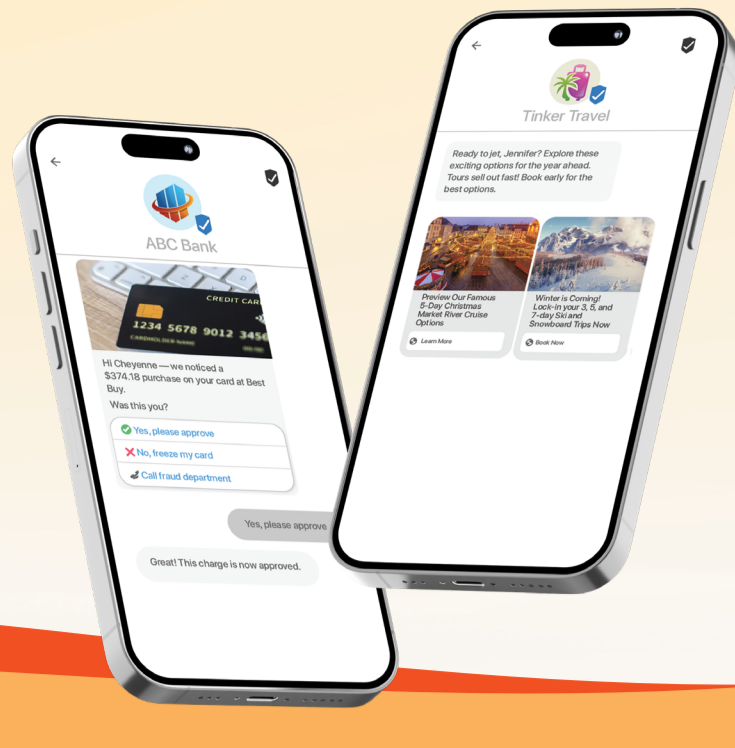


# RCS: The New Era of Text Messaging

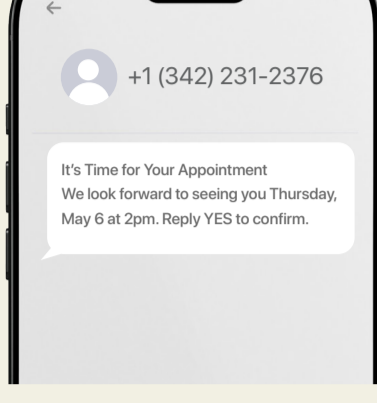


**Rich Communication Services (RCS)** is a newer type of messaging that enables businesses to send branded, interactive messages directly to recipients' text message inboxes.

While Short Message Service (SMS) has revolutionized the way we communicate and powered billions of conversations for more than 30 years, RCS is reshaping the future of messaging. With highly immersive, polished, and visually compelling experiences, your brand can drive even stronger results.

## SMS

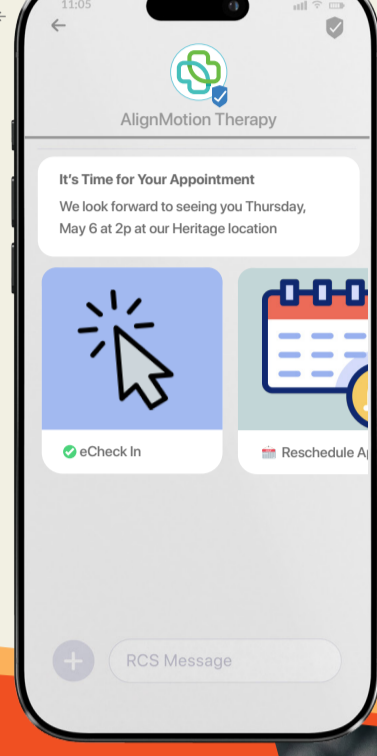
- Uses a 10-digit number or short code
- 160 character limit
- Text-only communication



- Delivered via cellular network
- Available on nearly every device and carrier
- Not encrypted
- Analytics limited to delivery data (i.e., delivery status, timestamps, error codes)

## RCS

- Uses an RCS Agent (verified business profile)
- 3,000+ character limit
- Supports text, high-resolution images, videos, interactive features, and more



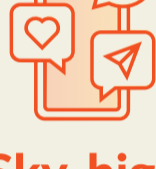
- Delivered via mobile data or WiFi
- Available on most newer devices and major carriers
- Encrypted in transit
- Richer analytics (i.e., read receipts, click-through, engagement with interactive elements)

## With RCS, your business:

- Keeps audiences engaged with modern, interactive features
- Sends messages via an RCS Agent (verified sender profile) with your brand name, logo, and colors
- Creates an app-like experience without requiring customers to download anything new



