



infobip

Infobip SMS & Viber for Dynamics 365 Marketing

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Build meaningful customer relationships through SMS and Viber



CHALLENGES

Improve customer experience at every stage of the customer journey with 2-way communication through their preferred channel.

IDEAL SOLUTION

A single interface solution for you to engage customers with timely, relevant content using channels with multimedia capabilities (Viber) or high delivery rates (SMS).

DESIRED OUTCOMES

Better customer experiences resulting in increased retention, loyalty, and strong recommendations for ease of use.



What you get

Omnichannel communication capabilities integrated into Dynamics 365 Marketing, starting with SMS and Viber. Integrate these communication channels into the customer journey from the Dynamics 365 Marketing interface.

Deliver a seamless customer experience through contextual communication. Set up personalized action-triggered messages based on customer behavior.

Improve customer relationships with 2-way communication. Use both channels together or keep one as an automated failover to maximize deliverability and response.

Optimize the time you spend on measurement with real-time reporting and analytics that reveal how effective your communication is.



Benefits of Viber and SMS

Viber and SMS are part of Infobip's omnichannel communication capabilities integrated into Dynamics 365 Marketing. Combined, they give you the ideal combination of Branding, Rich Media Messaging, Global Coverage, High Delivery Rates and more.

SMS BENEFITS

- Global coverage and high delivery rates
- Registered sender and long messages support
- Short codes for 2-way communication
- Unicode support

VIBER BENEFITS

- Rich media messaging (images and gifs)
- Branded messages with sender name and logo
- CTA buttons in messages
- Increased engagement



Your Communication Advantage



OMNICHANNEL COMMUNICATION

Engage with customers on their preferred communication channels and integrate them into your customer journey through the Dynamics 365 Marketing Interface.



AUTOMATED MULTICHANNEL FLOWS

Deliver a seamless customer experience through contextual communication. Set up personalized action-triggered messages based on customer behavior.



2-WAY COMMUNICATION

Create powerful dialogs with customers through 2-way communication. Combine both channels or use one as an automated failover to ensure high deliverability and response.



REAL-TIME REPORTING AND ANALYTICS

Understand how effective your communications are in real-time and optimize the way you measure and report.

Infobip messaging integration for Dynamics 365 Marketing helps you create timely and relevant messages for every stage of the customer journey and manage everything from a single interface.



CUSTOMER SUCCESS

NLB Bank: Increasing Sales Leads with a New Communication Channel



“Introducing Viber was a great success for our bank. It really influenced our sales results and for some campaigns we increased sales leads by 30%! Besides sales results, we can now communicate directly with our clients, in a fast and simple way, wherever they are in the world.”

Miraš Đelošević, Head of Sales Network Coordination and Contact Center Unit, NLB Banka

30% more sales leads
than previous
campaigns

Sales
increased
by up to **15%** after
campaign
end



CUSTOMER SUCCESS

Wurth: Faster Sales While Improving Delivery Processes



“Using Infobip’s omnichannel solutions helped us streamline our communication process and speed up sales. What we used to sell in 30 days, we now sell in 5 days. This newly automated process has helped us increase our customer reach, improve our existing customer relationships, and enhance the overall work experience for our employees.”

Nemanja Malisic, IT Project Manager

Six-fold increase in sales volume;
better customer relationships
through faster deliveries and lower
customer debt

What used to be **sold in 30 days** is
now **sold in five**.





About Infobip

Our mission is to provide accessible, safe, innovative communication solutions to our clients in various industries and geographies, enabling them to grow, innovate, and better their communities.

Through our worldwide network of over 650 direct carrier connections, we reach more than 7 billion people and connected 'things'.

Our local presence, of more than 65 offices across six continents, enables us to react faster, support better, engage more, and offer tailor-made solutions, creating communications solutions of the future with our clients.



Learn more

- [Installation and user guide](#)
- [Account setup and free trial](#)
- [Pricing \(pay as you go\)](#)
- [Infobip web](#)
- [Help and support](#)
- [AppSource](#)

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THANK YOU!



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