

PLAIN SMS

+34 600 000 000

Your order ships today. Track it here:
yb.co/t/8Xk2



RCS

 yourbrand 



Your order is on its way

Arriving tomorrow between 10:00 and 12:00.

[Track order](#)

[Change date](#)

 EBOOK · SMS & RCS

From plain text to a verified brand.

The 2026 playbook for SMS that never breaks, RCS that looks like your brand, and automatic fallback inside every customer journey.

 Deliver

 Enrich

 Orchestrate

2026 EDITION

INSIDE THIS GUIDE

The oldest channel on the phone. **Ready for an upgrade.**

Every phone can receive a text, with no app and no data connection. That reach is why SMS still carries codes, alerts and reminders. This guide shows how to make it reliable, rich and part of one journey.

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Who this is for: CRM, digital and operations teams that send codes, alerts, reminders and campaigns by SMS and want better delivery, a branded experience and lower cost per conversation.

WHY SMS NEEDS AN UPGRADE

SMS is treated as a commodity. **Until it breaks.**

Codes that arrive late, alerts that never land, a sender nobody recognizes. When SMS fails, customers notice first and the business notices later. Most of the time, the cause is invisible.



01

One route, one risk

A single operator per country means a degraded route becomes your problem, in the middle of a peak send.



02

Blind delivery

Without operator names and message IDs, you can't tell a customer, an auditor or your own team what happened to a message.



03

Plain text only

No logo, no image, no buttons. A number and a link that looks like every other text in the inbox.



04

Spend on autopilot

SMS used by default for every message, even when a cheaper or richer channel could do the job.

