



# Brand Testimonial

## RCS Business Messaging

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# Our presence

**40k**  
active  
accounts

**4,6%**  
global A2P SMS  
volume

**7bn**  
monthly  
interactions



**60+**  
offices  
worldwide

**1500+**  
employees

**600+**  
direct-to-  
carrier  
connections



# Communication challenges for brands





# One platform to access all channels

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**SMS**



**Voice**



**PUSH**



**Email**



**Chat Apps**



**RCS**

We help our clients seamlessly integrate to deliver new services for consumer engagement across all mobile channels



# A brand-new channel for customer engagement

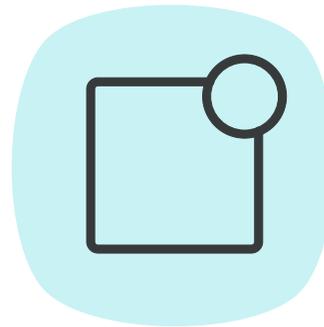
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USE RCS MESSAGING FOR



PROMO



NOTIFICATIONS

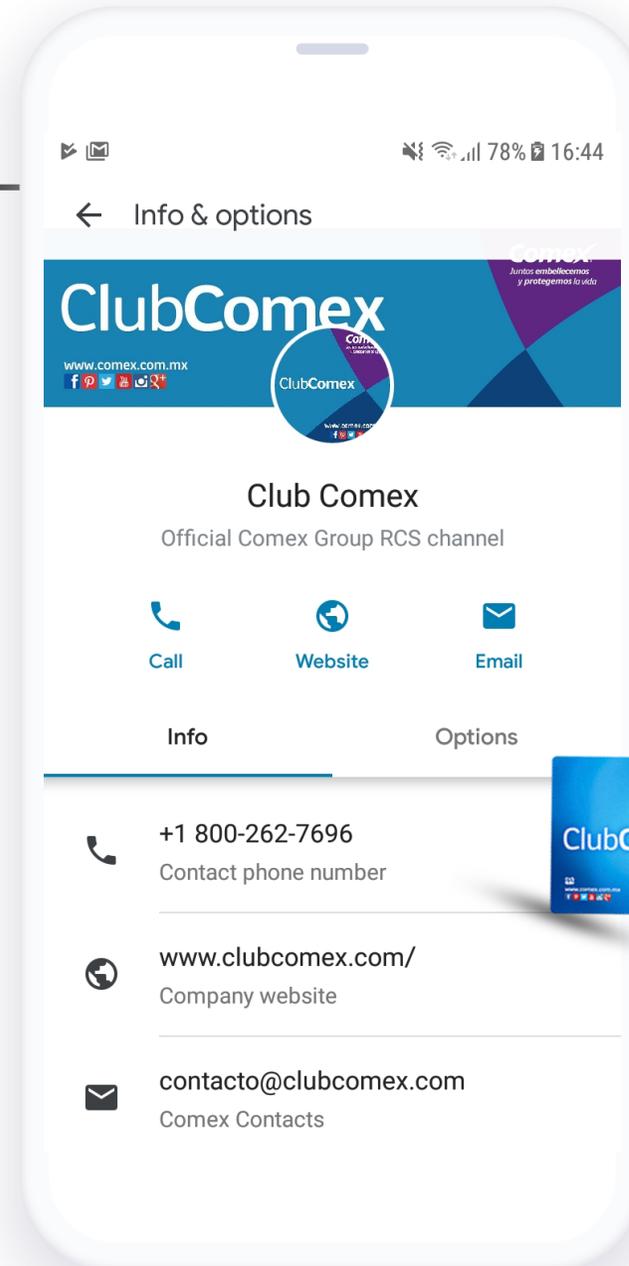


CUSTOMER SERVICE

# About Club Comex

Is the Comex loyalty program for all costumers who visit our stores, in order to know them and give them special benefits.

