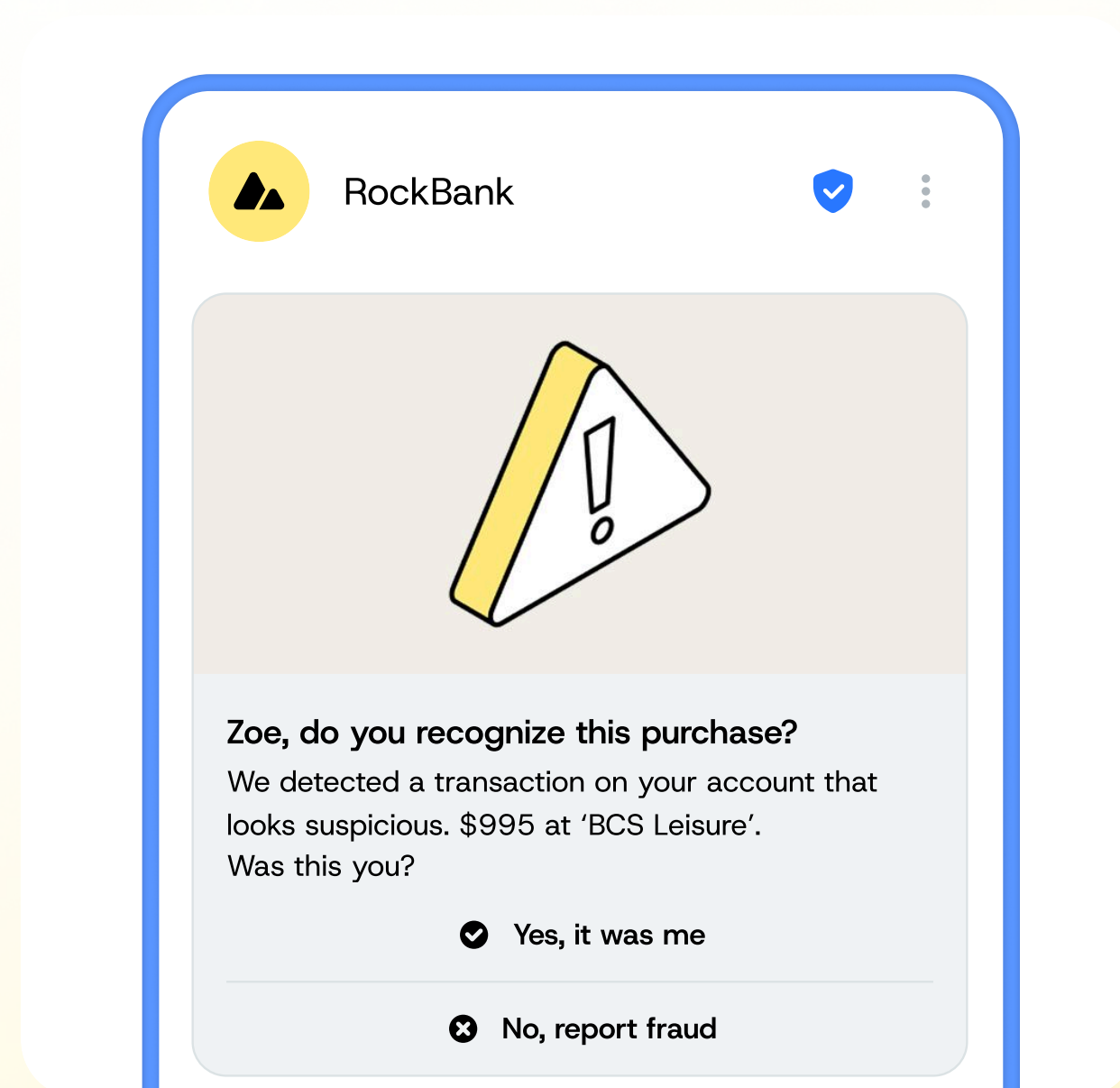


BRING TRUST BACK TO YOUR MESSAGING

From SMS to verified RCS messaging in Adobe Journey Optimizer.

Today's client communication is built on trust

Shift customer communication from SMS short code texts to verified, branded interactions. Sinch extends the Adobe Journey Optimizer with a full suite of native messaging channels, including SMS, MMS, and now RCS. It's a way for Financial Services organizations to send verified, branded interactions without leaving customers' messaging apps. This brings trust back to messaging communications because clients can confidently determine when it's actually you – rather than the sophisticated financial scammer that is also present in their inbox.



