





Who are Sinch...

\$500m

Annual revenue
and profitable

26%

YOY Growth
(2018-2019)

40+bn

Messages sent
5bn users

1000+

Enterprise
customers

Publicly listed on
NASDAQ in Stockholm

8 of the **10** biggest
US tech companies

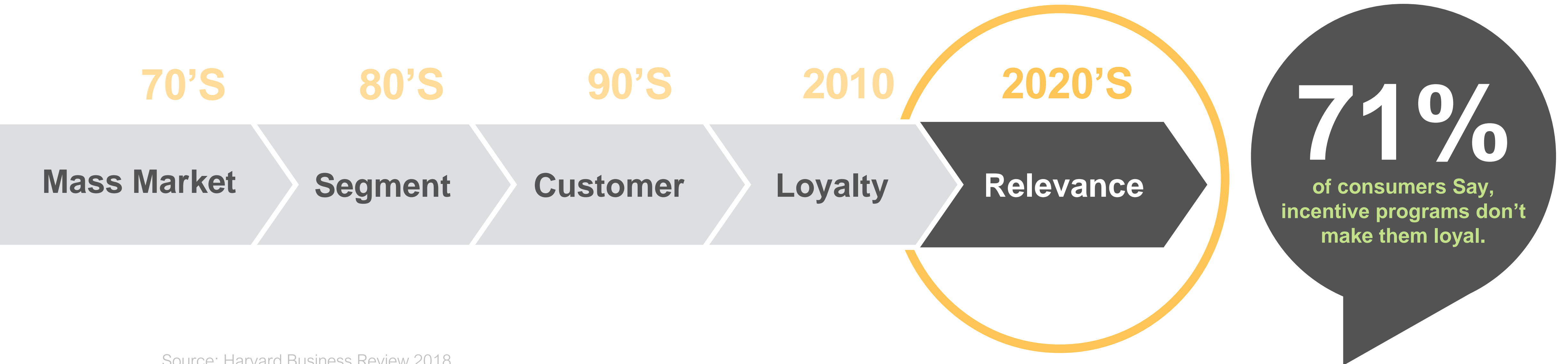
750+ Employees across
40+ countries







Relevance is King

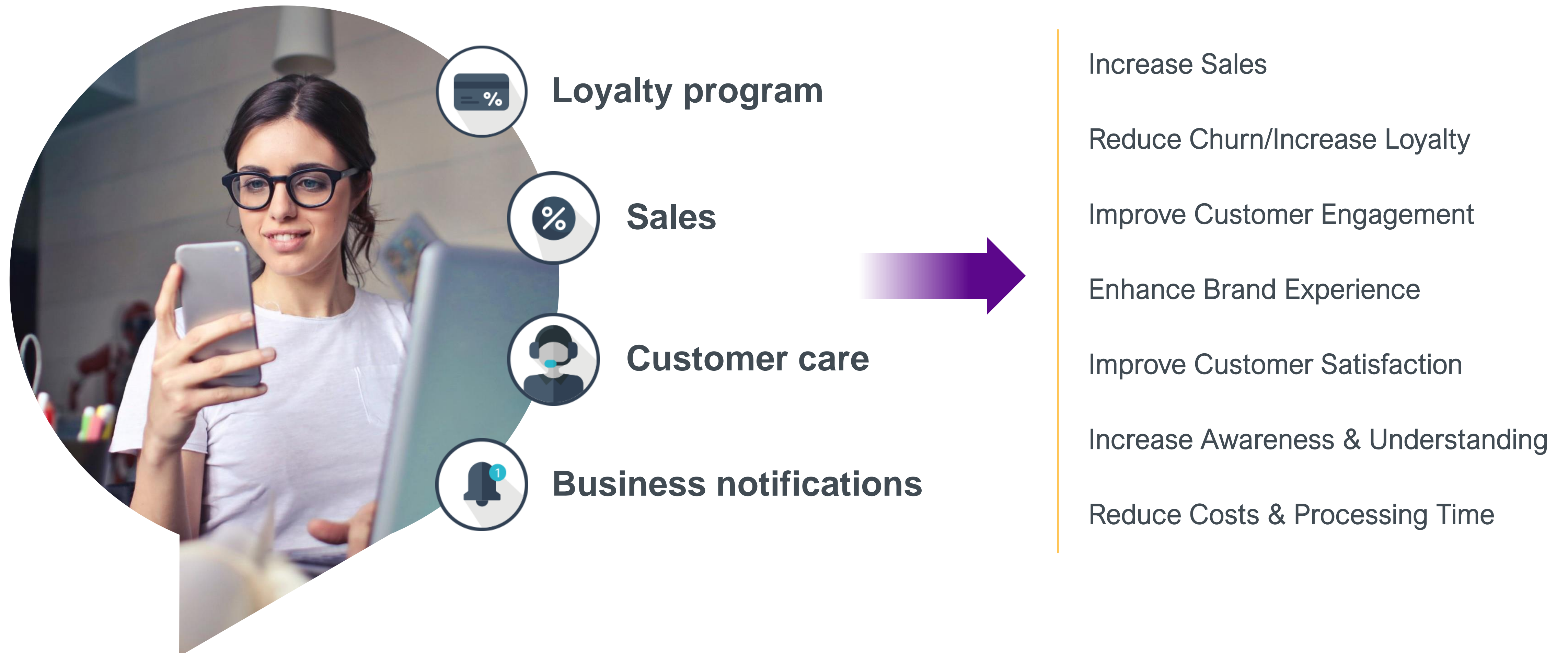


Source: Harvard Business Review 2018



The new “first screen” has infinite capabilities

The question is not *when* but *where* to start.



