



The cross-channel
personalization platform

Best Practices, Campaign
Inspiration, and RCS Examples

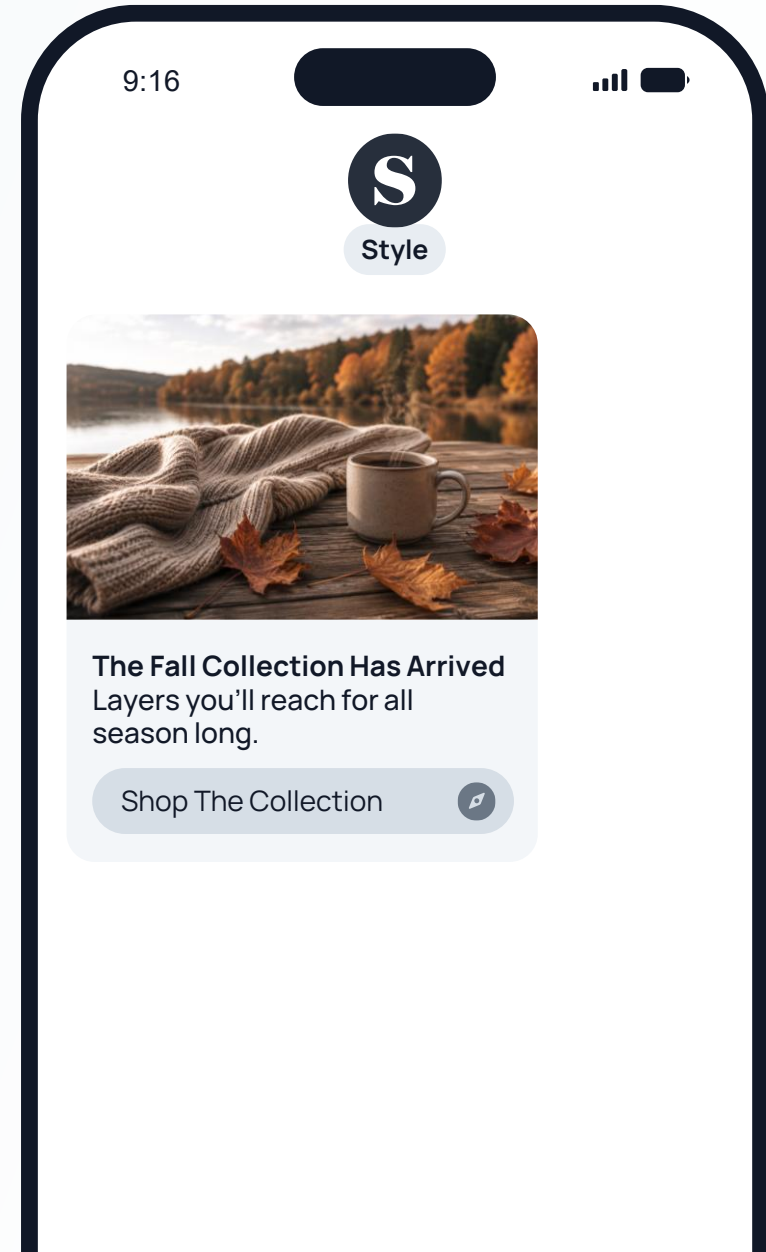
Retailers Guide to RCS Marketing



For years, SMS has been one of retail's highest-performing marketing channels, consistently driving engagement, conversions, and revenue.

Rich Communication Services (RCS) builds on that success by transforming a simple text message into a richer, branded customer experience. With verified branding, rich media, and interactive capabilities, retailers can create more engaging mobile experiences directly within the native messaging app.

This guide explores the capabilities of RCS, creative best practices, and campaign examples to help retailers get started.



RCS Takes Mobile Messaging Further

	SMS	MMS	RCS
Android & Apple Support	✓	✓	✓
Sent Text	✓	✓	✓
Send Images	✗	✓	✓
Send Video	✗	✓	✓
Send Rich Cards or Image Carousels	✗	✗	✓
Automated Replies/ Quick Replies	✗	✗	✓
URL Previews	Not unless program is saved as a contact by device	Not unless program is saved as a contact by device	✓
Conversation Branding	Not unless program is saved as a contact by device	Not unless program is saved as a contact by device	✓
Delivery & Read Receipts	Only Delivery	Only Delivery	✓
Delivery & Read Receipts	Only Delivery	Only Delivery	✓
Visible Verified Sender Designation	✗	✗	✓



RCS Messaging

The Early Results Are Clear

As the first marketing automation platform to launch an RCS marketing campaign in the U.S., Listrak has had a unique opportunity to help shape the early adoption of RCS and measure its performance.

In side-by-side testing with SMS, RCS delivered stronger results:

40%

Higher Conversion Rate

29%

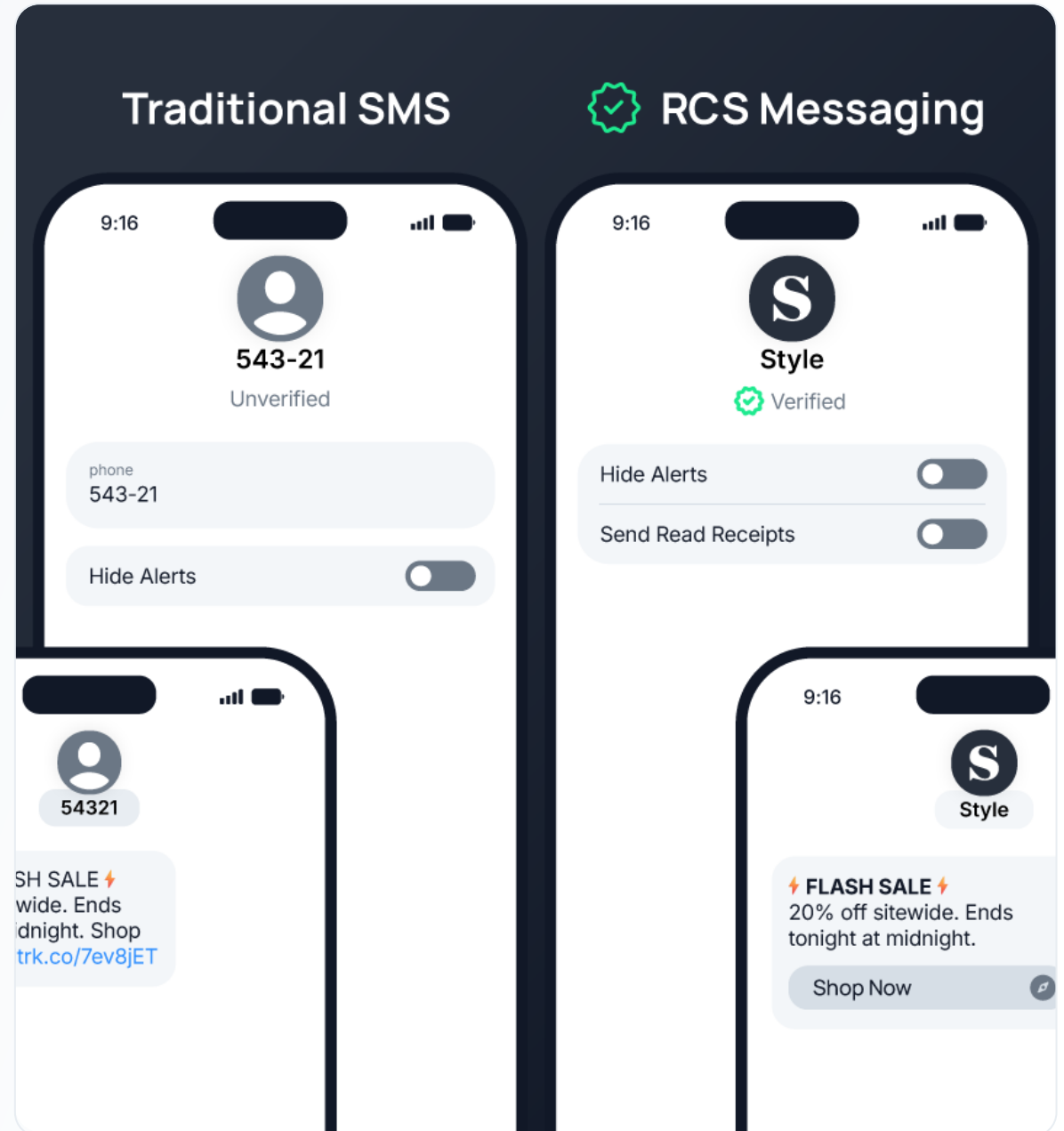
Higher Revenue per Send

Results based on early Listrak 50/50 RCS vs. SMS testing across an average of four sends.

