Hey Jen,
Here's the trailer for next
week's episode!
Plus download last week's
closing song.
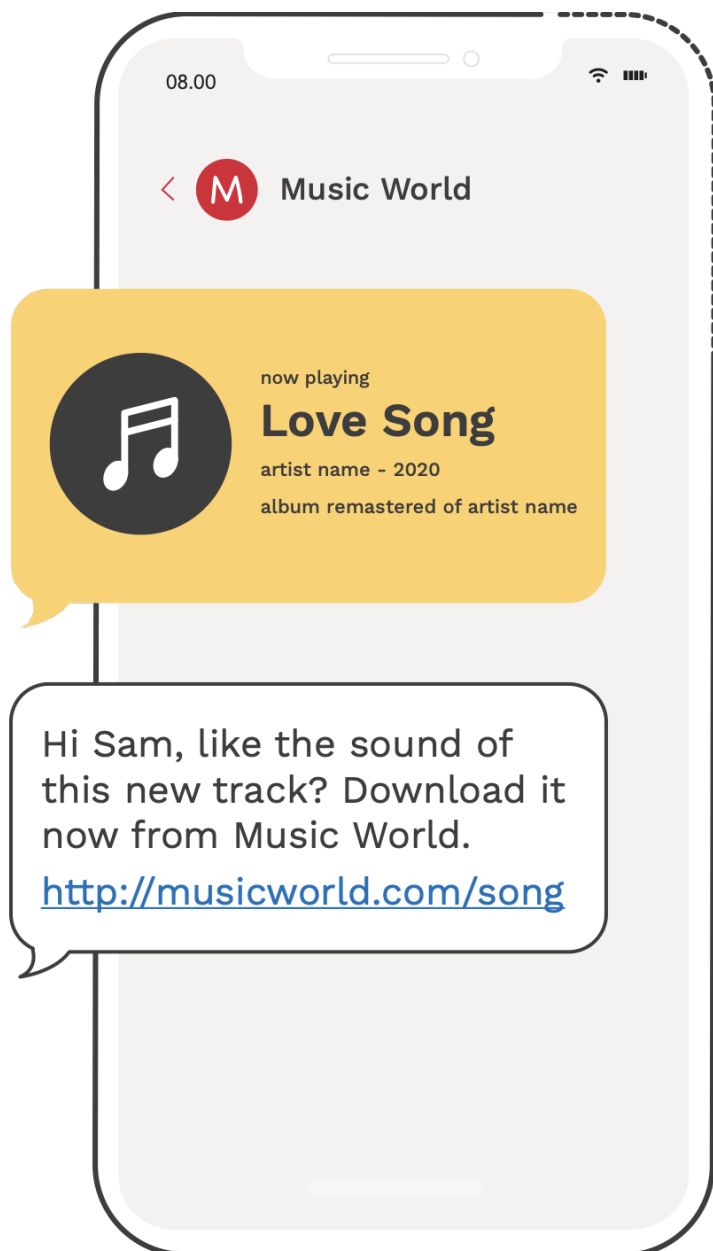
http://faveshow.com/song

kaleyra

Excite and Engage with MMS

How brands use Multimedia Messaging Services (MMS) to drive engagement, brand recognition and sales.

For more information,
visit **kaleyra.com**

Table of Contents

Music World

now playing
Love Song
artist name - 2020
album remastered of artist name

Hi Sam, like the sound of this new track? Download it now from Music World.
http://musicworld.com/song

What is MMS?

Multimedia Messaging Service (MMS) is a form of text messaging that enables senders to include multimedia content, not just text. MMS messages have a higher character count and can support larger sizes (usually 300 KB for most carriers). You can also include subject lines!

With MMS, you can send and receive:

