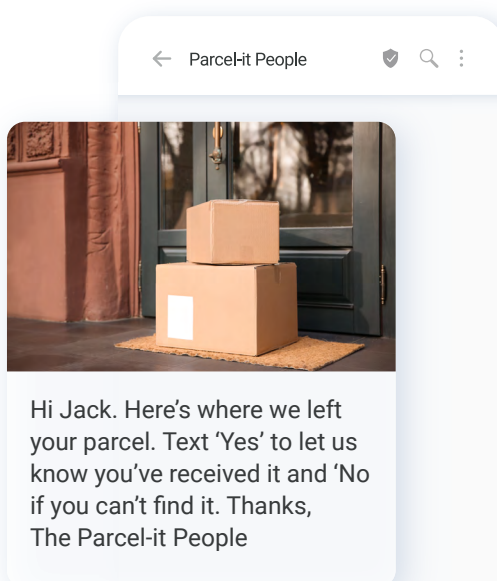
As you probably know, MMS has been around since phones looked like bricks. But it has a surprisingly bright business messaging future. We've seen MMS traffic in the US rocket in the past few years.

So why is MMS booming?

The short answer is ROI – in the form of engagement, clicks (or thumb taps), and revenue generated. It could be time for your customers to double down on this powerful mobile messaging format. Check out these 10 use cases for inspiration:

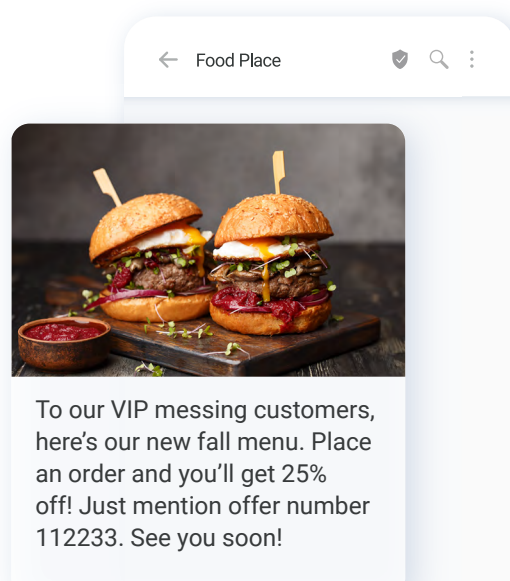
1. Proof of delivery

Jack's delivery arrived before he made it back home. But he knows exactly where to find it – because he just received a picture message showing the package in a 'safe place'.



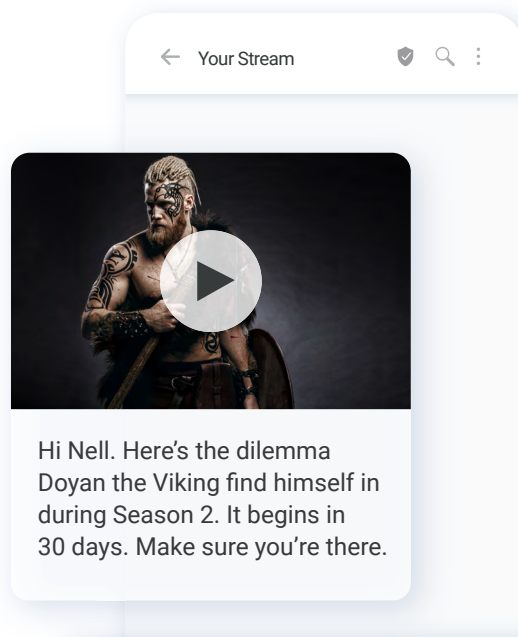
2. Coupons and promotions

John's one of your most loyal takeaway customers. So he's first in line for a personalized coupon. Good luck resisting a picture of your favorite meal, John.



