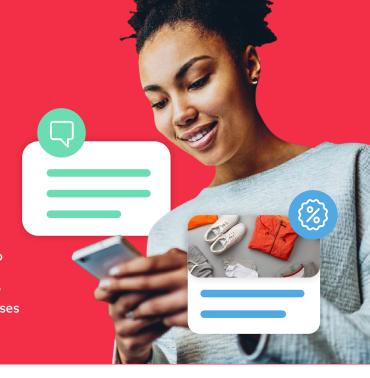


Programmable Messaging via RCS With Twilio

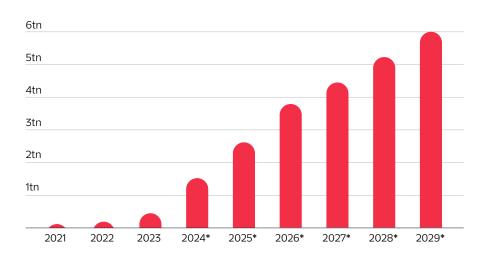
At Twilio, we've brought Rich Communication Services (RCS) to our Messaging and Verify APIs so that, as availability expands globally, every business can benefit automatically. Seamlessly upgrade from SMS to RCS with no code changes or cost increases and create more engaging experiences for your customers.



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



60%
of mobile subscribers
are already
RCS capable
in 2024



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 a had a very strong RCS uptake in recent years and the messaging service will soon be available everywhere.

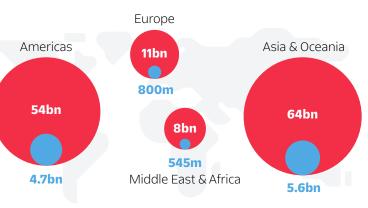


With 2.5 billion monthly active users and rising, RCS traffic is forecast to increase by more than

a trillion messages

year on year.

A2P RCS traffic



■ 2024 ■ 2029

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.

referral programs

Access metrics on

message delivery

and performance

customer engagement,

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

1.5×



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.





RCS= richer consumer journey **RCS SMS** Marketing Branded channel Text only outreach, outreach, with can include links and interactive multi-MMS images media offers Researching Customer explores product and service options via reviews, product videos Purchasing Choose products and **select** payment options in-message Customer care (post-purchase) Manage returns. customer service and Delivery notifications delivery notifications in the RCS thread Reviewing Share to social media, leave reviews Short surveys and engage with

UX tracking

ull

Limited tracking

click through rates

beyond response and