RCS Messaging

RCS Changes the Customer Experience

RCS transforms a simple text message into a richer customer experience. Verified branding builds trust, rich media captures attention, and interactive features make it easier for shoppers to take action.



Building Engaging RCS Experiences

Build Trust. Capture Attention. Drive Action.

01

Build Trust

- Verified sender identity
- Brand logo
- Brand colors
- Business profile

Why it matters

Customers immediately recognize who the message is from, increasing confidence and reducing uncertainty.

02

Capture Attention

- Rich images
- Rich cards
- Product carousels
- Video

Why it matters

Visual experiences stop the scroll, communicate more information, and create stronger engagement than text alone.

03

Drive Action

- Interactive buttons
- Quick replies
- Location
- Calendar
- Tap-to-Call
- URL links

Why it matters

Reduce friction by letting customers complete their next step directly from the message.

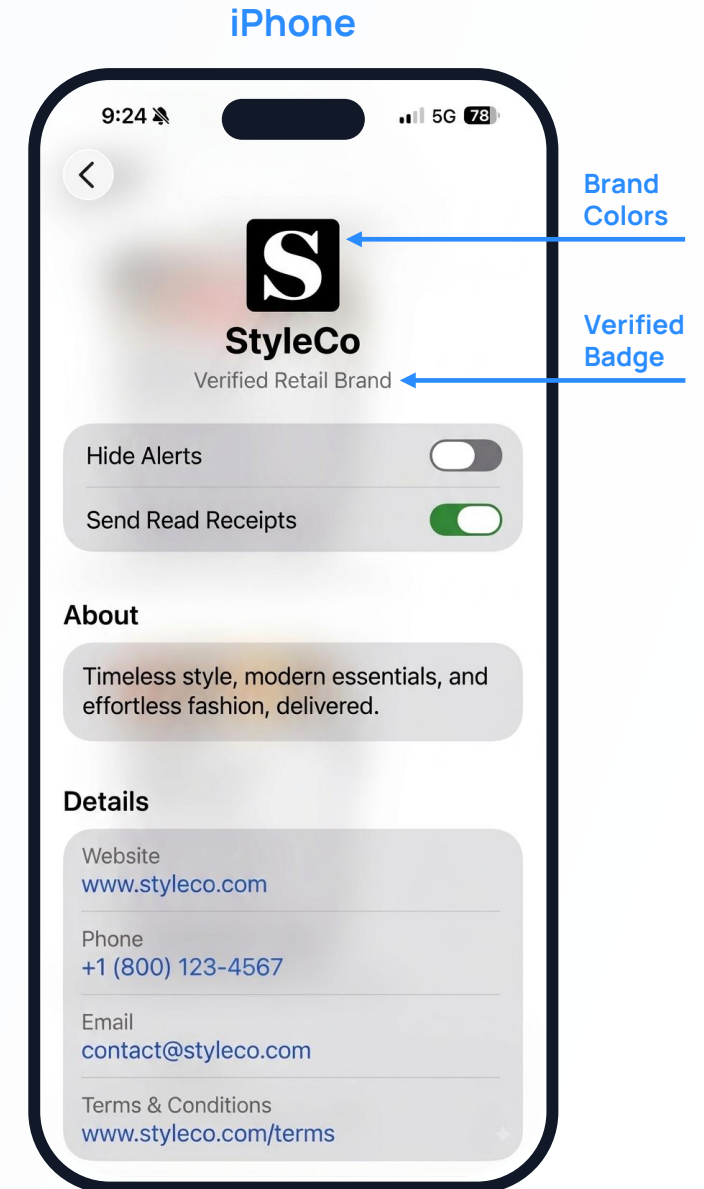
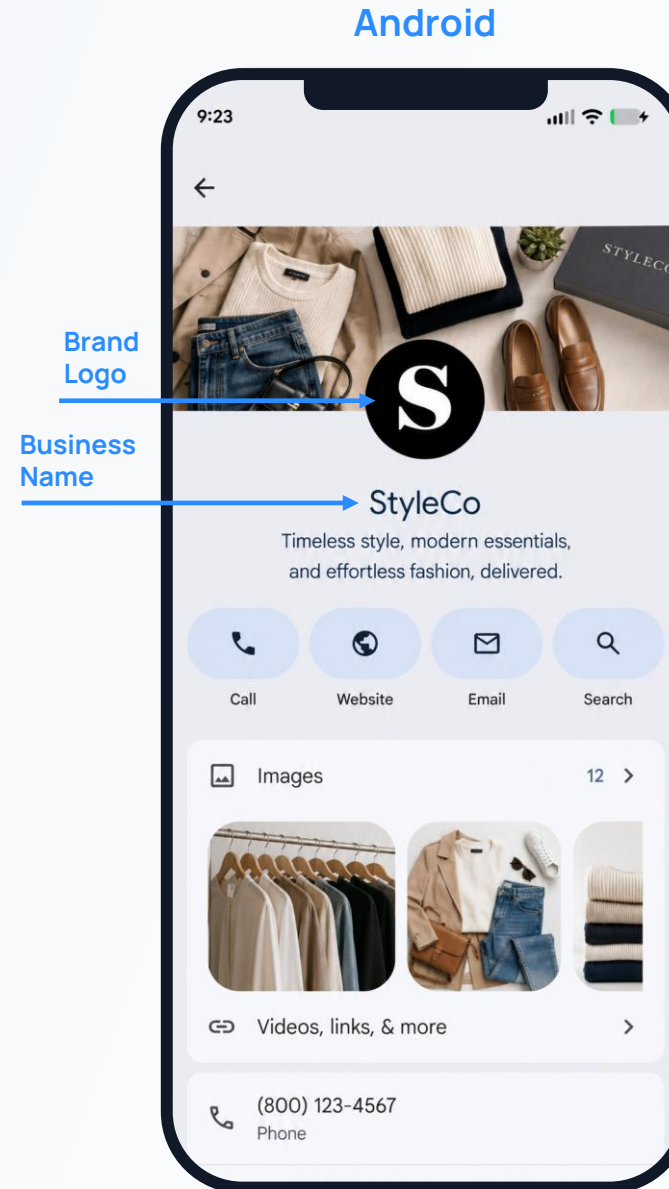
RCS Messaging



Verified Sender

So customers instantly
recognize your business.

Verified sender identity helps establish trust before customers even engage with your message. By clearly identifying your brand from the moment the message is received, verified sender identity helps retailers create more trusted customer experiences.





RCS Message Building Blocks

Every RCS message combines visual and interactive components. These building blocks can be combined in different ways to create experiences that match your campaign goals.

Visual Components



Images



Video



Rich Cards

Combine images or video with messaging and calls to action.



Carousels

Group multiple rich cards into a single swipeable experience.

Interactive Actions



Buttons



Quick Replies



Support actions like:

- Calendar Invites
- Location
- Tap-to-call
- URL links



RCS Visuals

Images, rich cards, carousels, and video each play a different role in the customer experience. Understanding when and how to use them together is the foundation of effective RCS messaging.