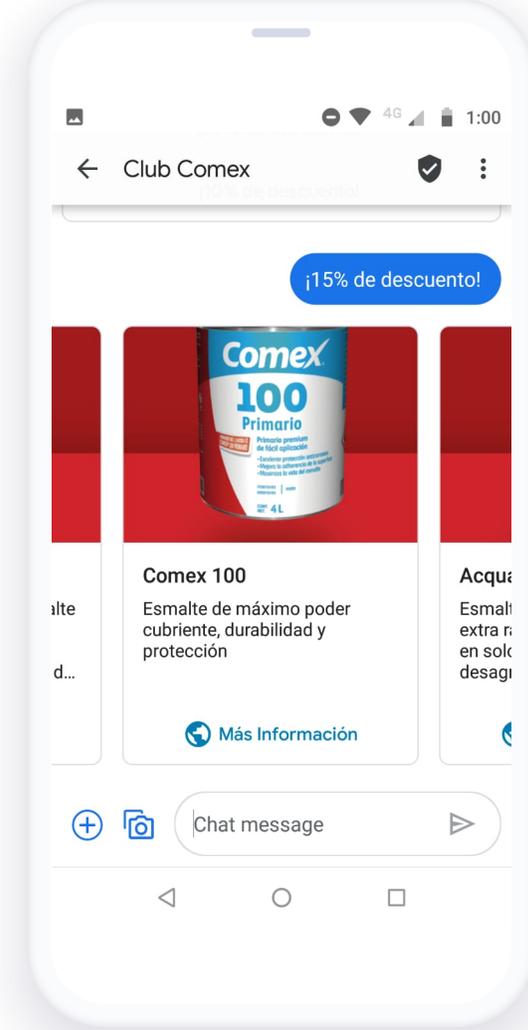
- Cashback
- Continuous communication
- Training and certifications
- Exclusive promotions



# Regalón Regalito

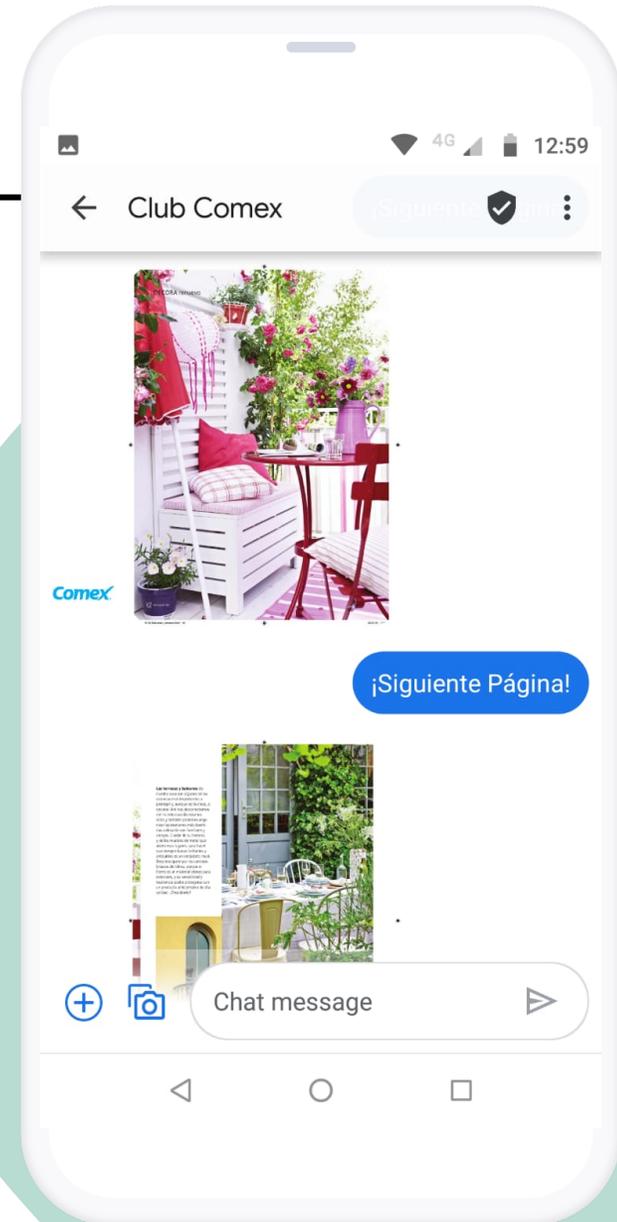
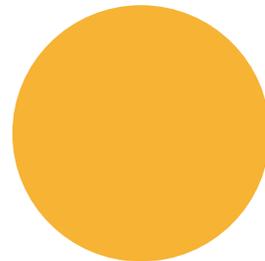
Campaign sent with:

- Images
- Videos
- Audios
- Web links



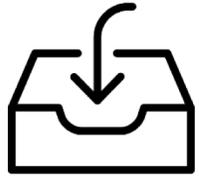
# Sensaciones Magazine

The only Mexican decoration magazine edited by Comex, which allows us to use this platform to get closer to our customers.