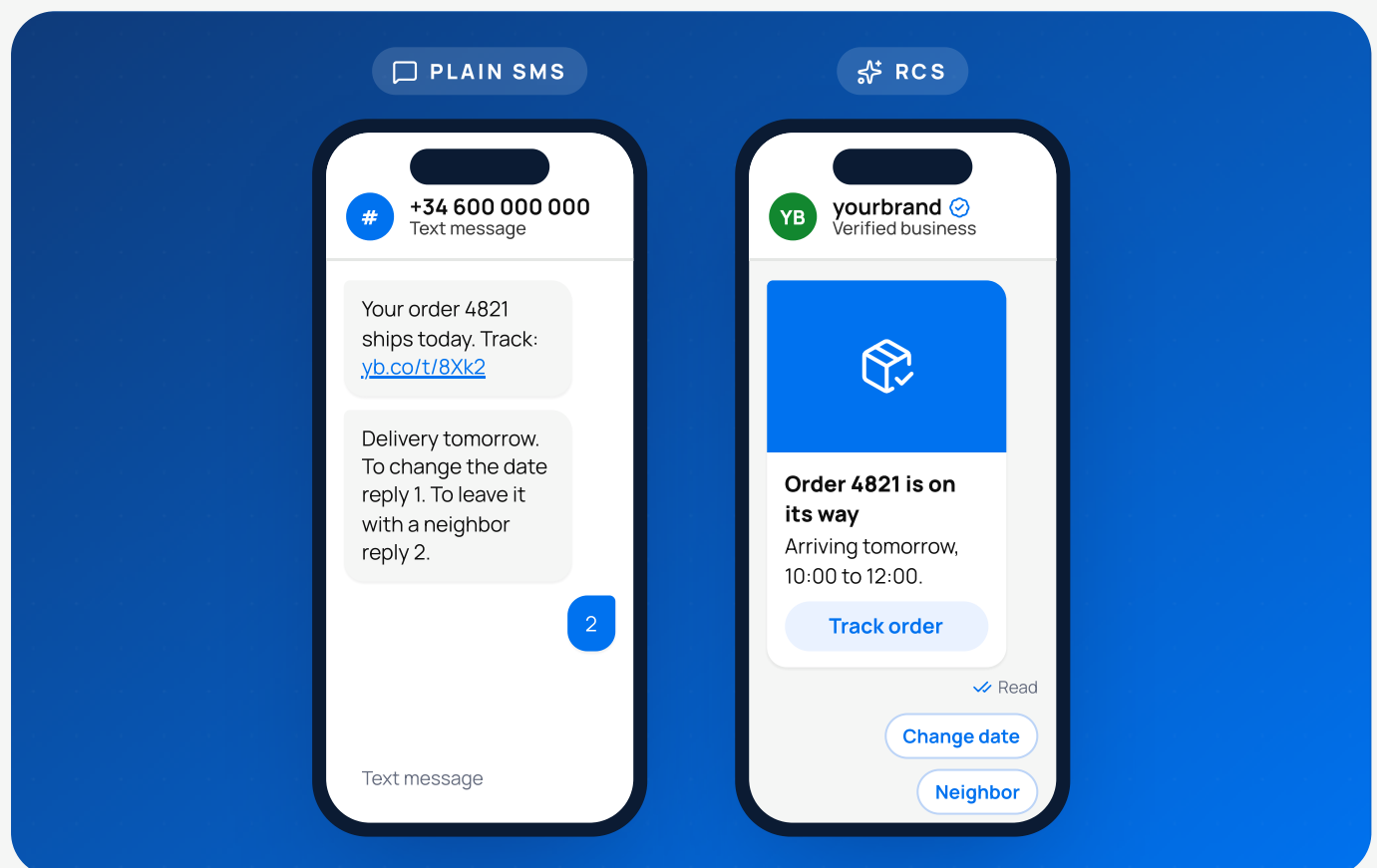
THE SHIFT

Keep the universal reach of SMS. Add multi-operator routing, a verified brand with RCS, and a journey that decides when a text is the right channel at all.

— THE BASICS

Same message, same number. A very different experience.

RCS is the rich evolution of SMS in the phone's native messaging app, with a branded sender, rich cards, buttons and read receipts. Where it isn't supported, the message falls back to plain SMS.



Plain SMS

UNIVERSAL REACH

- ✗ Number or unverified sender
- ✗ Text and a raw link
- ✗ No read signal

RCS alone

RICH, BUT NOT EVERYWHERE

- ✗ Depends on operator and device
- ✗ Unsupported phones miss out
- ✗ Another tool to run

indigitall SMS + RCS

RICH WHERE POSSIBLE

- ✓ Verified sender and rich cards
- ✓ Automatic SMS fallback
- ✓ Inside the journey, with the CDP

02

DELIVER

SMS that **never breaks.**

High-deliverability SMS, unified with everything else. Multiple operators, separate lanes for each type of traffic, and delivery data you can show an auditor.

— BUILT FOR CRITICAL TRAFFIC

A code is not a campaign. Route them apart.

indigitall separates bulk sends from transactional and OTP traffic, and routes each one across more than one operator per country.



Bulk endpoint

CSV uploads for campaigns and peak-window sends



Transactional endpoint

List or API calls for OTP, alerts and notices



Multi-operator routing



Provider A

Active



Provider B

Degraded



Traffic switched

Delivered



Dual providers in parallel

Explicit client-to-provider mapping per country. When one operator degrades, traffic switches to the other.



Audit-grade metadata

Operator name and message IDs on every delivery, with operator-level statistics in Colombia and Peru.



Per-operation subaccounts

Keep billing and limits separate for each business line, brand or operation.



Predictable throughput

Rate limits apply per project, not globally, so one team's peak never blocks another team's codes.

 RATE LIMIT

100 requests a
minute, per project

 WITH BATCHING

About 1,000
messages a minute

 FOR OTP

Encrypted push
covers most OTP

03

ENRICH

Go rich with RCS. Keep every reach.

RCS turns a text into a branded conversation, with images, cards and buttons. On phones without RCS, the same message arrives as SMS. Nobody is left out.

