

The ROI of RCS conversations

or, Engagement over scale

Nick Lane, Chief Insight Analyst, Mobilesquared

We pride ourselves on **delivering decision-ready data** via our digital platform MessagemapIQ.

We are recognized as the **global #1** for business messaging intelligence.

Our data is used by companies to identify opportunities & threats in the **customer engagement omnichannel**.



MessagemapIQ

Decision-ready data from Mobilesquared



200
markets

652 mobile operators



19 | **14**
verticals | channels



6 use cases



4 payment mechanics

Messaging + CPaaS data covering users, traffic, revenues, & engagement

Unlock your messaging opportunity in an omnichannel world



Key messaging stats


98% of all SMS messages are read

Source: Mobilesquared 2010

90% of all SMS messages are read within 3 minutes

Source: Mobilesquared 2010

This is the most used stat
in mobile marketing &
mobile messaging

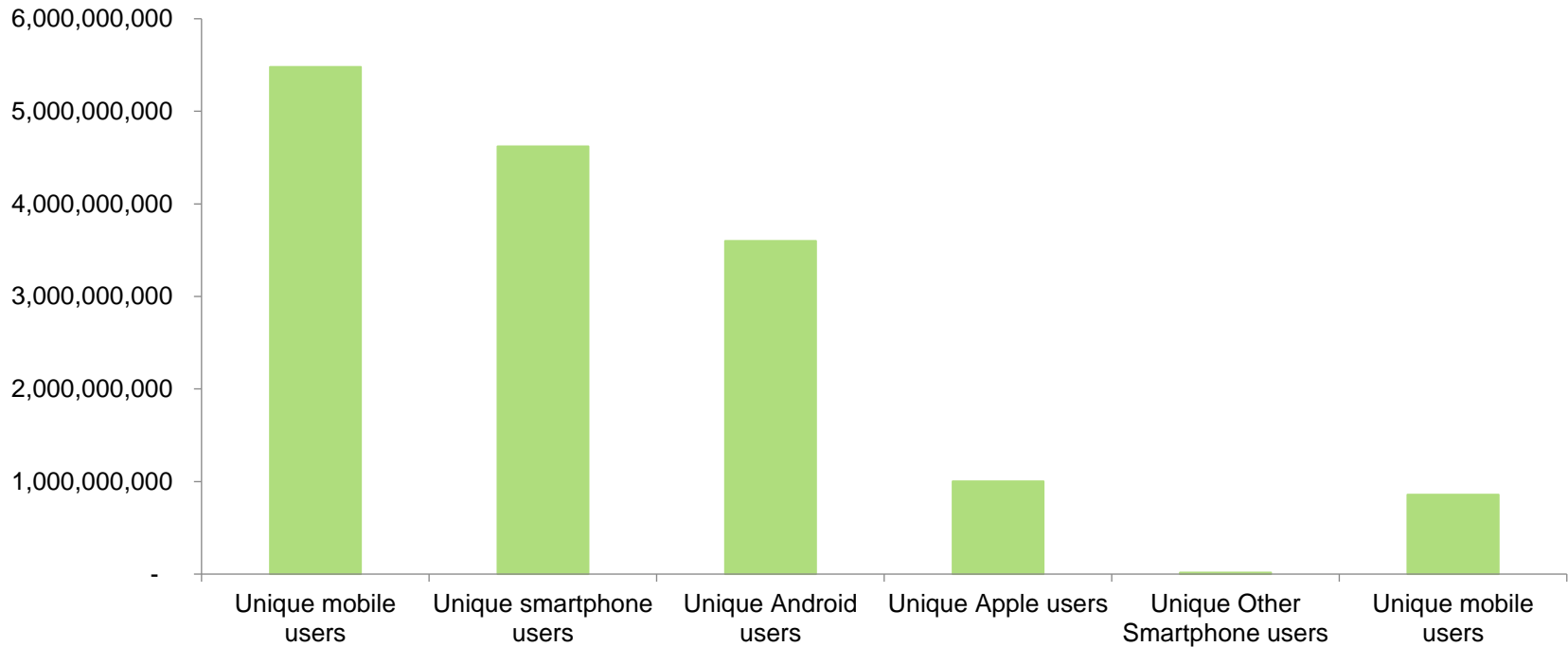


55% of all SMS messages are read
- 100% are viewed

Source: Mobilesquared 2022

Global outlook

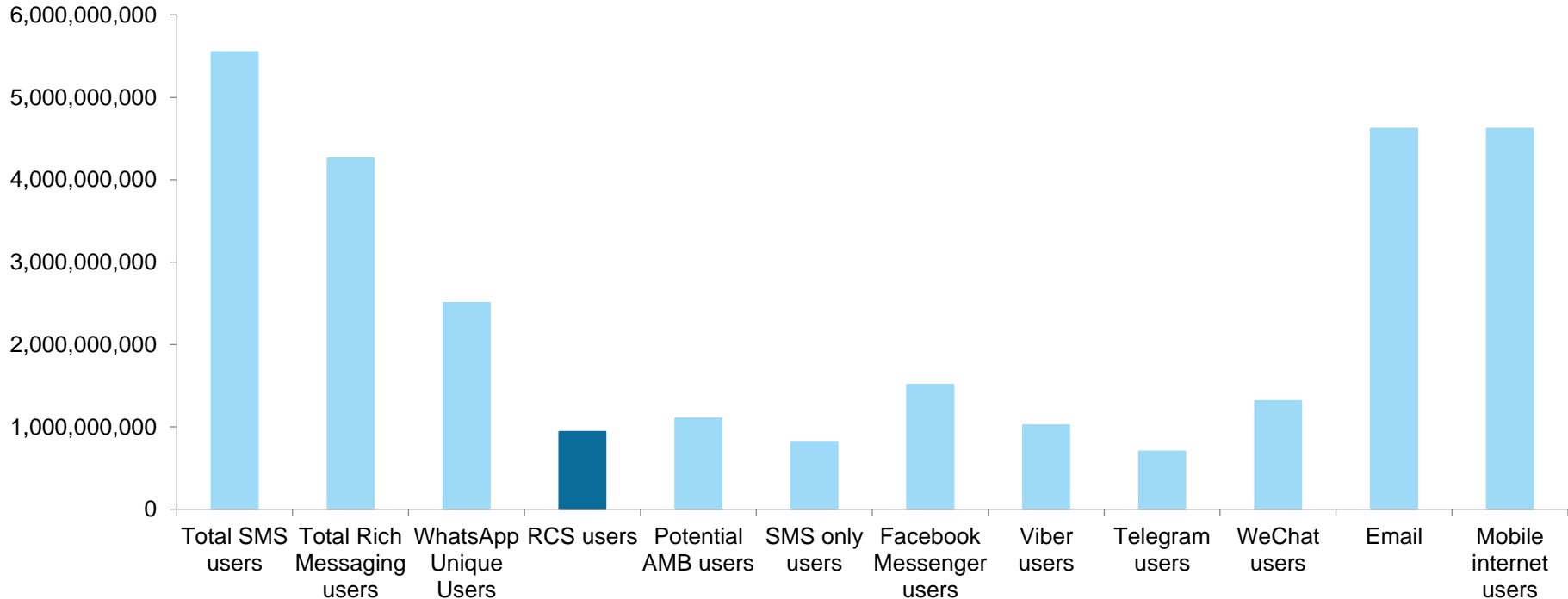
 **MessagemapIQ**
Decision-ready data from Mobilesquared



Source: MessagemapIQ, from Mobilesquared

Global outlook by channel, June 2022

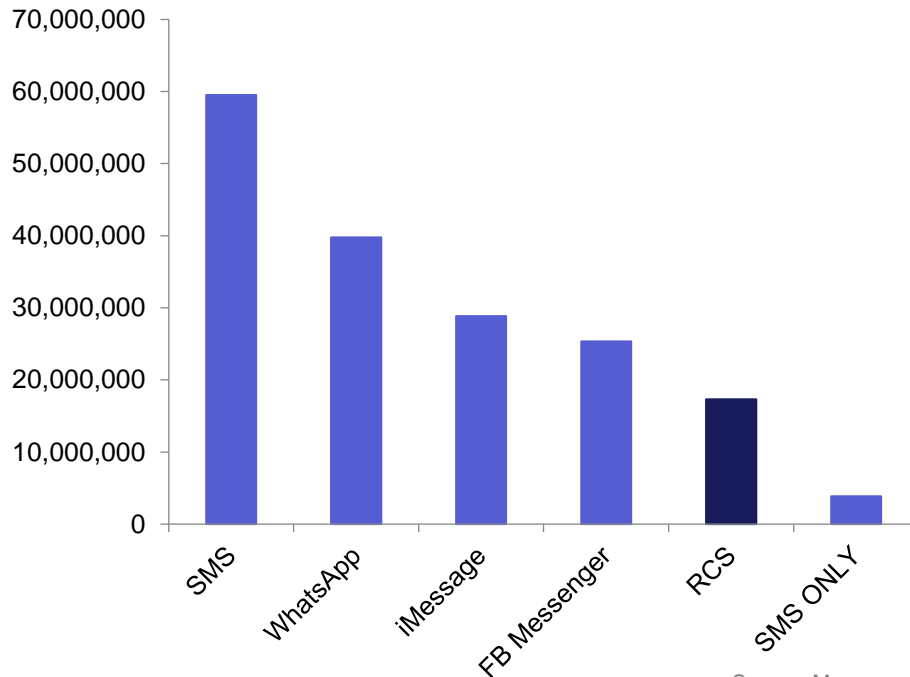
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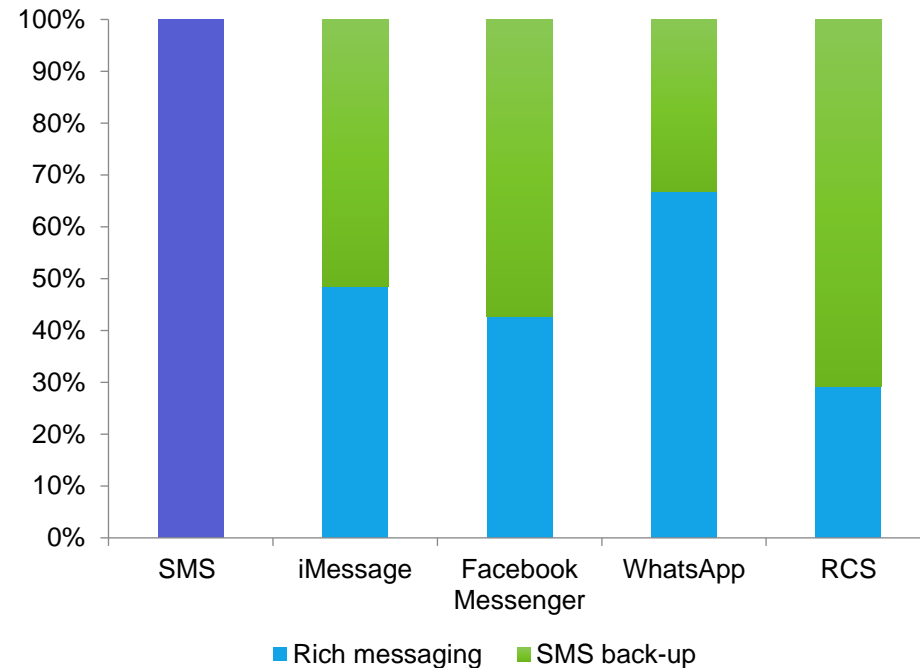
Source: MessagemapIQ, from Mobilesquared