Pictures

Videos
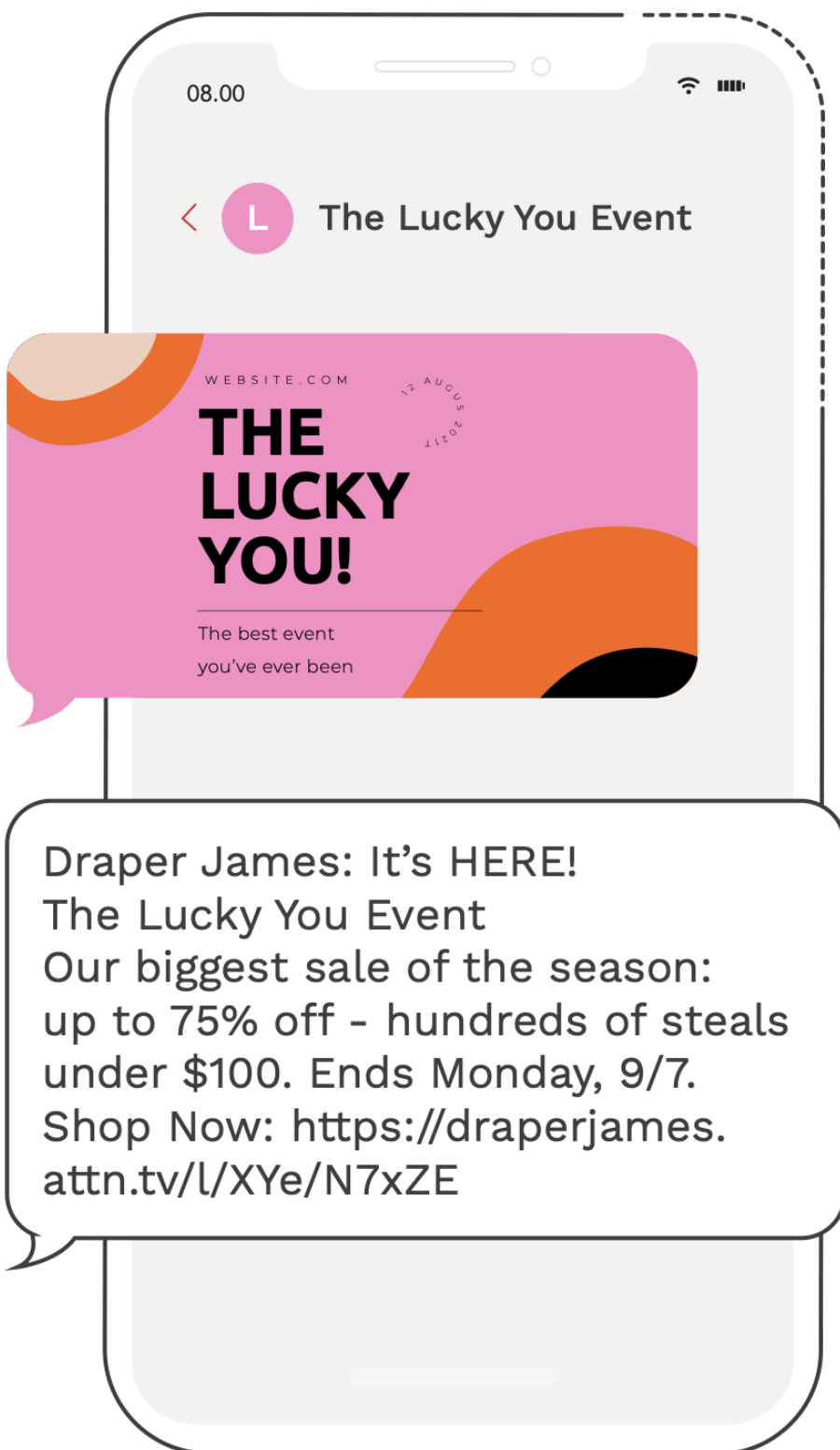
GIFS

Files

QR Codes

Why try it?

MMS campaigns have a **20% higher opt in rates** than a basic SMS campaign.

CleverTap

08.00

L The Lucky You Event

WEBSITE.COM

12 AUGUST 2021

THE LUCKY YOU!

The best event you've ever been

Draper James: It's HERE!
The Lucky You Event
Our biggest sale of the season:
up to 75% off - hundreds of steals
under $100. Ends Monday, 9/7.
Shop Now: https://draperjames.
attn.tv/l/XYe/N7xZE

The human brain processes images **60,000 times** faster than text. Adding a visual element to your text messaging campaigns makes it easier to get information across quickly, which is key to breaking through consumers' busy lives. MMS also has a click through rate up to **15% higher**, making it ideal for any campaigns that aim to boost sales online.
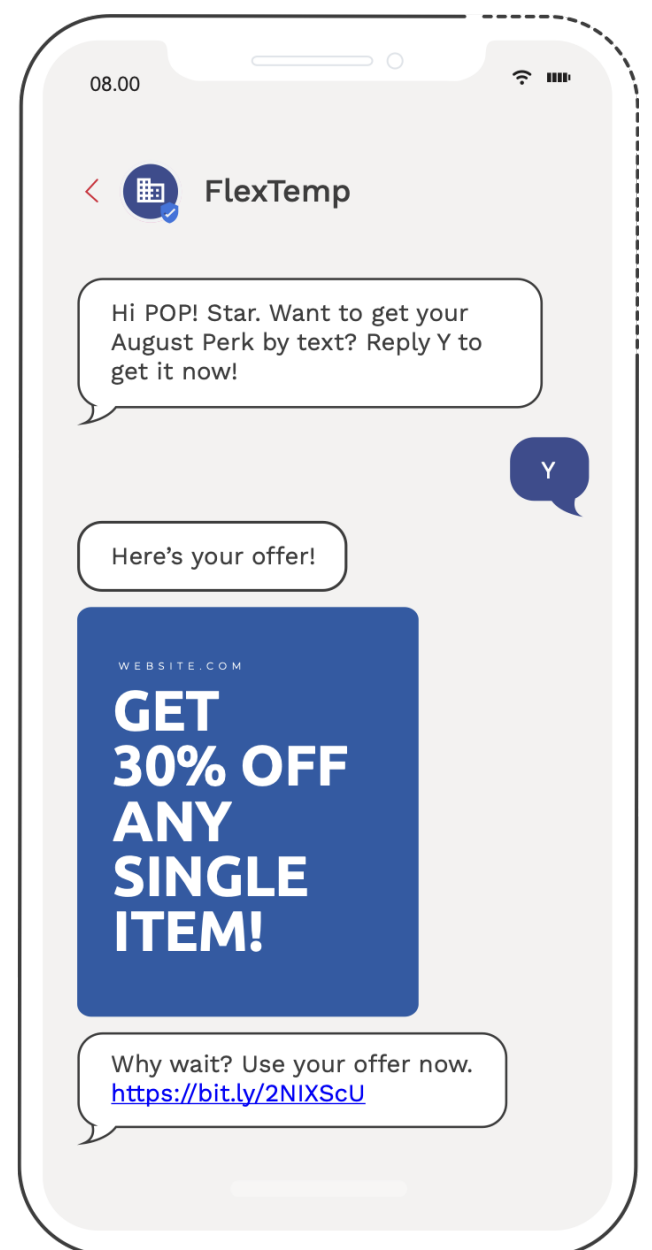
Grab Attention with MMS Coupons