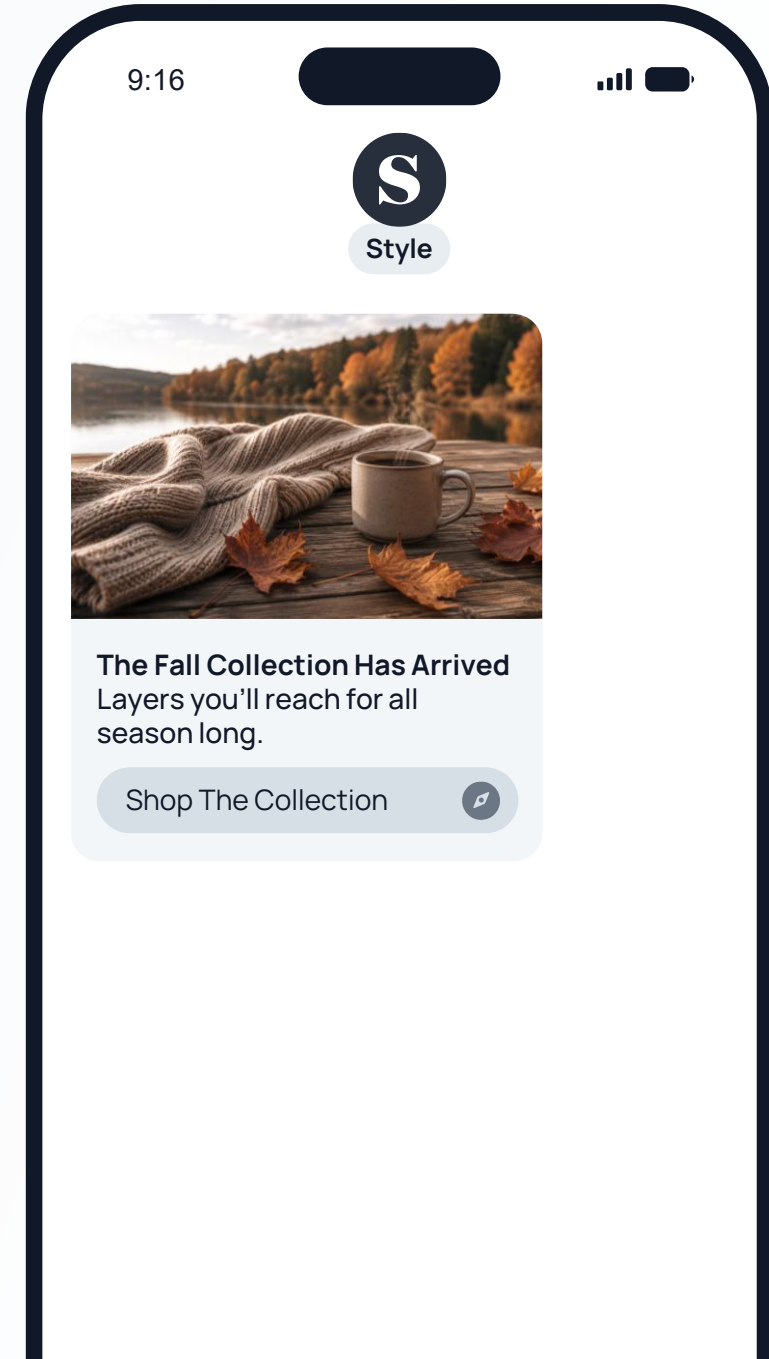
Capture Attention with Images

Images add visual impact to your message, helping shoppers quickly understand your offer and take action.

What Works

- Lead with one compelling image
- Let visuals do the storytelling — keep copy concise
- Feature products in context whenever possible
- Pair every image with at least one clear call to action

Ideal for promotions, product launches, seasonal campaigns, and any message where imagery tells the story better than text alone.



Optimize Images for RCS

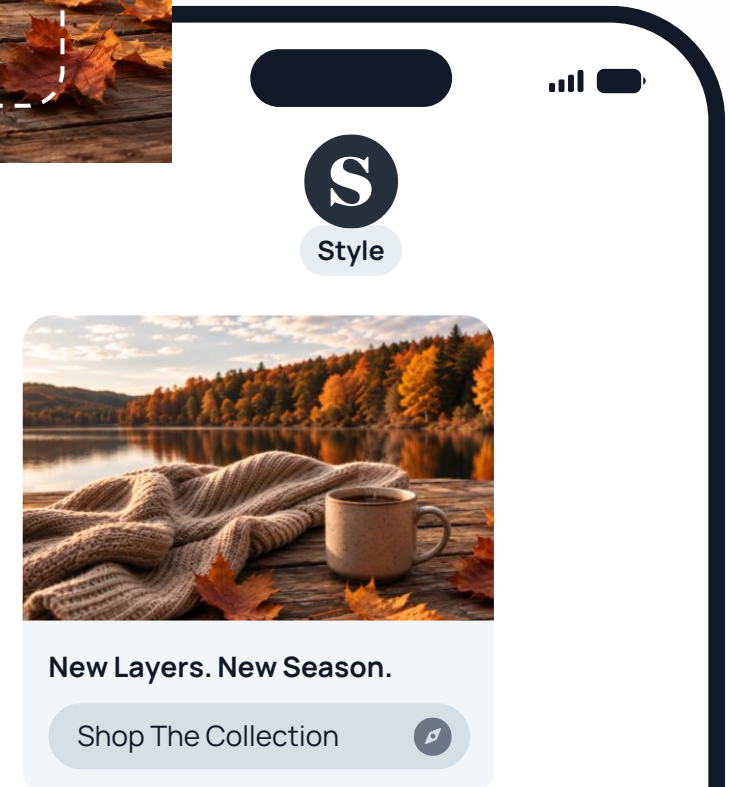
Design imagery with the complete RCS experience in mind so your creative stays clear, focused, and impactful within the message.

- Keep the focal point centered
- Avoid placing important copy or details near the edges
- Preview how the image appears within the complete message

16:9 Source Image



RCS Message



Bring Your Brand to Life with Video

Video adds motion to your message, helping products and stories come to life.

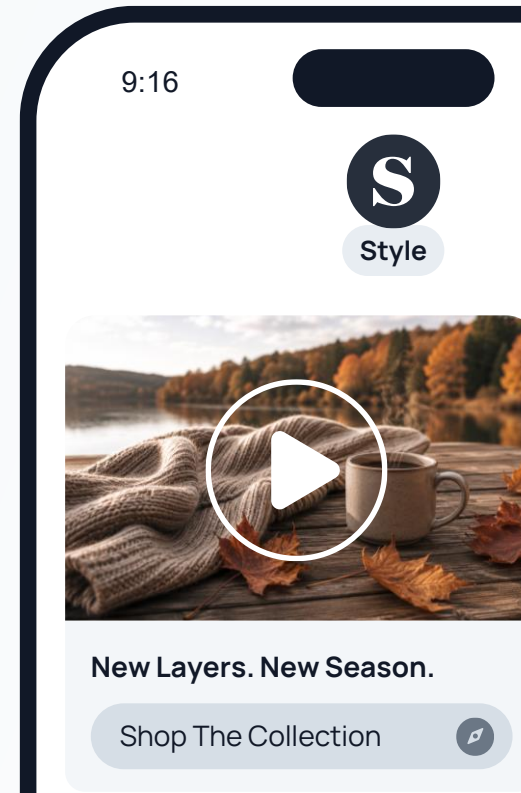
What Works

- Capture attention in the first few seconds
- Focus on one message or product
- Keep videos concise
- End with a clear call to action

Ideal for product demonstrations, live selling, new arrivals, product launches, seasonal campaigns, and brand storytelling.

From Our Experience

Many shoppers watch mobile content without sound, so strong visuals and captions are essential.



Tell a Complete Story with Rich Cards

Rich cards combine images or video messaging, and calls to action into a single interactive experience.