# Results Sensaciones

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**37,319**

Sent messages



**7,695**

Received messages



**60**

Interactions

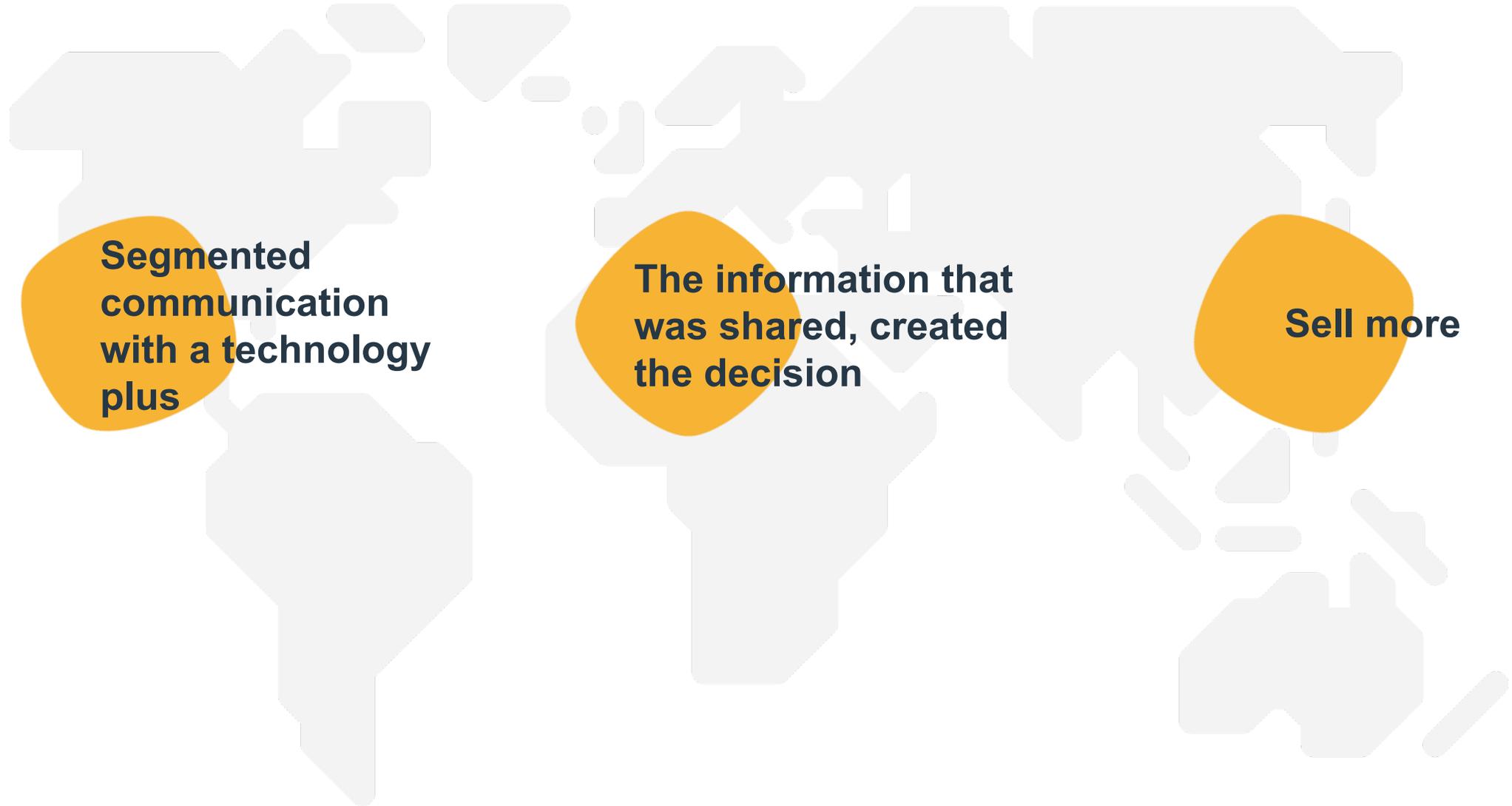
**Campaign audience reach:**



**20.6%**

# Campaign Objective

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**Segmented  
communication  
with a technology  
plus**

**The information that  
was shared, created  
the decision**

**Sell more**

# THANK YOU

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**infobip**