SEVEN OCEANS
Seamless Messaging. Global Reach

Festive Messaging Cheat Sheet

Channel Selection & Conversion Playbook for High-Volume Seasons

Smarter channels.
Higher engagement.
Bigger results.

Text SMS
98%
SMS Delivery Rate
Universal handset reach without internet requirements.

RCS Messaging
4.5×
RCS Click Rates
High CTR through branded hero cards and action buttons.

WhatsApp API
35%
WhatsApp Conversions
Direct conversions using interactive catalog browsing.

Voice Solutions
90%
Voice OBD Pickup
High engagement for urgent flash alerts & voice OTPs.

1 Multi-Channel Capability Matrix

STRATEGIC COMPARISON

Channel & Link	Best Festive Use Case	Rich Features	Compliance & Setup
Text SMS Universal Text Route	Flash Sales, Urgent Discount Codes, OTPs, Last-Minute Reminders.	160 Characters, Plain Text, Short URLs, DLT Sender ID Branding.	Mandatory DLT Entity & Header registration, Approved Templates.
RCS Messaging Google Rich Messaging	New Collection Launches, Visual Product Cards, VIP Invitations.	High-Res Images, Hero Cards, Suggested Action Buttons, Verified Badge.	Google Verified Sender Agent setup, Rich Template approval.
WhatsApp API Conversational Commerce	Interactive Product Catalogs, Cart Abandonment, Support Bots.	Product Carousels, Quick Reply Buttons, Audio/Video, Catalogs.	Meta WhatsApp Business Account (WABAC) & Template Approval.
Voice Solutions Outbound OBD / IVR	Celebrity Voice Greetings, High-Urgency Flash Sales, IVR Coupons.	Pre-recorded Audio Ingestion, Interactive DTMF Keys, Voice OTP.	Telecom Operator Route Approval & Caller ID Verification.

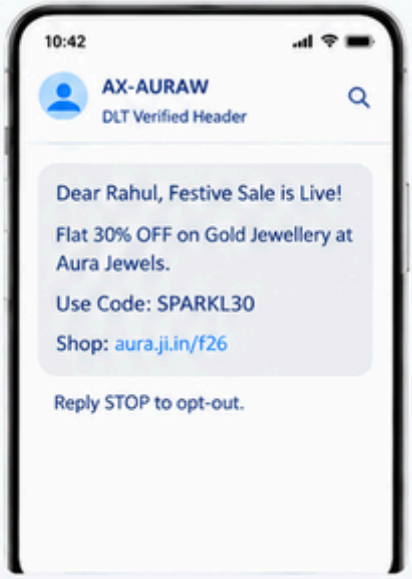
Optimal Festive Campaign Orchestration:
Deploy rich engagement channels (RCS & WhatsApp) 48 hours before sale launch to build product desire and basket creation. Follow up with high-priority Text SMS 2 hours prior for 100% instant delivery guarantees across all customer handsets.

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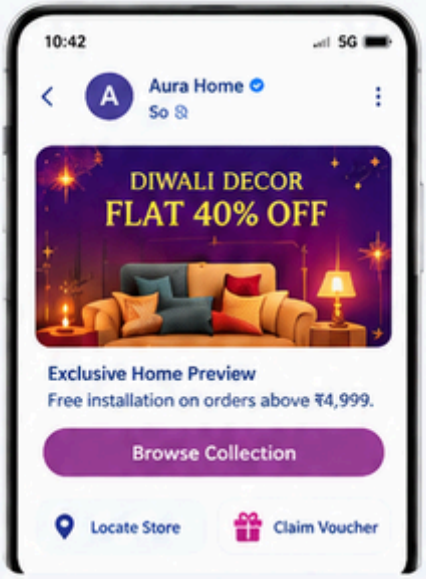
2 Receiver Handset Preview

NATIVE SCREEN VIEWS

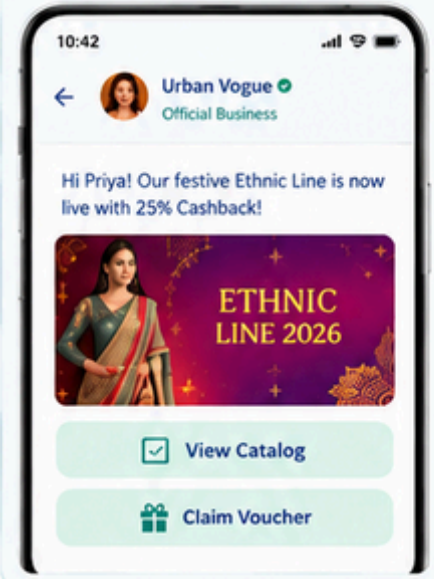
Text SMS



RCS Business



WhatsApp API



3 Campaign Implementation Timeline

EXECUTION GUIDE

Pre-Festive Phase (T-14 to T-3 Days)

- **Warm-up Audiences:** Send interactive catalog previews via WhatsApp API.
- **Rich Product Cards:** Launch rich carousels via RCS Messaging with CTA buttons.
- **Opt-In Building:** Gather intent subscribers using 2-way Text SMS keywords.

Peak Sale Launch (T-2 to Day 0)

- **Flash Price Alerts:** Broadcast instant Text SMS coupon codes for fast checkout.
- **Cart Recovery:** Automated WhatsApp cart nudges sent within 30 minutes.
- **Urgency Announcements:** Automated Voice OBD calls for VIP flash deals.

4 Operational & Compliance Checklist

PRE-FLIGHT

- **DLT Variable Registration:** Ensure all SMS templates & Sender IDs are active on operator portals.
- **RCS Brand Agent Verification:** Verify logo & color branding for RCS blue check trust badges.
- **WhatsApp Template Pre-Approval:** Submit WhatsApp templates 4hr prior to avoid peak queues.
- **Throughput Booking:** Reserve high TPS message delivery bandwidth with Seven Oceans infrastructure.

DON'T JUST JOIN THE FESTIVE RUSH.

OWN IT.

Partner with Seven Oceans to power your festive campaigns with seamless, high-performance messaging.

Connect with your Seven Oceans Account Manager today!