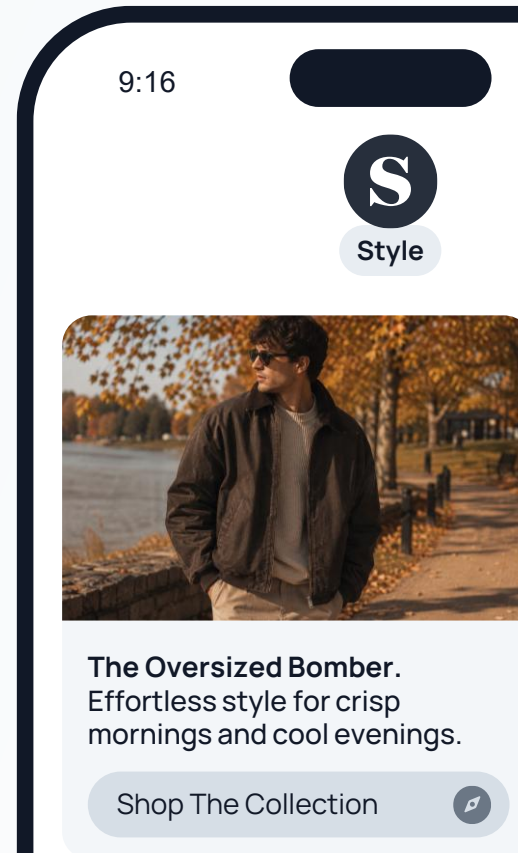
What Works

- Focus each card on a single product, product category, offer, or message
- Write headlines that communicate value quickly
- Keep supporting copy brief and scannable
- Use action-oriented CTA buttons

Ideal for showcasing featured products, product categories, limited-time offers, and personalized recommendations.

From Our Experience

The highest-performing rich cards focus on one clear idea. When you have more to showcase, use a carousel instead.



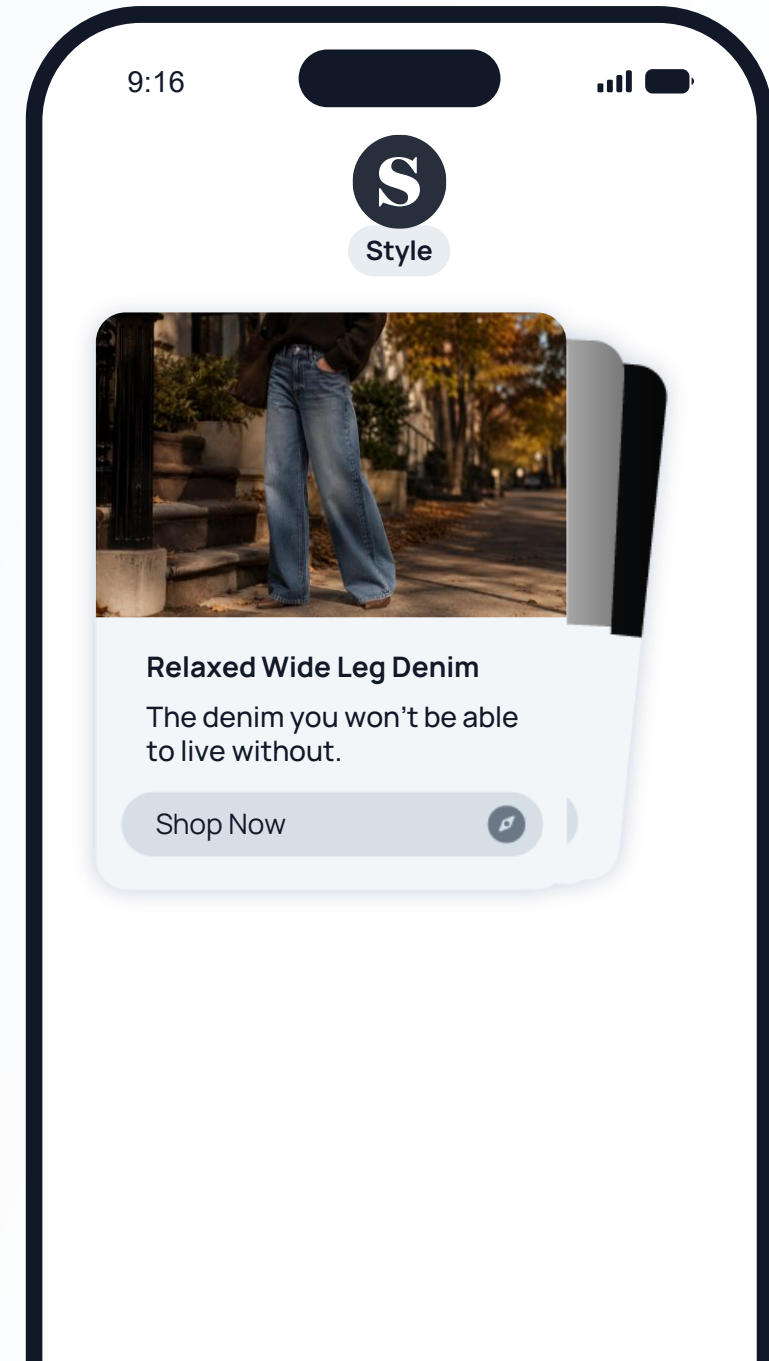
Guide Discovery with Carousels

Carousels group multiple rich cards into a swipeable experience, making it easy to showcase products, categories, or offers within a single message.

What Works

- Lead with your strongest product or offer
- Use a visual cue on the first card to encourage swiping
- Keep imagery and CTA styles consistent across cards
- End with a recap card that drives shoppers to the broader sale or category

Ideal for new arrivals, curated collections, gift guides, and personalized product recommendations.



Choosing the Right Number of Cards

The number of cards should reflect your campaign objective—not just the number of products you want to feature.

Number of Cards	Best For
2-3 Cards	Spotlighting featured products, comparing options, or promoting a single offer.
3-5 Cards	New arrivals, seasonal collections. Product recommendations, and most retail campaigns.
6-10 Cards	Gift guides, large collections, or personalized product discovery experiences.

Carousel rendering differs between Android and iOS
Always preview your campaign on both platforms before launching.





Drive Action with Interactive Features

Interactive features help customers take the next step without leaving the conversation. Buttons and Quick Replies guide interactions, while actions like Calendar, Location, Tap-to-Call, and URL Links make it easier for customers to take action.

Guide Customers with Interactive Buttons

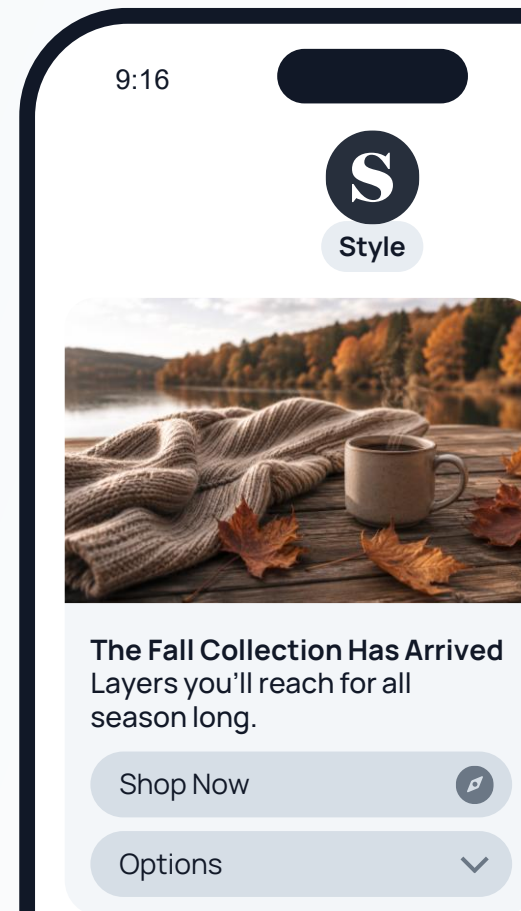
Interactive buttons give shoppers clear, tappable ways to take action directly from an RCS message.