A channel for every goal



Reach everyone

With a 98% open rate, messaging is ideal for critical, time-sensitive messages, like OTPs and fraud alerts. It's a great option when you need to cut through and get attention.



Restore trust

Fraud has been on the rise in recent years and has become more sophisticated. Ensuring your branding and a verified sender badge are present in your messaging makes it clear that you aren't the scammer.

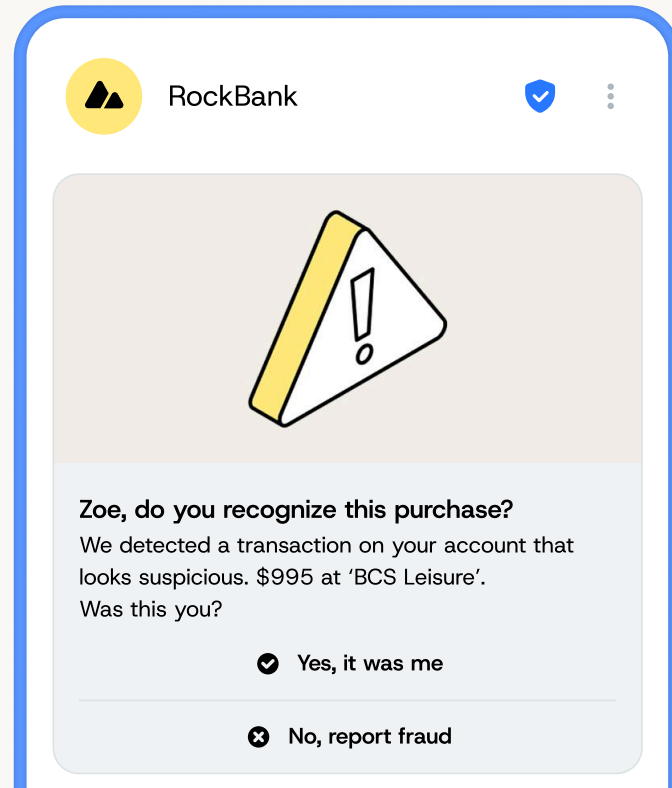


Drive operations

RCS lets you turn messages into seamless interactions. With carousels, links, video, and suggested-reply buttons it's built for faster and clearer interactions that keep operations moving.

