infobip

RCS Business Messaging: Fast-track your revenue

Unlock RCS potential and keep business messaging within your network.

Branded, rich and verified
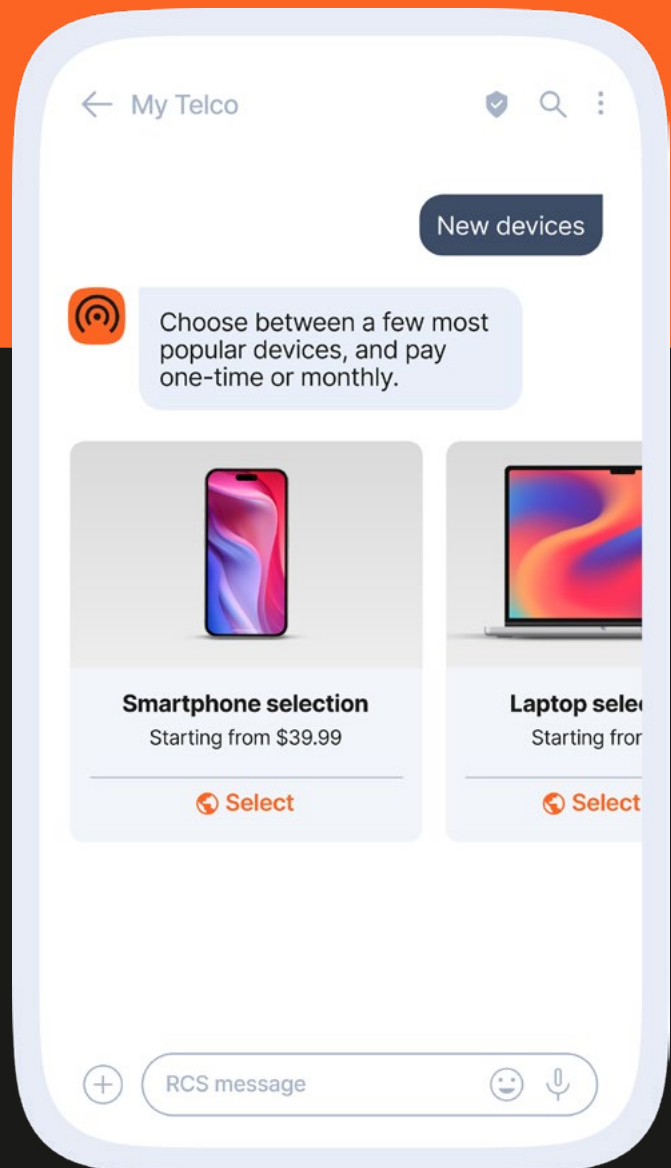
Rich media

AI implementation

Advanced Analytics

A2P SMS is declining.
RCS is growing.
Are you ready for the shift?

Gain a competitive edge by offering your B2B customers a richer, more interactive messaging channel that converts – stay ahead!

← My Telco

New devices

Choose between a few most popular devices, and pay one-time or monthly.

Smartphone selection
Starting from $39.99
🌐 Select

Laptop sele...
Starting fro...
🌐 Select

RCS message

We've got you covered - let's create successful enterprise stories together.