What Works

- Make each action clear and specific
- Use action-oriented labels
- Keep choices relevant to the message
- Avoid overwhelming shoppers with too many options

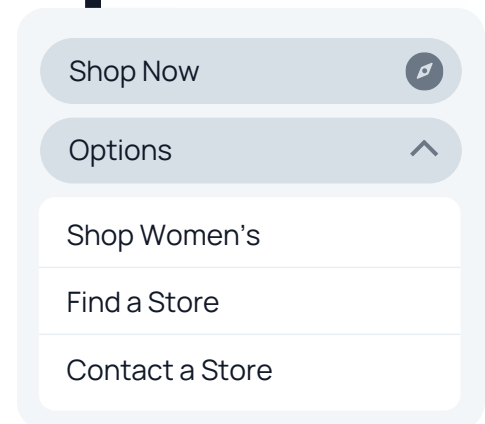
Ideal for driving purchases, exploring products, finding store locations, redeeming offers, and guiding shoppers through key moments in the customer journey.

Button Actions



From Our Experience

Prioritize the action most likely to drive engagement, then use additional options to give shoppers other relevant paths without cluttering the message.



Create Interactive Conversations with Quick Replies

Quick Replies keep the conversation moving by letting customers respond with a single tap. They help collect preferences, answer questions, and personalize the next step.

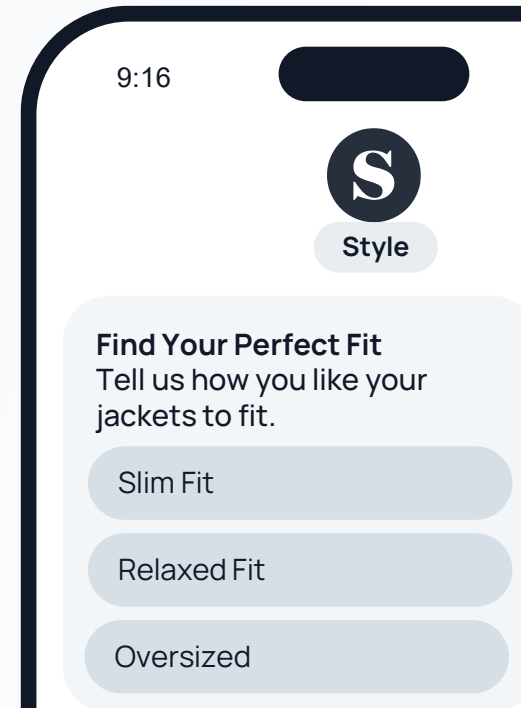
What Works

- Offer simple, intuitive response options
- Limit choices to avoid decision fatigue
- Use replies to guide the customer journey
- Anticipate common customer questions

Ideal for customer service, preference collection, appointment confirmations, product discovery, and guided shopping experiences.

From Our Experience

Retailers see the best engagement when Quick Replies are limited to three or four options.



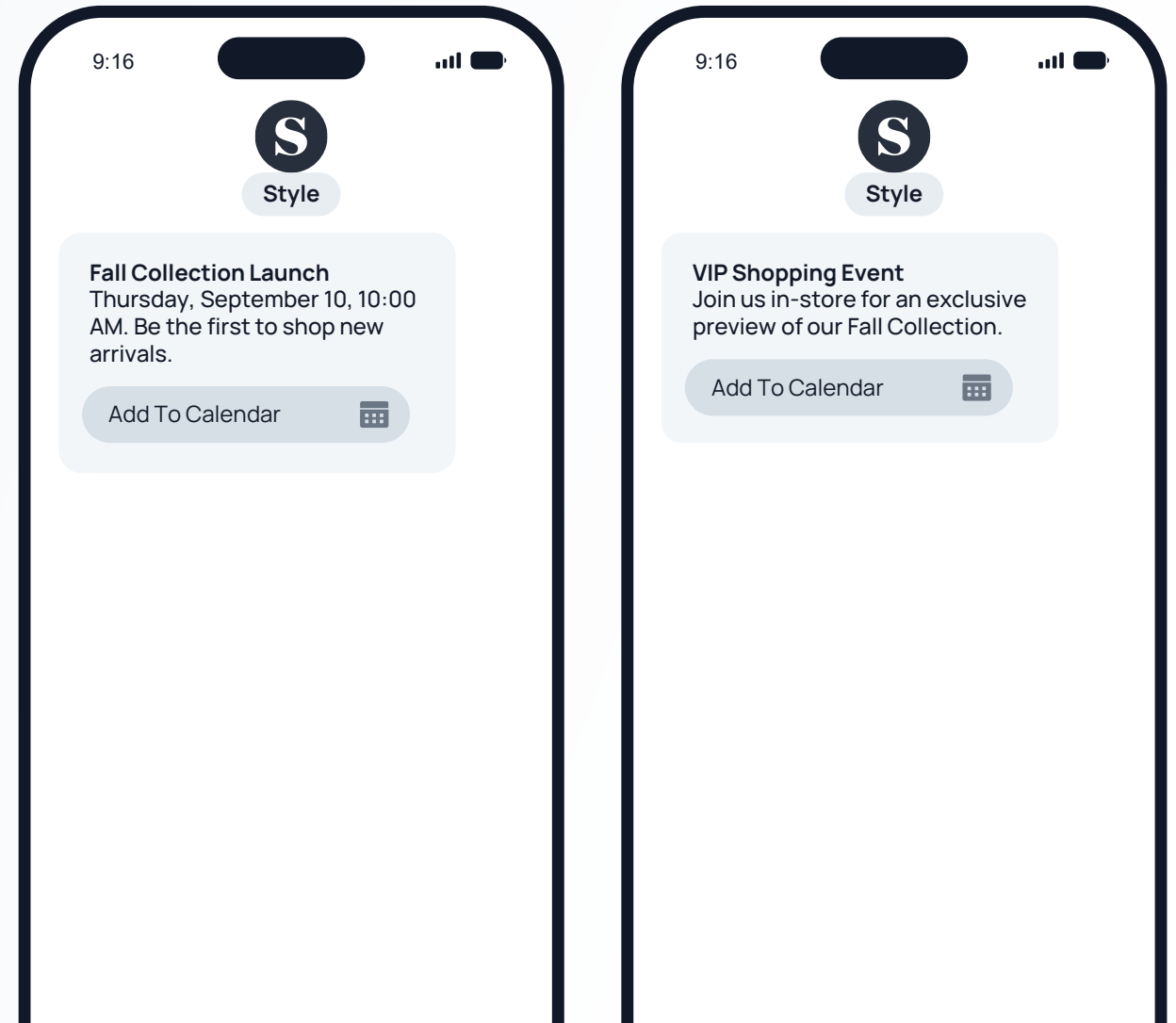
Keep Customers on Schedule with Calendar Actions

Calendar actions let customers save important events and reminders with a single tap directly from an RCS message.

What Works

- Use for launches, appointments, and events
- Include clear dates and times
- Add reminders when appropriate
- Make the value of attending obvious

Ideal for product launches, in-store events, appointments, webinars, and limited-time promotions.



