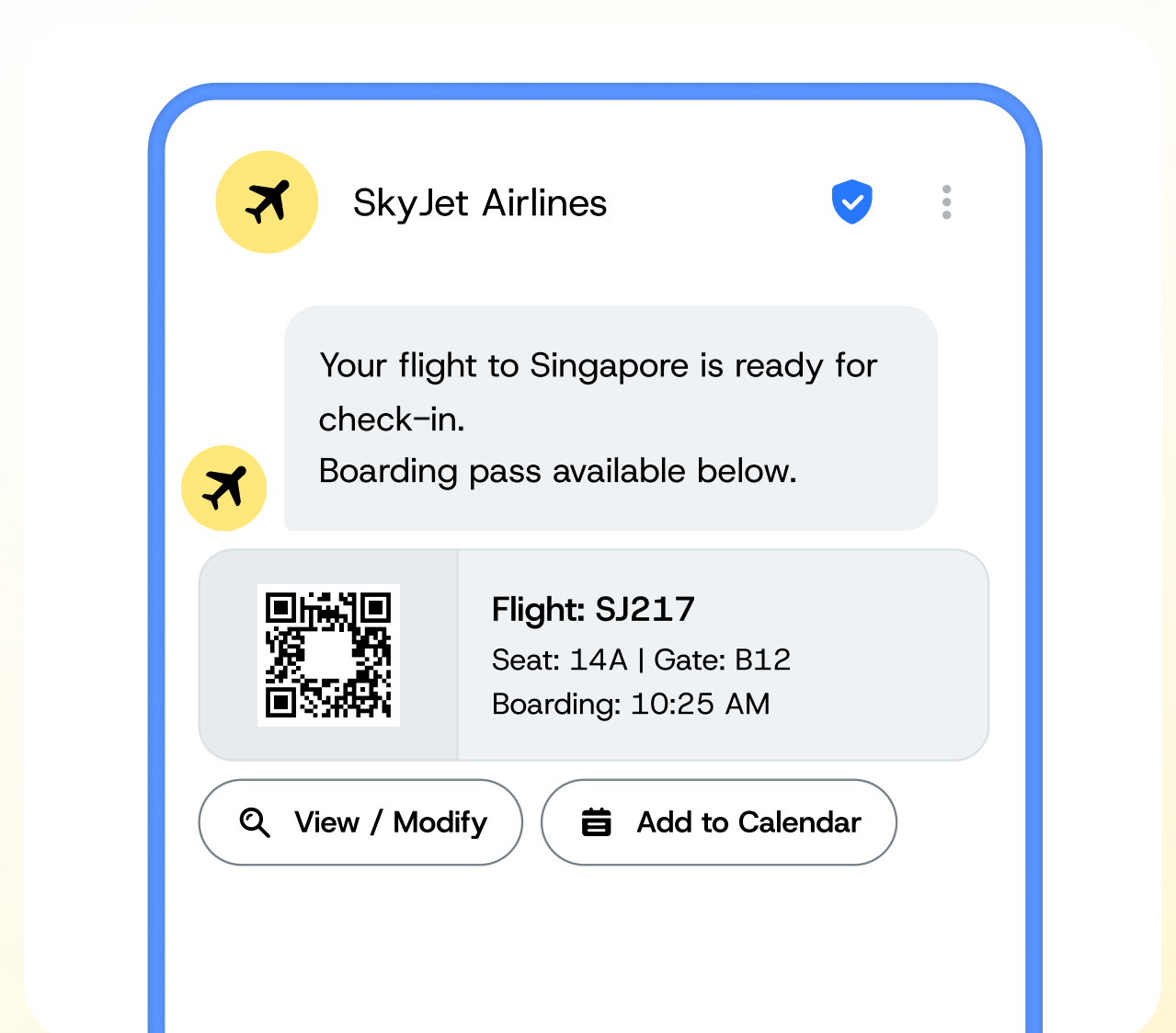


REACH YOUR TRAVELERS WHERE THEY ARE

From SMS to interactive RCS messaging in Adobe Journey Optimizer.

Today's guest communication is rich, interactive, and built for conversion.

Shift customer communication from simple texts to rich, interactive experiences. 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 travel and hospitality brands to send verified, branded interactions without leaving customers' messaging apps. Richer messaging lets you engage your travelers with everything from interactive booking confirmations and digital boarding passes to ancillary service carousels and real-time alerts.



A channel for every goal



Reach everyone instantly

With a 98% open rate, SMS is ideal for critical, time-sensitive messages, like booking confirmations and real-time alerts. It's the foundation of any travel communication strategy.



Add visual impact

MMS helps boost engagement with rich images and GIFs. Perfect for showcasing a hotel room, a destination, or a new menu, MMS drives higher click-through rates than text-only messages.



Drive action and revenue

RCS lets you turn messages into interactive experiences. With verified branding, carousels, links, video, and suggested-reply buttons for easy rebooking, it's built for conversions.

The Interactive Booking

Booking Confirmation

The Seamless Check-In

Pre-Departure/Arrival

Time Sensitive Notification

Time-Critical Notifications

The Ancillary Upsell

In-Trip Upgrades

Your path to richer conversations



Step 1: Start with SMS & MMS

Deliver essential alerts and promotions with universal reach.



Step 2: Elevate with RCS

Build trust with verified branding and add interactive elements.



Step 3: Transform with RCS

Drive revenue with rich carousels 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 real-life travelers

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

