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## The Hot Greek Facts & Figures of SMS & Business Messaging

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**Andreas Constantinides**  
*Commercial Director*



# The Classic Tools

- SMS
- Premium SMS
- Voice Messages
- Authentication Engines
- GSM Modem
- SMS HTTP API



# The 2<sup>nd</sup> Generation Tools

- Landing Pages
- mCoupons
- mCards
- mTickets
- mInvitations
- mLoyalty



# The New Wave

- Viber
- RCS
- WhatsApp
- Messenger
- Telegram
- WeChat etc

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# The Evolution

Connect. Freely.

*“The Messaging War Just Begun!”*

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# One Way Communication



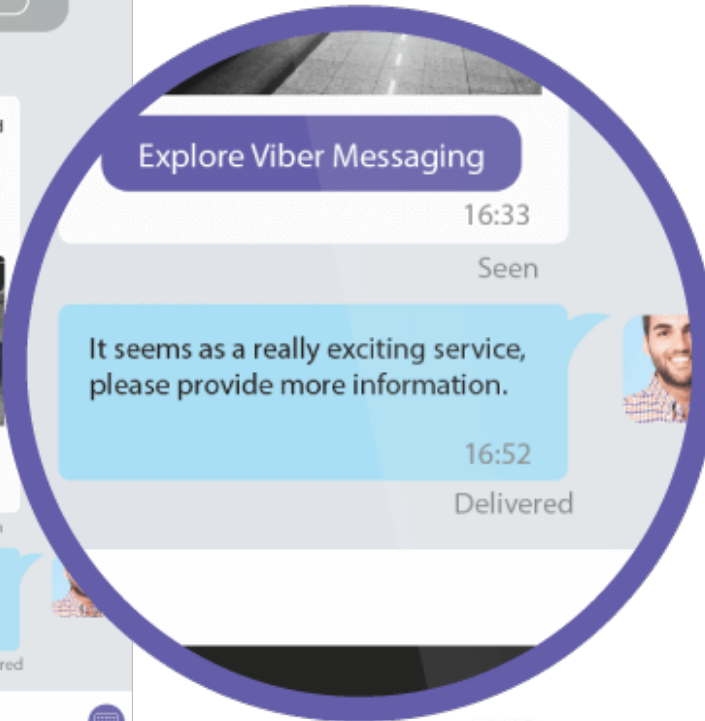
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# 2 Way Communication