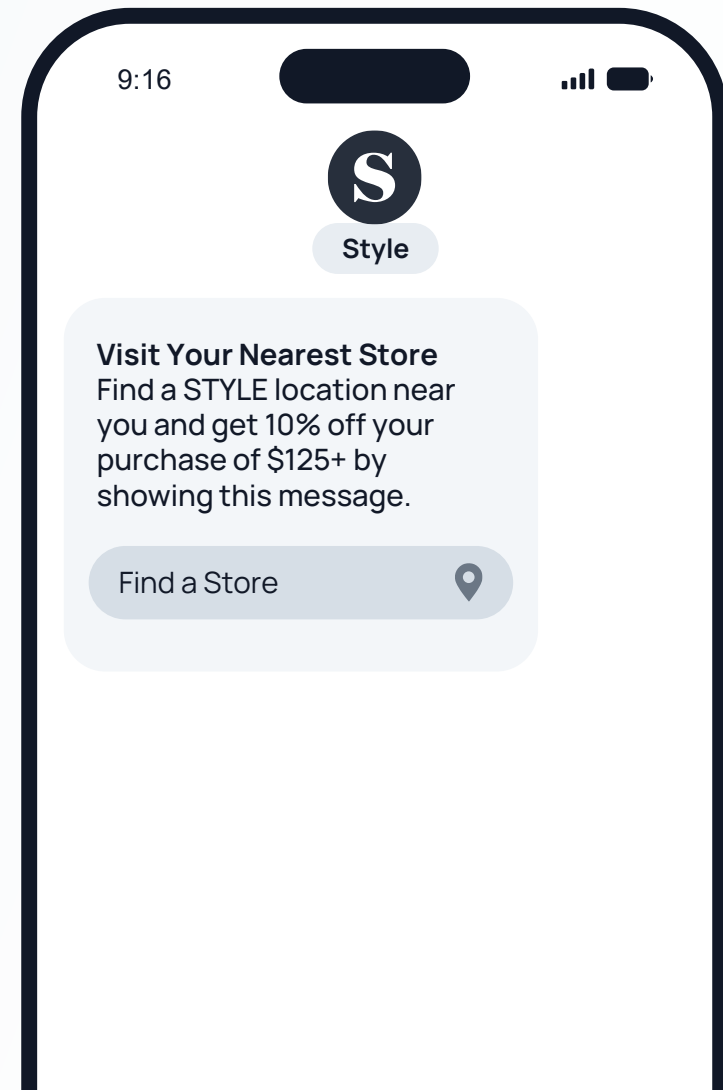
Drive Store Visits with Location Sharing

Location actions make it easy for customers to open maps, find nearby stores, or get directions with a single tap.

What Works

- Link directly to store locations
- Pair maps with store events or promotions
- Make directions accessible with one tap
- Include location details only when they're relevant

Ideal for store openings, local promotions, buy online pickup in store (BOPIS), and event marketing.



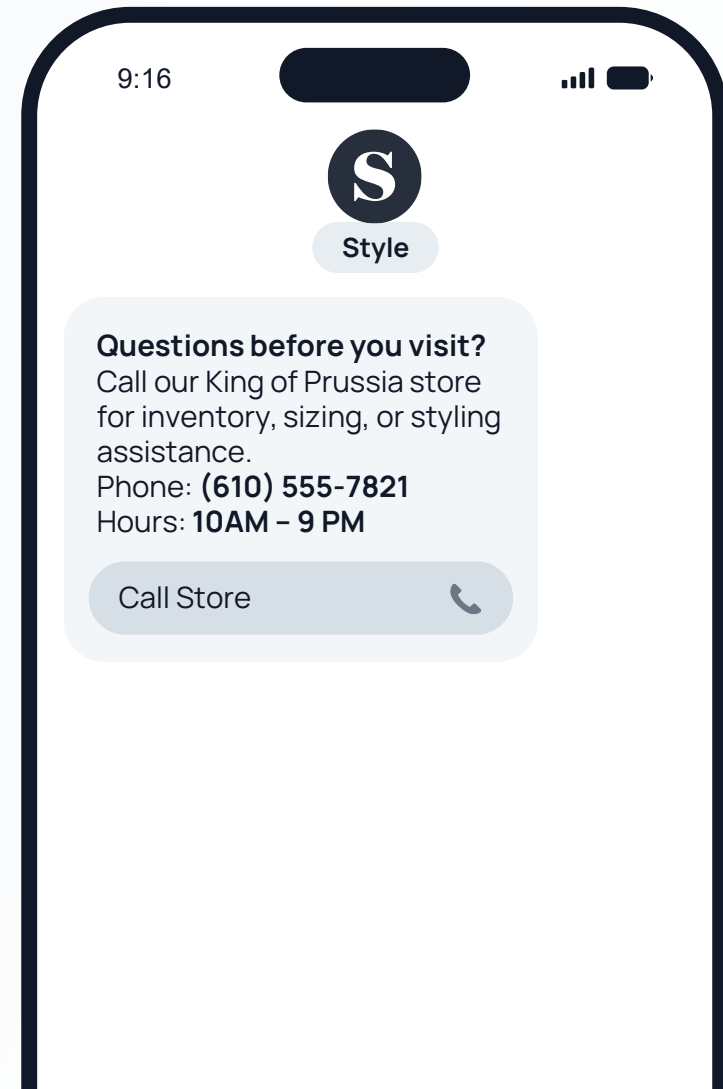
Connect Customers with Tap-to-Call

Tap-to-call actions instantly connect customers with your business when speaking to someone is the fastest path to resolution.

What Works

- Use tap-to-call for customer service and store support
- Make the purpose of the call clear
- Include business hours when applicable
- Reserve phone calls for high-value interactions

Ideal for customer support, appointment scheduling and other high-value interactions.



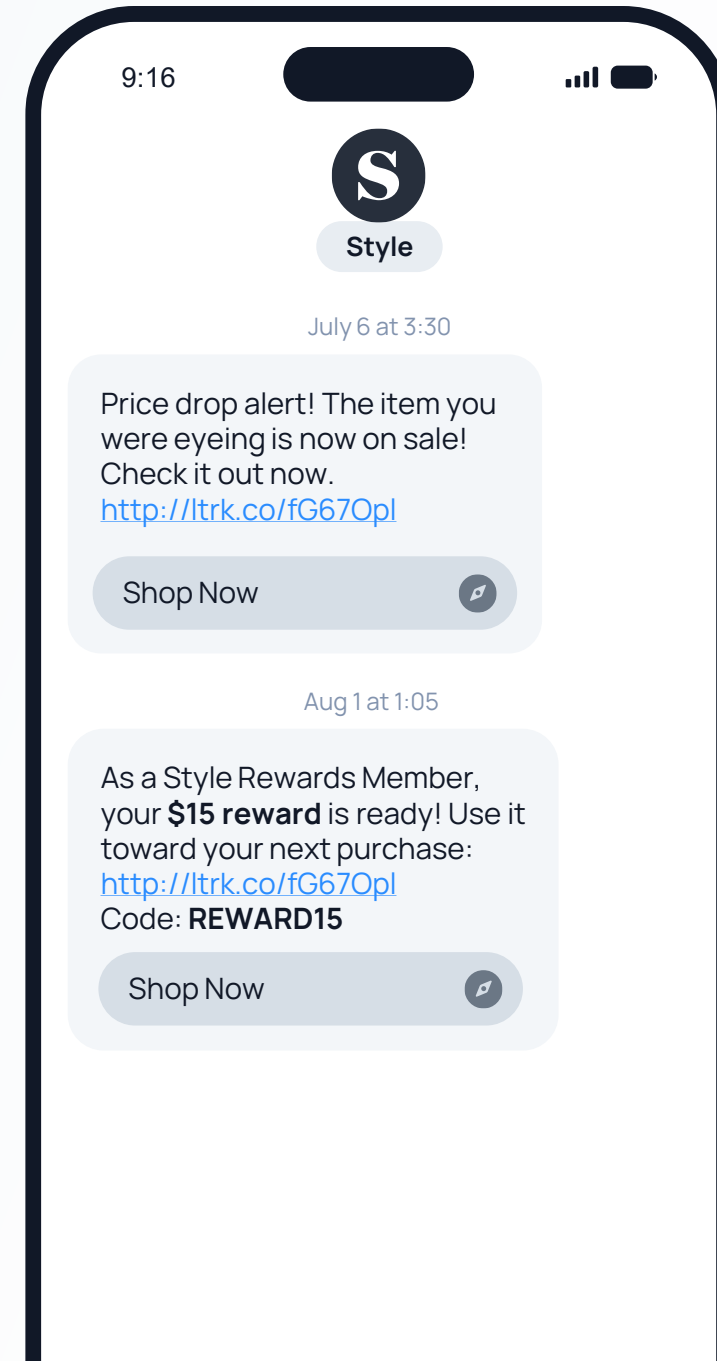
Putting RCS into Practice

RCS Across the Customer Lifecycle

RCS can enhance customer experiences from acquisition and conversion to loyalty and post-purchase. The following examples show how retailers can use RCS to create richer, more interactive experiences at key moments in the shopper journey.

