



Press-kit SMSAPI

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Long story short

SMSAPI was created in 2007 in Poland by ComVision and primarily was a system designed to support sales and Customer service activities by SMS notifications in e-commerce. As the story shows, our Customers expressed their deep interest in this service so we have decided to upgrade the software, let our clients to use API themselves and lead their own marketing and informational campaigns. In 2015 we launched SMSAPI.com to provide our services worldwide in more than 200 countries.

SMSAPI joins LINK Mobility Group

In October 2017 we became a part of the international **LINK Mobility Group**, owned by an American company ABRY Partners. Group includes 15 European companies from Norway, Denmark, Sweden, Finland, Germany, France, Italy, Latvia, Estonia, Bulgaria, Austria, Switzerland, Spain, Poland and Romania, which together form LINK Mobility - the leader of mobile communication in Europe. As a member of the LINK Mobility Group, we have direct access to innovative technologies such as RCS, LINK Conversations or LINK Intelligence.

From the very beginning we constantly improve capabilities of the platform to increase its functionality and add new features to help our Customers to lead high-quality personalized SMS campaigns. At the same time we stay close to our existing Customers and strengthen ties with our Partners through conferences and face-to-face meetings.

Every year we achieve high increases in messages volumes sent by our clients, in 2017 there were 960 million and in 2018 already 990 million.



General benefits from SMSAPI usage:

- Building brand loyalty, engagement and trust thanks to personalized and well-designed campaigns;
- Direct sales support;
- Covering the distance between the company and the Clients;
- Boosting engagement and retention of clients;
- Listening to the voice of Customer thanks to 2-way communication.

SMSAPI platform enables:

- Bulk SMS service – used in Customer care and marketing campaigns;
- Two way SMS – designed to receive SMS messages from Clients in the Customer panel;
- Building your own base of Customers thanks to Newsletter SMS widget;
- SMS personalization and targeting based on specific preferences of the Customer;
- Generating, importing and distributing discount codes;
- API integration with the most popular CRM and e-commerce platforms;
- HLR – to authorize phone numbers in a global system for mobile communications (GSM) network.

Distinctive features of SMSAPI:

- Effective, easy-to-use and relatively cheap way of communication with Clients if compared with ATL campaigns,
- Coherent and intuitive Customer panel, speed of usage and achieving goals,
- Ability to lead two way communication with Clients thanks to Virtual Mobile Number,
- Efficiency, proficiency and security of the platform,
- Ease to integrate SMSAPI with various types of software.

Currently there are more than 6000 of e- and traditional commerce companies, public institutions and software providers who are satisfied with the solution we provide. Behind the success there's a team of 50 highly enthusiastic and experienced people. Among them there are developers, customer care specialists, marketers, sales and support teams and many others who work on the

SMSAPI



best satisfaction of our Customers. SMSAPI headquarters is located in Silesian region in Poland in the city called Gliwice.