

Engage customers via Multimedia Messaging Service (MMS)

Yes

Grab your customers attention by sending an MMS message with exciting content, including images, video or audio - you can even send vcards and calendar reminders.

Key benefits

- **Two-way rich communication**
Make it easy to get your message across with two-way multimedia messages.
- **Send QR, tickets or maps**
Get information to your customers in a convenient and timely manner.
- **Interactive creative content**
Create brand awareness and attract new customers. Go beyond words and encourage your audiences to interact with images, video and audio.
- **Personalised messaging**
Use data from your CRM to personalise messages and make them more unique.

How does it work?

This service allows to send two-way communications using images, voice message, video and GIFs. Businesses have immense benefits by sending images rather than plain text to effectively engage with customers. MMS is the next stepping stone from SMS for a fuller customer engagement.

We will establish your MMS Mobile Gateway. This can then be used to send and receive both inbound and outbound MMS messages

Features

- Create a comprehensive customer experience by sending images, video, GIFs and voice
- Personalised messaging
- Receive valuable information with images, video and audio from your stakeholders
- Real time and historical reporting by device and aggregated service
- Attract new customers through richer creative content

Optus SMS Suite

MMS solution is part of the Optus SMS Suite, a powerful platform with a suite of services enabling you to easily engage, market and transact with your customers via SMS or MMS.

(Remember, you need to make sure that you comply with all applicable laws when using SMS Suite – including the Privacy Act 1988 and any gaming or licensing laws that may apply)