From Our Experience

Retailers see the strongest results when they start with high-performing SMS campaigns like **welcome messages**, **cart abandonment**, and **alerts** before expanding into additional use cases.

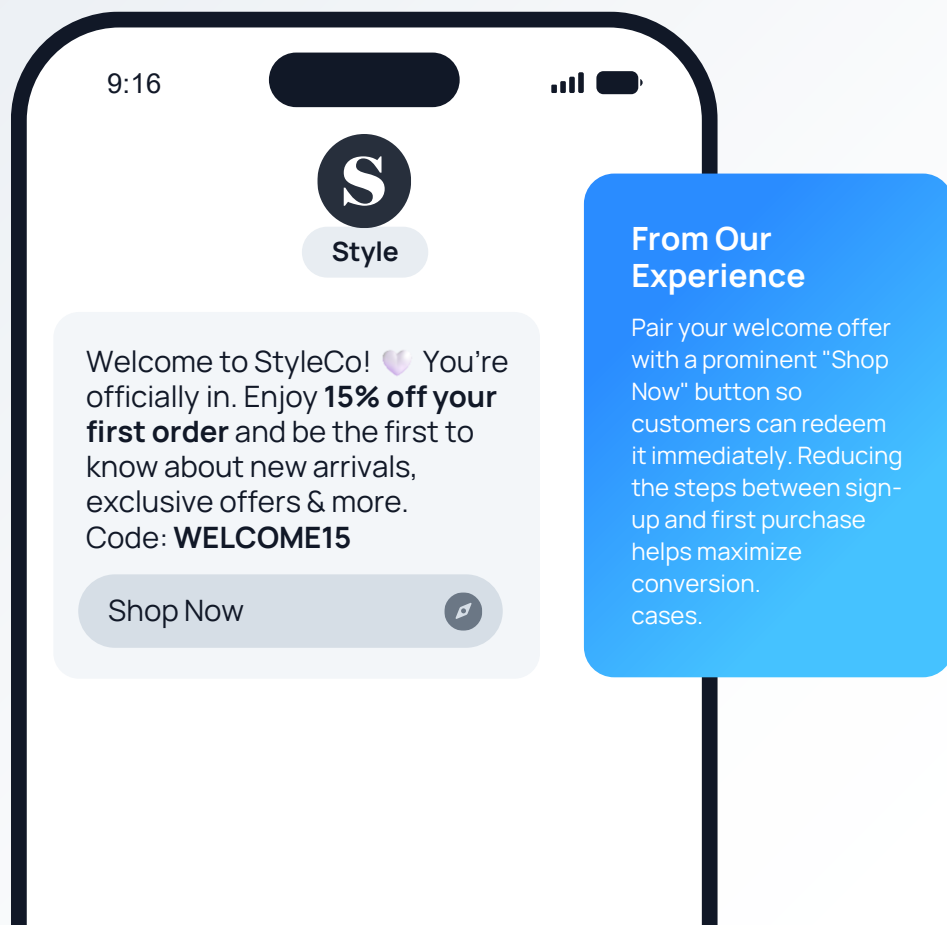


1

Welcome Series

Build Trust from the First Message

Introduce your brand with verified sender identity, rich media, and interactive buttons.

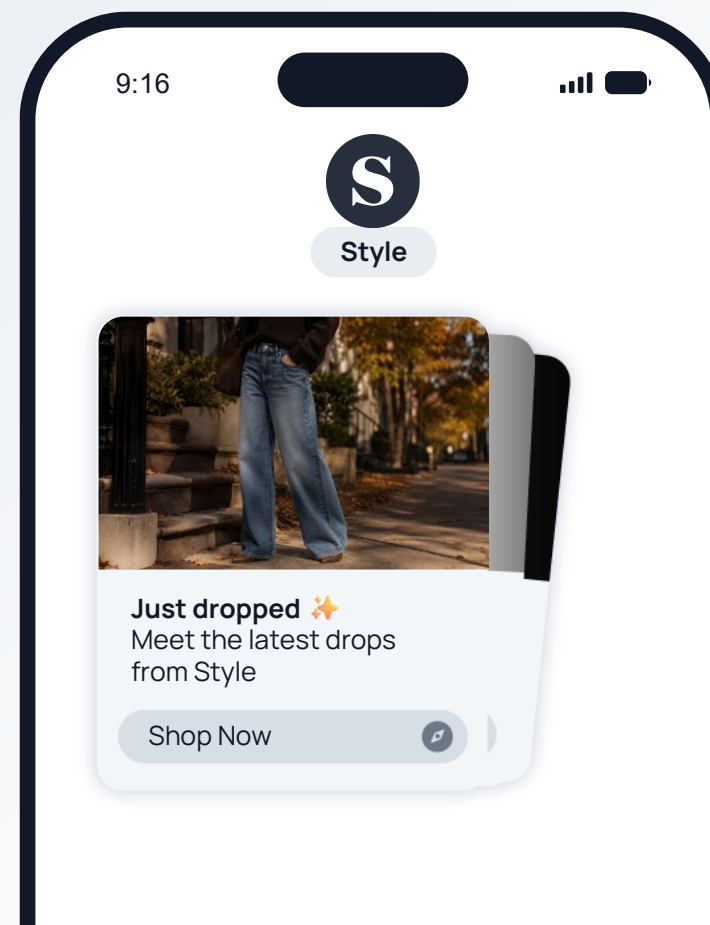


2

Product Launch / New Arrivals

Build Excitement Around New Products

Showcase new products with rich media, carousels, and video that encourage shoppers to explore and purchase.

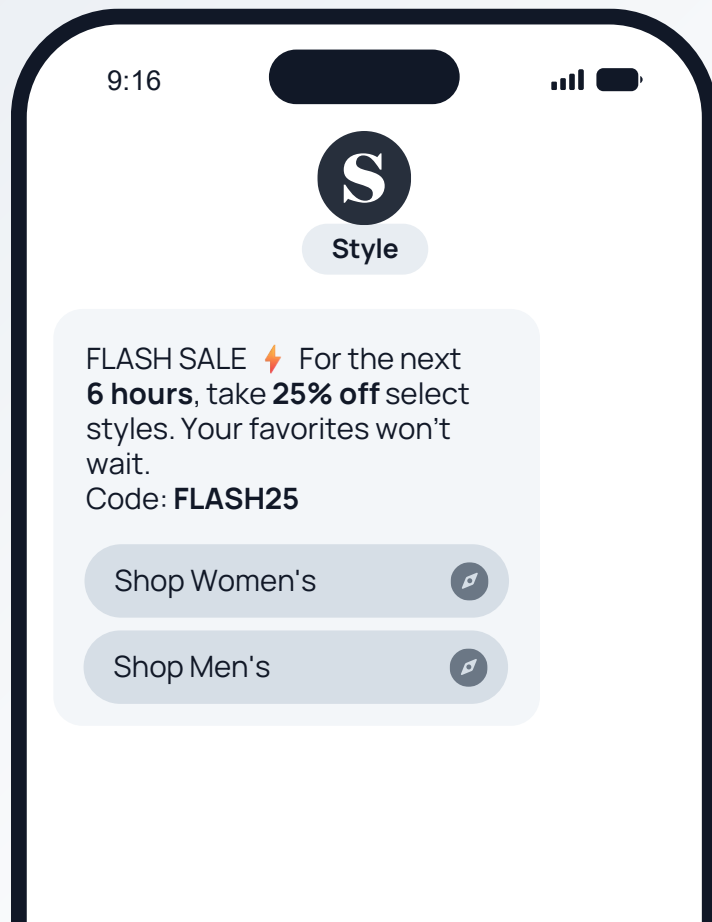


3

Flash Sale

Create Urgency

Pair rich media with interactive buttons to create urgency and drive immediate action.