# *Viber... at a glance!*

*1b users worldwide*

*1<sup>st</sup> OTT messenger open to brands*

*>75% Smartphone Penetration – Greece*

*Significant Penetration Russia, Balkans, East Asia*

*25% Higher Conversion / SMS*

*At a fraction of the SMS*



# *The RCS Evolution*

*“Google talks... market walks!”*

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# *The RCS annexation*



**GSMA**

**+ OEMs**

**+ GOOGLE**

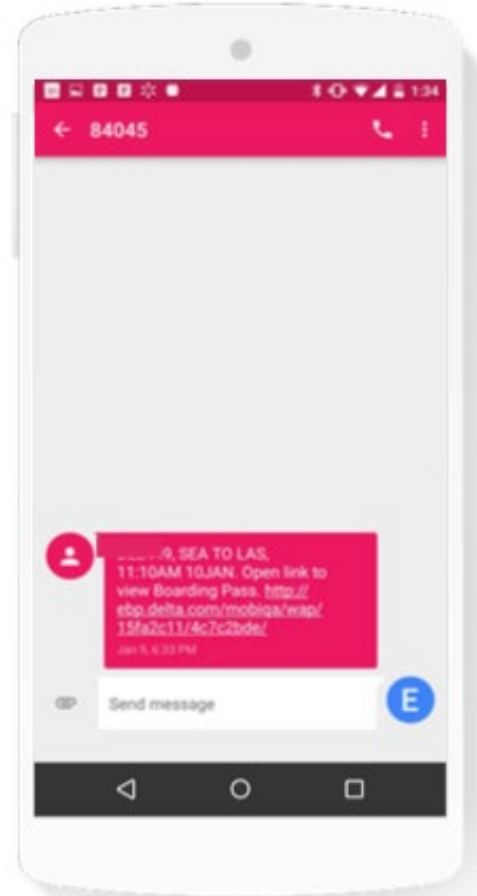
**+ 50 MNOs**

**+ ANDROID**

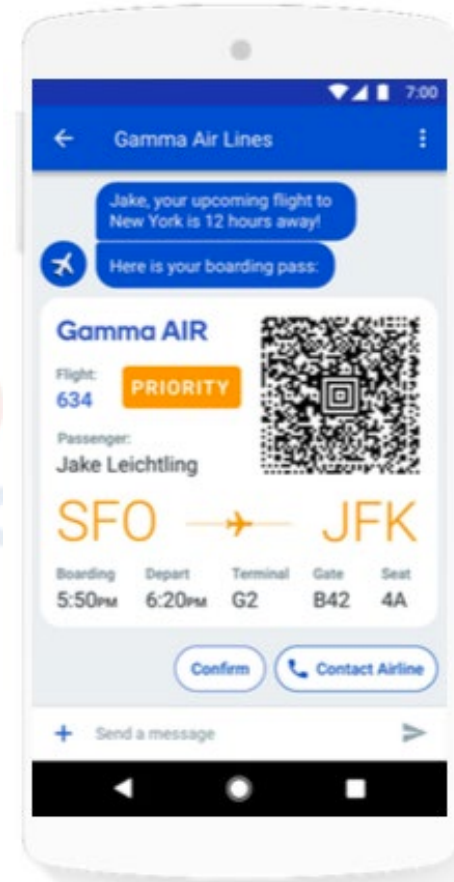
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**SMS v2.0**





*Simple SMS*



*RCS*

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## ***Android & RCS... at a glance!***

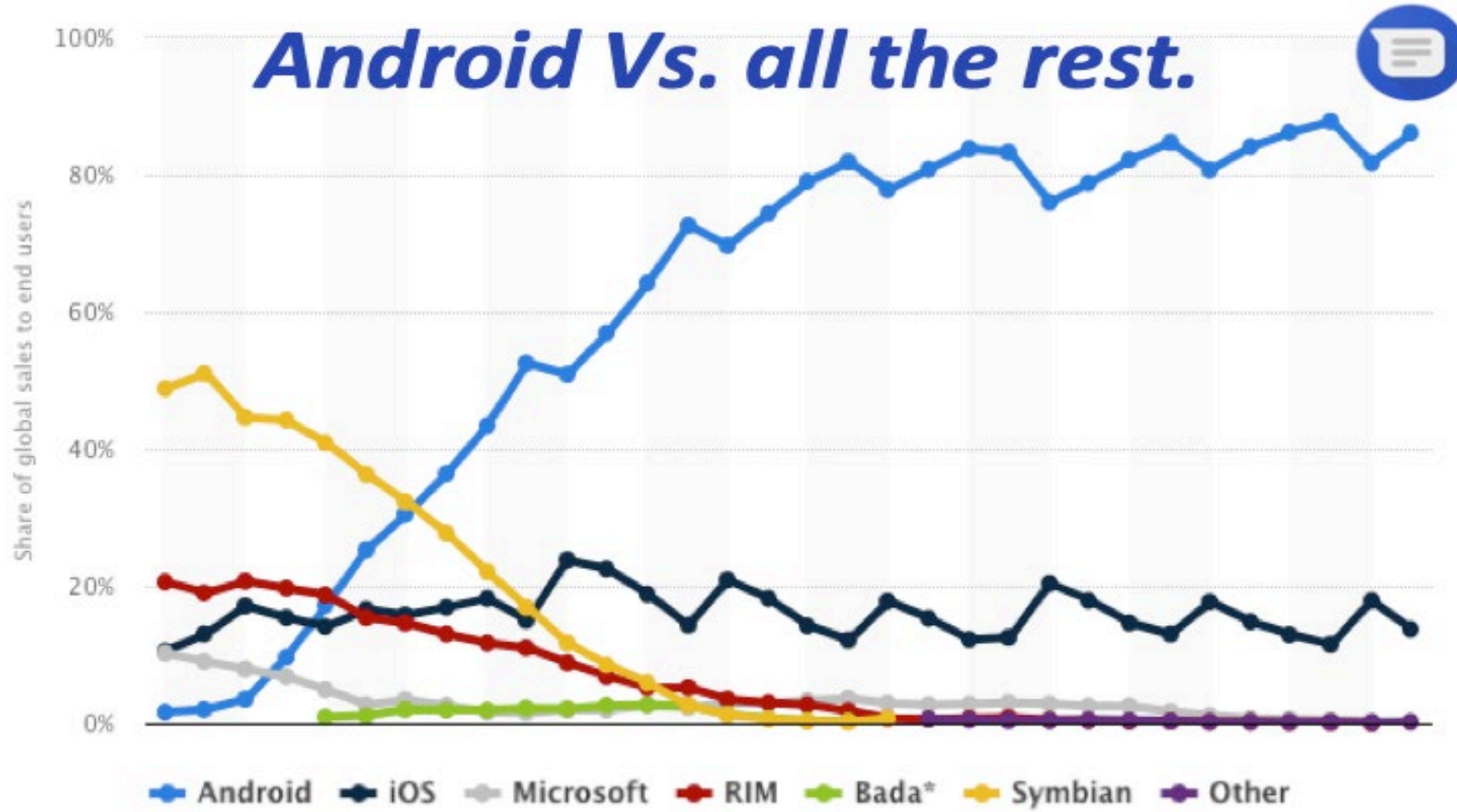
*>3,2b smartphones worldwide (>2,5b android)*