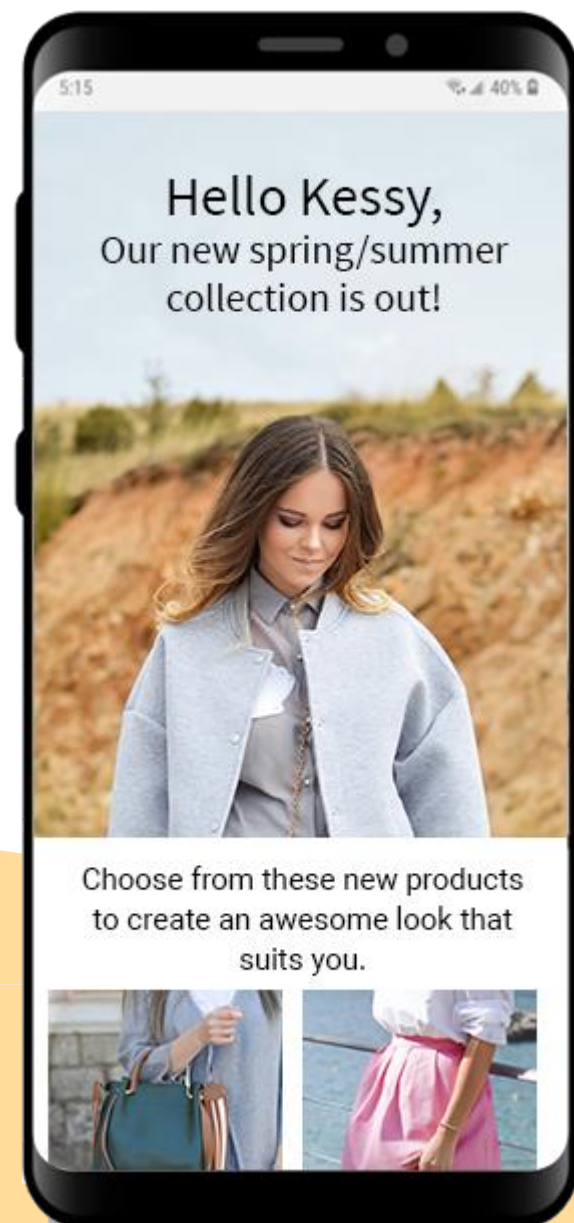




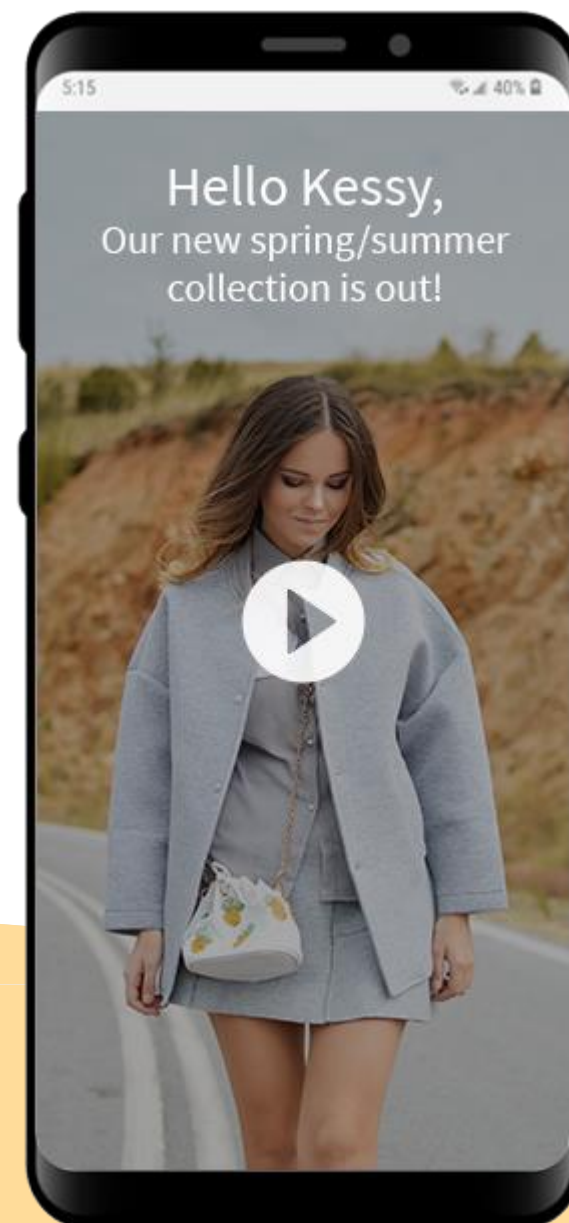
Engage your customers with different formats