130%
Higher click-through rate
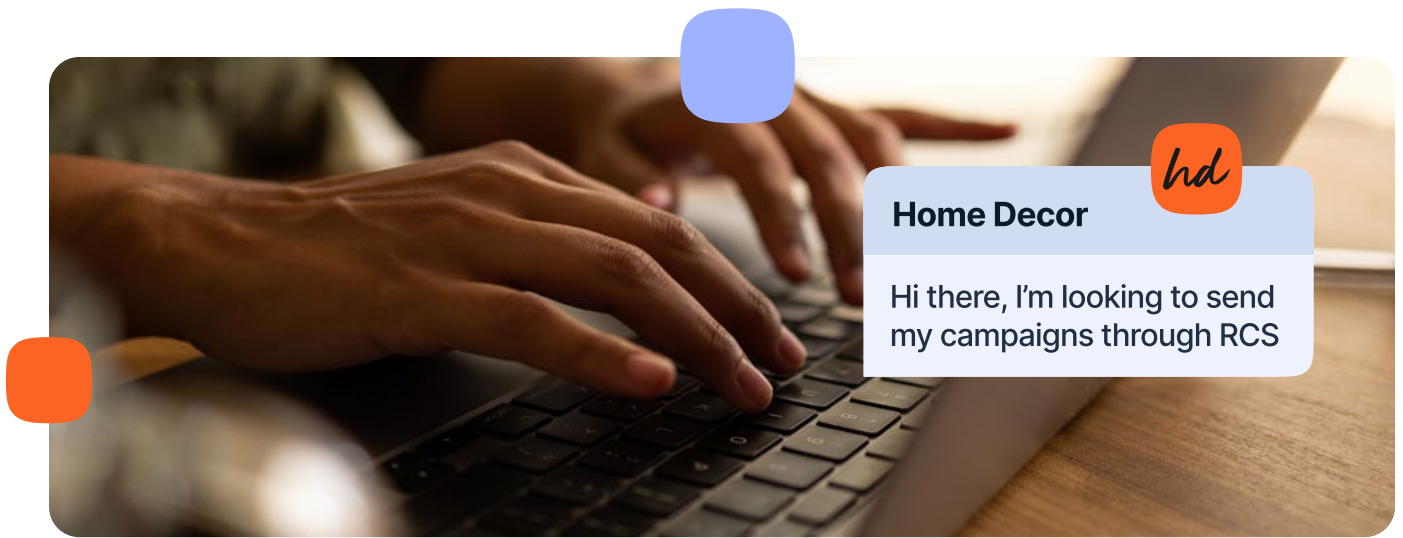
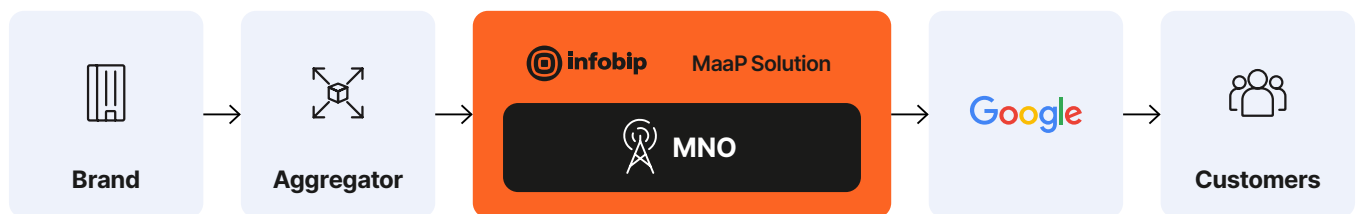bankbazaar.com

115%
Revenue growth

Comex

17%
Higher engagement

Digitaleo
BUSINESS BOOSTER

Infobip MaaP - full RCS Business Messaging lifecycle management

Take control of your RCS Business Messaging - boost A2P rich and interactive messaging success

Brand → **Aggregator** → **infobip MaaP Solution / MNO** → **Google** → **Customers**

Infobip provides Cloud Hosted **MaaP solution** on top of the Google Jibe RCS platform.

Carrier and aggregator partner interfaces for full RBM agent lifecycle management

Managed service available, Infobip manages operational aspects on behalf of Telco

Fully supported onboarding process with Google platform and the Infobip MaaP

Traffic and billing reports provide **additional insight** beyond standard reports from the Google platform

Gives Enterprise sales teams **richer offering** for direct clients

Messaging Benefits

- Throughput control
- Content/spam control
- Connectivity to other carriers via IB coverage

Operational Benefits

- Detailed biling and reporting
- Faster brand and partner approval
- Additional user control + managed service option

Why do telecoms need MaaP?

Easily manage, monetize, and secure your messaging ecosystem

Receipt_5281.pdf `pdf`

Here's a receipt for **Home Decor** and **RCS traffic** for January.