*Global Market Penetration >80%*

*1 way – 2 way communication*

*Advanced Chatbot features*





# *Obstacles & Bounderies*

*Very Few MNO's  
MNO's inconsistency  
Rumors for Significant Charges  
Still on Beta  
Slow Development*





# *The* WhatsApp *Evolution*

*“With 1.3b users... Houston, we have no problem!”*

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# *WhatsApp... at a glance!*



*1,3b users worldwide  
30b messages sent per day  
Significant International Penetration  
Penetration in Greece >90%*



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# *Obstacles & Boundaries*

*No Business Model*  
*No Commercial Policy*  
*Still in trial usage*



# *KLM announced WhatsApp!*

Social Media

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# *What is happening in Greece?*

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Είδη μηνυμάτων, που προτιμούν να στέλνουν με SMS/Viber





SMS/Viber καμπάνιες: Τι θεωρείται πολύτιμο περιεχόμενο



Μηνύματα με  
σημαντικό όφελος  
για τους πελάτες



Πληροφορίες  
που αφορούν σε  
υπηρεσίες



Οι 4 κυριότεροι λόγοι που κάνουν το Messaging σημαντικό

**Αμεσότητα**



**Χαμηλό  
κόστος**



**Προσωποποιημένη  
πληροφόρηση**



**Υψηλά  
αποτελέσματα**



## Συχνότητα Αποστολής SMS/Viber Μηνυμάτων των Brands

**24,1%**

στέλνουν έως 3 καμπάνιες/μήνα

**27,6%**

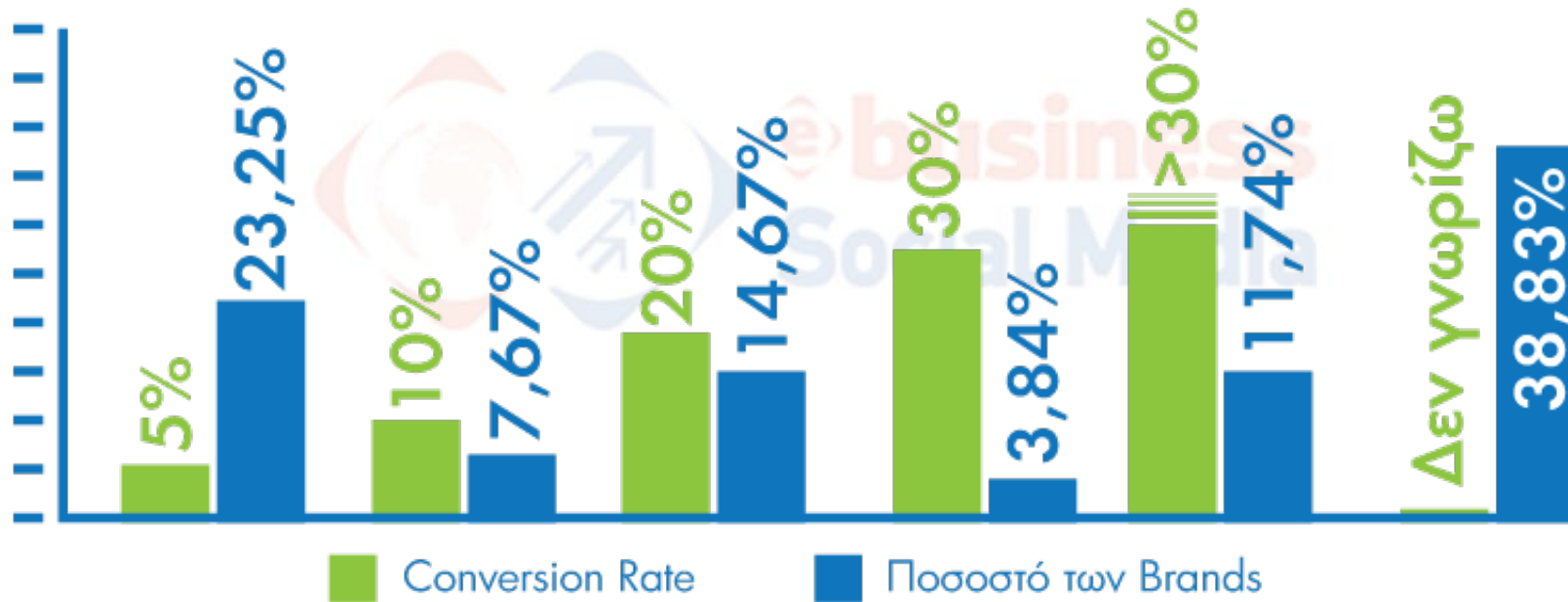
στέλνουν καθημερινά (transactional & informative μηνύματα)

**48,3%**

στέλνουν 1 καμπάνια/2 μήνες



Conversion Rate διαφημιστικής Messaging Καμπάνιας  
σύμφωνα με τα Brands



# *Want More?*

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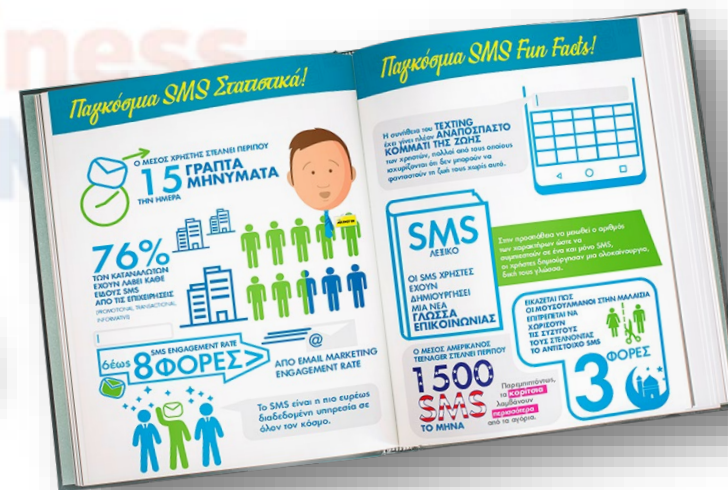


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