Personalized Image



Personalized Video



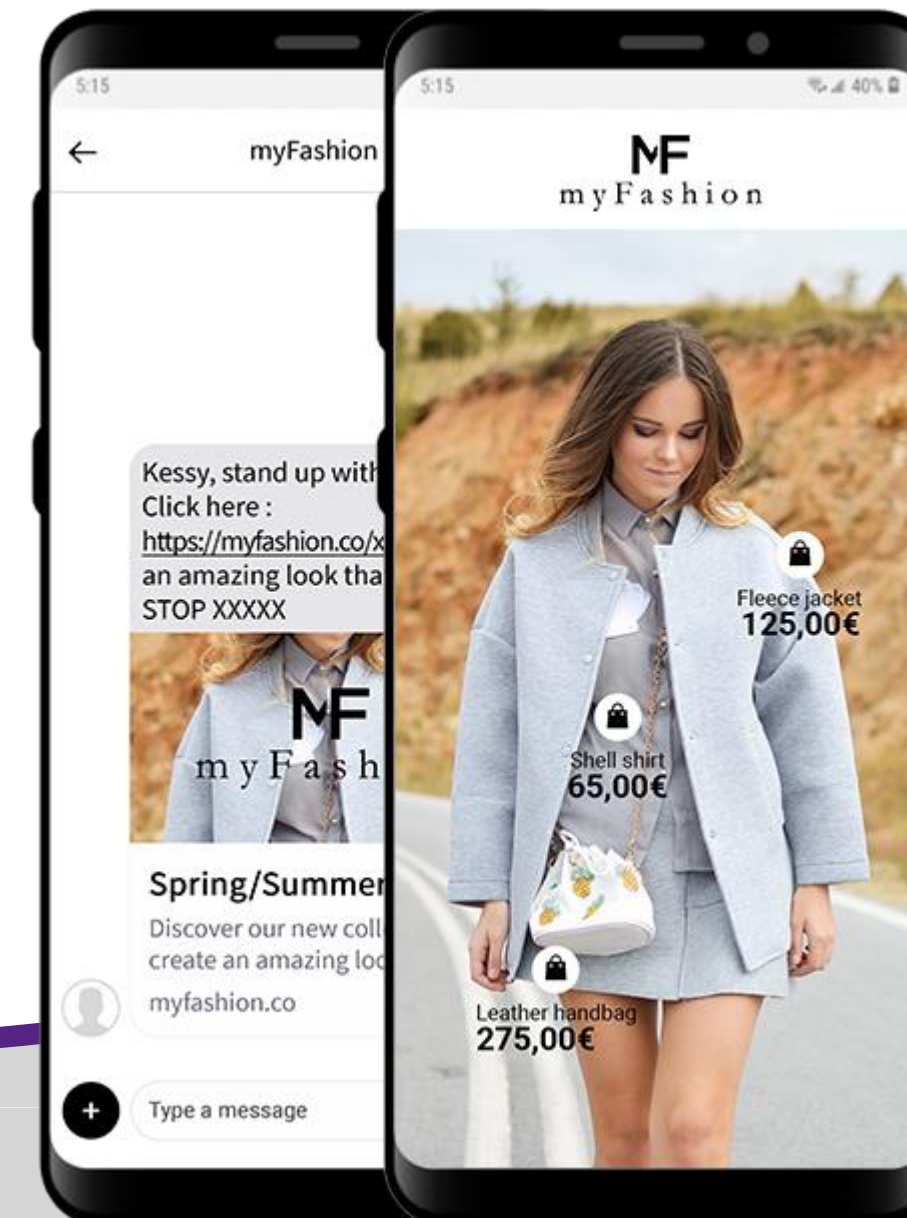
Simple Message



3^{SEC}



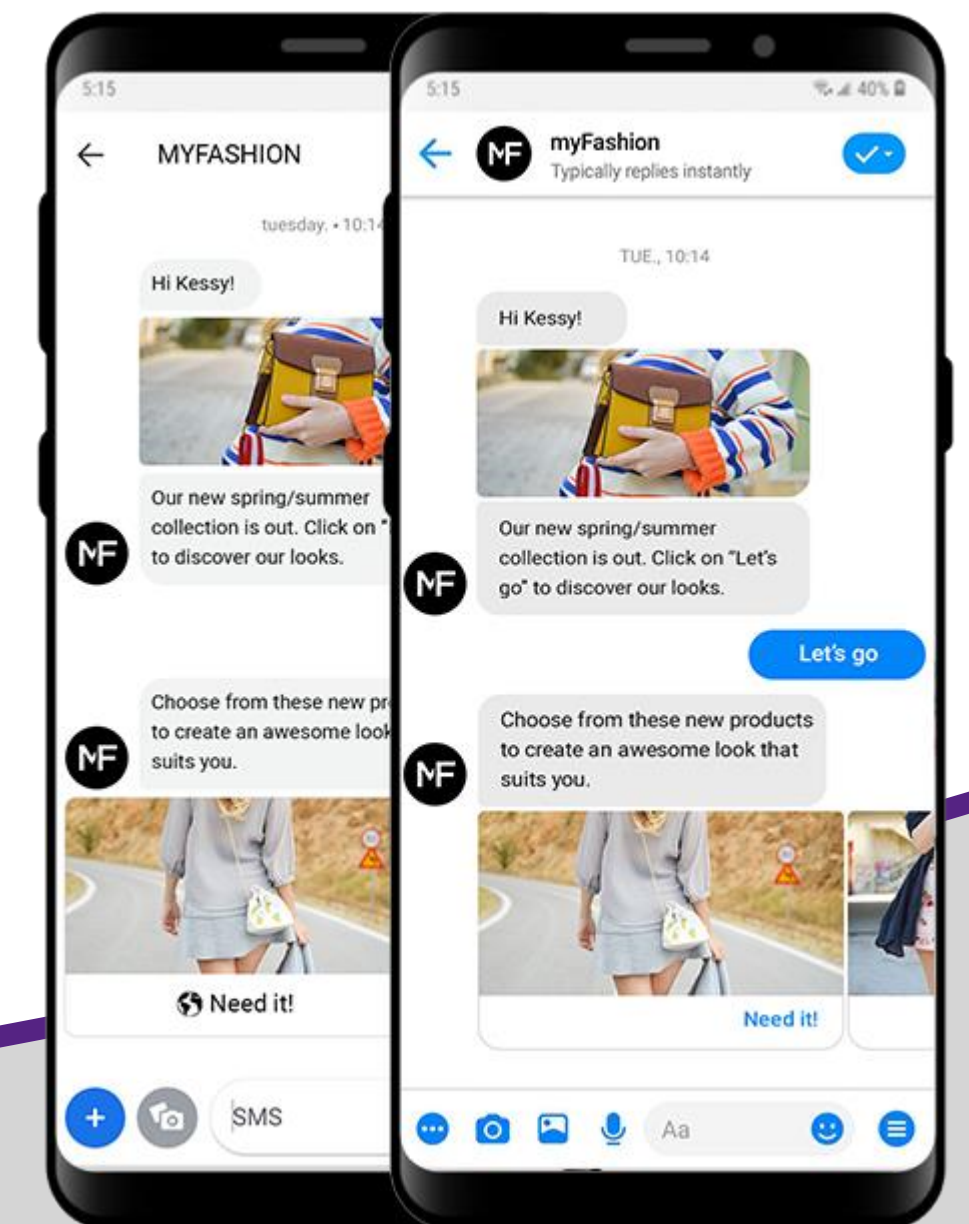
Rich Message



45^{SEC} x15



Conversational



120^{SEC} x40



Send your campaign on all mobile messaging app

A multipolar industry where brands have to prioritize



SMS



MMS



RCS



MESSENGER



WHATSAPP



BUSINESS
CHAT



KAKAO
TALK



VIBER



LINE



Depending on your challenges

Challenges we solve with mobile messaging

Business

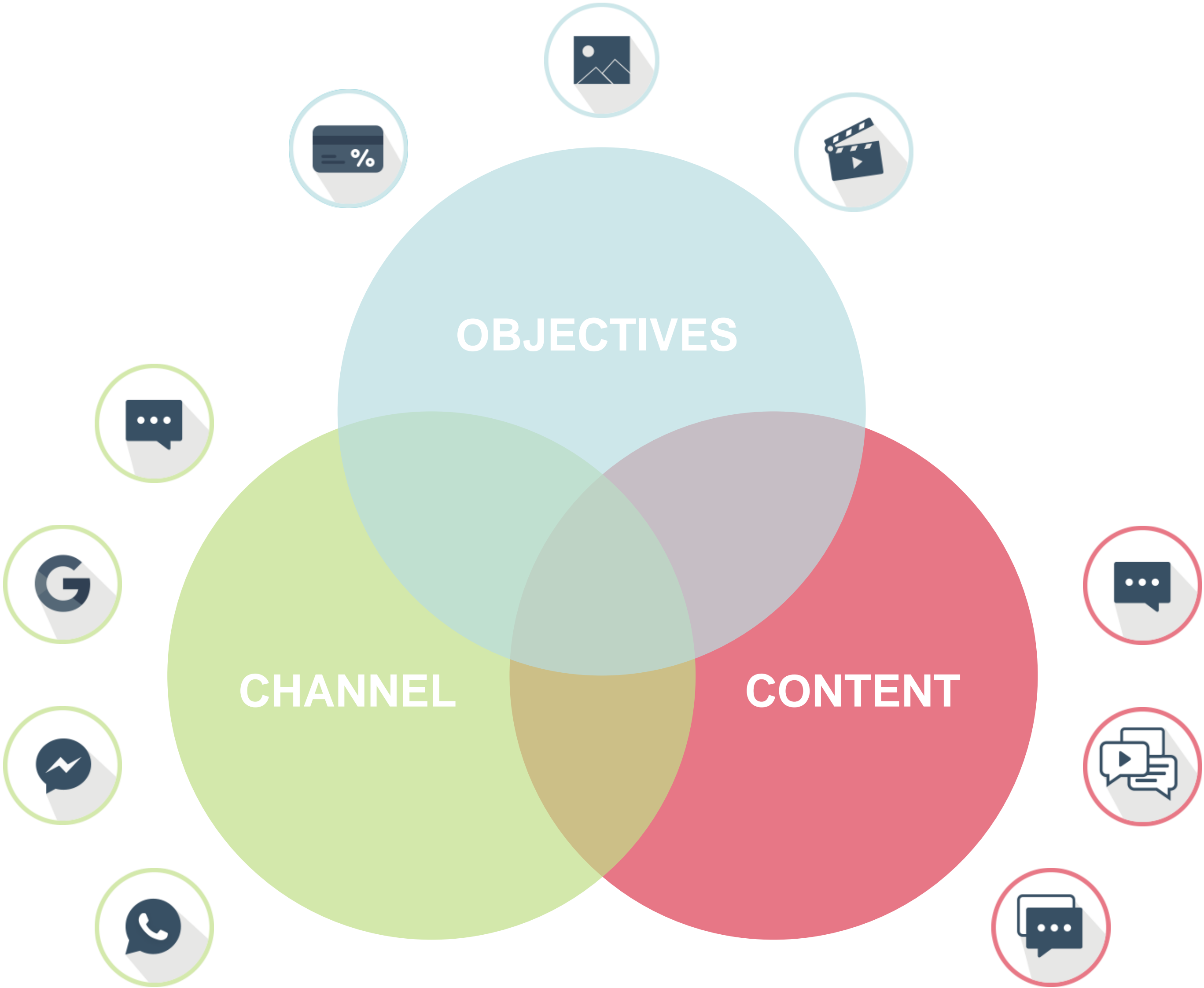
- Increase sales
- Reduce churn
- Push promotional