Unique mobile users - UK

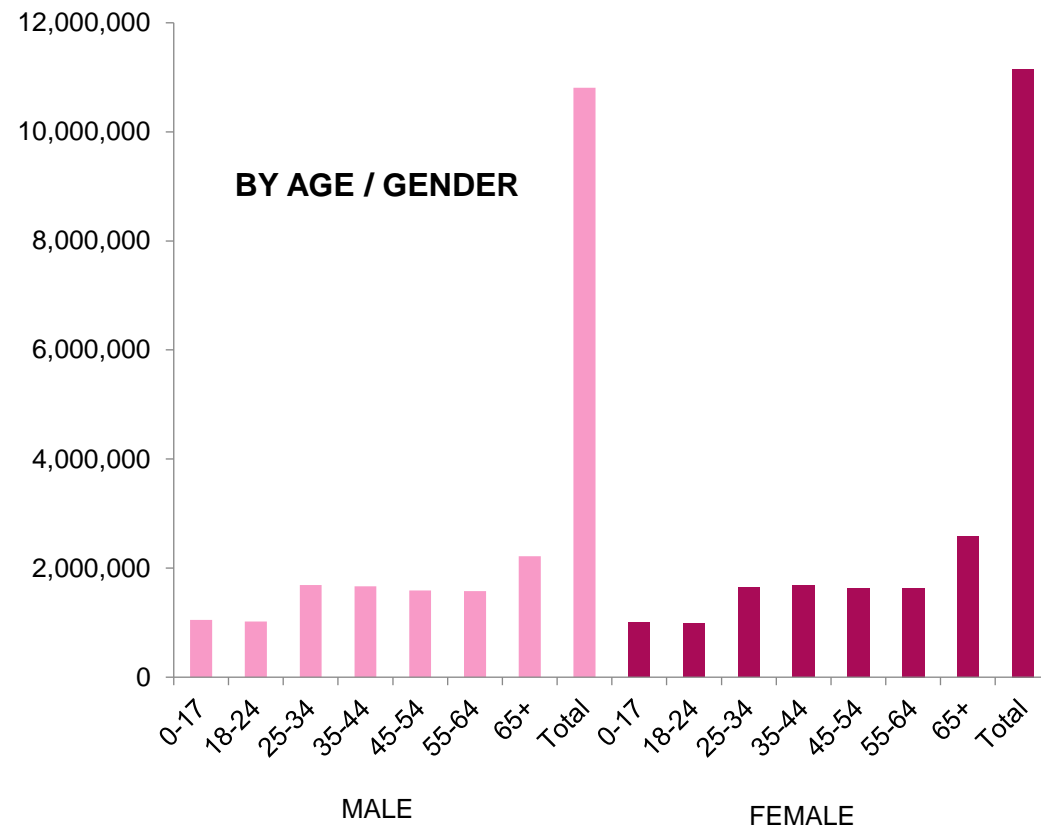
Channel reach



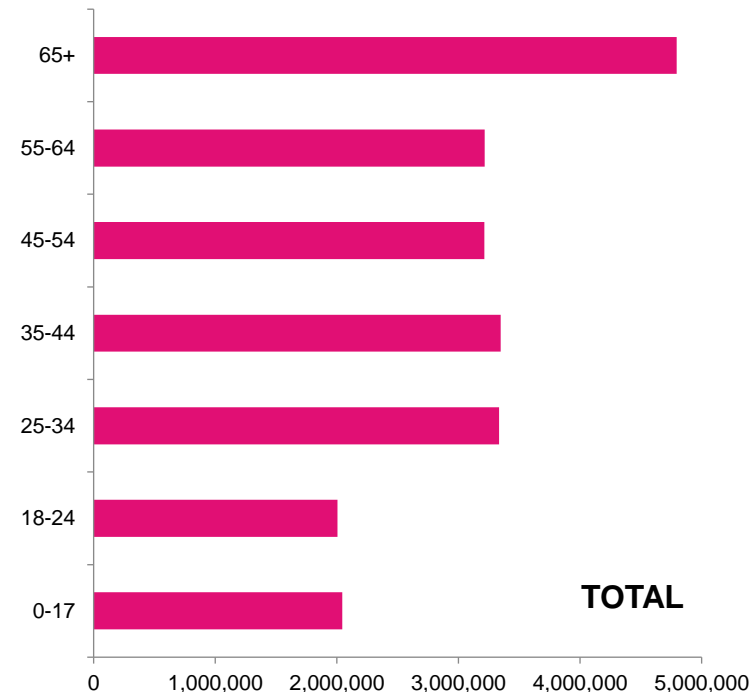
How to reach 100% of UMUs, or, SMS back-up by channel



