



# Campaign Platform

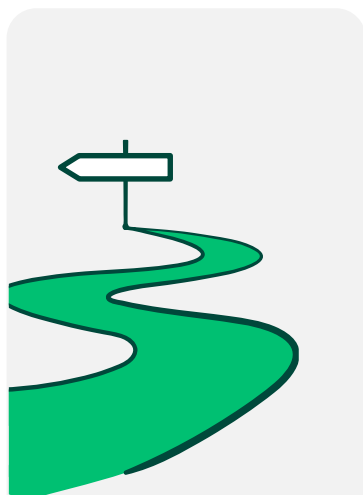
for Omnichannel Engagement



Drive conversions through popular  
communication channels

# Delve into the new world

Empowering tomorrow's conversations today



OLD WAYS

- Email-only communications with ~20% open rates
- Campaigns timed with business deadlines not users' needs
- Low engagement and conversion rates
- High one-time buyer rates
- Stagnating revenue



YOUR WAYS

- Immediate reach through mobile channels
- Conveniently delivered real-time offers and updates
- +90% open rates with SMS and other mobile channels
- Increase in engagements, conversions and repeat purchases
- Revenue growth

40%

Increase  
in sales\*

\* An online beverage store results with GMS' solution

# Reimagined enterprise journeys

Easily create engaging omnichannel experiences



## Campaign wizard

Guided UI to help you streamline campaign creation and management.



## Campaign templates

Accelerate campaign creation with existing and saved templates.



## Virtual numbers

Enable two-way conversation in SMS and omnichannel using Virtual numbers.



## Contacts manager

Import and manage your contacts to enable personalised campaigns.



## Message logs

Get comprehensive insights into outbound message delivery rates.



## Analytics

Review traffic data and campaign summaries.

## CHANNELS AND INTEGRATIONS



SMS



Viber



WhatsApp



RCS



Push



Email



Alternative channels



Telegram



Instagram



Facebook

## New Campaign



Start campaign



Composing Message



Test Message



Schedule Campaign



Summary

## Sending Test Message

Recipient of the test message \*

+48509999990

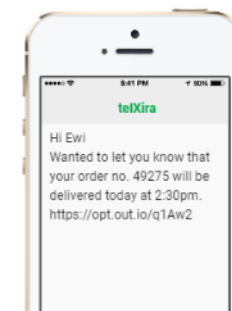
ADD RECIPIENT

Add any phone numbers above to send test message to any recipients or just press button Send to me