08.00

< FlexTemp

4-DAYS ONLY!
Summer Doesn't End With These EXTRA Savings!

35%OFF List Price
Select paint supplies.

50%OFF List Price
FlexTemp™ Exterior
Acrylic Latex paint.

SWPro: Extend your summer savings! Save 35% on select paint supplies AND get 50% off FlexTemp™ Exterior Paint to keep painting in extreme temps: http://vbs.cm/N9Zd3d Shop in-store with coupon or online with promo code: SAVESEP20. Sale ends 9/11. HELP=help STOP=end

> MMS coupons have up to **8x** higher redemption rates than coupons attached to emails. (SimpleTexting)

08.00

FlexTemp

Hi POP! Star. Want to get your August Perk by text? Reply Y to get it now!

Y

Here's your offer!

WEBSITE.COM
GET 30% OFF ANY SINGLE ITEM!
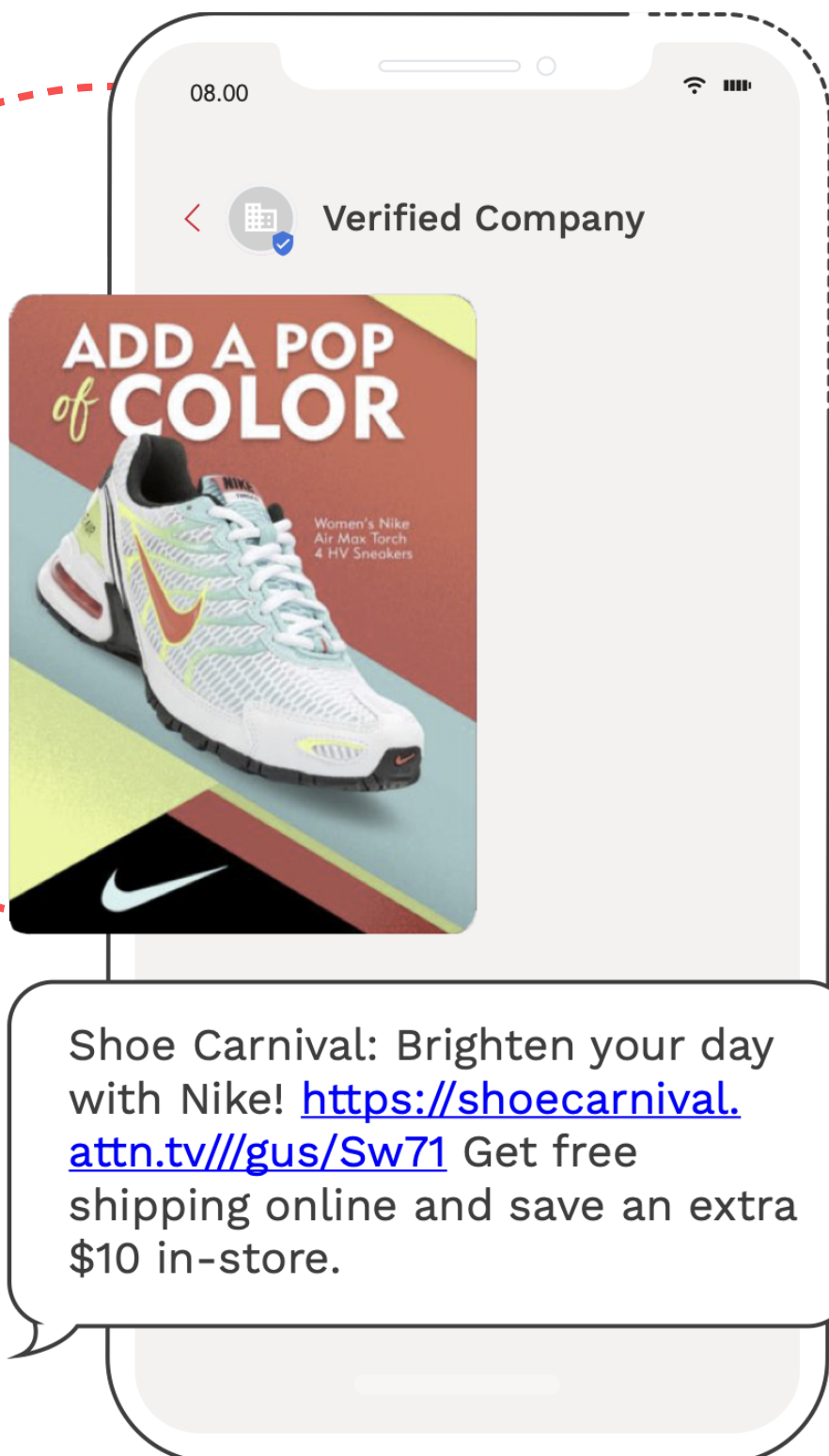
Why wait? Use your offer now. https://bit.ly/2NIXScU

