

Conversation API

the building block API for Mobile CX

- ✓ One conversation, any channel
- ✓ Intelligent message routing
- ✓ Easy integration



Your gateway to omnichannel messaging

Customers want to be engaged by brands on the channels they know and love. The problem is – there's a lot of them.

With Conversation API, it's a problem no more. Now you can send and receive messages through the world's most popular messaging channels.

Make the complex simple

Whatever applications you're using – whether it's for marketing automation, customer care, or a chatbot platform – Conversation API can be integrated into your solution. Send outbound alerts, receive inbound requests, unify contact history into one continuous chat or hand it off to an agent.

Sinch transcodes the message to ensure a high fidelity across channels. One conversation. One customer profile. One API. All the channels you need.



SMS



RCS



WhatsApp



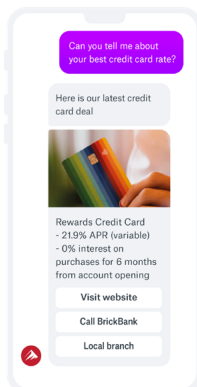
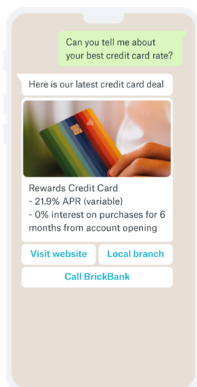
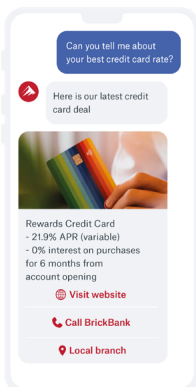
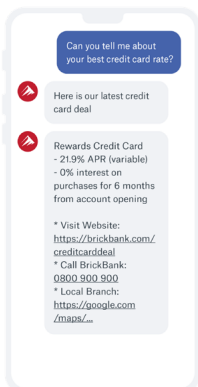
Facebook Messenger



Instagram



Apple Messages for Business



Viber



MMS



Telegram



Kakao Talk

Channels coming soon



Rich SMS



BYO Channel



Line



WeChat

Easily integrates with any customer experience platform



Features



Easy integration to popular channels

Integrate once and connect to customers on an ever-growing number of channels.



Intelligent message routing

Choose the channel, the relative priority and the fallback.



Set channel priorities and fallback

Make sure urgent messages are quickly received. Set a conditional fallback channel to ensure the user reads the message.



Message transcoding or override

Transcode between message formats to ensure your message always looks its best on the destination channel.



One contact profile for all channels

A unified contact profile means you don't have the overhead of managing separate channel identities for your customer base.



Secure conversation history storage

Find all customer interactions across channels in a single thread, and never lose context. At the same time, have full control over message retention and deletion.



Easy integration with your product suite

Fits with your CRM, business system, or campaign tools. Customize your integration to suit your business needs.

See how it works

Check out our [developer documentation](#)