Relational

- Increase Engagement
- Boost Loyalty program

Servicial

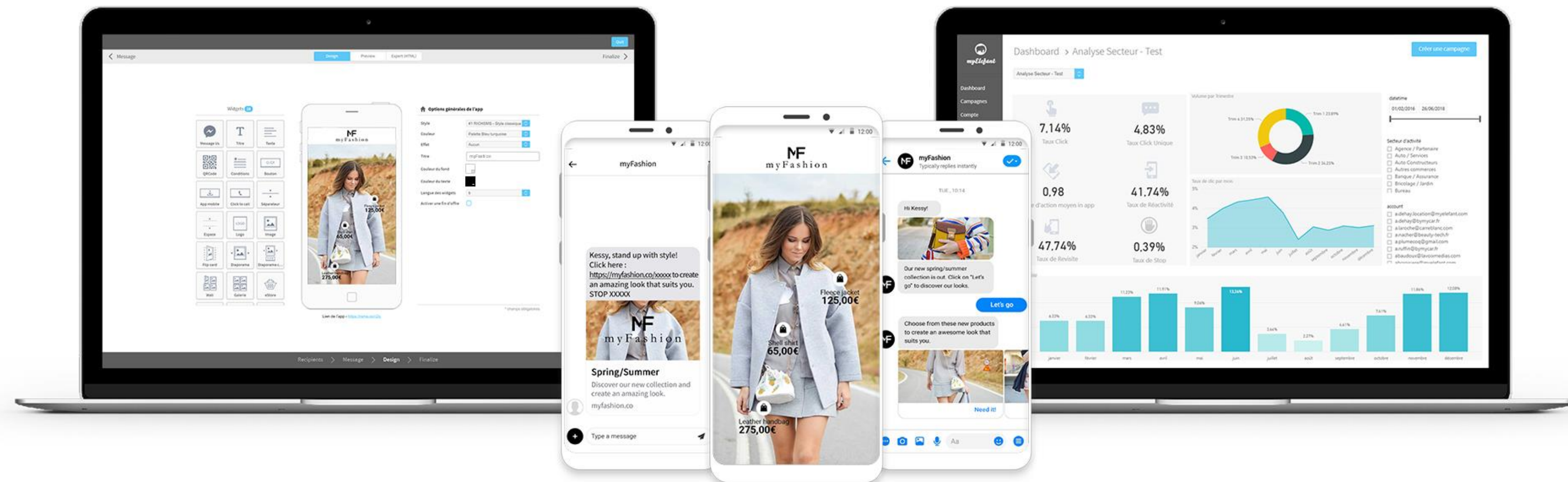
- Customer Care
- Notifications





Create, Send, Track and Optimize

A Single platform for your mobile messaging interactions



SMS • Now ▾

Hello Kessy, Hurry up!
You have only 2 days left before
your offer ends.
Click here : <http://rsms.co/xxxxx>
STOP XXXXX

MESSANGER • Now ▾

Hello Kessy, Hurry up!
You have only 2 days left before
your offer ends.

RCS • Now ▾

Hello Kessy, Hurry up!
You have only 2 days left before
your offer ends.

WHATSAPP • Now ▾

Hello Kessy, Hurry up!
You have only 2 days left before
your offer ends.





