



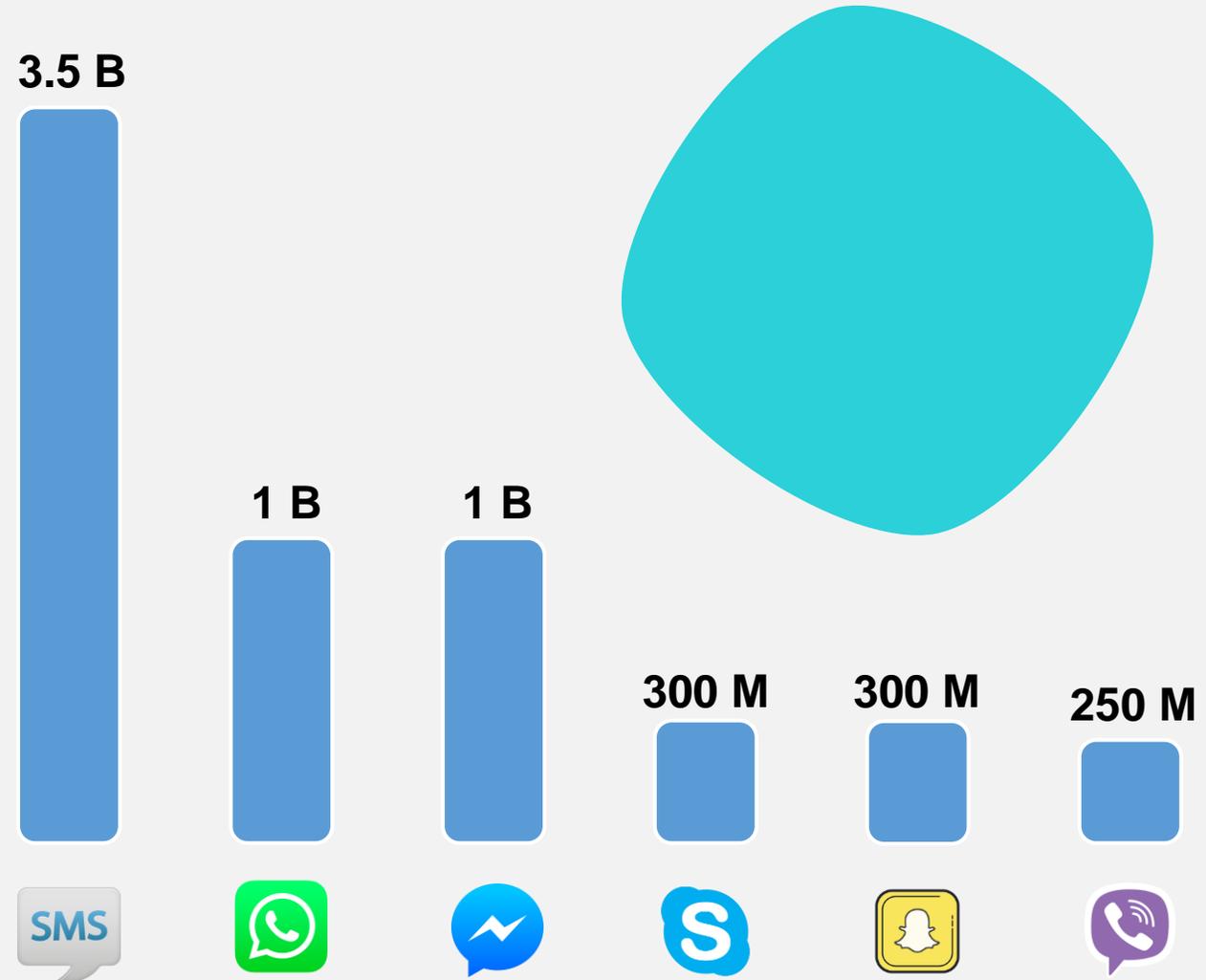
infobip

SMS

Benefits



- SMS is embedded in billions of mobile phones
- **GSM, CDMA, TDMA**
- Guaranteed connections worldwide
- Reach customers faster
- Expand your brand's global reach without complexity