Source: MessagemapIQ, from Mobilesquared



RCS users - UK

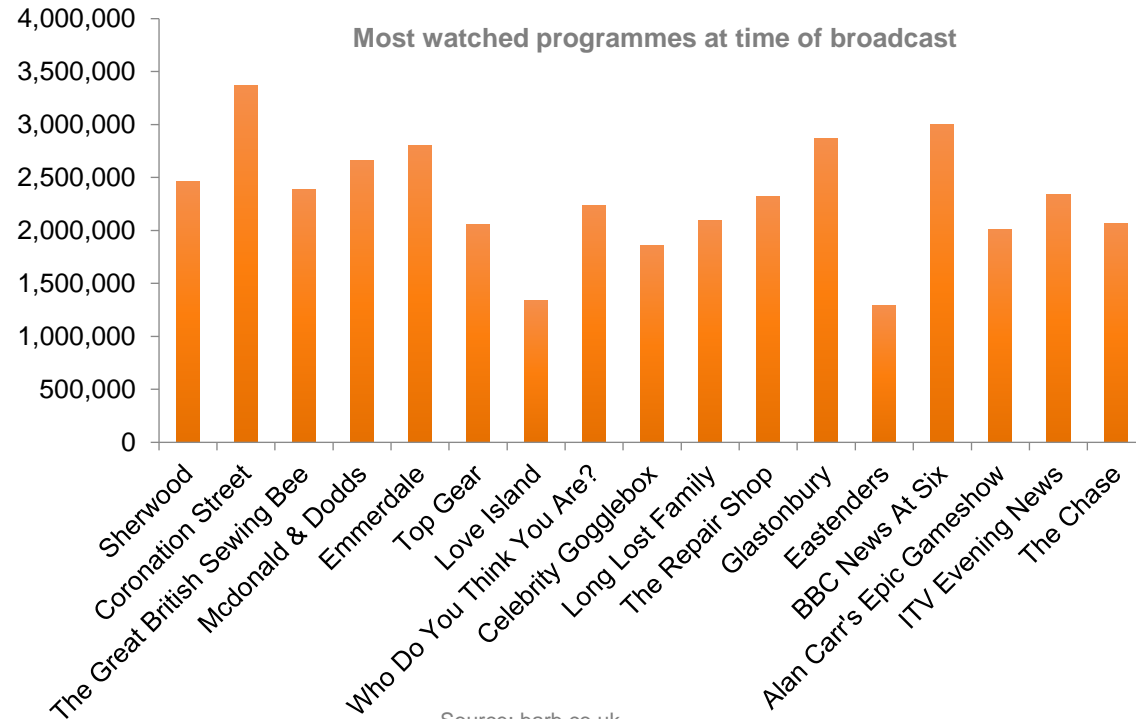


Source: MessagemapIQ, from Mobilesquared

ADDING PERSPECTIVE

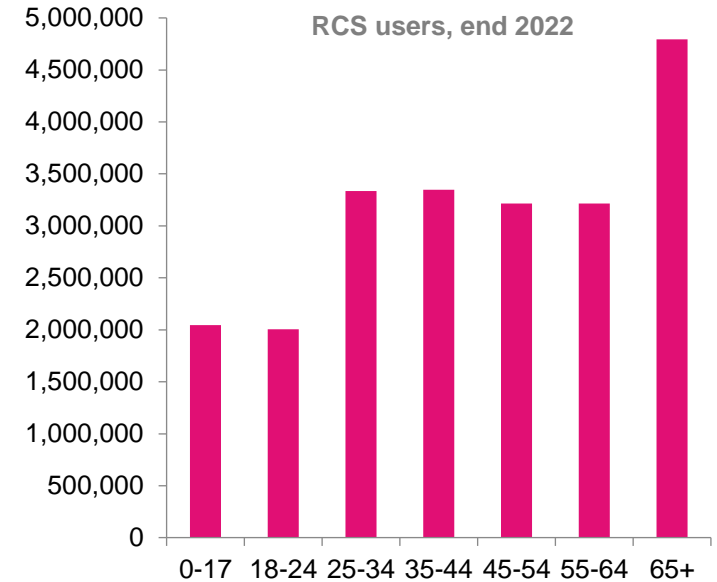
Audience analysis – UK TV vs RCS

Most watched programmes at time of broadcast



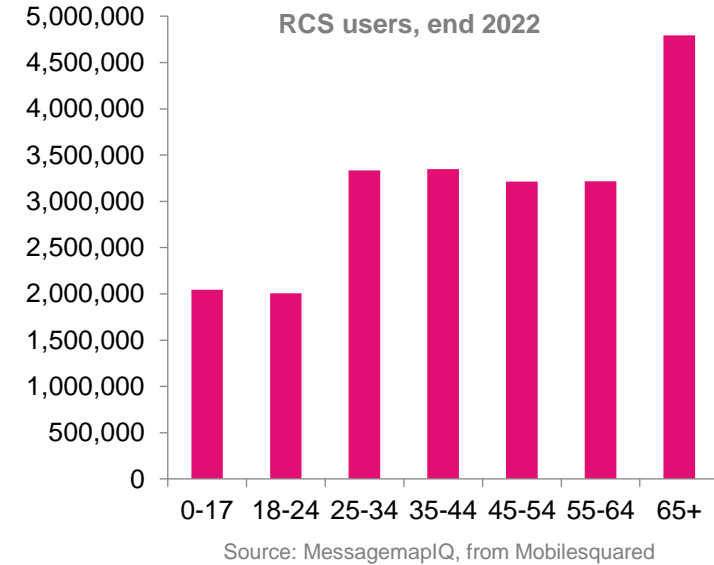
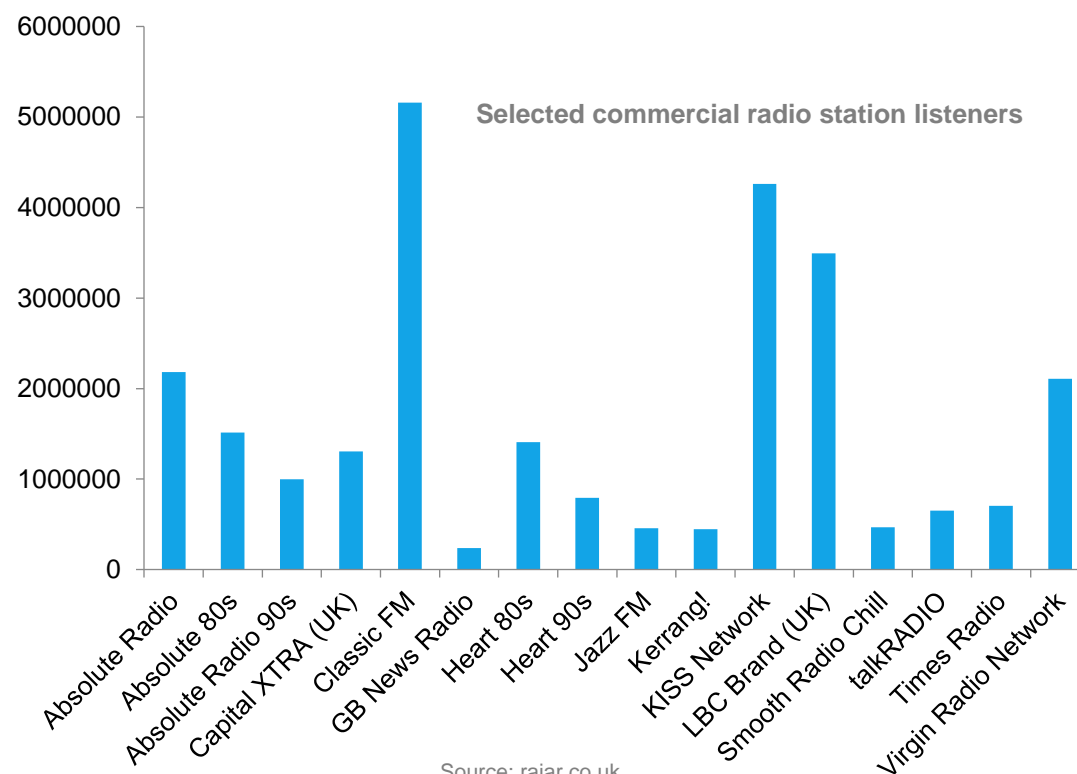
Source: barb.co.uk