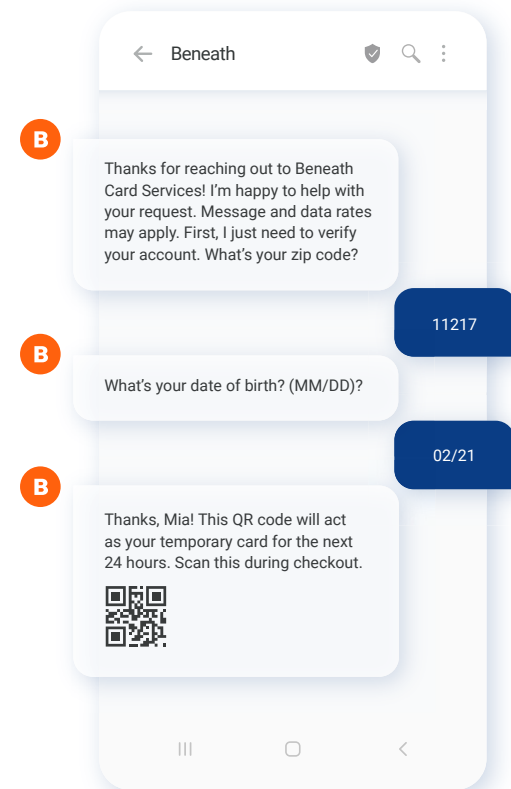
3. Audience engagement

Nell signed up for exclusive content from his favorite TV show. Now he's received a sneak preview of next season. More production companies are doing this these days – one saw a 20% boost in engagement using MMS, and captured 100,000 phone numbers in the process.



4. Temporary credit card

Mia's got a store credit card but she left it at home today. No problem – after a quick text message interaction to verify her identity (via an API with your CRM) she's received a temporary card in the form of a scannable QR code.



5. Personalized content

It's Tom's eighth birthday – and he's delighted with the video card he received for the occasion, personalized with his name and photo alongside his favorite characters.

Join the Infobip Partner Connect Program

Infobip Partner Connect Program is here to help you grow relationships with your business customers. This is an opportunity for you to benefit from a combination of tailored service, expertise, resources, and business opportunities.

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MMS works both ways

Here are some examples where it's the consumer who sends an MMS to the company.

6. Contact lens subscription

Sharon found the perfect contact lenses. So she texted a picture of her prescription and now she's subscribed for monthly deliveries. No typos, no worries.

7. Insurance claims

Sam's come home to find a burst pipe in her basement. She grabs her phone and takes a quick video of the flood damage, to send to her insurer. That's one less thing to worry about.

8. Personal shopping

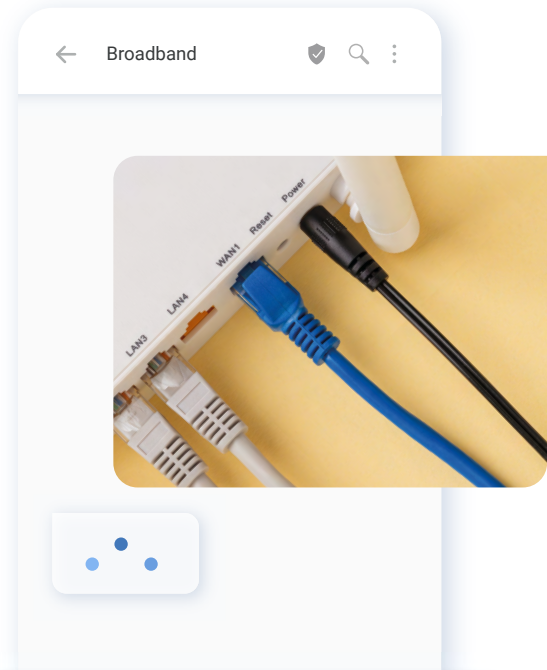
Simon's a VIP customer who uses his favorite luxury store's personal shopper service – even when he can't be there in person. All it takes is a few pictures and texts exchanged between him and the sales associate, and they've chosen the perfect outfit.

9. Product registration

Susan bought some hair clippers online. Now that they've arrived, she can text a picture of the barcode to register the product, activate her warranty and unlock some extra offers.