Features

- Up to 160 characters in standard SMS
- Long and flash SMS supported
- Scheduling
- Validity period
- Message tracking
- URL shortening and tracking
- Alphanumeric, short or long numbers
- **Delivery reports**





Delivery reports

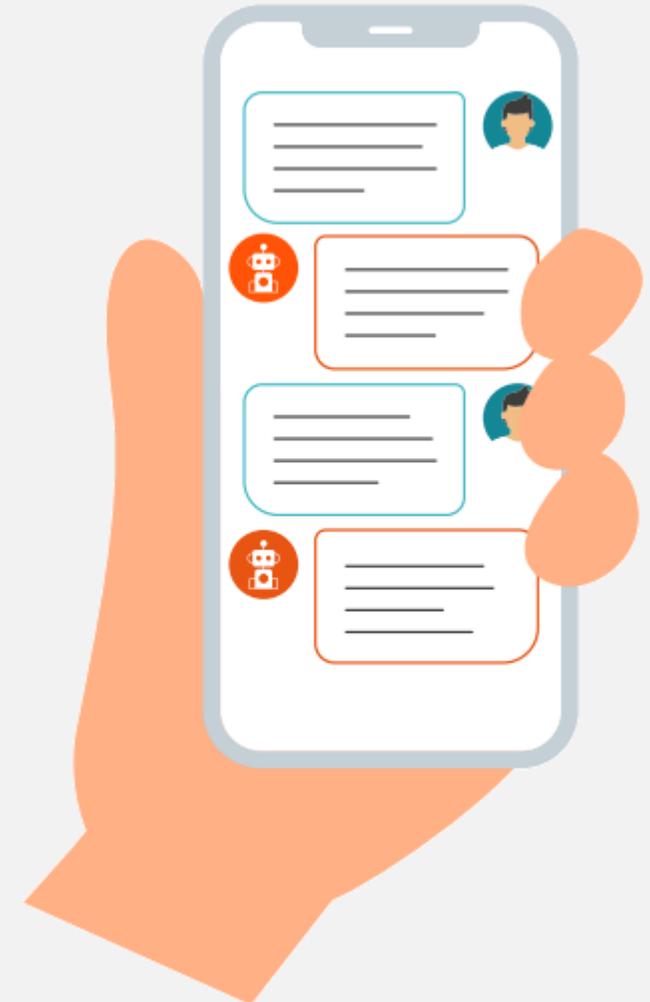
- Contains following information:
 - the recipient's phone number
 - bulk ID and message ID
 - times of sending and delivery of a message
 - number of messages
 - mobile country and network code
 - price per message and currency
 - user defined data
 - status of the message and info about the possible error
- access through portal or API, send to email, URLs





2WAY messaging

- Get a number to send and receive messages
- **Interact with your customers and receive feedback**
- Infobip's **SMS-MT** and **SMS-MO** capabilities combined into a seamless and powerful communication between clients and the customers