RCS users, end 2022



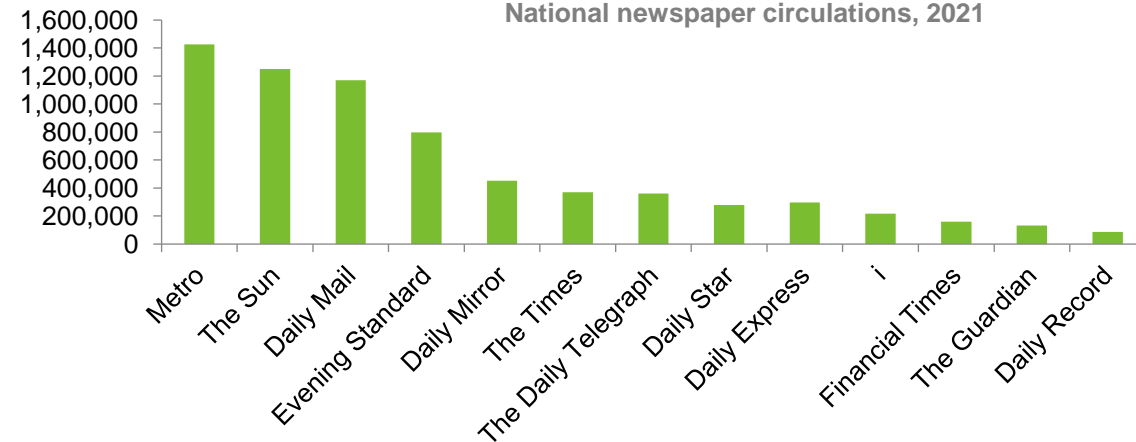
Source: MessagemapIQ, from Mobilesquared

