

# RCS: the next generation of mobile messaging has arrived

RCS first appeared in 2017 as a messaging service via Android. But now, in 2025, RCS is moving mainstream, and CYMBA is leading the shift.

## Why? Because:



600+ brands across the UK have already adopted RCS, including early movers gaining measurable uplift over SMS



It delivers 3× higher engagement than SMS with 60–80% read rates



Apple's adoption brings universal compatibility across Android and iOS.

Apple's adoption means RCS now works natively across both Android and iOS, which presents a HUGE opportunity for every organisation that chooses to use RCS to supercharge the way it engages with its audience.

## Great things take time ...

- Since 1992, SMS has been the backbone of mobile messaging. Since 2003, it's been a pivotal channel for marketing.
- But today's audience expect more than just plain text.
- They want clarity, confidence and content that feels as alive as they do.
- In the 33 years since SMS first launched, mobile messaging has advanced, enhanced and evolved into RCS.

## ... and the future arrives in three powerful shifts

- RCS enables organisations to deliver on-brand, secure and interactive content directly to the place where it matters most – their customers' and supporters' phones.
- Unlike SMS messages, RCS messages can be content-rich, multimedia-led and interactive.
- Whether your goal is to increase revenue, deepen engagement, or inspire action, RCS is the future of mobile messaging.
- With that in mind, CYMBA has built an RCS messaging platform based on these three key pillars:

### SECURE

#### VERIFIED & TRUSTED

Your brand name and logo appear as a Google verified sender, giving customers instant confidence.

### CONNECTED

#### NATIVE INBOX EXPERIENCE

Your messages appear directly inside the customer's default messaging app on both Android and iOS with no installs and no friction.

### ENGAGING

#### RICH, MEASURABLE INTERACTIONS

Make every message count. Add buttons, images, cards and carousels, with real-time analytics to track delivery, reads and clicks.

## Bring your messaging to life and get started with RCS today

Let CYMBA take you on a journey towards richer messaging, better engagement and higher conversions. To arrange a demo, contact the team on 0845 0829622 or text CYMBA to 88008\* and we will call you back.