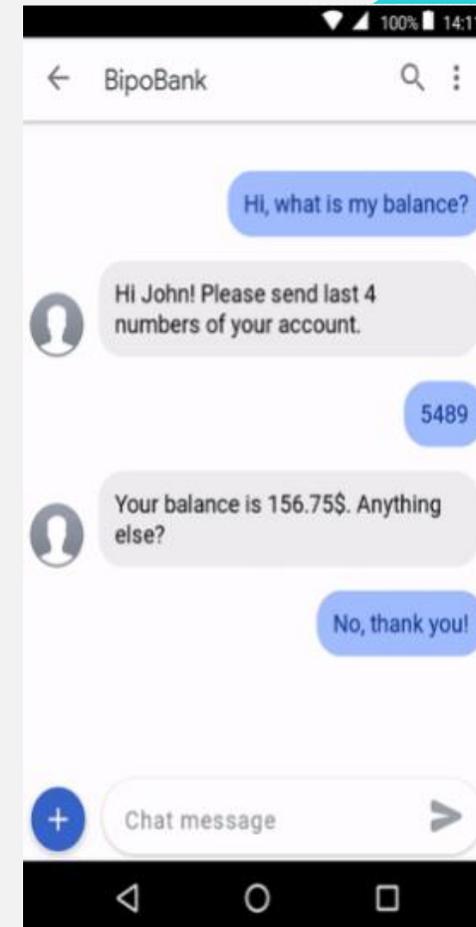
infobip

USE CASES



Finance & Banking

- Send users information about account, account activity, transaction alerts
- Send one time PINs
- Notify users about services they might be interested in
- Enable 2WAY communication for better customer engagement
- Use for 2 Factor authentication



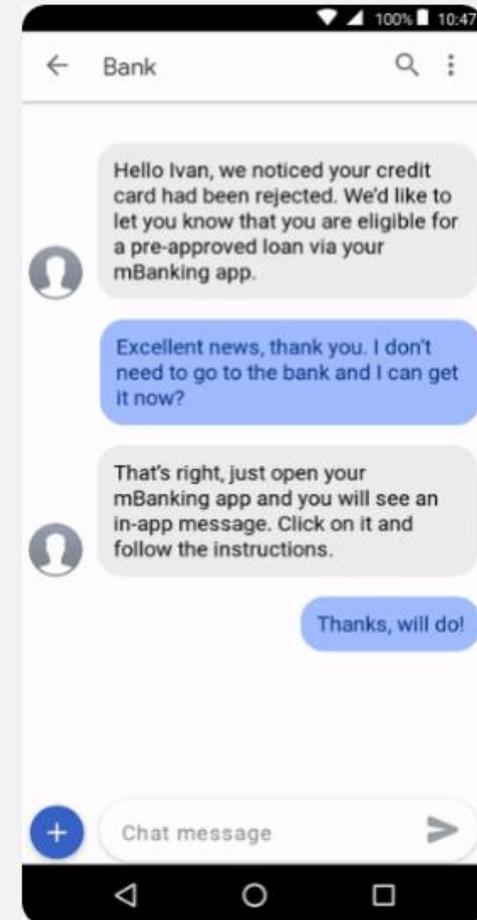
Relevant and personalized messages



Connect your transactional data with our messaging platform and create automated flows that are triggered by transactional data.

Triggers can be:

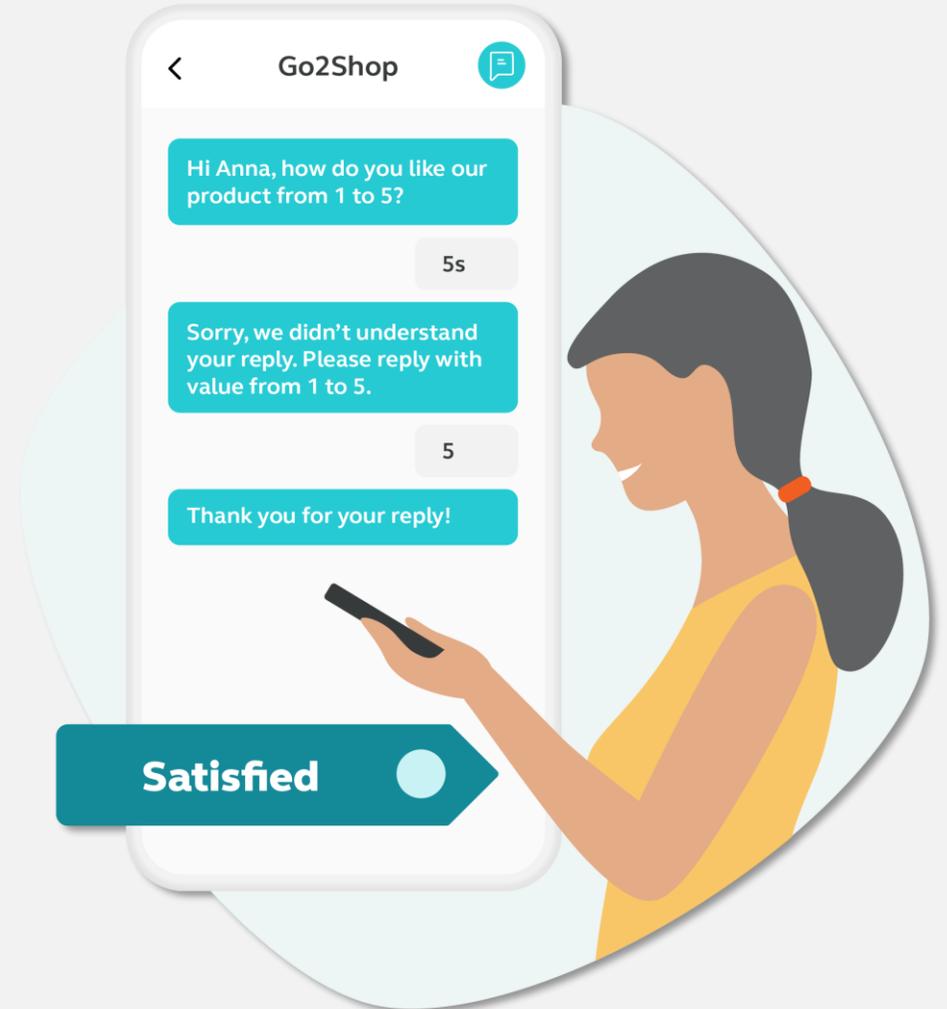
1. Real-time – card transactions
2. Predefined – certain set of rules





Retail

- 2WAY communication for customer feedback or opt out purposes
- Target customers based on previous purchases
- Send promotional information or coupons
- Remind customers of abandoned carts





8473

YES

9:00

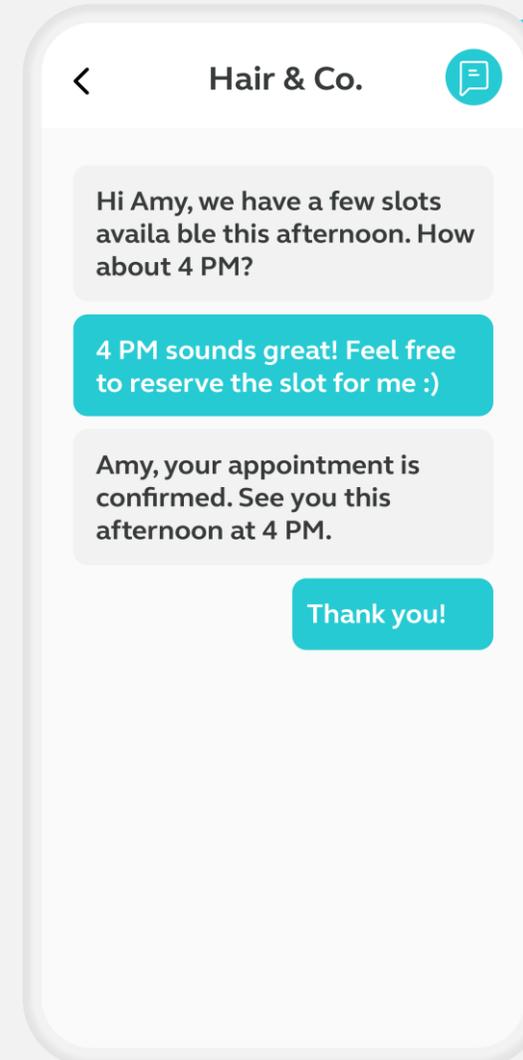
Sorry, you did not win but we can inform you when the product will be on sale. Reply with **YES** if you would like to receive a notification to claim your discount.