Audience analysis – UK radio vs RCS



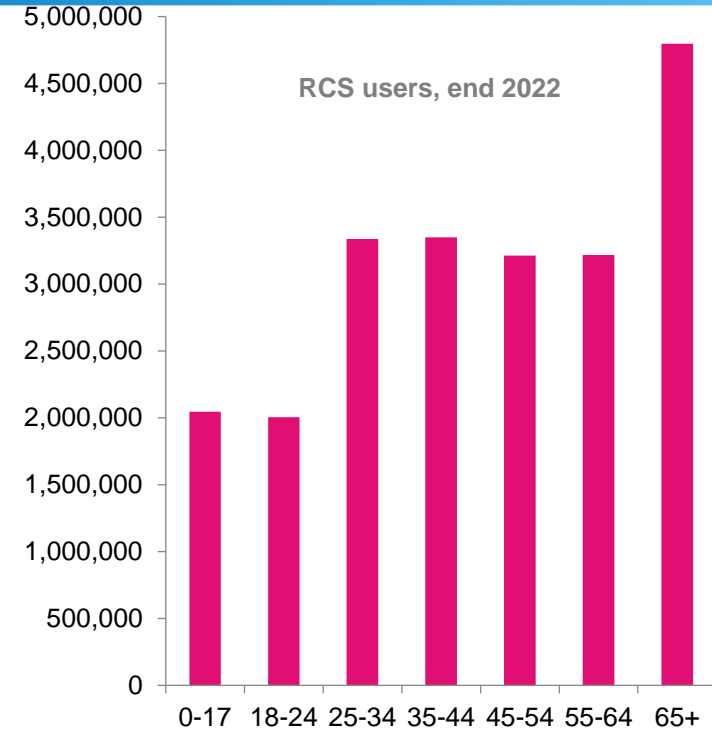
Audience analysis – print vs RCS

National newspaper circulations, 2021



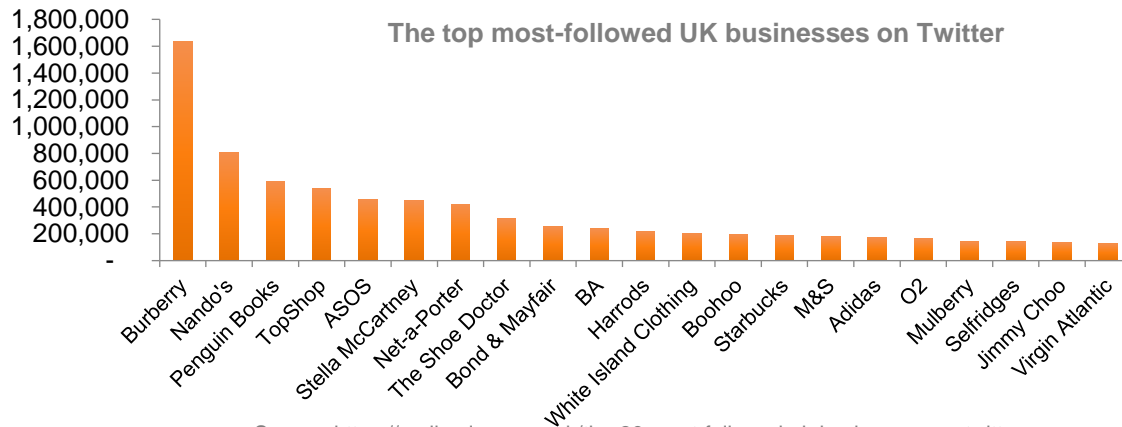
Source: https://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_Kingdom_by_circulation

RCS users, end 2022

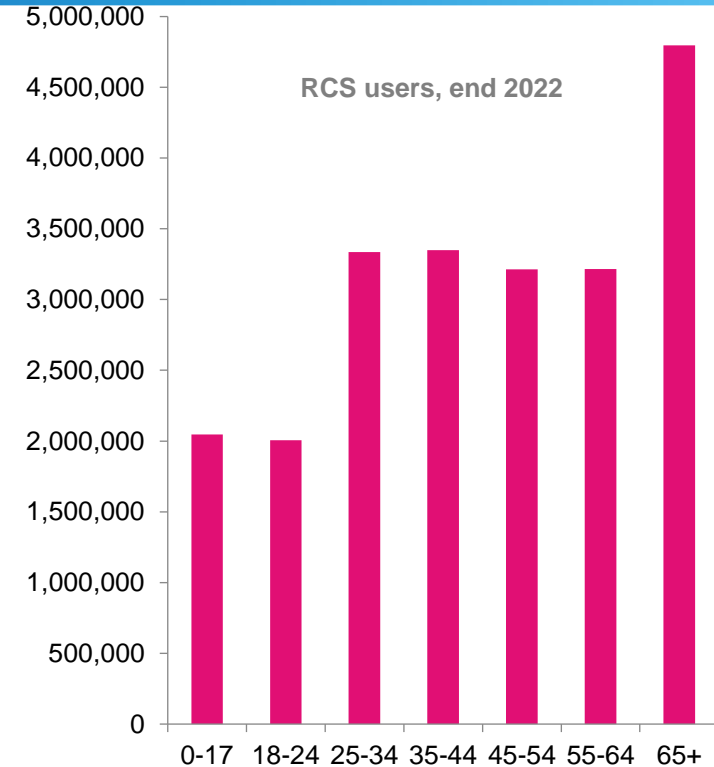


Source: MessagemapIQ, from Mobilesquared

Audience analysis - Twitter



Source: <https://realbusiness.co.uk/the-30-most-followed-uk-businesses-on-twitter>

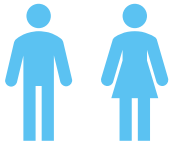


Source: MessagemapIQ, from Mobilesquared

 Decision-ready data from Mobilesquared

DRIVING THE ENGAGEMENT

Audience segmentation



A **Normal** user is one that will be happy to receive a total of 6-13 messages per week, and engage with up to 6 brands on a frequent (daily to weekly) basis, the least likely of our messaging audience to actively interact with a brand, least likely to complete a transaction. Majority of these users will have a passive engagement with a brand

Normal user
100% of SMS base
77% of RCS base



A **Heavy** user will look to get 14-29 messages per week, and engage with up to 15 brands on a frequent basis and actively interact with brands. Considerably more likely to transition the engagement into an interaction to achieve the brand's call-to-action, such as completing a purchase. A Heavy user will actively reach out to brands and start conversations.

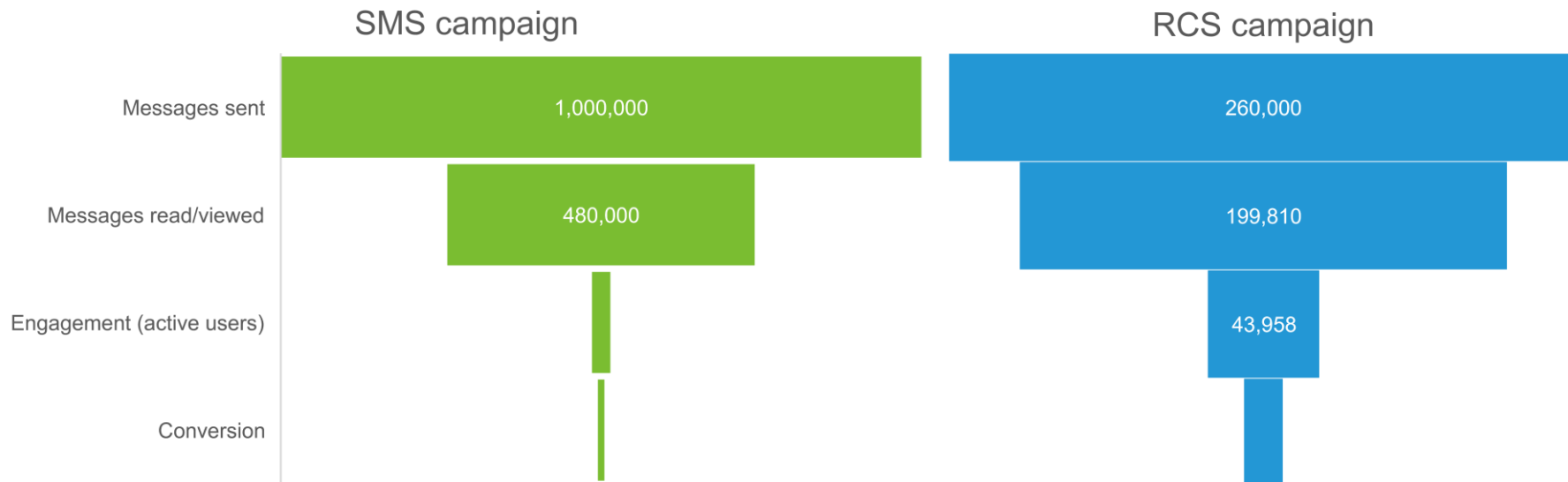
Normal user
0% of SMS base
20% of RCS base



