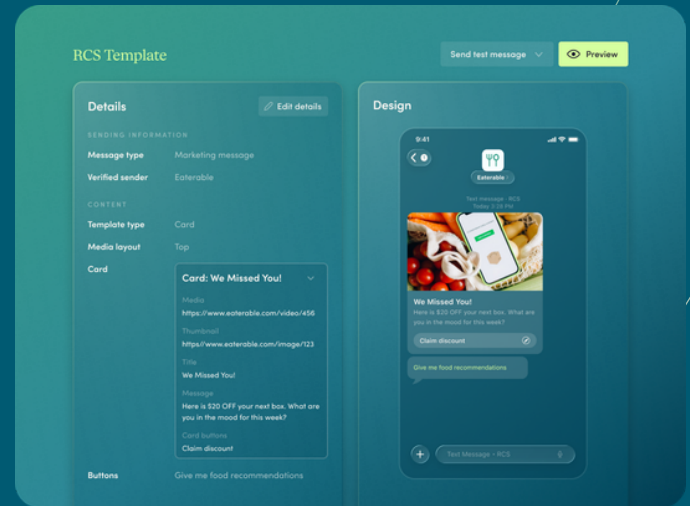




# Rich Communication Services (RCS)

**Turn messaging into interactive two way conversations.**

Customers expect mobile engagement to feel as rich and seamless as the apps they use every day. Use dynamic interactions to inspire action and deepen engagement without requiring an app.



## Expand your mobile strategy

### Verify Brand Trust

Display company logos, brand names, and badges which makes customers more comfortable to respond to a trusted source.

### Interactive Inbox Experiences

Engage users with high-resolution media, carousels, and suggested replies letting customers discover and act inside the thread.

### Unified Journey Orchestration

Eliminate single-channel silos with real-time behavioral branching and state-aware journeys on a single canvas that drives conversion rates.

“

RCS gives us a verified sender identity, our logo, and our brand name at the top of the thread, so the message is recognizably Fabletics before it is read. In a channel where legitimacy is the barrier to engagement, verified branding is a deliverability and conversion asset, not just a design upgrade.

Adrian Rohr, VP Membership and Retention  
Fabletics