- Better ROI tracking than paper coupons
- Easily redeemable in store or online
- Get creative with graphics

Highlight Products with Pictures and Videos

08.00

< ⊞ **Verified Company** ✓

ADD A POP *of* COLOR

Women's Nike Air Max Torch 4 HV Sneakers

Shoe Carnival: Brighten your day with Nike! https://shoecarnival.attn.tv///gus/Sw71 Get free shipping online and save an extra $10 in-store.
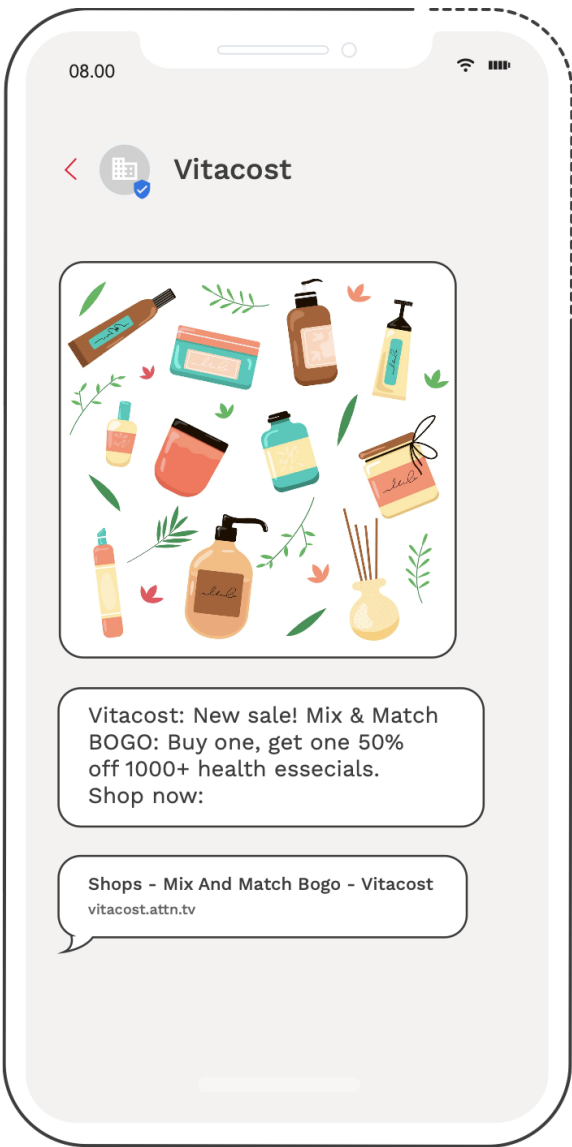
300x

Higher engagement with MMS than SMS.