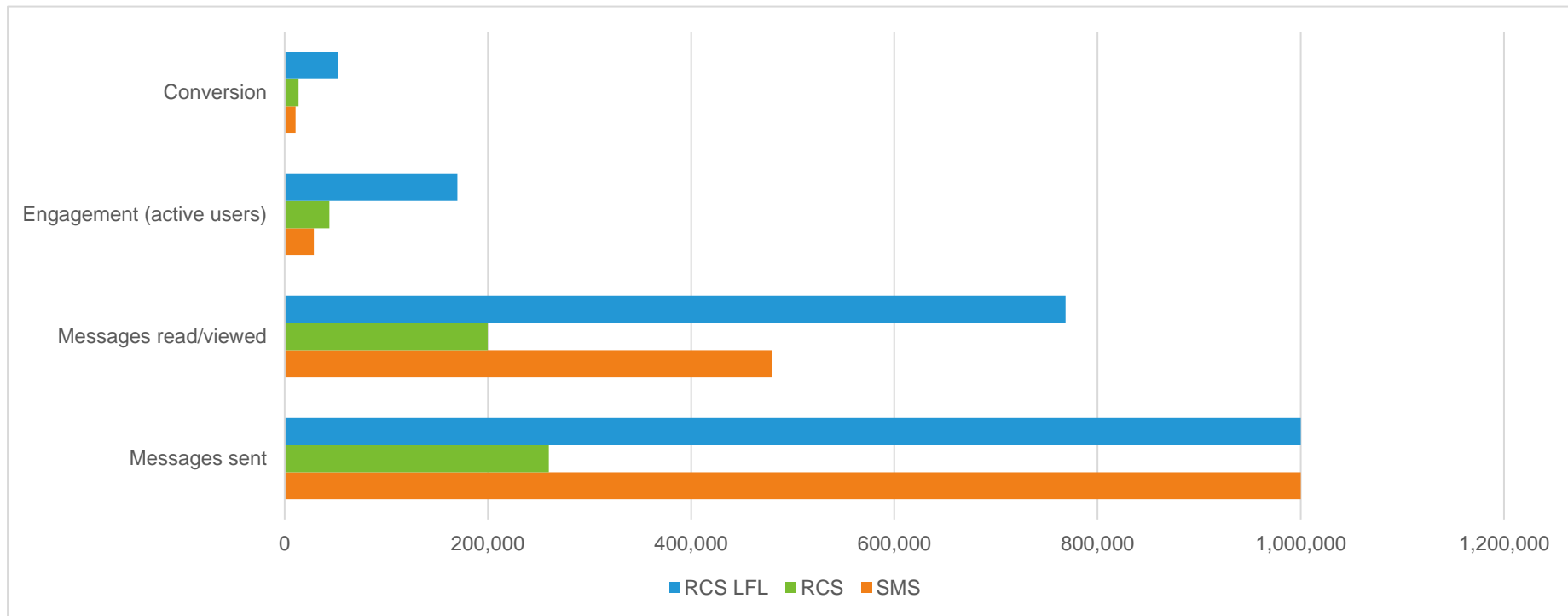
A **Super** user (also an influencer), will look to receive well-in-excess of >30 messages per week, and will engage with > 16 brands on a frequent basis, always looking to engage and interact with brands. These users are crucial in the brand discovery [chatbot search] process for others. Will actively search for brands to replace peripheral brands, and frequently reach out to brands, starting conversations. A Super user will be extremely active in terms of interaction with brands and will be first to make purchases on the channel and continue to make repeat purchases.

