

Leverage the power of MMS for business

Texting isn't just for millennials. Every age group agrees texting is more convenient than calling to connect quickly and easily - whether it is with friends and family or with businesses. Flowroute helps all kinds of companies to give their customers a best-in-class communications experience through long code and toll-free texting.

Nearly 92% of U.S. adults carry text-enabled mobile phones, and 98% of smartphone owners use text messages on a regular basis. However, only 14% of companies communicate regularly with customers over text. As a result, most companies are missing connections, inconveniencing customers, and ignoring opportunities.

Multimedia Messaging Service (MMS) has quickly scaled over the past few years amongst consumers and businesses alike. With over 277 Billion MMS messages sent worldwide last year, businesses need to pay attention to the growing MMS trend. The growth in this area of mobile communications is staggering, and businesses need to ensure they are staying relevant with how consumers want to engage with brands.

The Flowroute difference

Flowroute is a software-centric carrier that provides voice, messaging, and technology solutions for enterprises. Flowroute's services and products link the world's communications services and networks. The company's mission is to enable contextual, human-centric communications that support how users want to communicate.

Flowroute messaging enables businesses to send and receive SMS and MMS via toll-free and long code phone numbers in the US & Canada. Flowroute MMS supports various file formats such as text, audio, images, and video. All of the great features our SMS users have come to know and love are also available for MMS. Every phone number on the Flowroute network is text, and rich media enabled, with the goal of providing a richer communication channel and simplifying the experience of our messaging users.

Engage customers without adding complexity

MMS Features



Complete messaging capabilities

Send and receive MMS to any text-enabled phone number in North America.



Create visual customer experiences

Create visual customer experiences with a picture, audio, and video.



Get up and running quickly

Launch your messaging initiative quickly with our how-to guides, sample code and SDKs.



Access real-time MDRs

Access usage, cost, and message details for a specific date range.



Unify with one provider

Drive your brand by unifying calling and messaging on one phone number.

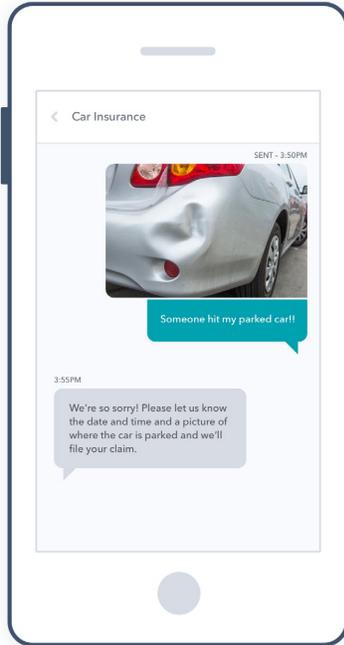


Built-in redundancy

Route messages by setting up primary and secondary routes to ensure successful delivery.

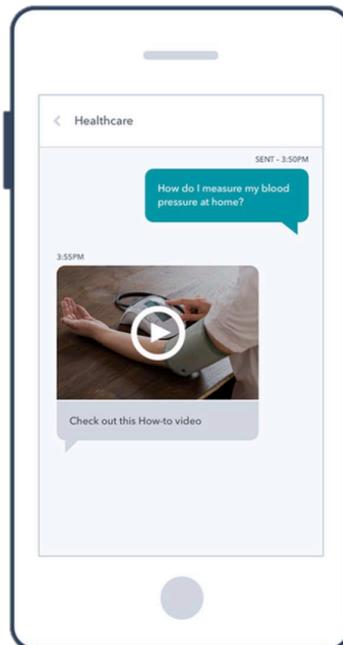
Use cases for MMS

Insurance Companies



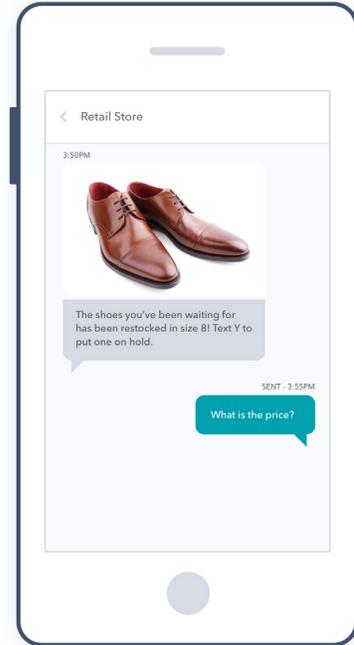
Insurance agents can provide clients with digital proof of insurance, as well as enable them to start the claim process by sending photos of accident damage.

Healthcare



Doctors can message-enable their office numbers to provide a channel for their patients to request "How-to" videos such as how to measure blood pressure at home directly to their mobile phone.

Retail



Personal shoppers or sales people can engage with their clients by sending pictures of merchandise that aligns with their style. This provides customers with the convenience of communicating without ever having walked into the store.

Adding new communication channels

To date, MMS support has only been made available on short codes that have no brand equity associated with them. MMS allows businesses with a land-line phone number to send and receive picture messages to its mobile customers through Flowroute.

Combined with its carrier-grade voice, SMS, and now MMS services, Flowroute's comprehensive communication solutions make it easier, faster, and more affordable for businesses to create rich customer experiences. By adding MMS, Flowroute opens the door for richer consumer-to-business communication.

About Flowroute

Flowroute, the first software-centric carrier, provides communication services and technology for cloud-based products. By providing businesses programmatic access to communications infrastructure services, Flowroute removes the complexity of introducing new communications solutions to market. The patented nationwide Flowroute HyperNetwork™ delivers leading carrier-quality calling and messaging services with unparalleled reliability, reach, and simplicity.