SEND TEST MESSAGE

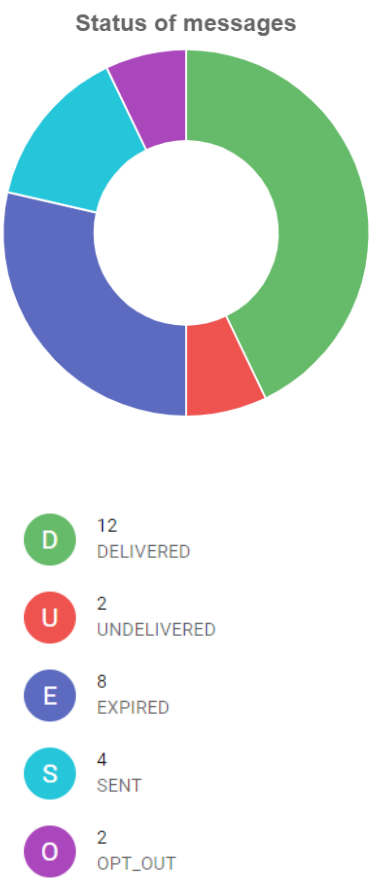
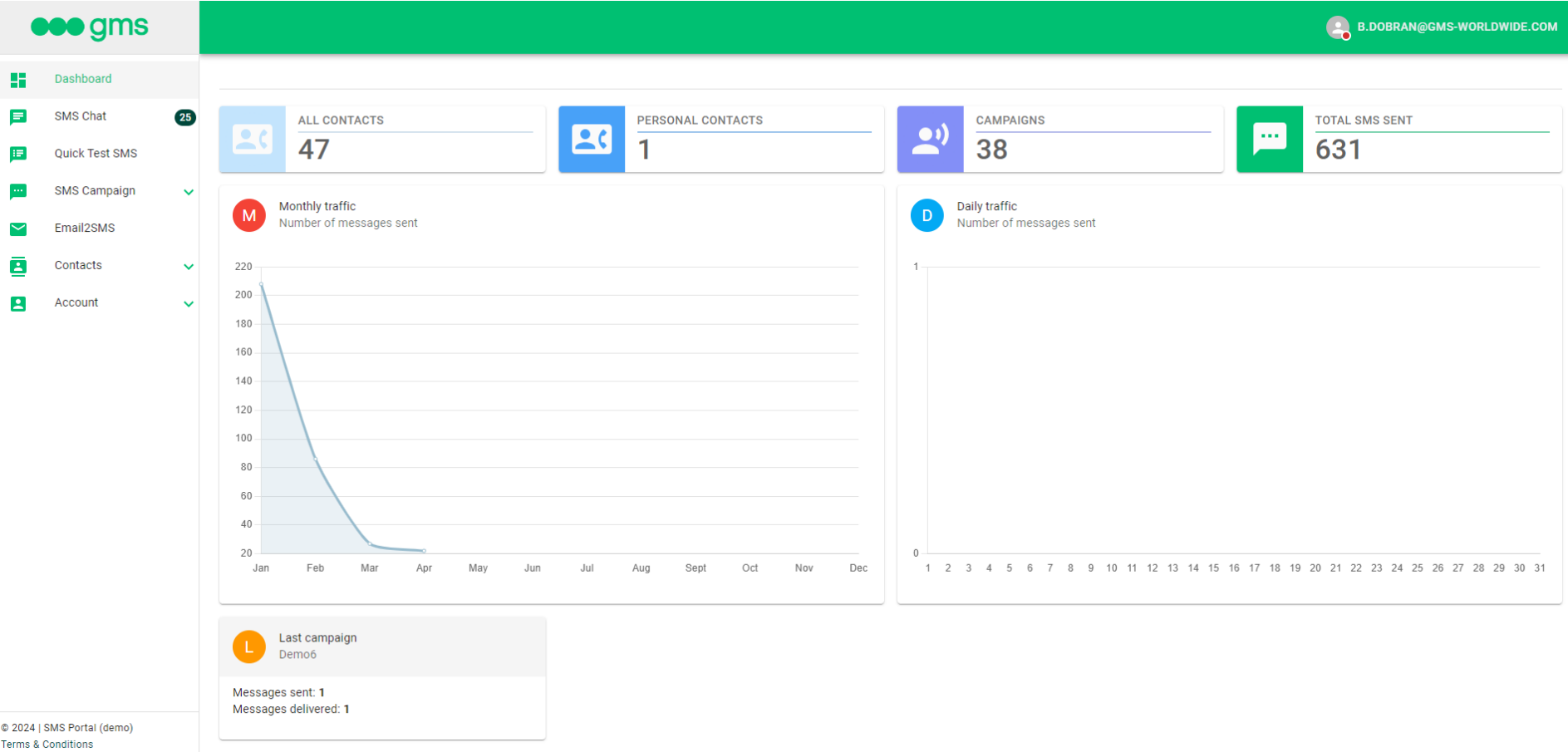
OR