Normal user
0% of SMS base
3% of RCS base

The power of RCS engagement



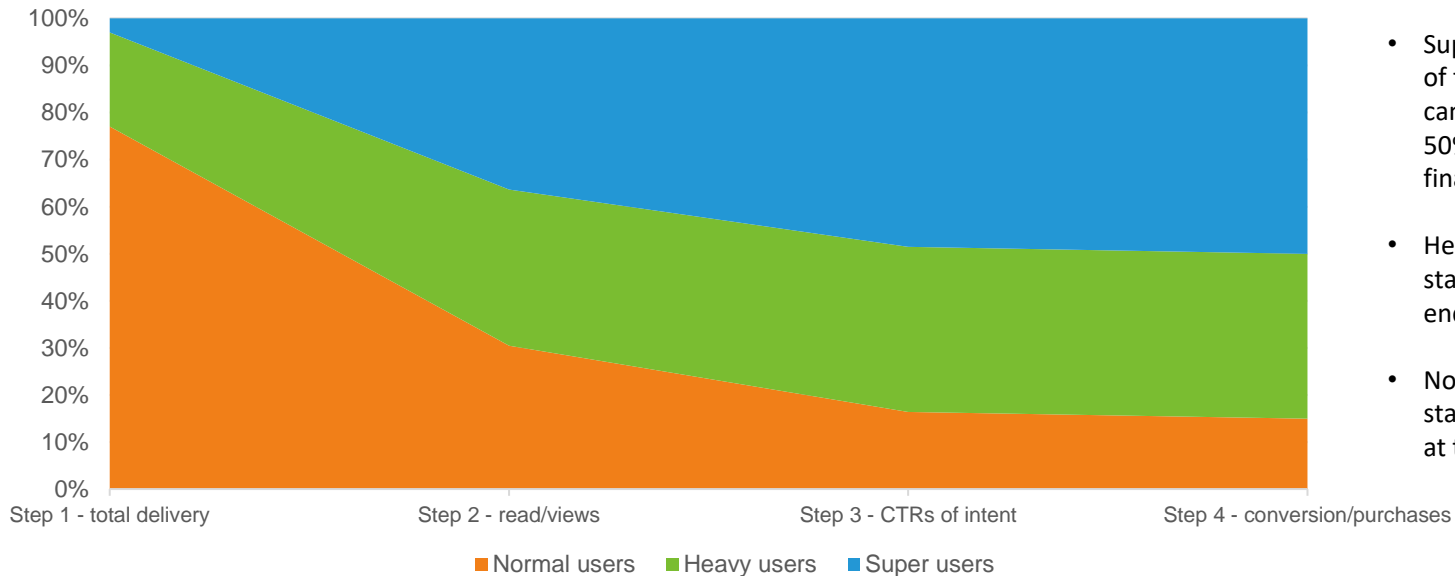
RCS vs SMS



Source: MessageMapIQ, from MobileSquared

The power of the super user

Campaign conversion by audience segmentation

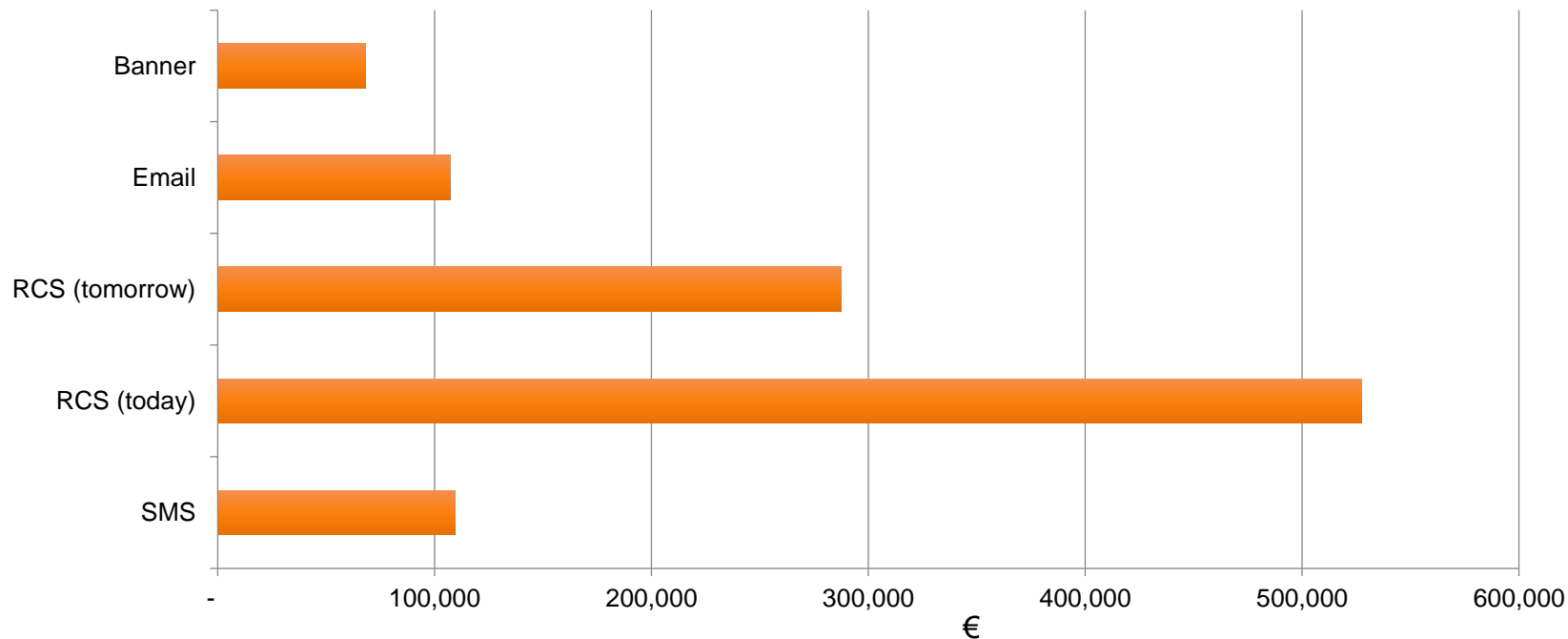


- Super users may only account for 3% of total users at the start of the campaign, but they will account for 50% of conversions/purchases by the final step (step 4 in this instance).
- Heavy users account for 20% at the start of the journey and 35% at the end.
- Normal users account for 77% at the start of the journey and a lowly 15% at the end.

Source: MessagemapIQ, from Mobilesquared

ROI from a €30,000 campaign, comparison by channel

MessageMapIQ
Decision-ready data from MobileSquared



Source: MessageMapIQ, from MobileSquared

The RCS mindset





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