PRODUCT
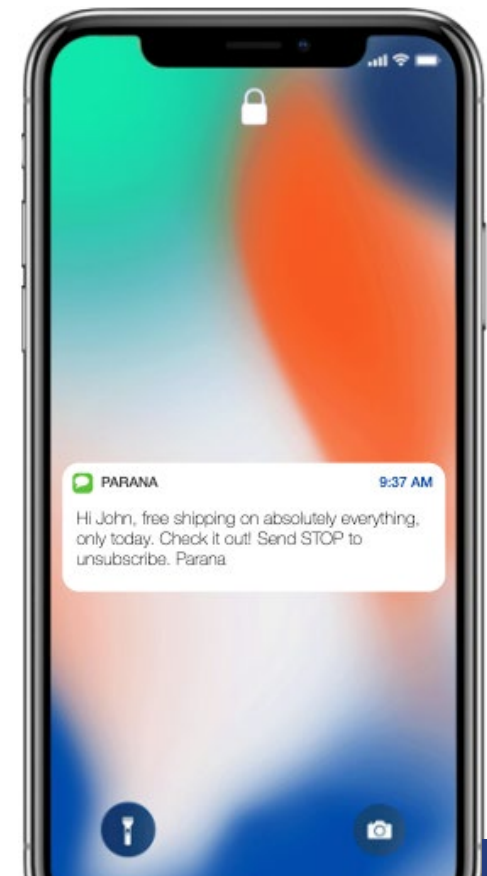
SMS

Flexible inbound and outbound SMS messaging solution

With 95% of texts being read within three minutes, marketers need to include SMS into their marketing and communications mix to be able to build truly orchestrated omnichannel strategies that deliver great customer experience.

Key Benefits

- Fully integrated across Selligent Marketing Cloud

- Choose to use either your preferred SMS aggregator or ours, with simple activation of connectivity to any provider

- Our intuitive message editor enables simple personalization and multi-language support to support global messaging at scale

- Support for emojis, to offer consumers a less-formal message experience, creating a more emotional connection with your brand

- Support for two-way SMS messaging to create more meaningful dialogues, and more sophisticated marketing approaches

- Simple message preview and testing to ensure that you are delivering great messaging experiences

PARANA   9:37 AM

Hi John, free shipping on absolutely everything, only today. Check it out! Send STOP to unsubscribe. Parana

Key *Technical* *Features*

- **Flexible Activation:** Our SMS Connector option allows you to leverage your preferred SMS provider, or SMS Messages allows you to simply activate ours. We have connectors available for most leading solution providers.

- **Two-Way SMS Messaging:** Selligent Marketing Cloud supports both outbound (mobile terminated) and inbound (mobile originated), to deliver highly interactive mobile customer experiences.

- **Multi-Country Support:** Global SMS support is available with a range of inbound options, from dedicated long numbers to dedicated short codes, or even vanity short codes, depending on the country required.

- **Inbound Events Support:** Keywords are defined within our platform as inbound events, enabling both unsubscribes as well as surveys, replies to advertisements, and more as part of your overarching SMS strategy.

- **Multi-Language Support:** Our intuitive message editor enables users to design and orchestrate mobile messages across different languages easily, to reduce time to market in the rollout of global marketing strategies.

Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

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