



Programmable Messaging via RCS With Twilio

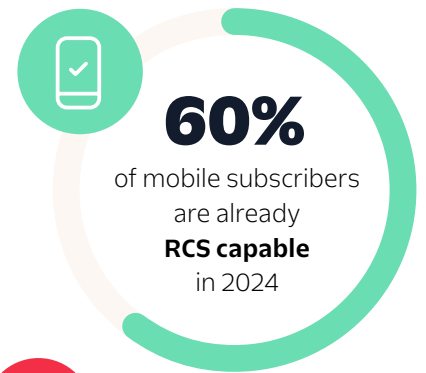
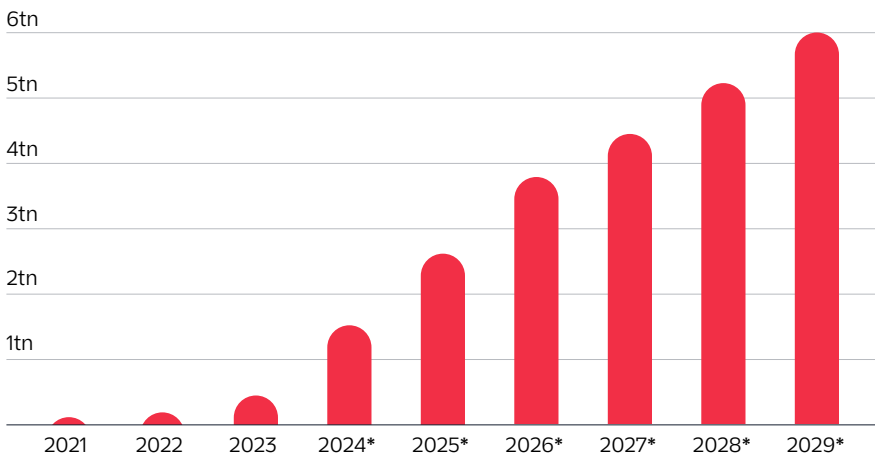
At Twilio, we've brought Rich Communication Services (RCS) to our Messaging and Verify APIs so that, as availability expands globally, every business can benefit automatically. Seamlessly upgrade from SMS to RCS with no code changes or cost increases and create more engaging experiences for your customers.



RCS messaging, the next big thing in mobile communication

RCS is a modern messaging protocol that enhances traditional SMS by enabling branded, interactive messages. It streamlines communication by supporting features like a brand profile, read receipts, and rich content, all within a device's default messaging app.

Number of RCS messages globally

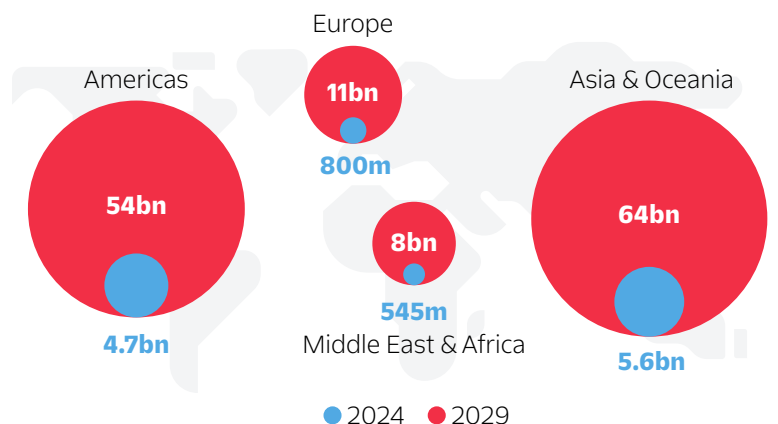


With iOS support for RCS introduced in September 2024, RCS business messaging revenue is forecast to grow from **\$1.3 billion** in 2023, to **\$8 billion in 2025.**

*forecast

A2P RCS messaging is well established in North America and most major markets in Asia. Europe has had a very strong RCS uptake in recent years and the messaging service will soon be available everywhere.

A2P RCS traffic



With 2.5 billion monthly active users and rising, RCS traffic is forecast to increase by more than **a trillion messages** year on year.

It's all about trust, compatibility and usability



RCS has all the interoperability benefits of SMS with the functionality of an OTT messaging app. Surveys show that customers are ready to embrace richer engagement and experiences.

74%

of consumers say that RCS will make it more likely for them to communicate with brands.

41%

of consumers don't open messages from businesses because they think they are spam.

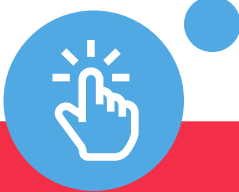
49%

of consumers would trust brands "a lot more" if the business had a logo or check mark within a messaging or social channel.

Twilio RCS customer snapshot:

After moving just 30% of their messaging volume to RCS, a Twilio financial services customer improved their click rates by

1.5x



Build better customer engagement with Twilio

As mobile carriers expand their support for RCS globally, Twilio Messaging customers can now access RCS. If you're ready to take your customer communication to the next level, contact our sales team.



twilio.com