## Why RCS?



### Sky-high engagement

Brands often see open rates above 90%<sup>1</sup>



### Better conversions

RCS frequently drives conversion rates of 80% or higher<sup>1</sup>



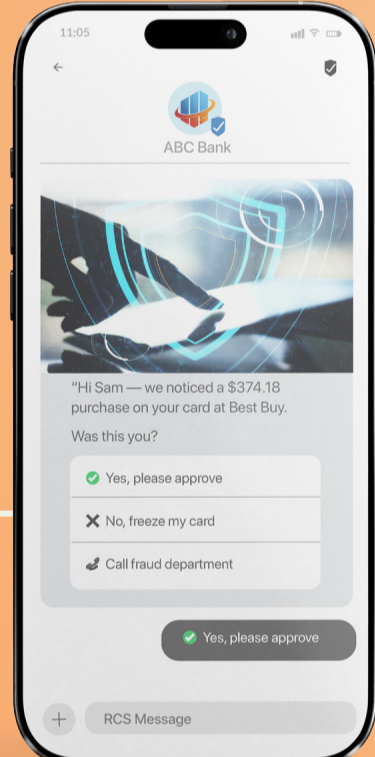
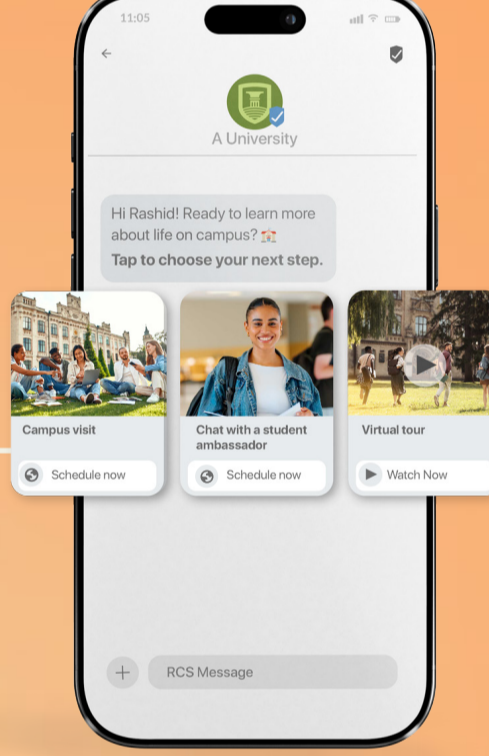
### Higher ROI

Companies have seen a 2x return on investment<sup>2</sup>

## Don't just send texts. Deliver experiences.

### Rich Cards

An interactive, scrollable set of rich cards (which can include images, text, and buttons) that appear side-by-side on Android devices and stacked on Apple devices

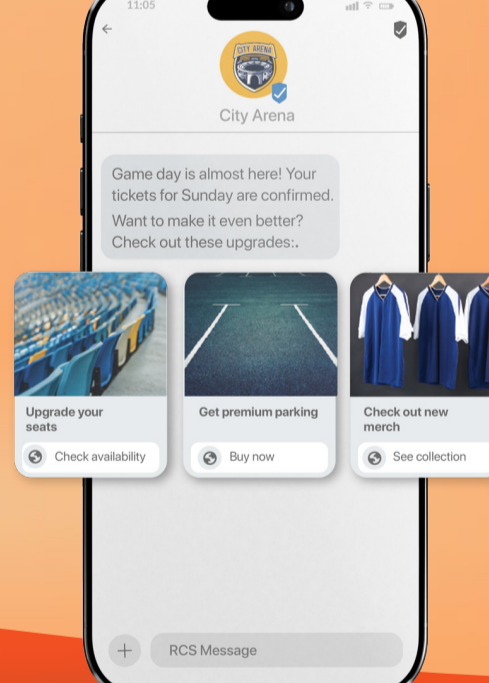


### Suggested replies

Pre-written, tappable buttons that support fast, two-way communication without typing

### Custom CTAs

Embedded interactive buttons encourage action and connect seamlessly to native apps like Maps, Phone, Calendar, Wallet, and a web browser



## Unlock smarter insights.

In addition to tracking message delivery, RCS also provides visibility into:

- Responses
- Read receipts
- Button clicks
- Carousel swipes
- Duration of engagement
- Click Through Rates
- Conversions (such as purchases or sign-ups)
- Behavioral trends (such as when recipients are most active)



## SMS and RCS: The Best of Both Worlds

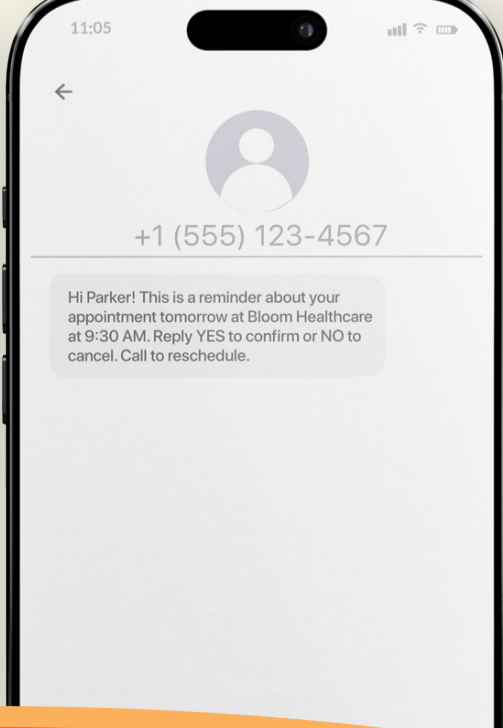
You don't have to choose between SMS and RCS. Combine them for unmatched reliability, flexibility, and modern messaging — no compromising necessary.

If your customers can't receive RCS messages, the TrueDialog platform will automatically fall back to SMS. This way, everyone in your audience still gets your text.

### RCS



### SMS



Ready to experience next-generation mobile messaging?

Explore RCS with TrueDialog

Request a demo

<sup>1</sup> <https://sinch.com/blog/rcs-benchmark-metrics-for-marketers/>  
<sup>2</sup> <https://rcsforbusiness.google/resources/success-story>