SEND TO ME

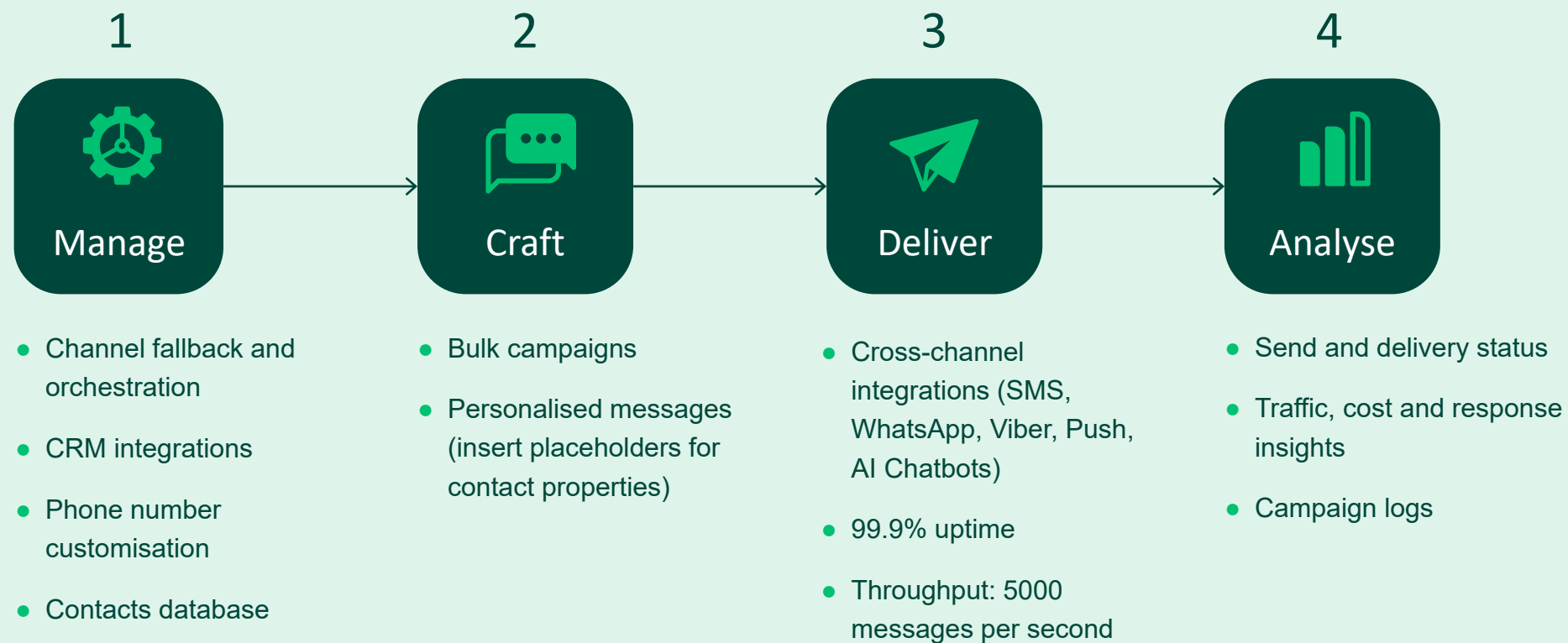


Customer view

# CPaaS Platform preview



# Effortlessly build great campaigns



**10%**  
Increase  
in foot traffic\*

\* An international wholesaler's results with GMS' solution

# Messaging use cases

## MARKETING CAMPAIGNS

**Promotional updates**

**Product notifications**

**Abandoned cart alerts**

**Customer re-engagement**

Jim, it's the mid-season sale here at TBD Store! Your favourite categories are now 20%. Check them out here: [tbdstore.com/sale](http://tbdstore.com/sale)

## OPERATIONAL NOTIFICATIONS

**Order and delivery updates**

**OTP authentication**

**Calendar bookings and reminders**

**Alerts and notifications**

Please use code **3456** to log in to your GP bank application. The code is valid for 15 minutes only and expires at 15:32:47.

## 2-WAY MESSAGING

**Customer surveys**

**Feedback loops**

**SMS voting**

My order seems to be delayed. Can I get status update?

Thanks for contacting us, Anne. Can you send me the order ID and I'll look it up in our system?

# Omnichannel success stories

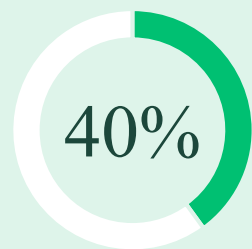


## ONLINE BEVERAGE SHOP

### The Challenge

- low customer engagements
- ineffective promotions
- lack of ability to send reminders

### Value



sales increase

### Solution

GMS Campaign Platform for promotional messages and reminders

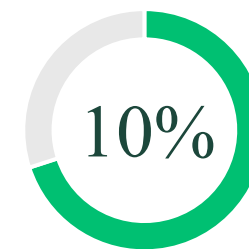


## INTERNATIONAL WHOLESALER

### The Challenge

- limited visibility of promotional campaigns
- low customer engagement rates
- stagnating store foot traffic

### Value



increase in foot traffic

### Solution

GMS SMS and Viber Business Messaging channels

# Omnichannel success story

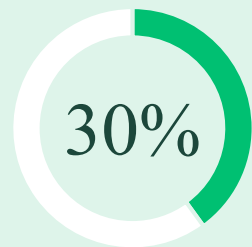


## HEALTHCARE

### The Challenge

- high rate of missed appointments and last-minute cancelations
- limited channels for customer care conversations