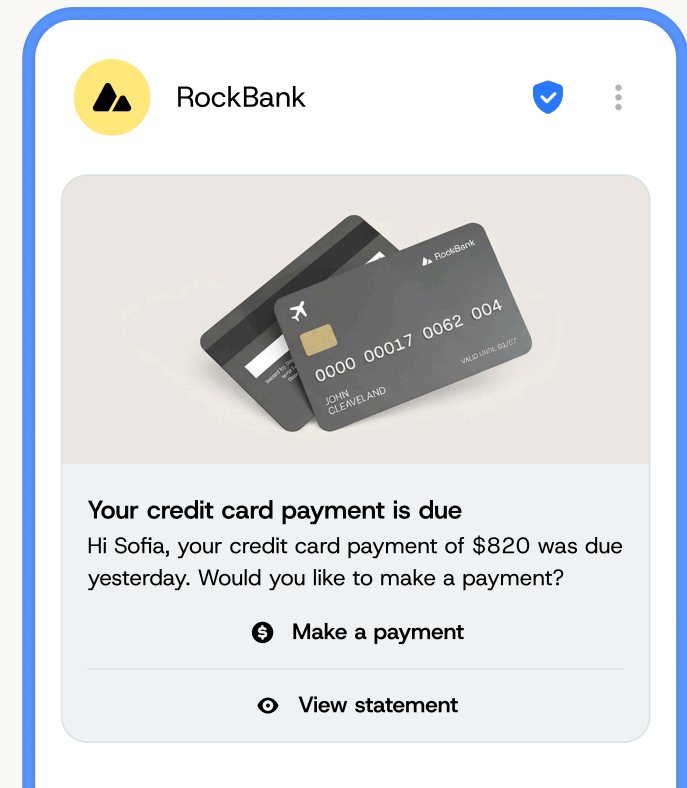
The Fraud Check

Time-sensitive alerts for suspicious transactions



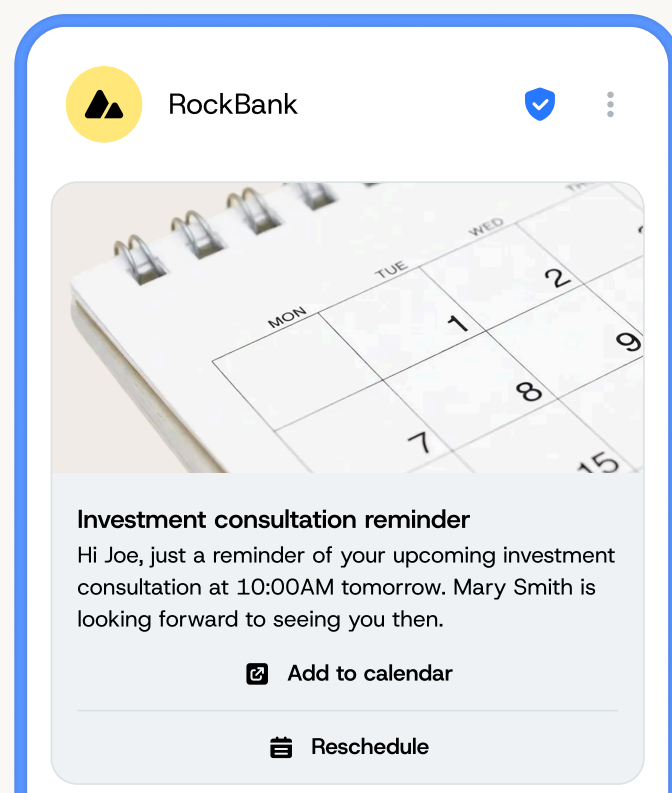
The Late Notice Nudge

Reminders that something is past due



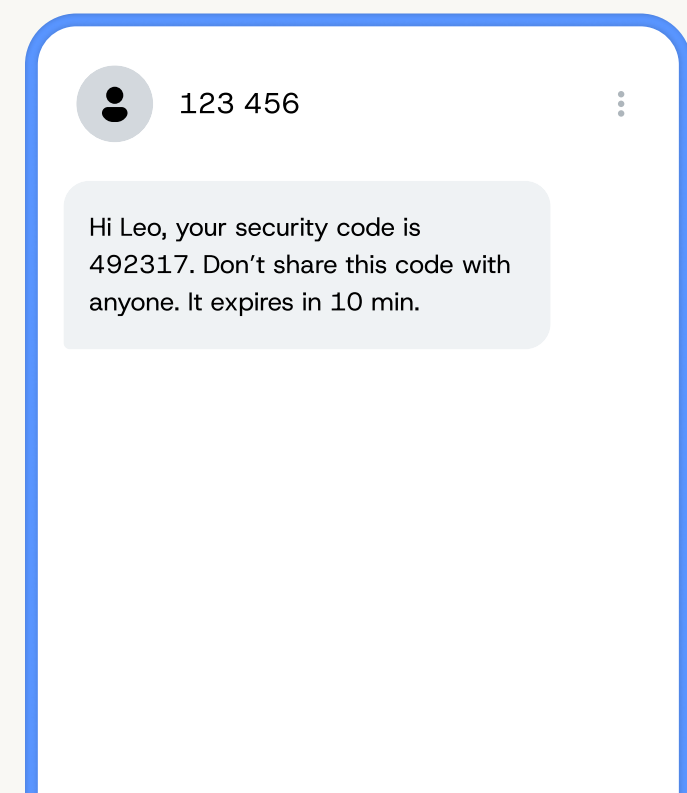
The Appointment Confirmation

Reminders for upcoming consultations



The Login OTP

Time-critical authentication



Your path to richer conversations



Step 1: Start with SMS & MMS

Deliver essential alerts, reminders, and OTPs with universal reach.



Step 2: Elevate with RCS

Build trust with verified branding and add interactive elements.



Step 3: Transform with RCS

Drive operations with smooth interactions and app-like service flows.

Choose an award-winning ISV Platinum Partner

Recognized by Adobe and leading industry analysts, Sinch is a trusted, global leader in customer communications.



2023-2026 Adobe Partner of the Year.



Leader in the 2023-2025 Gartner® Magic Quadrant™ for CPaaS.



Leader in 2021, 2023, and 2025 IDC MarketScape for CPaaS.



Leader in the 2023-2025 CPaaS Omdia Universe.

Richer digital journeys for modern clients

Find out more – talk to the Sinch team at Adobe Summit.