- Highlight New Products
- Boost Sales with Exciting Imagery
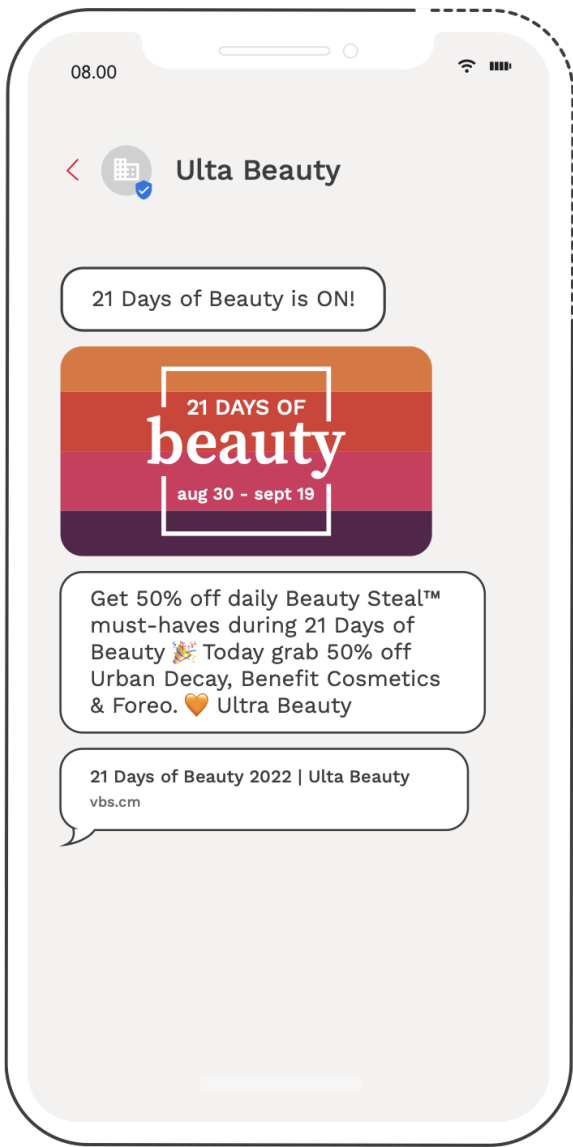- Explain How a Product Works
- Send a Video Setup Guide
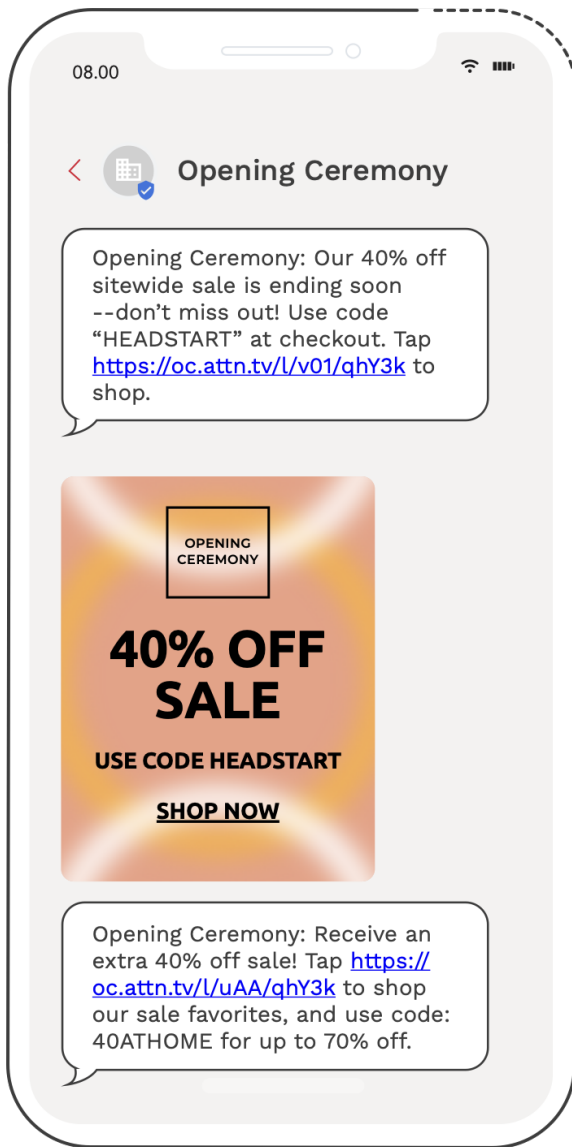
Drive Excitement During Discounts and Sales

MMS is the perfect way to drive sales or clear out the last of your inventory, as **67% of users say images are very important** when making a purchase decision. (HubSpot)

08.00

Vitacost

Vitacost: New sale! Mix & Match BOGO: Buy one, get one 50% off 1000+ health essecials. Shop now:

Shops - Mix And Match Bogo - Vitacost
vitacost.attn.tv

08.00

Ulta Beauty

21 Days of Beauty is ON!

21 DAYS OF
beauty
aug 30 - sept 19

Get 50% off daily Beauty Steal™ must-haves during 21 Days of Beauty 🎉 Today grab 50% off Urban Decay, Benefit Cosmetics & Foreo. 🧡 Ultra Beauty

21 Days of Beauty 2022 | Ulta Beauty
vbs.cm

08.00

Opening Ceremony

Opening Ceremony: Our 40% off sitewide sale is ending soon --don't miss out! Use code "HEADSTART" at checkout. Tap https://oc.attn.tv/l/v01/qhY3k to shop.

OPENING CEREMONY

40% OFF SALE

USE CODE HEADSTART

SHOP NOW

Opening Ceremony: Receive an extra 40% off sale! Tap https://oc.attn.tv/l/uAA/qhY3k to shop our sale favorites, and use code: 40ATHOME for up to 70% off.

Display Discounted Items

Build Excitement for Annual Sales

Grab Attention with Big Discounts

Notify Customers when Favorites are Back in Stock

Let customers opt in to be notified when an item they want is back in stock or alert all customers when a very popular item has been restocked.

Dirty Cookie: Hi Jessica! Our DIY Decorating Kits are back in stock! A Fun delicious family activity! https://tiny.ps/cHR4w Hurry they won't last long!

