

Real-time Customer Engagement

With SMS Gateway and Unica Campaign

by  munvo



Real-time mobile conversations deepen engagement significantly

Campaigns driven by SMS Gateway see an average of **7 messages** per conversation, with a **90% open rate**, **45% response rate**, and **<1% opt-out** – far beyond the impact of a single email blast

By capitalizing on the power of real-time messaging, Munvo's SMS Gateway for Unica Campaign initiates personalized dialogue tailored to customer needs, habits, and inquiries.

Soaring delivery rates, low opt-outs, and reduced load on Unica Campaign



Ensure delivery rates of 96% with impressively low opt-outs (~0.02%)



Substantially reduce load on Unica Campaign



Improve customer retention, communication, and overall experience

Intuitive Real-time Dialogue for Unica Campaign

- No developer? No problem – Build it yourself with SMS Gateway's drag-and-drop, user-driven, zero code solution
- Coordinate campaign timing (with consideration to hour / customer time zone)
- Enable reporting in SMS Gateway and Unica Campaign (inherited from the SMS provider's delivery data)
- Receive ongoing support to ensure timely deliverability
- Securely capture customer consent and act in real time

SMS Gateway

How it works

1 Connectors

- Strengthen the performance of mobile messages through the direct integration of Unica Campaign with your mobile messaging provider (MMP) of choice
- Increase configuration flexibility for inbound message handling and archive / classify bounced versus delivered messages

2 Multimedia Messaging Services (MMS):

- Convey mobile messages with compelling visuals and other multimedia
- Push media URLs through a simple API and easily delete images from your MMP to secure customer privacy

3 Webhooks

- Test URLs and enable webhooks to track and validate incoming user data
- Access all information pertaining to a specific message within its respective conversation tree

4 Interactive Conversation Trees:

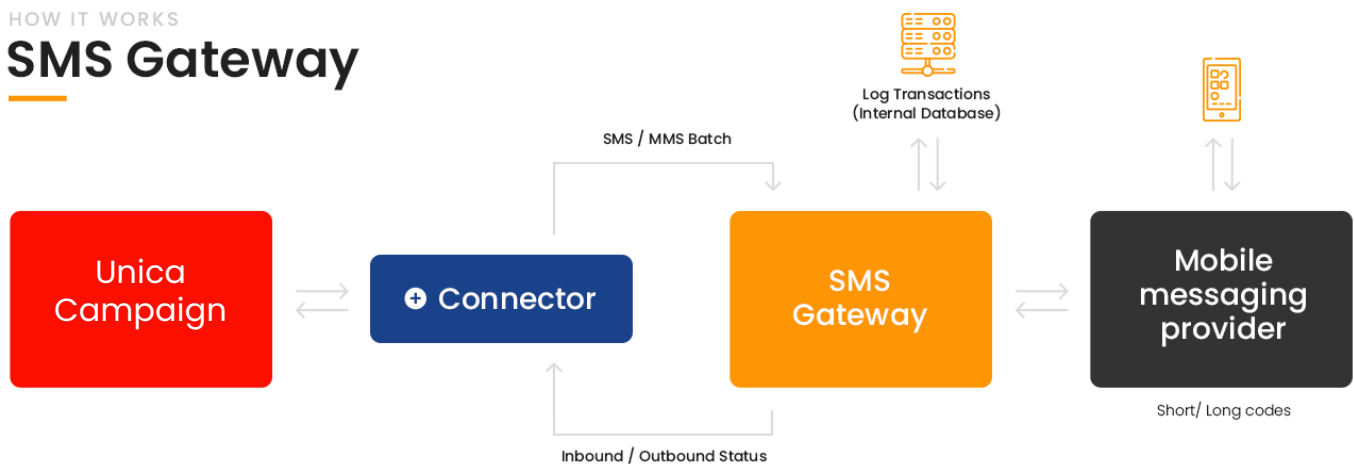
- Use SMS Gateway's drag-and-drop interface to target audiences with custom offers and build dialogue within conversation trees
- Send relevant messages, actively track / reassign individual messages ("nodes" within trees), and store entire transactions (inbound, outbound, batches)
- Include customer personalization in the conversation to reuse elements with user-based customization

5 Messaging Templates

- Build, store, and repurpose adaptable messaging templates for quick campaigns
- Standardize and set parameters for personalized messages by extracting relevant information from Unica Campaign and plugging it into SMS communications

HOW IT WORKS

SMS Gateway



Learn more about the power of SMS Marketing *done right*

With over 65% of consumers checking their messages within the first 5 minutes of waking up in the morning (and half admitting to using their phones at least 5 times every hour!), it has never been so important to leverage the power of mobile marketing.

Discover how Munvo harnesses SMS for enhanced engagement, increased conversions, and a better bottom line for your business



Ready to boost your customer engagement?

Contact one of **Munvo's** certified experts for a personalized demo today



Getting in Touch

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