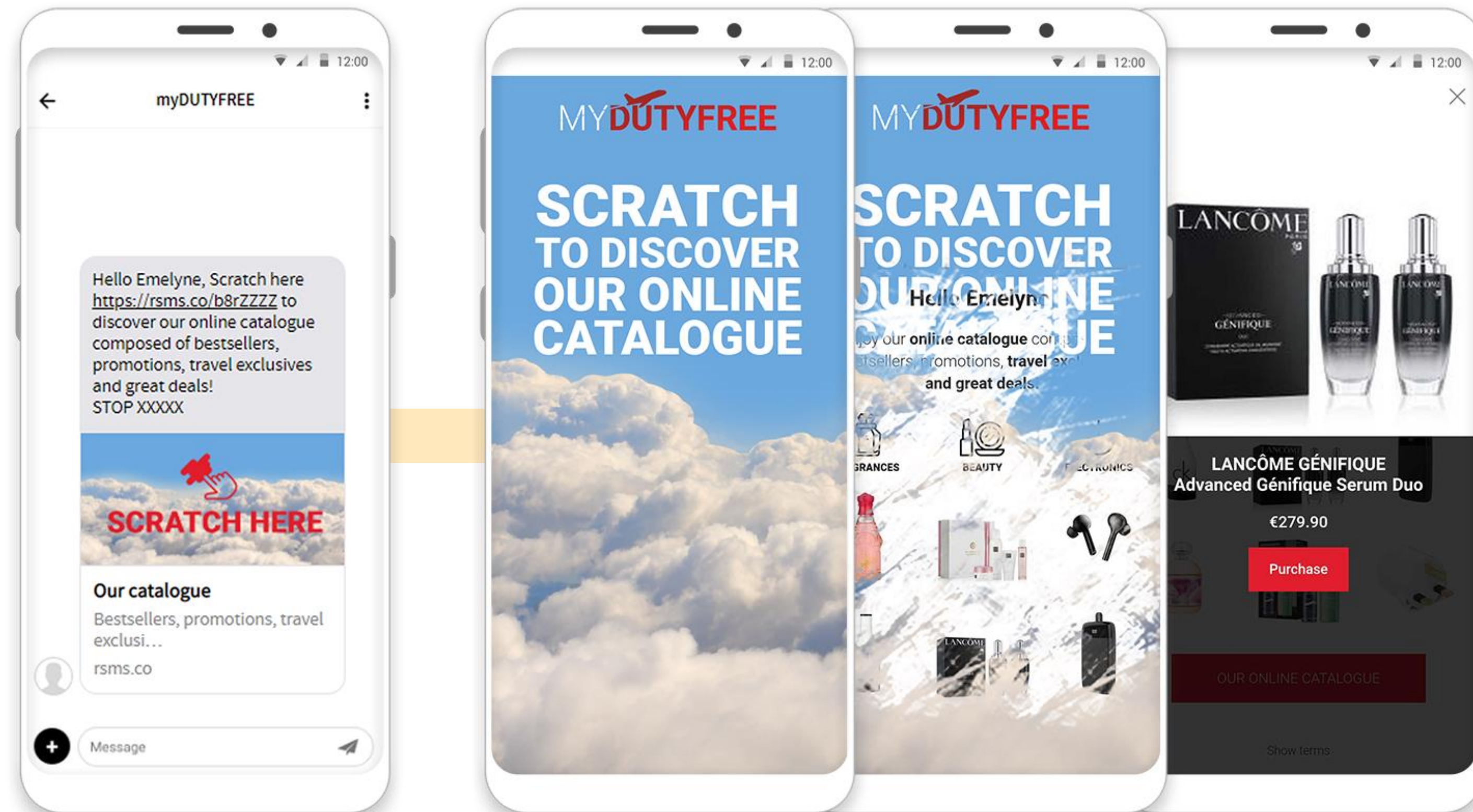
USE CASE TRAVEL Promote offers

THE CHALLENGE

Promote offers in an engaging way.

OUR SOLUTION

This feature allowed end users to share the offer on various channels such as WhatsApp, Messenger and email.



USE CASE TRAVEL Promote activities

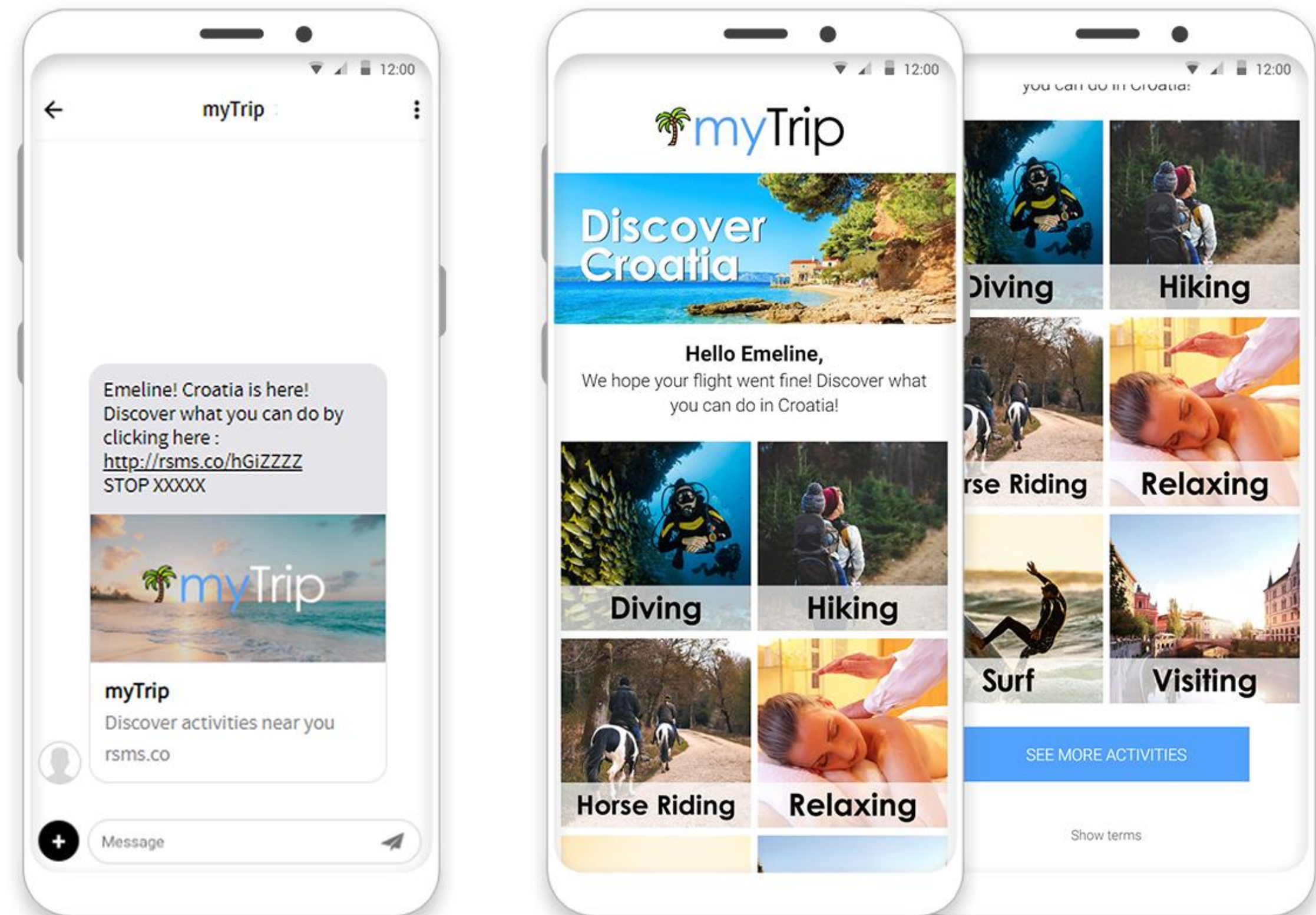
THE CHALLENGE

Promote the activities of the customer destination

OUR SOLUTION

This campaign was built with the Sinch SaaS platform, sent and followed up without any technical skills and allows a personalized offer for each destination.

Each activity is linked to a blog article or a product page.