Sending an image along with the notification helps remind customers what they missed out on!
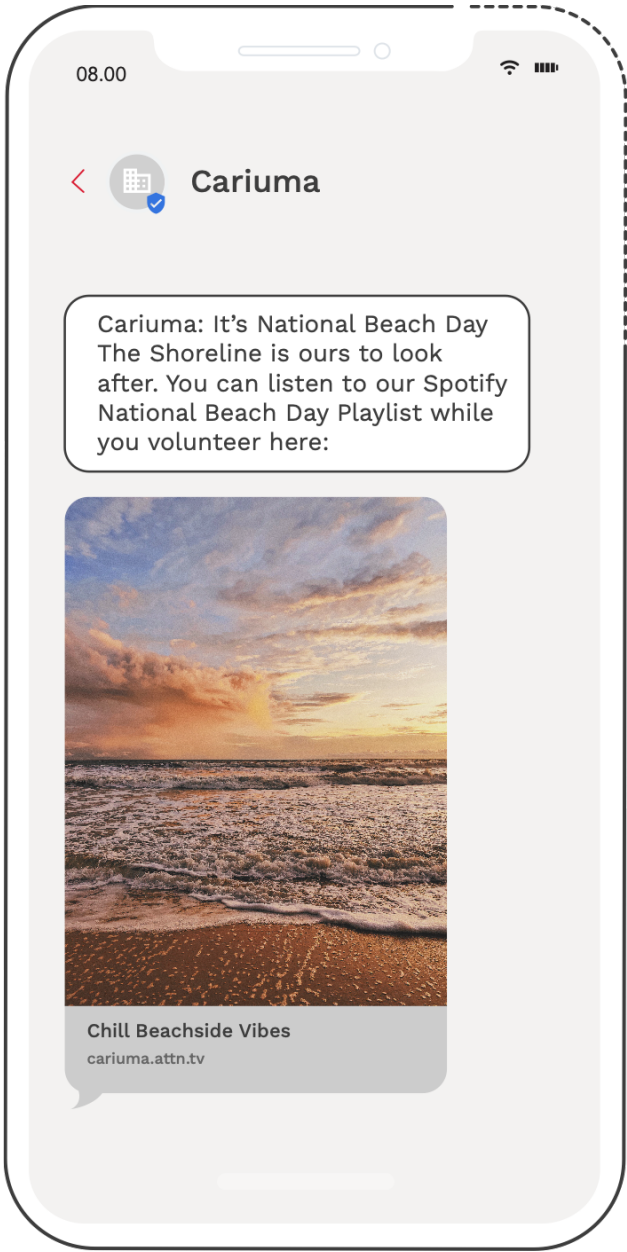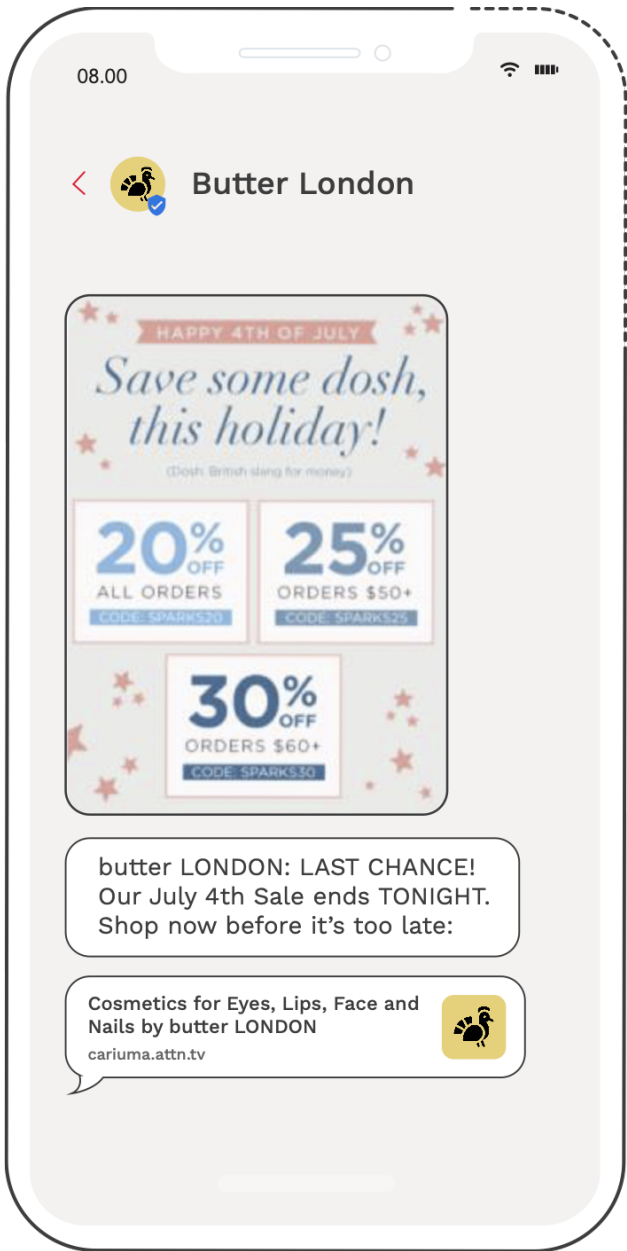
Notify Me When This Item Is Back in Stock

Help Customers Celebrate Holidays

Make every day a holiday with MMS! Whether it's a niche holiday like National Coffee Day or a major shopping day like Black Friday, using images, gifs and emojis bring more fun and excitement to your marketing.