— ANATOMY OF AN RCS MESSAGE

Your brand, in the native inbox.

No app to download. RCS lives in the phone's own messaging app and runs on the same pipe as your SMS in indigital*i*.

Verified sender

Your name and logo instead of a number, so customers know who is writing.



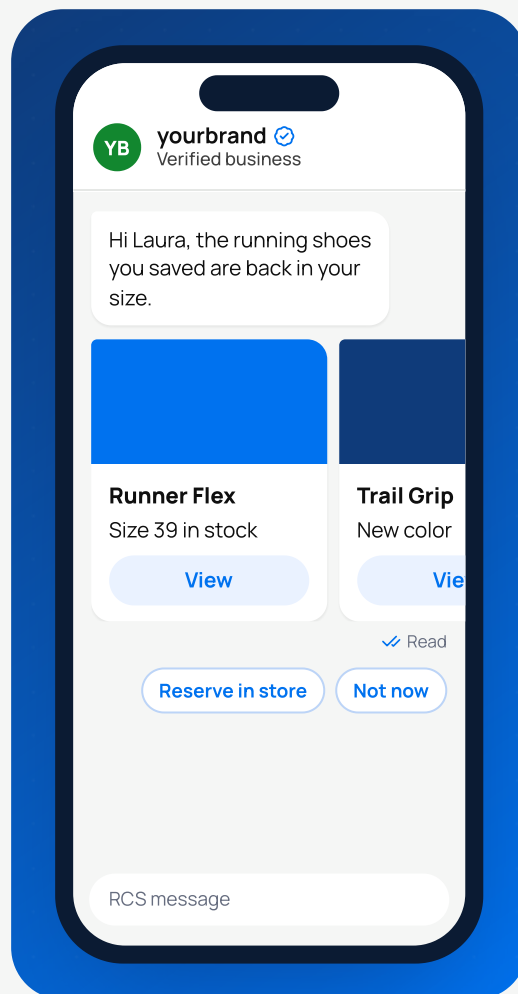
Rich cards and carousels

Images, titles and descriptions. Several products side by side.



Buttons

One tap to track, pay, confirm or open a page.



Read receipts

Know a message was read, not only delivered.



Suggested replies

Tap-to-answer chips that feed the next step of the journey.



Automatic fallback

Unsupported device or operator? The message goes out as SMS.



RETAIL

Carousels with a branded sender

LOGISTICS

PIN and codes with read receipts

TRAVEL

Booking codes and disruption alerts

Plan for both experiences



RCS depends on the operator and the device. Fallback to SMS guarantees delivery. Write every RCS message with a clear SMS version, so the offer, code or date still lands when the rich format can't.

— HOW IT WORKS

The richest channel first. A text when it counts.

In indigitall, SMS and RCS are native steps in the Customer Journey Builder. The journey decides which channel goes next, based on the profile in the CDP.



01

Event

Order shipped,
appointment booked,
payment due



02

Profile

The CDP knows
consent and channels
per customer



03

Rich first

WhatsApp, push or
RCS where the
customer is reachable



04

Fallback

SMS when a richer
channel can't deliver



05

Measure

Delivery, reads
and clicks in one
analytics layer

RESULT**Every message lands****SMS only where it adds
value****One consent record**

— WHEN SMS STEPS IN

**No WhatsApp
opt-in**

The customer never
opted in to WhatsApp,
so the reminder goes
by SMS.

**Push not opened**

The push went unread, so
a text follows before the
moment passes.

**Email bounced**

The address failed, so the
critical notice goes to the
phone instead.