### Value



reduction in missed appointments

### Solution

Campaign Builder for Healthcare appointments and reminders



### TopMedic

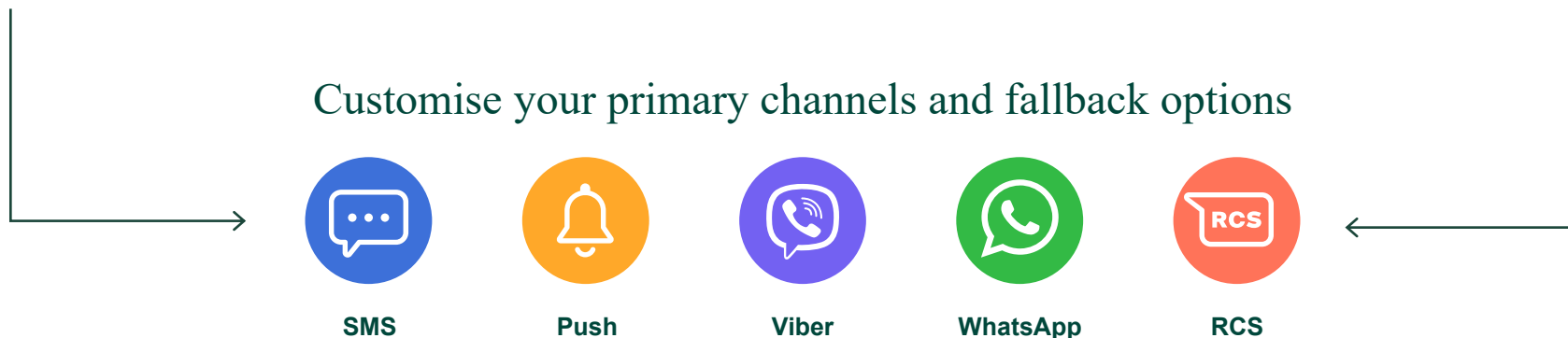
Hi, Nick! You have an appointment at TopMedic scheduled for 10 a.m. tomorrow.

Please respond with YES to confirm you can make it.

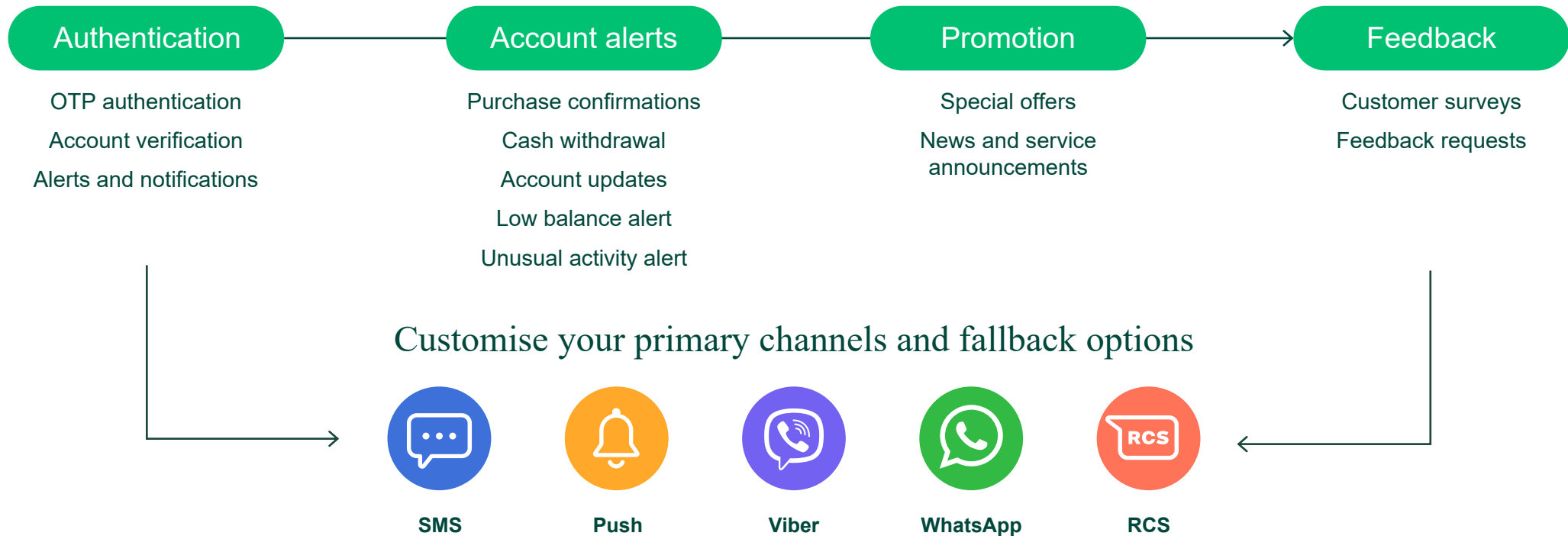
If you need to reschedule, please respond with RESCHEDULE and we will book the next available slot.