USE CASE TRAVEL Increase sales

THE CHALLENGE

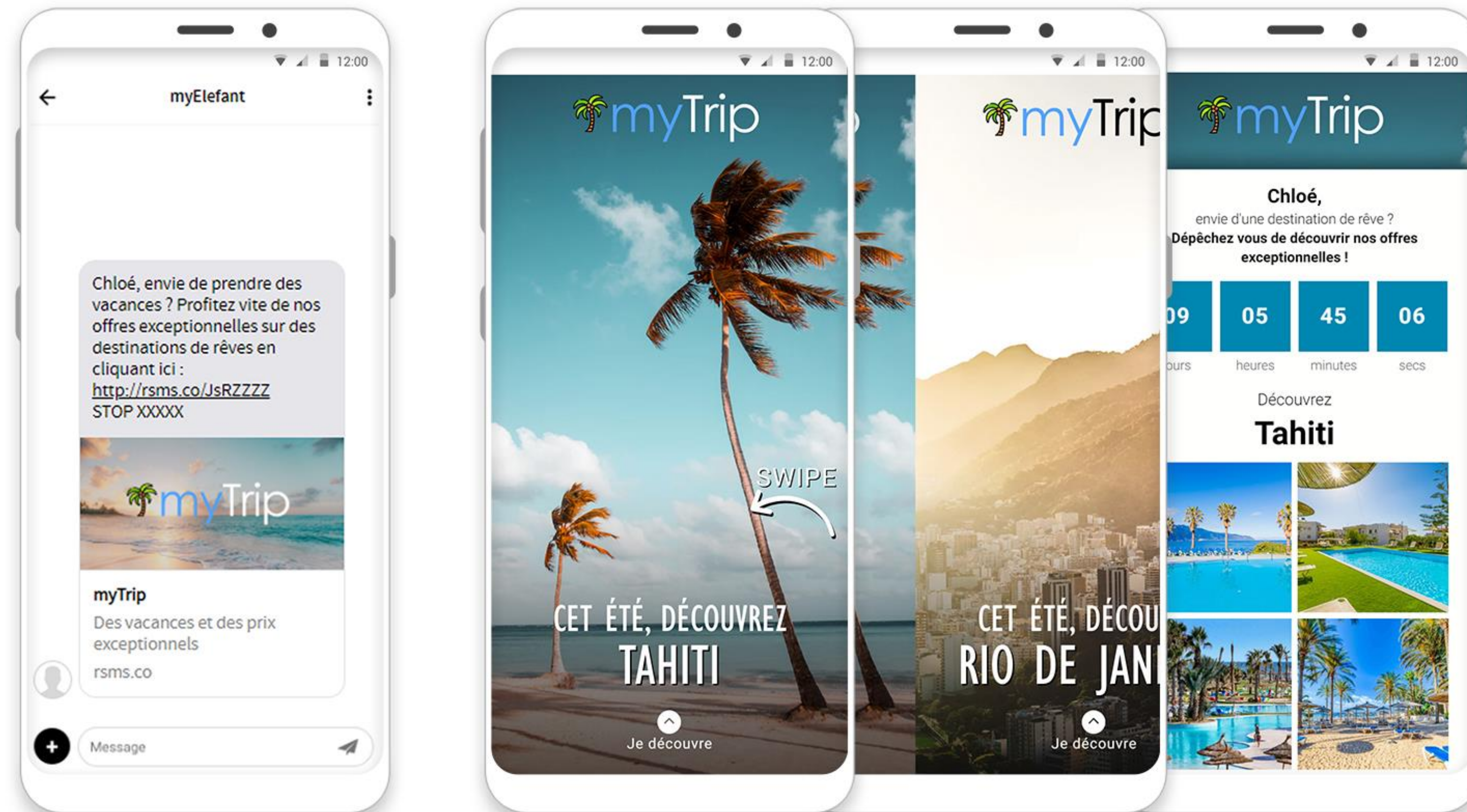
Increase sales by creating the need to travel.

OUR SOLUTION

Sinch has created a Rich SMS that uses a very popular mechanism on mobile phone "the swipe". By swiping to the right or left, the client discovers new destinations and by scrolling he gets more information about them.

This makes it possible to integrate large and beautiful images very effective in the travel industry.

Rich SMS using this mechanism generated very good engagement and click-through rates.



USE CASE TRAVEL Collect data on Instagram Followers

THE CHALLENGE

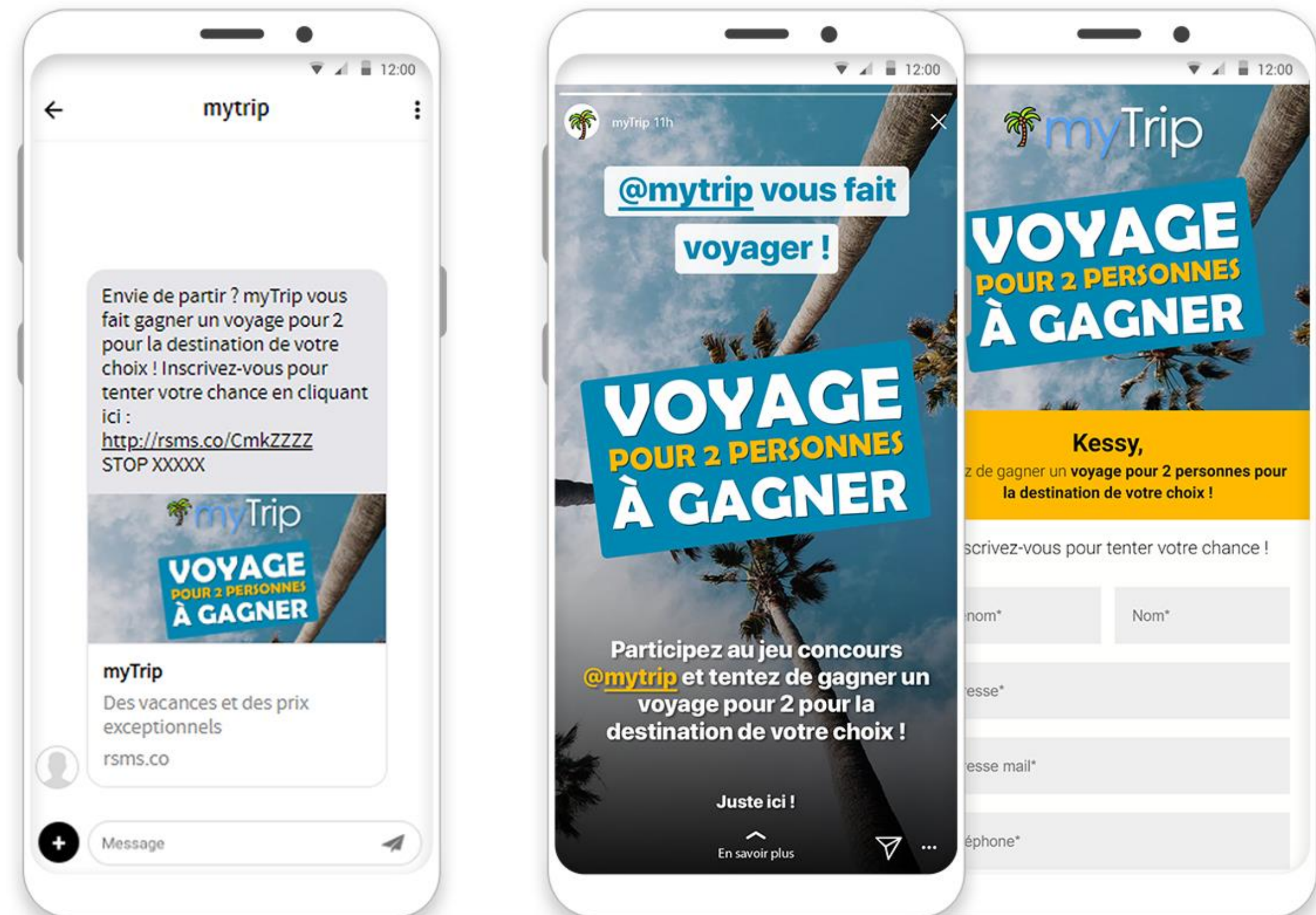
Collect customer data on Instagram subscribers.