- Send Shareable Greeting Cards
- Celebrate with Special Offers
- Announce Seasonal Products

08.00

< Cariuma

Cariuma: It's National Beach Day The Shoreline is ours to look after. You can listen to our Spotify National Beach Day Playlist while you volunteer here:

Chill Beachside Vibes
cariuma.attn.tv

08.00

< Butter London

HAPPY 4TH OF JULY

Save some dosh, this holiday!

(Dosh: British slang for money)

20% OFF ALL ORDERS
CODE: SPARKS20

25% OFF ORDERS $50+
CODE: SPARKS25

30% OFF ORDERS $60+
CODE: SPARKS30

butter LONDON: LAST CHANCE! Our July 4th Sale ends TONIGHT. Shop now before it's too late:

Cosmetics for Eyes, Lips, Face and Nails by butter LONDON
cariuma.attn.tv

Make Contests and Giveaways More Exciting

Get more contest entries with eye catching graphics or pictures of prizes! You can also run a contest requesting user generated content, like photos of customers using your product.

CONGRATS!

YOU'VE BEEN ENTERED TO

WIN

THE TRIP OF A

Lifetime!
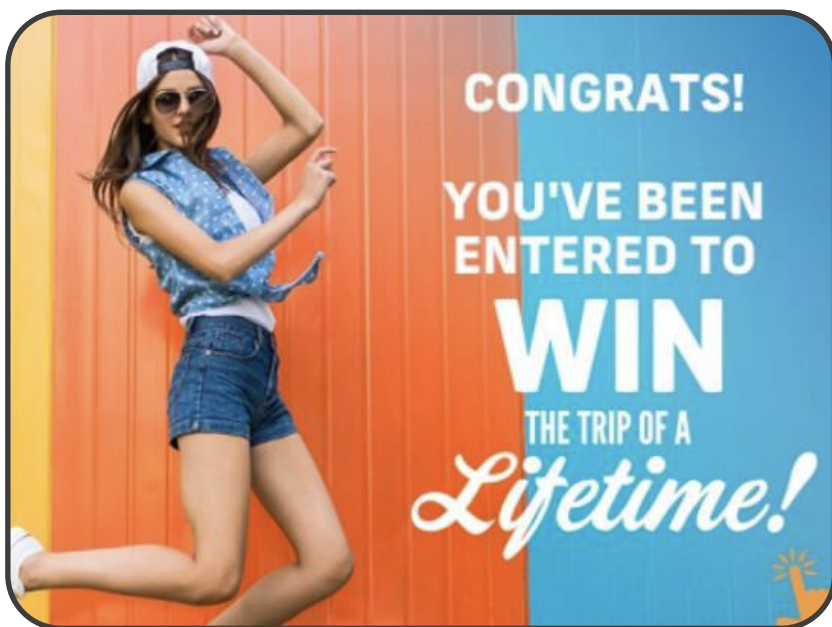
Congratulations! You have been entered for your chance to win a Mediterranean Getaway from TapOnIt! Tap here https:// m.tap82928.com/l/R9WpFbw8 to share the sweepstakes with your friends; if someone new joins TapOnIt through your referral link you will earn an additional entry! Keep sharing to increase your chances of winning! Reply HELP for help, STOP to cancel. Msg&DataRatesMayApply.

● **Announce contest**

● **Confirm entry**

● **Receive contest entries, including photos or videos**

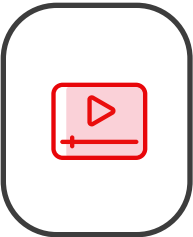MMS outreach is 8X more likely to be shared on social media.

iab.

Make Customer Service More Convenient

A picture is worth a thousand words!
Use MMS to communicate more effectively when helping customers.

Enable them to send a photo of the issue

Send helpful photo and video guides

Send technician ID photos for security verification

Send and receive voice memos to accommodate customer needs and preferences

Best Practices For MMS

The best practices of SMS should be applied to MMS. However, we do have a few additional suggestions for making the most of your MMS campaign:

1 While you can send more text with MMS, it doesn't mean you should. Remember to let your visuals do most of the talking!

2 The "subject line" should generally be limited to 40 characters.

3 MMS images should have an aspect ratio of 9:16 (portrait layout, sized for a phone screen) so they are discernible in the messaging app.

4 MMS videos have an aspect ratio of 16:9 (landscape layout) Larger message sizes impact the speed of delivery and mobile user experience.

5 Animated images shouldn't include transparent backgrounds, as it appears black on some devices.

6 Avoid complex or gradated backgrounds in videos.

7 If text is included within a video, leave margins around the text and ensure it will be legible on a phone.

FAQs

Is the throughput for MMS the same as SMS?

No, MMS messages have a slightly slower throughput than SMS. The slower throughput speed is due to the larger size of an MMS message.

How many MPS (Messages Per Second) can you support?

Currently our system has the capability to send hundreds of MMS messages per second across all operators in aggregate and is optimized for the current MMS traffic we are managing. As needed, we work with carriers to expand capacity to ensure send rates are optimal.

Are delivery receipts provided for MMS?

Yes, delivery reports are provided from all operators.

Does Kaleyra provide the ability to identify the recipient device?

