MMS
By Drips

(512) 643-7477

Today 1:45 PM

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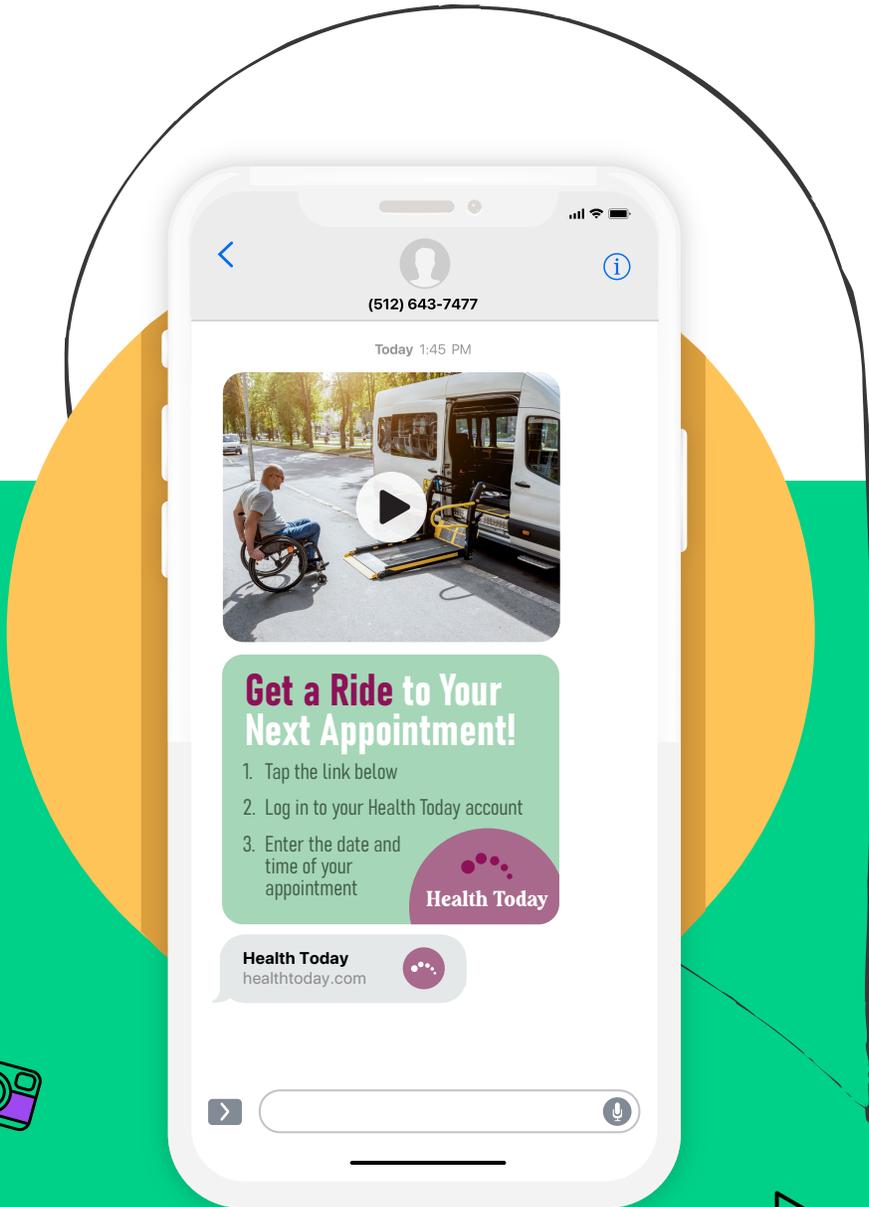**drips**
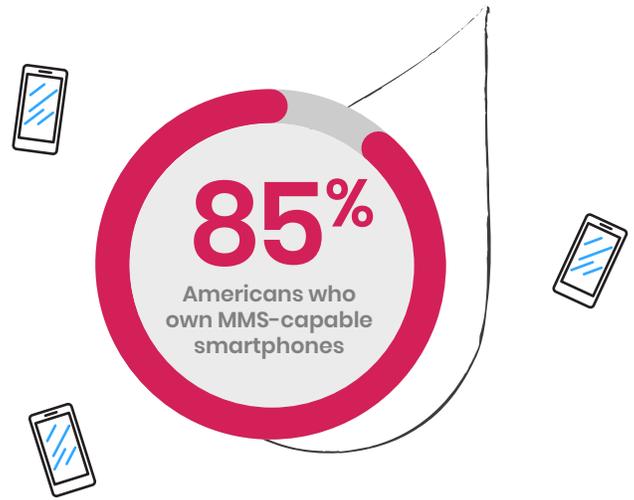
With the popularity of YouTube, Instagram, and TikTok, you probably already know that consumers enjoy multimedia. But did you know you can use multimedia in your brand's texting with MMS?

What Is MMS?

Multimedia Messaging Service (MMS) is the technology that allows us to send images and other media in a text message. 85% of Americans have smartphones that are MMS-capable (Pew). (For reference, only 77% own a computer.)
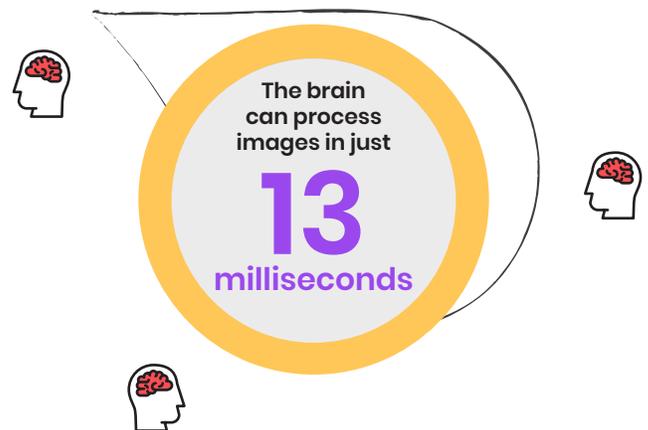
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Why Use MMS?

More Options, More Engagement

When consumers have options, they are more likely to engage. Reaching out with compelling, branded imagery can engage people who may ignore plain SMS.

Humans Are Visual

It's getting harder to reach audiences and images can help your message stick. The brain can process an image in just 13 milliseconds and can often recall images more easily than words (MIT, Cognitive Development).

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13
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Show Your Bona Fides

You've invested time, money, and hard work into your brand recognition and credibility — so leverage it! Including a branded image helps set your message apart from the flood of spam and scam messages.
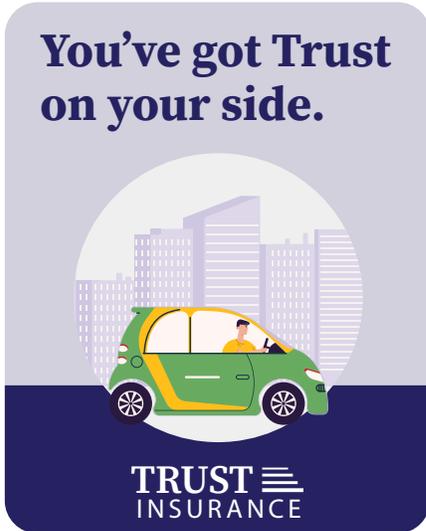
Stand Out From the Crowd

Just 10% of texting traffic includes multimedia, so MMS helps your brand stand out (FCC). Sending an image may pleasantly surprise your audience and make them pay more attention to your message.

Unleash Your Creativity

Texts don't need to be dry and boring. With MMS, you can bring the same level of marketing creative to texts as you do with other channels. Don't be afraid to think outside the box!

You've got Trust on your side.

TRUST INSURANCE

Welcome to Trust Insurance! If you haven't already received them, you can access your policy and ID cards with the myTrust app. Do you have any questions?
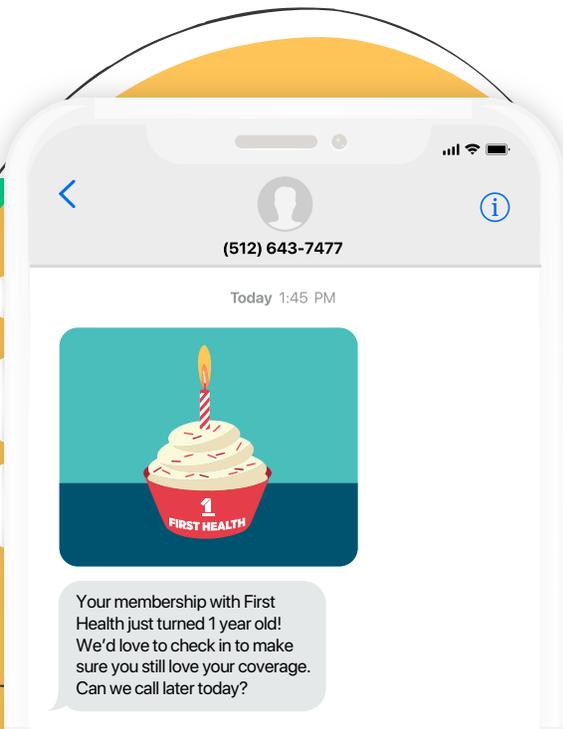
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Disclaimer: Actual display on user devices may differ.

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1 FIRST HEALTH

Your membership with First Health just turned 1 year old! We'd love to check in to make sure you still love your coverage. Can we call later today?

MMS by Drips

Adding MMS can bring your texting outreach to life and improve engagement for many use cases across the customer journey. Are you ready to add compelling, branded images to your conversational outreach? Get in touch with Drips to learn how MMS can help meet your outreach goals.

Request a Demo