— USE CASES

Where a text **earns its place.**



Retail

- ✓ Peak-window bulk sends with operator monitoring
- ✓ RCS carousels with a branded sender
- ✓ UTM-tagged short links attributed in GA4



Healthcare

- ✓ Reminder fallback for patients not on WhatsApp
- ✓ Results-ready notices
- ✓ Screening reminders



Banking & insurance

- ✓ Batched OTP on a dedicated transactional endpoint
- ✓ Fraud and transaction alerts
- ✓ Delivery metadata kept for audit



Travel

- ✓ Check-in and flight reminders
- ✓ Booking codes
- ✓ Disruption alerts that need no data or app



Education

- ✓ Tuition and collections reminders
- ✓ Deadlines
- ✓ Emergency notices



Logistics & utilities

- ✓ PIN and code delivery by SMS or RCS with read receipts
- ✓ Outage alerts
- ✓ One-way broadcasts with one clear CTA



ALSO FOR THE PUBLIC SECTOR AND QSR

A certified institutional sender for mass citizen notifications. Order-ready and delivery texts for quick-service restaurants.

— CUSTOMER RESULTS

Texts that get read. Spend that goes down.



EDUCATION · PERU

UPC, Universidad Peruana de Ciencias Aplicadas

"554K SMS sent, with a 90% open rate."

UPC uses indigitall SMS to reach students and applicants at scale, on the one channel every phone can receive.

554K

SMS sent

90%

Open rate



HOSPITAL GROUP · SPAIN

Vithas

"They cut SMS costs by 35% while doubling engagement."

With the indigitall CDP, Vithas moved patient communications from SMS to richer channels where patients were reachable, and kept SMS where it still adds value.

-35%

SMS cost

2x

Patient engagement

— WHAT MADE IT WORK

 REACH

A channel every
phone can receive

 DATA

One profile deciding
the channel

 COST

SMS kept for where
it adds value

Data attributed to real customers, not a guarantee.

— SMS INSIDE THE JOURNEY

One flow, **every channel.**

The biggest results come when SMS stops being a separate tool and becomes one step in an orchestrated journey.



HEALTHCARE · SPAIN

"60% fewer no-shows. +50% confirmations. One patient flow."

Sanitas runs appointment reminders from the CDP across WhatsApp, SMS and push, with SMS as one leg of the reminder mix, plus a generative AI assistant on WhatsApp.

-60%

No-shows

+50%

Confirmations

MIO

FINANCE

"An 84% open rate. 30% conversion. From one segmented journey."

MIO orchestrated email, then push, then WhatsApp in a single segmented journey. SMS and RCS plug into the same builder as native steps.

