

API RCS

RCS

Rich Communication Services (RCS) is a new, visually appealing messaging channel that offers rich functionalities to enable more engaging customer journeys. RCS is sometimes referred to as the “SMS 2.0”. It takes everything users and companies already love about SMS—100% reach, reliability, ease of use, and security—and builds on this to create an even better method of communication. Through a rich feature set that allows the creation of branded messages incorporating multimedia, suggested reply buttons, barcode delivery, click-through options, and more, brands now have a new way to develop relationships through 2-Way communication.

Outbound Message

POST [Send RCS message](#)

Used for sending single RCS messages

POST [Send bulk RCS message](#)

Used for sending bulk RCS messages

Message Status Reports

POST [Receive sent RCS message report](#) Webhook

For each message that you send out, we can send you a delivery report. For this to work you need to have an endpoint to forward the reports to. Please provide the endpoint’s URL to Customer Support and they will set it up for you. Once the setup is complete, we will be able to deliver the [reports](#) to you in real-time. Alternatively, you can specify the endpoint per each message via the `notifyURL` parameter. Contact support@infobip.com if you require help. Use one URL for all report types.

POST [Receive RCS seen reports](#) Webhook

For each message that you send out, we can send you a seen report. For this to work you need to have an endpoint to forward the reports to. Please provide the endpoint's URL to Customer Support and they will set it up for you. Once the setup is complete, we will be able to deliver the reports to you in real-time. Alternatively, you can specify the endpoint per each message via the `notifyURL` parameter. Contact support@infobip.com if you require help. Use one URL for all report types.

Inbound Message

POST Receive incoming RCS message Webhook

Incoming messages will be forwarded in real-time to the end-point client provided during the setup. This way, 2-way communication will be established, and the enterprise is enabled to create a certain logic for processing incoming messages.

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