10. Simple customer support

Brian's got an important call in 30 minutes but his WiFi's down. Luckily his broadband provider just asked him to text a picture of his router, to get to the source of the problem fast.



How to pitch MMS to your customers

MMS is an easy-to-explain technology. It's messaging with pictures, GIFs, and short videos.

Most businesses know about its existence. But many are surprised to hear about the extent to which it has taken off as a business messaging channel in the past few years.

Once they do hear this, their interest tends to peak. The benefits of MMS messages for marketing use cases are immediately obvious.

Showing off a product rather than describing it in a text message is so much easier. Meanwhile, image-based coupons and vouchers are far more practical and tangible.

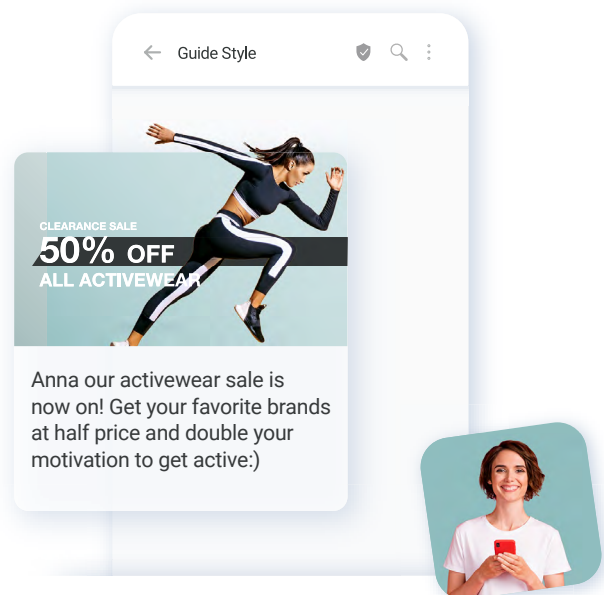
You'll find customers might need help to imagine how MMS can be used for non-marketing cases. So why not try inspiring them by showing off the use cases in this guide?

Rich messaging

When you talk MMS with customers, the conversation often moves to rich messaging. Many businesses see MMS as a stopgap until rich messaging takes off.

The obvious advantage of MMS over rich messaging is the ease of implementation – and the almost universal reach.

So even as rich messaging gathers momentum, we expect MMS growth to continue. Of course, there will come a time when rich messaging takes over. But for now, MMS can be sold as a first step into this new era.



Ready to learn more?

Are your business customers ready to get started with MMS? Or maybe they're using SMS and you want to help them upgrade to some more engaging, multimedia features. Either way, we'd love to talk.

Get in touch

Or you can dive deeper with our MMS strategy guide:

Get the guide

The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✔ 700+ direct-to-carrier connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in line with their needs, local requirements and based on proven global best practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

- ✔ Technical expertise
- ✔ Solutions and CX consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.

OWN INFRASTRUCTURE

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 38 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



BEST A2P SMS VENDOR AS RATED BY MNO'S 2017, 2018, 2019 & 2020
BEST A2P SMS VENDOR AS RATED BY ENTERPRISES 2019 & 2020
TIER 1 SMS FIREWALL VENDOR 2017, 2018, 2020, 2021
TOP 10 INNOVATOR OF 2020



SILVIO KUTIĆ - MOVER AND SHAKER IN TELCO INNOVATION
PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021
PLATINUM AWARD AS THE GLOBAL CPaaS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA CPaaS PROVIDER IN THE 2020
PLATINUM AWARD AS THE BEST RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



WINNER - COVID-19 FAQ CHATBOT OVER WHATSAPP



BEST CUSTOMER ENGAGEMENT PLATFORM 2020



BEST GLOBAL SMS SERVICE PROVIDER - WHOLESALE SOLUTION 2020

BEST OTT PARTNERSHIP 2019
BEST MESSAGING INNOVATION - BEST RCS IMPLEMENTATION 2019

BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
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