GENERAL METRICS ⌄

Discover more about RSM traffic on your network with theese key indicators

Period ⌄ | Aggregator ⌄ | Sender ⌄

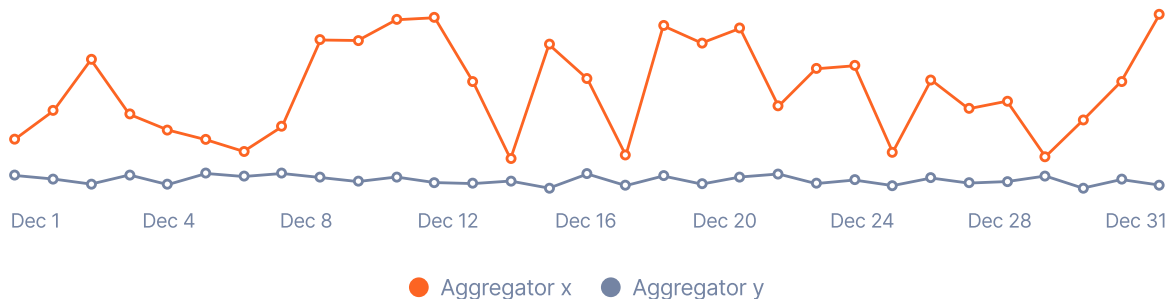**General metrics**   Billing metrics   Billing reports

Total delivered traffic	Total sent traffic	Read
39	**63**	**39**

Dec 1   Dec 4   Dec 8   Dec 12   Dec 16   Dec 20   Dec 24   Dec 28   Dec 31

● Aggregator x   ● Aggregator y

✓ **Intuitive interface for easy adoption.**

✓ **See the big picture in real-time.**

✓ **Automated receipts, and effortless billing.**

Everything you need is in our MaaP solution:

- Manage the full RCS agent lifecycle
- Access live detailed reporting and analytics
- Control pricing tiers with throughput control
- Differentiate international from local traffic

- Adapt flexible commercial models
- Get support for regulated markets
- Enable partner greylabeling
- Stay protected with firewall and blocklist

Prove it, and your clients will follow! Lead-by-example

Boost engagement with your own customers, improve business results, and demonstrate its true impact.

Promote

- Boost cross/up-sell with rich messaging
- Encourage mobile app adoption
- Promote prepaid-to-postpaid upgrades

Engage

- Automate new customer onboarding
- Enable balance checks and top-ups
- Re-engage inactive subscribers

Show you care

- Defect inbound calls using RCS chatbots
- Share billing details
- Send timely notifications and reminders

Infobip worked alongside Telekom Deutschland through the implementation process to ensure the creation of a rich media marketing campaign to convert many of our customers into Spotify Premium users. The team at Infobip brought together the understanding of the campaign objectives and technology expertise, allowing us to efficiently communicate via RCS Business Messaging, the same way we would interact with friends.

Thomas Welzel
Senior Proposition Manager Messaging, Deutsche Telekom

← My Telco

Hi, Mia! You've unlocked a month's worth of free music with StreatmEazy. Select the option you'd like to activate.

Friday vibes soundtrack
Ease in to the weekend with these relaxing beats

Activate

Groovy tur
Music to spice u

Select

Your partner in creating successful enterprise stories

120%
higher conversion rate

93%
delivery rate

2,600
new subscribers generated

The Infobip Advantage

Global Reach and Local Presence

- 9,700+ Global connections
- Connect with over 7bn people and things
- Already securing 120+ ecosystems globally
- 75+ 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
- 40+ 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.

Recognized by the experts

JUNIPER RESEARCH

RCS Business Messaging Established Leader 2024

AIT Prevention Established Leader 2024
CPaaS Established Leader 2024

Google

RCS Hero Partner 2024

Implemented and launched an RCS AI chatbot campaign in record time (only 10 days), showcasing the power of RCS outreach features with AI integration.

Gartner.

Gartner® Magic Quadrant™ for CPaaS 2024
Infobip is named a Leader

OMDIA

Omdia Universe
CPaaS Leader 2022, 2023

FAST COMPANY

Infobip named to Fast Company's Annual List of the World's Most Innovative Companies of 2024

metrigy

Metrigy CPaaS MetriRank
Infobip named as a top CPaaS provider 2023, 2024

IDC

IDC MarketScape
CPaaS Leader 2021, 2023, 2025

Don't let OTT platforms take over the business messaging market. Stay in control - let's talk.

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