

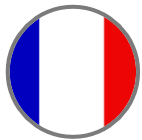
Link Mobility RCS Campaign

The future of Business Messaging

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Why RCS?

- Consumers are exposed to over **20,000 branded messages** each day
- What is the **ROI** for campaigns and how easy is it to measure engagement, recall and more importantly the value derived?
- Example: Brands can spend \$100 on a banner campaign and \$99.9 of this is wasted. Why? **Because it isn't personalized or tailored content to the individual.**



RCS campaigns in France got up to **9,1 % click-through** and **2 minutes engagement** with the chatbot



RCS campaigns for McDonald's and Disney in South Africa generated an average ROI of **approximately 207%**



RCS gives customers the freedom of Choice

Consumers want to connect with brands through their channel of choice. They want to be contacted at the right time and with the right message, tailored to them.

Consumers want to connect with brands on their own terms



Consumers are exposed to thousands of brand messages a day



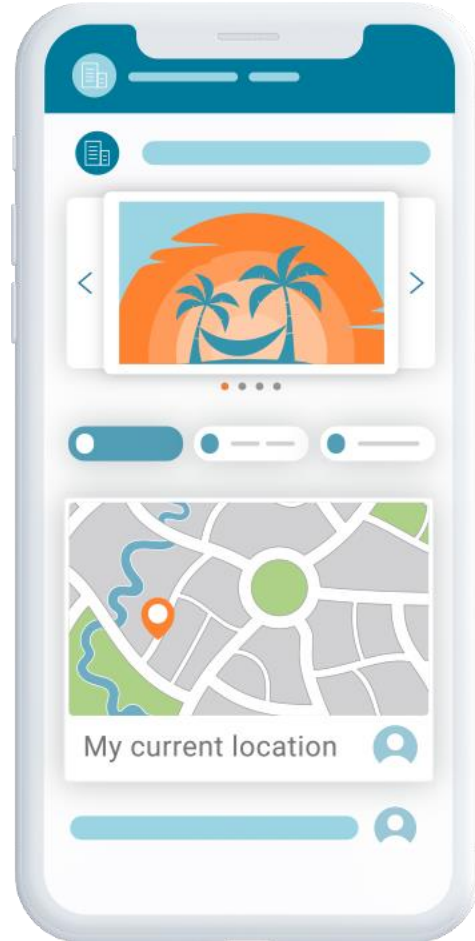
Personalized Contextual Rich messages is what they actually want

RCS vs SMS

RCS

RCS has new benefits

- ☺ Full branding
- ☺ Rich pictures
- ☺ High Quality Video
- ☺ Read Receipts with time stamp
- ☺ Suggested Replies
- ☺ Aligned to the GSMAs universal RCS Profile



SMS

SMS has its limitations

- ☹ No branding
- ☹ No pictures
- ☹ No video
- ☹ No Read Receipts
- ☹ Limited interactions



Use Case – The Kooples

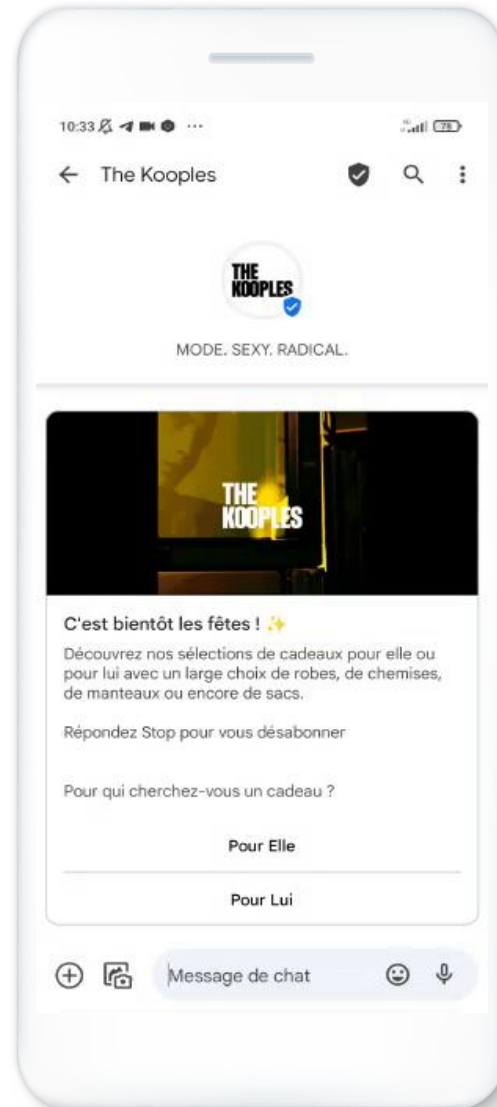
The Kooples is one of the **most established French brands** gaining international recognition today.

The brand continues its successful **international expansion** with more openings in the upcoming year.



**THE
KOOPLES**

RCS brings Christmas promotion to a new level



Our Values



United



Dedicated



Enthusiastic

Thank You

linkmobility.com