The future of business messaging. Now available on TrueDialog

What is RCS?

Rich Communication Services (RCS) is the next evolution of texting. RCS combines the universal reach of text messaging with rich media, interactive elements, and brand verification.

RCS vs SMS: At a Glance

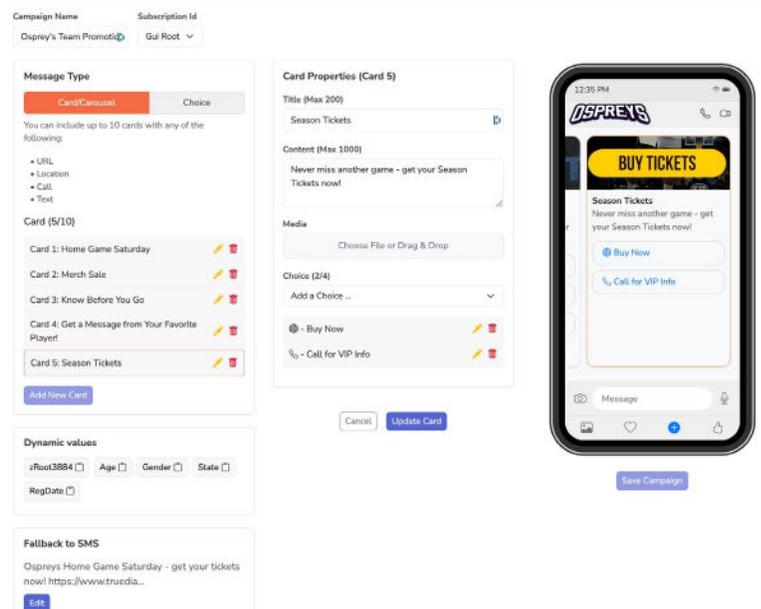| SMS/MMS	RCS
160-character limit	3,000+ character limit
Sometimes mistaken for spam	Verified Sender checkmark with brand logo and company name
Text and basic images only	Rich images, video, GIFs, audio, and PDFs
Limited engagement	Interactive and branded buttons, carousels, and suggested replies
Delivered to any mobile phone regardless of carrier	May not be available with older phones or smaller carriers
Shortened URLs only	CTA buttons linking to phone numbers, map locations, calendars, web pages, and more

Why TrueDialog for RCS?

Visual Campaign Builder. No Code Required

TrueDialog's RCS campaign composer stands apart. While most RCS providers only provide an API integration and require developer resources, TrueDialog offers a visual composer for designing, testing, and launching RCS campaigns.

- Marketers build and send campaigns independently - no dev teams required
- Design messages visually with drag-and-drop carousels, buttons, and media
- Preview exactly what recipients see before sending
- Deliver interactive branded experiences with superior engagement
- Launch campaigns in minutes, not weeks

Enterprise-Grade Features

- **Verified Sender** with your logo, colors, and business name and verification checkmark
- **Rich Interactions** using carousels, choices, buttons, videos, PDFs, and 3,000+ character messages
- **Built-in Compliance** with consent management, opt-in controls, and audit trails

- **Advanced Analytics** tracking delivered, read, and CTR
- **Automatic SMS/MMS Fallback** for devices that don't yet support RCS
- **Expert Support** with onboarding, best practices, and campaign strategy guidance

What You Can Do with RCS

Marketing & Promotions	Events & Experiences	Lead Generation & Sales	Engagement	Authentication
Product promotions and launches with carousel showcases, limited-time offers, abandoned cart recovery with product images, cross-sell recommendations	Event invitations with RSVP buttons with calendar integrations, ticket delivery, day-of updates, post-event follow-up	Lead qualification with interactive forms, demo requests with calendar integration, nurture campaigns with case studies, proposal delivery	Polls and surveys with instant results, contests and giveaways, loyalty programs with rewards, VIP experiences	RCS can be used to deliver one-time passwords (OTP) and two-factor authentication (2FA) messages with rich, branded sender identification and verified delivery, helping users quickly recognize and trust security-critical messages.

Getting Started with RCS on TrueDialog

1. **Brand Verification**: TrueDialog works with you every step of the way through carrier registration and brand verification
2. **Campaign Design:** Use the visual campaign builder to create your first RCS message with images, buttons, and carousels
3. **Launch**: Segment your audience and send with automatic SMS fallback for unsupported devices
4. **Optimize**: Track real-time analytics and refine future campaigns based on engagement data

Frequently Asked Questions

How widely is RCS supported? RCS is available on most Android devices and Apple devices with iOS 18+, covering the majority of US mobile users. TrueDialog automatically applies SMS/MMS fallback for devices that don't yet support RCS.

What's the difference between SMS and RCS messages? SMS messages are plain text with a shortened link. RCS messages are rich experiences offering carousels, stacked cards, and CTA buttons that link to web pages, calendars, phone numbers, map locations, and more.

What's the difference between RCS and branded apps? RCS works in the native messaging app already on every phone with no download required. Downloaded apps are often uninstalled and notifications are turned off, limiting engagement.

Do we need developers to build RCS campaigns? No. TrueDialog's visual campaign builder lets teams design and launch RCS messages without any coding, unlike API-only platforms.

Should we move all our SMS campaigns to RCS? Not necessarily. SMS and RCS each have strengths, and the best approach uses both strategically. TrueDialog helps you evaluate your messaging and identify where RCS adds value while maintaining SMS where it's the better fit.

What about compliance and consent? RCS follows the same consent requirements as SMS. TrueDialog's existing opt-in management, compliance controls, and audit trails apply to RCS campaigns.

Is RCS available in TrueDialog's integrations? At this time, the RCS visual composer is available in the TrueDialog web app, with Salesforce, HubSpot, Dynamics, Teams/Outlook, Marketo, or Eloqua to follow.

Next Steps

Contact your TrueDialog representative to schedule a demo of the RCS campaign builder, discuss your specific use cases, and begin the brand verification process.

Request a Demo