

Feature Flight Pack:

RCS Campaigns

The screenshot displays the Pidj.co RCS Campaigns interface. On the left, a sidebar lists navigation options: Dashboard, Chatbox, Campaigns (selected), Log, Reports, Contacts, and Core. Below this is a user profile for Erik Drumm. The main content area shows the campaign setup for 'C1000004'. It includes sections for Recipients, Content Type (Rich Card), Card Orientation, Title, Description, Media, and Action 1. A mobile phone preview on the right shows the campaign's visual representation, featuring a video thumbnail and a 'Learn How' button. At the bottom, four key features are highlighted: Next-Gen Messaging, Works Everywhere, One Platform, and Better Results.

INTRODUCING

RCS Campaigns

Rich. Interactive. Branded.
The next generation of business messaging.

- Branded & Trusted**
Verified business identity builds trust and recognition.
- Rich & Interactive**
Engaging images, cards, buttons, and suggested replies.
- Higher Engagement**
Tap-to-action buttons drive more responses.
- Always Delivered**
Automatic SMS/MMS fallback ensures every message is received.

Next-Gen Messaging
Deliver richer, branded experiences with RCS.

Works Everywhere
RCS to supported devices, SMS/MMS fallback to others.

One Platform
Create, send, and track RCS campaigns in Pidj.

Better Results
More engagement, more responses, better outcomes.

Overview

RCS Campaigns bring next-generation business messaging to Pidj, allowing organizations to send branded, interactive messages that go beyond traditional SMS and MMS. Businesses can send rich content including images, carousels, suggested replies, suggested actions, and branded business profiles while automatically falling back to SMS/MMS when RCS is unavailable.

RCS campaigns are created using the same familiar campaign workflow as SMS campaigns, making adoption simple while unlocking significantly richer and increased customer engagement.

Benefits & Customer Outcomes

Richer customer experiences

- Branded business identity
- Larger images and media
- Interactive buttons
- Rich cards and carousels

Higher engagement

- More visually engaging messages
- Reduced friction through tap-to-action buttons
- Improved response rates

Better customer trust

- Verified business branding
- Consistent brand experience
- Less confusion over unknown phone numbers

Built-in compatibility

- Automatic SMS/MMS fallback
- No separate campaign management
- Customers receive the best supported experience automatically

How It Works

1. Create a new campaign.
2. Select RCS as the type.
3. Select recipients.
4. Choose a content type:
 - Basic (text-only with global suggestions)
 - Media (image-only with global suggestions)
 - Rich (stand alone or carousel content with in-card and/or global suggestions)
5. Build the message.
6. Add:
 - Text
 - Images

- Rich cards
- Suggested replies
- Suggested actions
- 7. Schedule or send immediately.
- 8. Pidj automatically delivers:
 - RCS to supported devices
 - SMS/MMS fallback to unsupported devices

Key Talking Points

- Works alongside existing SMS campaigns.
- No separate contact management required.
- Automatic fallback ensures message delivery.
- Supports branded messaging experiences.
- Future-ready messaging without changing workflows.

Frequently Asked Questions

Do recipients need an app?

No. RCS is delivered through supported native messaging applications.

What happens if a phone doesn't support RCS?

Pidj automatically falls back to SMS or MMS.

Can I schedule RCS campaigns?

Yes.

Can I include images?

Yes.

Can I include buttons?

Yes.

Does this replace SMS?

No. SMS continues to work alongside RCS.

Does activation of RCS come with 10DLC registration?

No. RCS is a separate and additional “agent” registration process.