



Reaching customers at key life-cycle moments with SMS Gateway



Less than 0.5%
opt-out rate



100k SMS
conversations
delivered each
month



8 week
time to market



Provided
multi-lingual
SMS support

The client is a major telco/cable provider

servicing internet, TV, and home automation solutions to Americans. They primarily leverage direct phone calls from service representatives via call centers to contact their customers, as well as email. It became evident that emails were increasingly ineffective and call centers were too expensive for time sensitive offers.

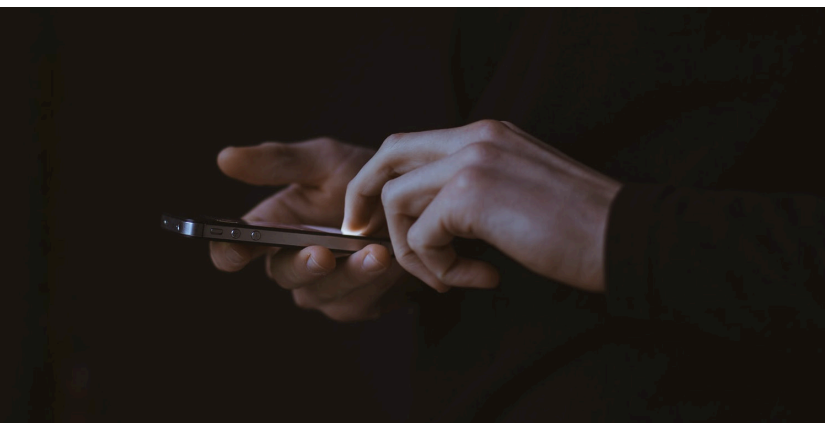
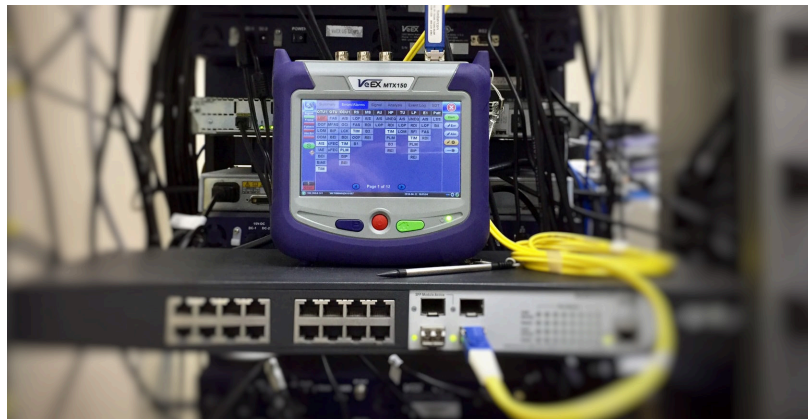


The telco provider's goal

was to improve direct communication with clients on time sensitive offers. They wanted to send acquisition offers such as a 10% discount with auto billing, as well as plan expiry alerts to prevent service outages.

Munvo leveraged SMS Gateway

with the client's MarTech stack to deliver 100,000 SMS messages to clients monthly. We sent SMS URLs for high-level tracking and measurement, as well as built a URL shortener module with Rebrand.ly to reduce SMS link length.



Munvo enabled SMS notifications

by integrating with the internal legacy notification system for all responses, opt-outs, and start of events. To comply with privacy requirements, contact phone numbers were loaded from external systems. Munvo leveraged the client's campaign automation tool to identify click, open, and response rates with accuracy.

100K SMS Conversations Delivered per Month!

RESULTS



opt-out rate



CTR across SMS
campaigns