OUR SOLUTION

Rich SMS is able to expand the contact base by easily collecting information about Instagram subscribers.

After clicking on a story prompting people to participate in a contest, the client is redirected to a Rich SMS form that is perfectly suited for mobile browsing.

The customer shares their contact information in a seamless way and can eventually be rewarded.



USE CASE TRAVEL Flight Reminder

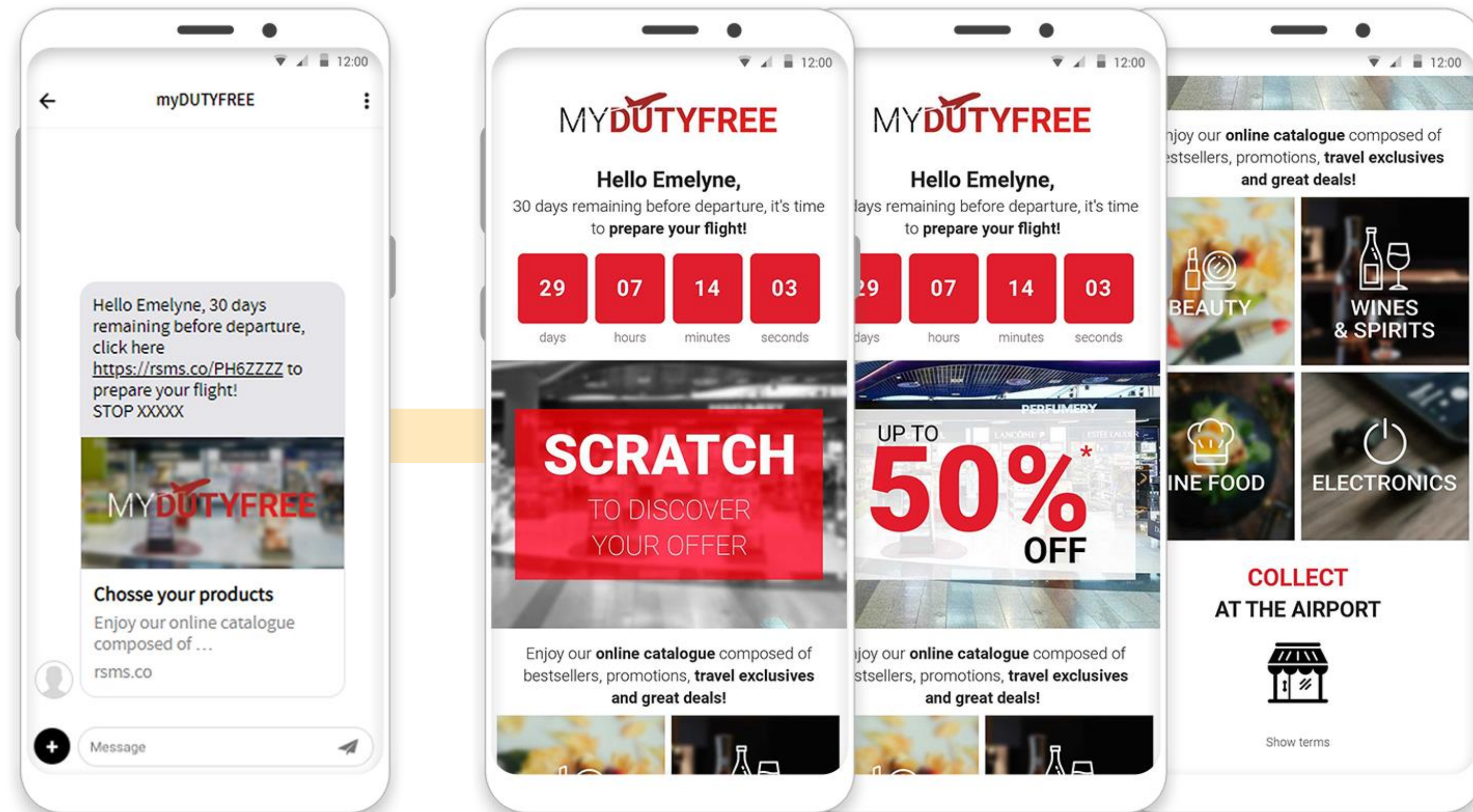
THE CHALLENGE

Remind flight reservations by SMS and share offers.

OUR SOLUTION

By connecting to the brand's CRM tool, Sinch allows to send SMS reminders of flights.

This kind of message allows to create excitement using the countdown, but also to share for example flight instructions, the best activities of the destination or commercial offers.