9:01



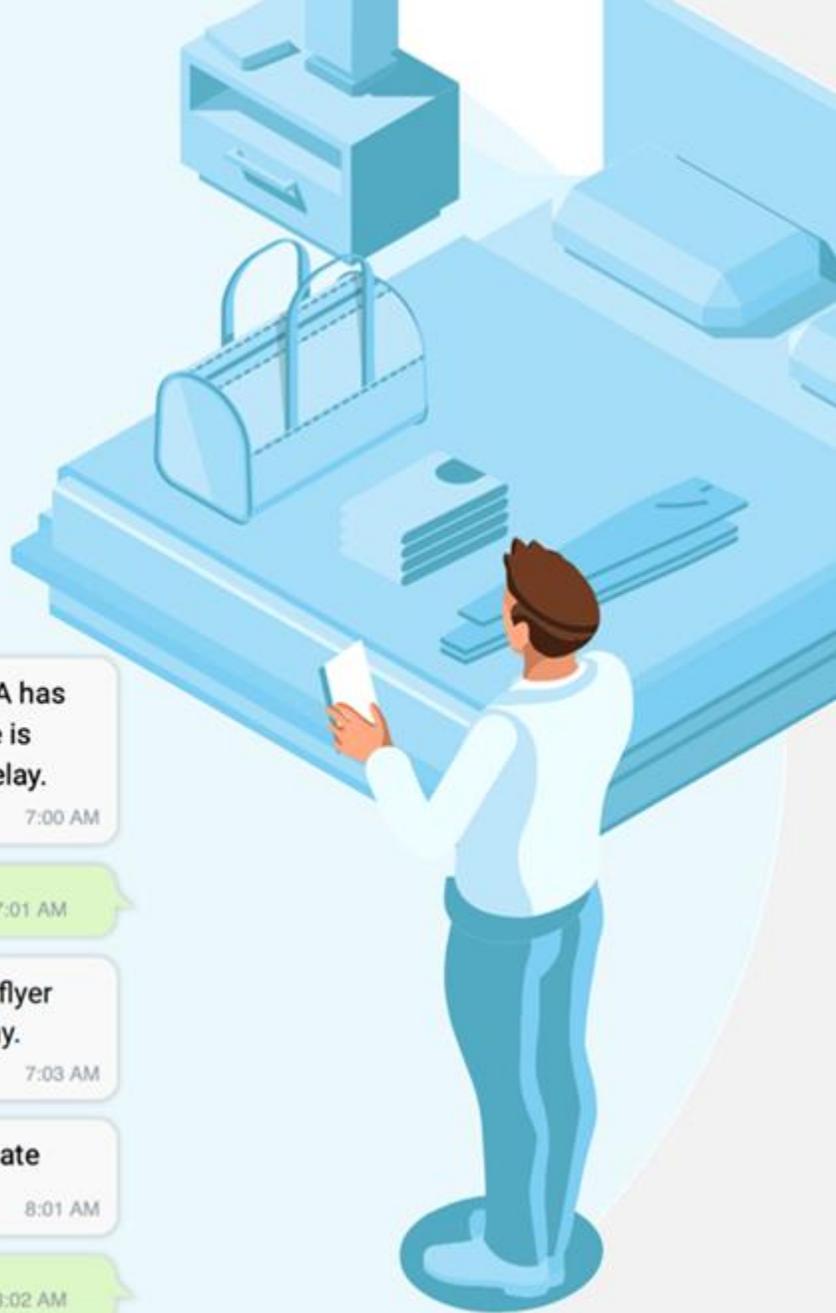
Services

- Arrange, notify or remind customers of their appointments
- Offer discounts to loyal customers
- Get service feedback





1 in 5
flights are
delayed.¹



<  MaxAir

Your flight #AA2490 from NY to LA has been delayed. New departure time is 10:30 AM. We apologize for the delay.

7:00 AM

Thanks for notifying me. 7:01 AM

We will be doubling your frequent flyer miles for this flight due to the delay.

7:03 AM

#AA2490 will be departing from Gate A38 at 10:30 AM.