84%

Open rate

30%

Conversion

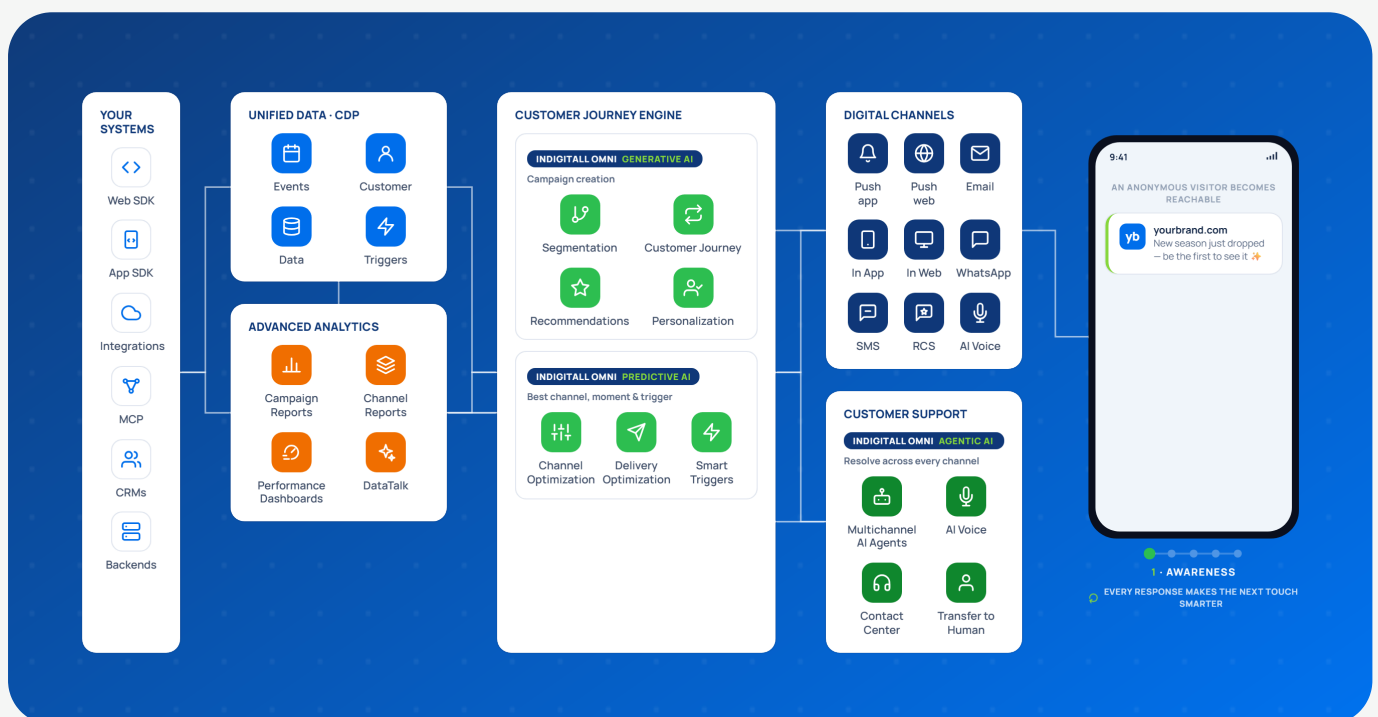
Data attributed to real customers, not a guarantee.

— HOW INDIGITALL WORKS

SMS is one channel.

The journey is the point.

SMS, RCS and the CDP in one place. indigitall connects your systems to a unified customer profile, lets AI choose the best channel and moment, and orchestrates every touchpoint from one Customer Journey Engine.



Fallback by design

RCS falls back to SMS, and SMS backs up WhatsApp, push and email.



Shared consent

Every channel shares consent, customer data and one analytics layer.



Integration-first

REST APIs, SDKs, CSV and SFTP, plus Salesforce, HubSpot and more.

 CHANNELS

18+

 MESSAGES A MONTH

1B+

 COUNTRIES

20+

 ENTERPRISE CLIENTS

215+

— YOUR 30-DAY PLAN

From first text to rich conversation.

Week 1 · Set up

- ✓ Create a subaccount per operation to separate billing and limits
- ✓ Send bulk through CSV, and OTP and alerts through the transactional endpoint
- ✓ Map providers per country for multi-operator routing

Week 2 · Brand

- ✓ Set up your RCS branded sender
- ✓ Turn your top templates into rich cards with buttons
- ✓ Write a clear SMS fallback for every RCS message

Week 3 · Orchestrate

- ✓ Add SMS as a fallback step in your journeys
- ✓ Cover no WhatsApp opt-in, unopened push and bounced email
- ✓ Tag short links with UTMs for GA4 attribution

Week 4 · Optimize

- ✓ Review delivery by operator and message ID
- ✓ Move OTP to encrypted push where the app is installed
- ✓ Shift routine messages to richer channels to lower SMS spend

THE RULE OF THUMB

Use SMS only where it adds value. Keep it compliance-grade for critical alerts, make it rich with RCS where devices allow, and let the journey pick a cheaper channel when one can do the job.

— METRICS TO TRACK

✓ DELIVERY

Delivered by operator

👁 READS

RCS read receipts

✳ CLICKS

UTM links in GA4

💰 COST

SMS spend per outcome

NEXT STEP

Every phone can get your message. **Make it count.**

See how indigitall SMS and RCS, together with the CDP and Customer Journey Engine, can work with your own traffic and data.

 [Book a demo](#)

 indigitall.com