USE CASE TRAVEL Loyalty Program Update

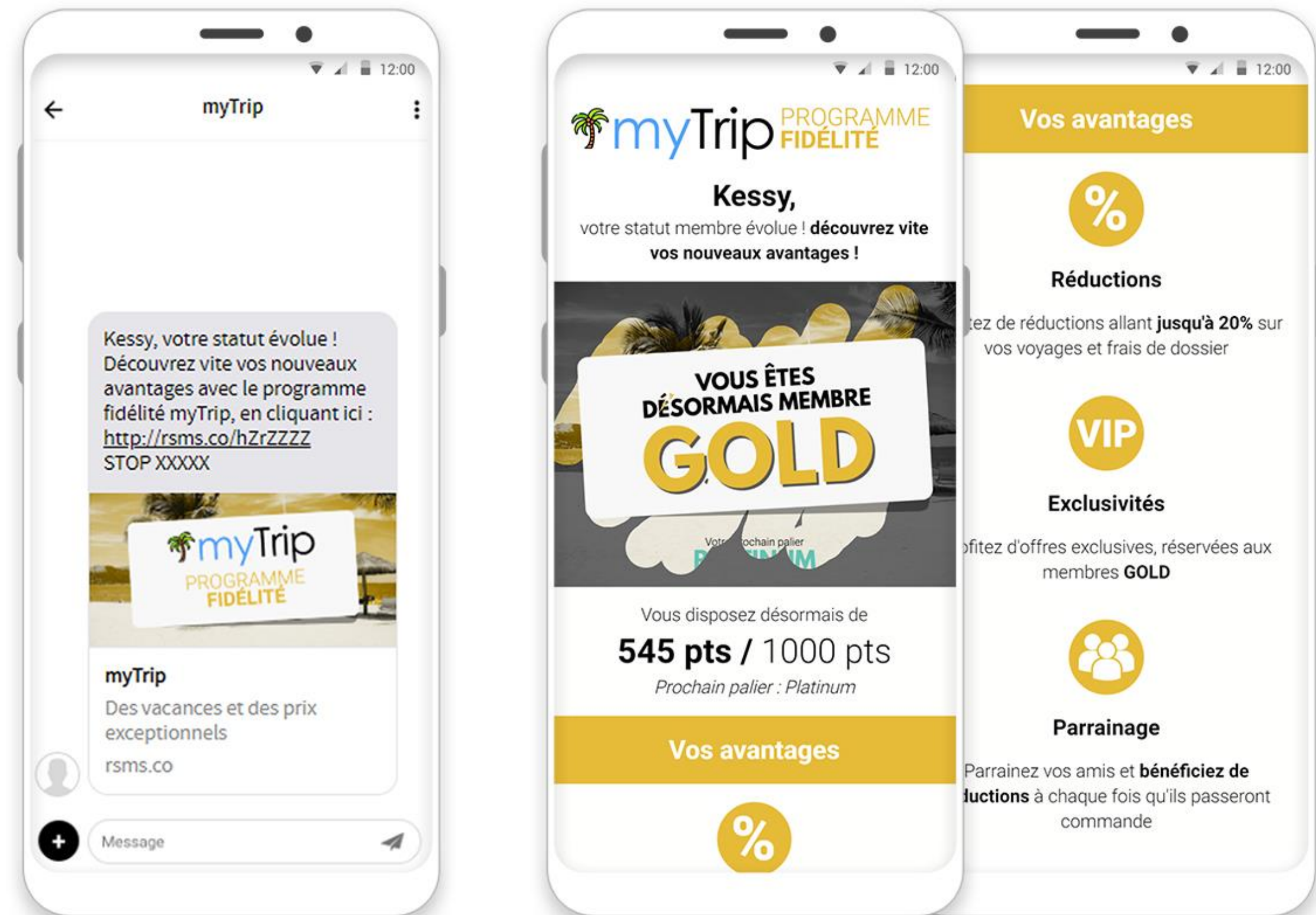
THE CHALLENGE

Share the loyalty program update after a major purchase.

OUR SOLUTION

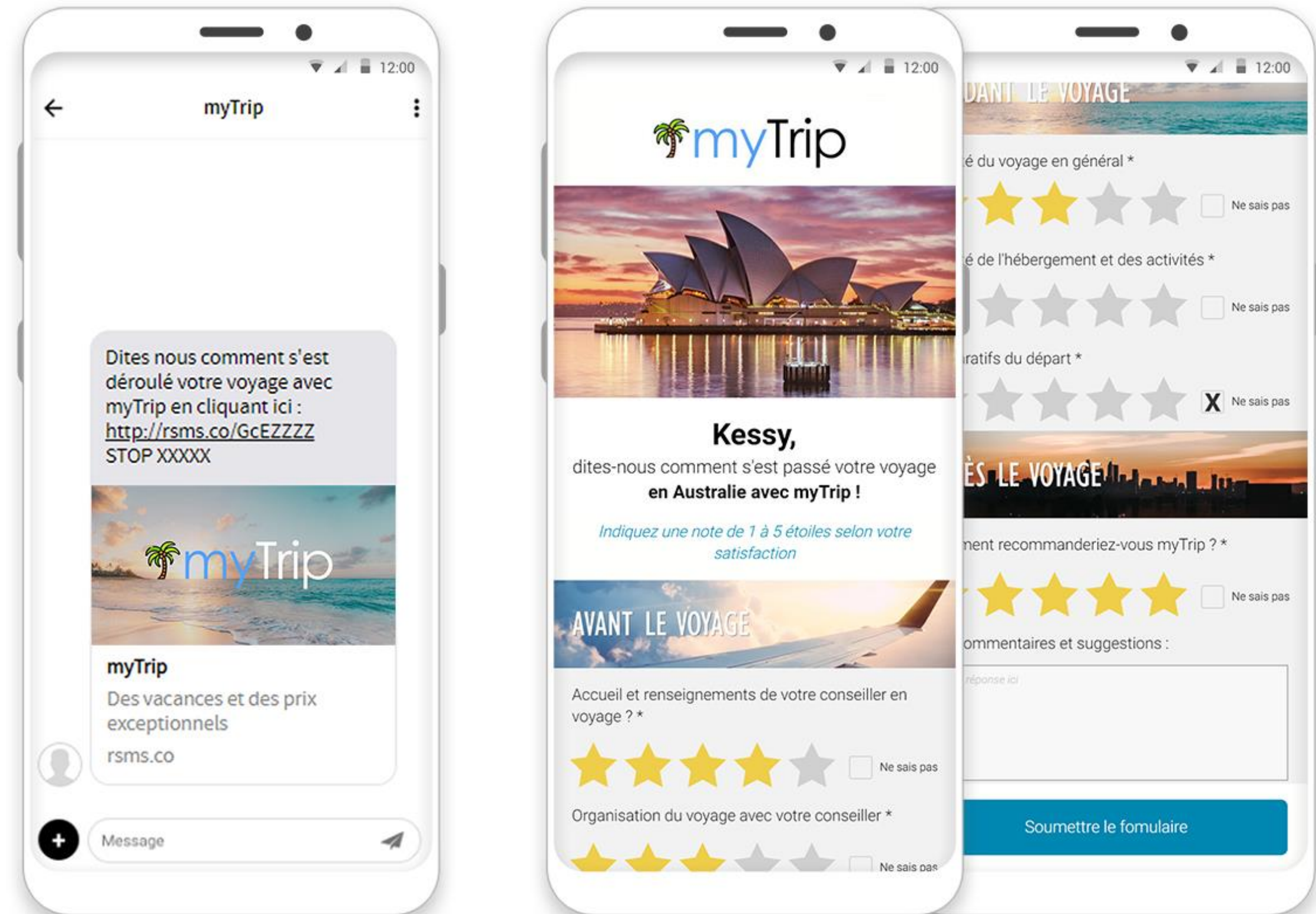
The Sinch team used their knowledge of the customer experience to create a fully integrated CRM campaign.

Linked to the customer's data, the rich SMS is sent instantly after a major purchase and shares the loyalty program update and new entitlements with the customer.



sinch
for marketing

This data will allow other marketing actions to be put in place, such as pushing tourism offers if they were satisfied with the previous trip.



 Thank You