8:01 AM

Great, thank you! 8:02 AM

Air travel

Interactive real-time flight information makes all the difference when travelling.

Send customers the information they need, when they need it.

- Check in notifications
- Booking confirmation
- Flight schedule updates



Strong customer portfolio

RETAIL



BANKING AND FINANCE:



SBERBANK

**Уральский Банк
реконструкции и развития**

ON-DEMAND



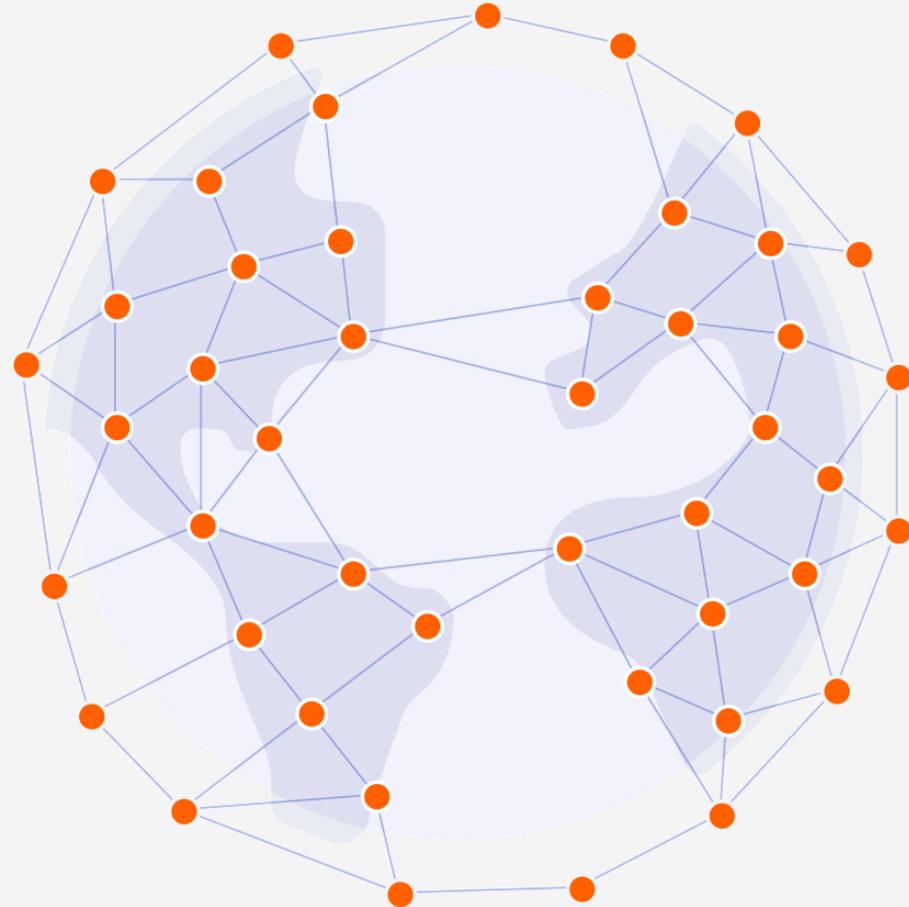


infobip

About Us



Global messaging



40k

active
accounts

600+

tier 1
connections

7bn

monthly
interactions

4,6%

global A2P
SMS volume

4,4bn

unique mobile
users



Our presence



60+
offices
worldwide

1700+
great
employees

600+
direct-to-carrier
connections



Our goal is to interact with every mobile device on Earth



2018
66,3 %

2017
63,0 %

2016
57,0 %

2015
38,0 %

2014
27,5 %

**Our
reach**

Awards 2018

Awards:



**BEST RATED A2P
SMS PROVIDER
2017, 2018**
**RATED TIER 1 SMS
FIREWALL VENDOR
IN 2017, 2018**



Global Direct Carrier Billing
AWARDS
WINNER
Best DCB Aggregator

Memberships:



Security certified:

