

RCS MADE EASY: BOOST YOUR CUSTOMER ENGAGEMENT. - REAL-WORLD INSIGHTS FROM PICARD'S COMMUNICATION CAMPAIGN



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RCS made easy: boost your customer engagement

Real-world insights from Picard's communication campaigns





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shops in France

France's favorite food retainer

countries presence

new loyalty program - Picard & Nous

Continually nurturing the love

of good food

engagements per year

times per year we connect to every mobile on the planet

voice minutes per year

customers worldwide

messages per year

emails per year





Personal shopper 2022

Boosting engagement over the holiday season with RCS

- Inspire clients with a holiday menu that perfectly suits their tastes.
- Use engagements to drive conversions.

X3
Click through vs rich conv

+42%

+10%
Redirections vs rich conv







Christmas **Sales 2023**

How can you engage your customers over the festive season and boost conversions?

- Captivate your audience with creative sales promotions.
- Enhance direct engagement and increase sales.

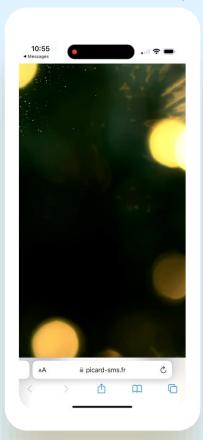
70% 18% X4.2

RCS read rate

Click through rate (x2.4 vs rich SMS)

Redirections vs rich SMS even if the audience was 2 times smaller than rich SMS







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Thank you

Visit Sinch, Hall 6, stand C672