Yes, we provide an API that allows customers to identify the device make, model, and carrier ID

The Kaleyra MMS Gateway

Content quality is extremely important for achieving optimal results with MMS.

Our transcoding service creates variants of content (images, video) and stores them until needed. When an MMS message is sent, the optimal variant of the content is included based on the carrier and mobile device, helping to ensure a good user experience.

Kaleyra's **MMS Gateway** provides the functionality to transcode, store, and deliver content through three key components:

1. Transcoder:

Converts content to numerous variants with different attributes (i.e., video size, quality, and audio).

2. Content Management System (CMS):

Securely stores the original content and related variants.

3. Content Distribution Network (CDN):

Distributed network to deliver the content, accelerating download.

Case Study:
Share a Coke

Coca Cola leveraged text messaging to enable people to text a friend's name to a billboard. They then used MMS to send a picture of the billboard to the sender to share with the friend or post on Facebook!

This was an omnichannel campaign that resulted in a huge boost for Coke in Australia.
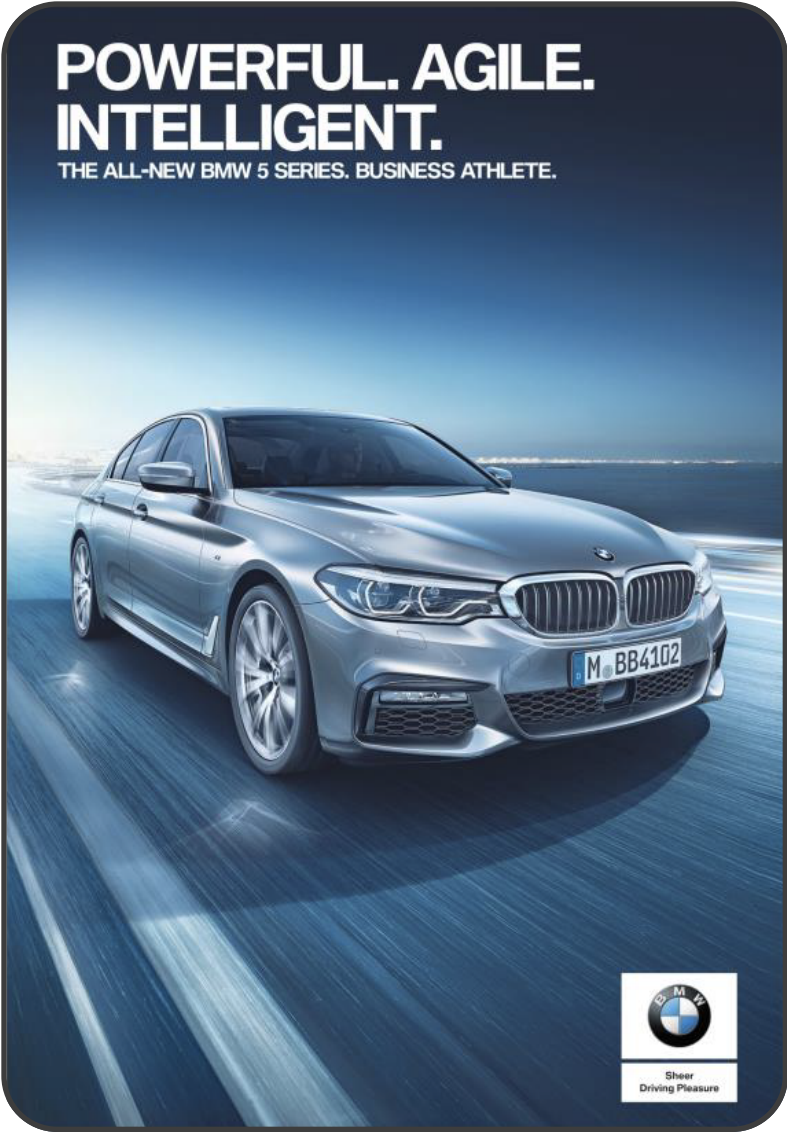
18,300,000+
Media impressions

76,000
Virtual Coke cans shared

378,000
Custom Coke cans were printed

Case Study: BMW Personalizes Outreach with MMS

POWERFUL. AGILE. INTELLIGENT.
THE ALL-NEW BMW 5 SERIES. BUSINESS ATHLETE.

M·BB4102

BMW
Sheer Driving Pleasure

BMW deployed a very personalized MMS campaign targeting only high end smartphone users.

The campaign was based on the customer's specific vehicle and made personalized suggestions with a link to the site for upgrades and accessories for their particular vehicle.

1200
Messages sent

30%
Conversion rate

$45M
In revenue

Ready To Get Started With SMS?

Kaleyra is the perfect partner to help you unlock its exciting potential. You'll have the full support of a team of experts for both strategic decisions about your campaign as well as technical questions.

Our web based Kaleyra's Campaign Management platform tool and APIs provide the capabilities you need to create and manage lists, send MMS broadcast messages, and orchestrate interactive, multistep programs involving functionality such as coupons and sharing of viral content.

For more information visit

kaleyra.com

kaleyra