

## Simple and effective Messaging services

95%  
open rate  
SMS

### Our messaging services

Several services are available for you to tailor make the most effective messaging solution for your customers.

#### Bulk SMS/MMS

Mass market global messaging for technical integrators to drive customer engagement.

#### Wholesale MMS

Resell MMS services so your customers can enable their customers to send and receive MMS messages from UK subscribers driving their customer engagement.

#### Long numbers

Enable your customers to receive SMS messages from subscribers globally and create brand interaction with a normal length O2 mobile number.

### Customer benefits

#### SMS services

##### Trusted

Brands can use SMS to effectively communicate relevant messages at the right time.

##### Homogenous

SMS can be delivered to all mobile subscribers globally regardless of where they are or the device they're using.

##### Personal

Customers perceive SMS as a personal communication with high open rates (95%).

##### Interactive

Brands can promote a long or short number for customers to respond en-masse or to provide essential information at the right time.

#### MMS services

##### Interactive

Customers can publish pictures to mass media to enable interaction with TV, radio or printed media.

##### Pictures paint a thousand words

Understand who your customers are, receive pictures from their mobile device.

##### Rich marketing campaigns

Run rich marketing campaigns to your mobile, using pictures and video.

## Bulk SMS

### Driving interactive SMS services

Capability to send SMS messages to subscribers globally, used predominantly by an aggregator who resells the service to brands to communicate to their subscribers.



- Service enabler for brands to communicate with their subscribers
- Global delivery to subscribers
- Interactive service enabling customers to reply to SMS short codes.
- Brand the service using recognisable short code/company names
- Scalable solution providing high capacity delivery rates
- High open rate – 95% of users open the message.

## Long Numbers (SMS)

### A virtual number to receive texts from any mobile network

A service enabler to bulk SMS allowing customers of any network to send a message to a bulk SMS customer.

- Enables customers to send messages to a service as if they were texting another mobile user
- Is a cheap alternative to a short code, requiring a connection to one mobile operator
- Provides ability for providers to deliver interactive services to small businesses
- Capability enabling consumers to reply to merchants messages or submit responses to a promotion to a mobile number
- Delivers interactive SMS solution to the SME market base
- Enables retailers to distinguish shops by number eg starbucks
- Provides a revenue stream for off-net messages
- Removes the need for shared short codes offered by aggregators using key word differentiation.

## Bulk MMS

### Driving interactive MMS services

Capability to send MMS messages to subscribers globally, used predominantly by media companies to allow customers to send pictures to screen, outbound usage is limited by interconnect and device limitations

- Pictures to a third party connection enable on-screen/publication to either a short code or Long Number
- Message delivery to users devices
- Send pictures to subscribers
- Receive messages from subscribers to short code or virtual number
- Receive high volume of messages to a partners connection from subscribers.



## Wholesale MMS

### Resell interactive services based on MMS

Capability to send MMS messages to subscribers globally, used predominantly by media companies to allow customers to send pictures to screen, outbound usage is limited by interconnect and device limitations

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## Contact Us

[digital-enquiries@O2.com](mailto:digital-enquiries@O2.com)

Want to find out more about O2 Messaging?  
Email us today and one of our Account Managers  
will get back to you very shortly.