# Retail and ecommerce



# Banking and finance



# Logistics



## Order tracking

Order confirmation  
Shipping and delivery notifications  
Pickup information

## Status updates

Service notifications  
Route start  
Status alerts and reminders

## Post-delivery

Confirmation requests  
Post-delivery surveys

Customise your primary channels and fallback options



SMS



Push



Viber



WhatsApp



RCS

# Healthcare



Appointment  
scheduling

Cancellation and  
rescheduling

Promotional  
notifications

Feedback  
collection

API Connection

Connect your existing CRM  
to GMS CPaaS via API



SMS



Push



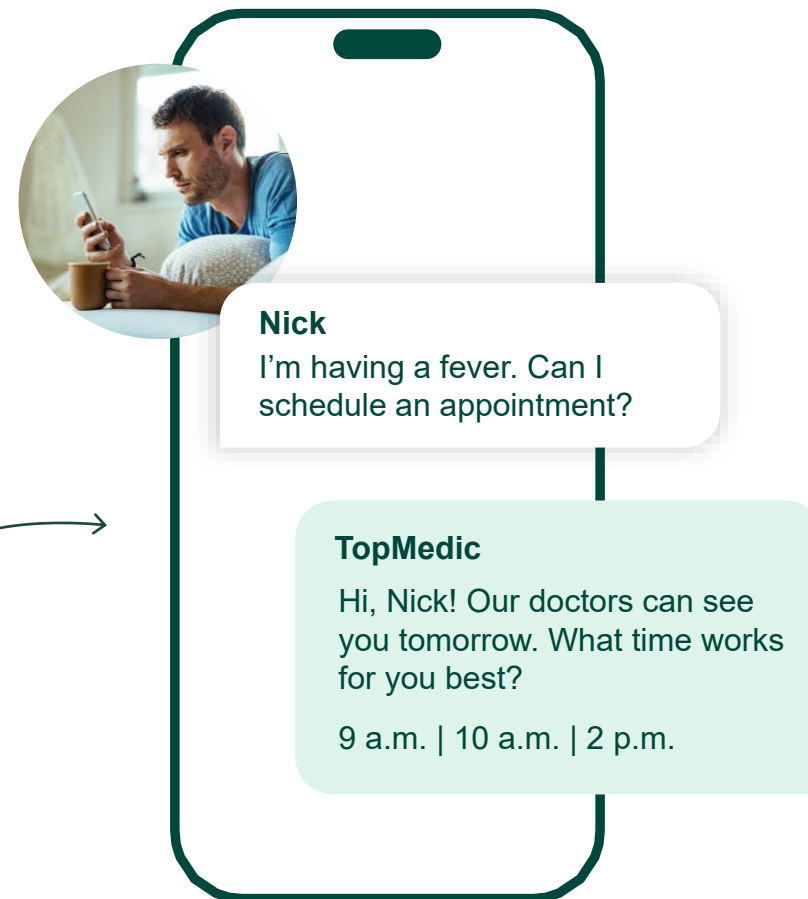
Viber



WhatsApp



RCS



# Omnichannel Engagement results

Seamlessly craft and orchestrate effective messaging campaigns

- Improve your conversion metrics
- Increase your retention rates
- Build loyalty
- Boost positive brand sentiment



Thank you for recommending us!  
Here are some extra Super Saver points!



Your account  
has been created!



Coupon for your  
first purchase



Your purchase is on the way!

# Greenlight Tomorrow.