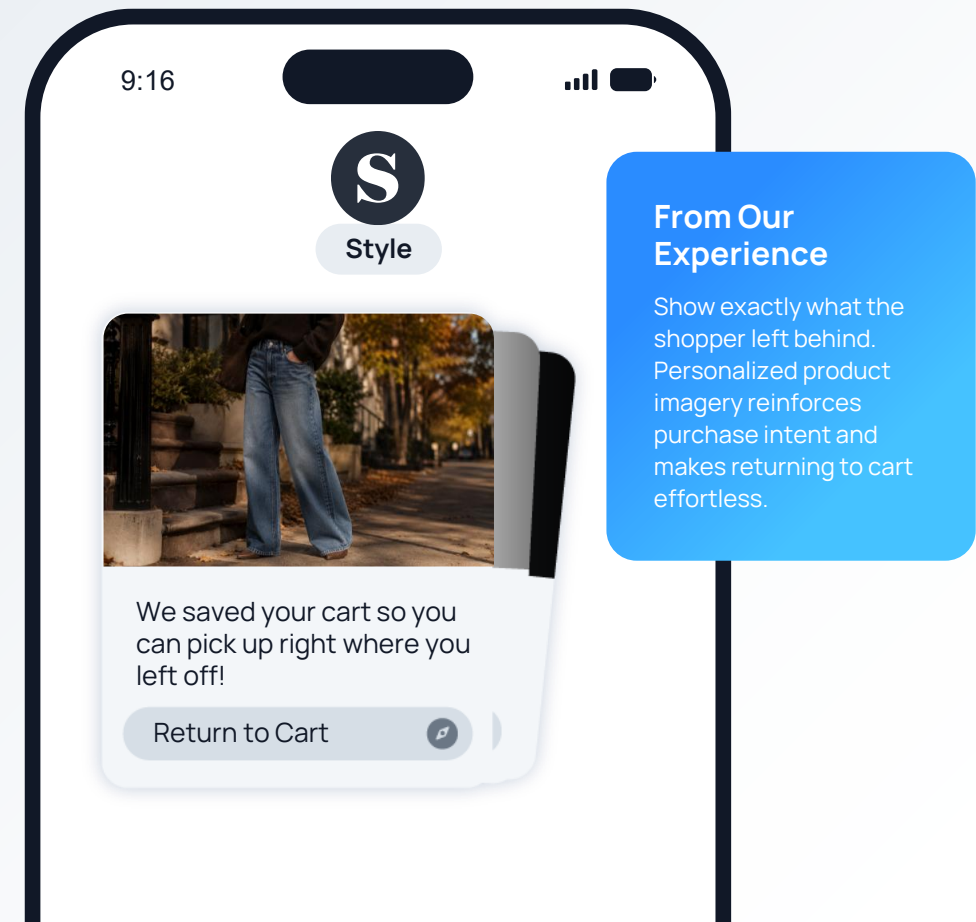


4

Cart Abandonment

Recover More Carts

Bring shoppers back with personalized product imagery and interactive buttons that make it easy to complete their purchase.

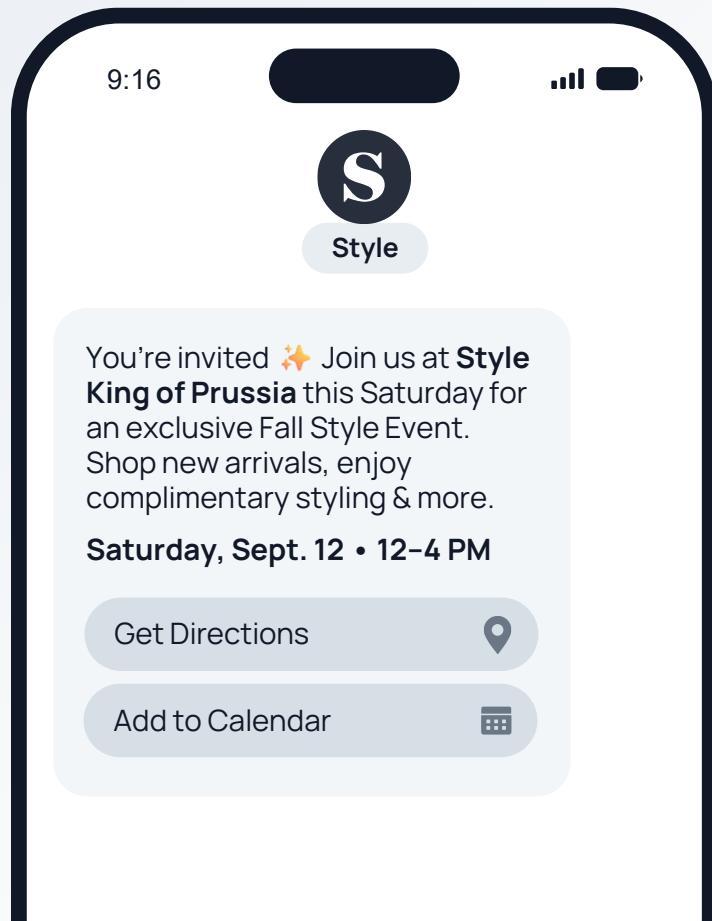


5

Store Events/ In-Store Experiences

Drive Foot Traffic

Connect digital campaigns with in-store experiences using location sharing, calendar actions, and tap-to-call.

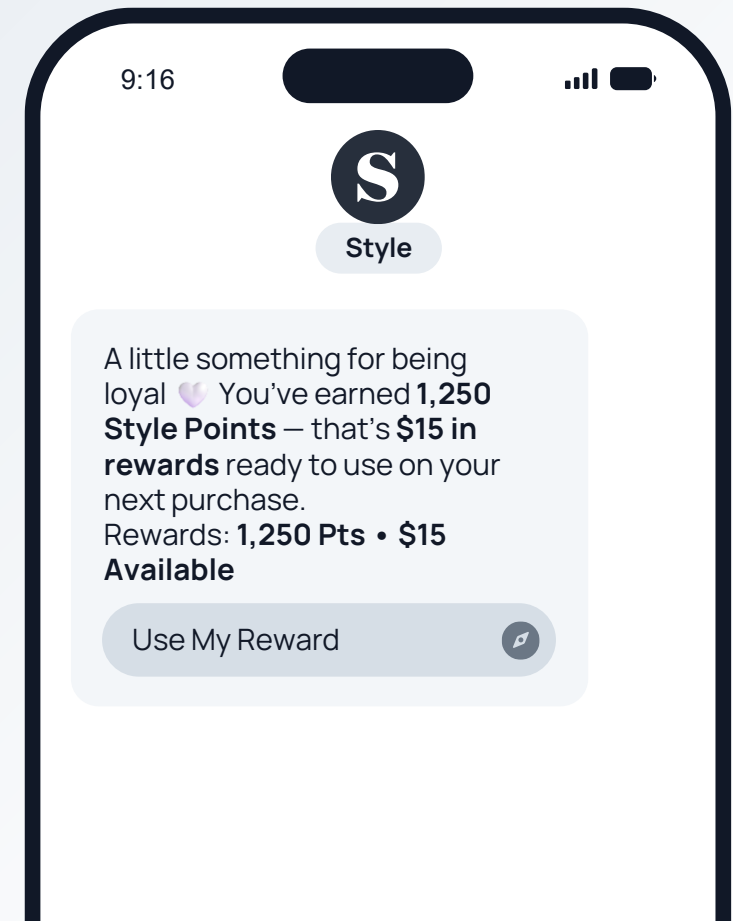


6

Loyalty & Rewards

Reward Your Best Customers

Reward loyal customers with personalized offers, points updates, and interactive buttons that make benefits easy to explore and redeem.

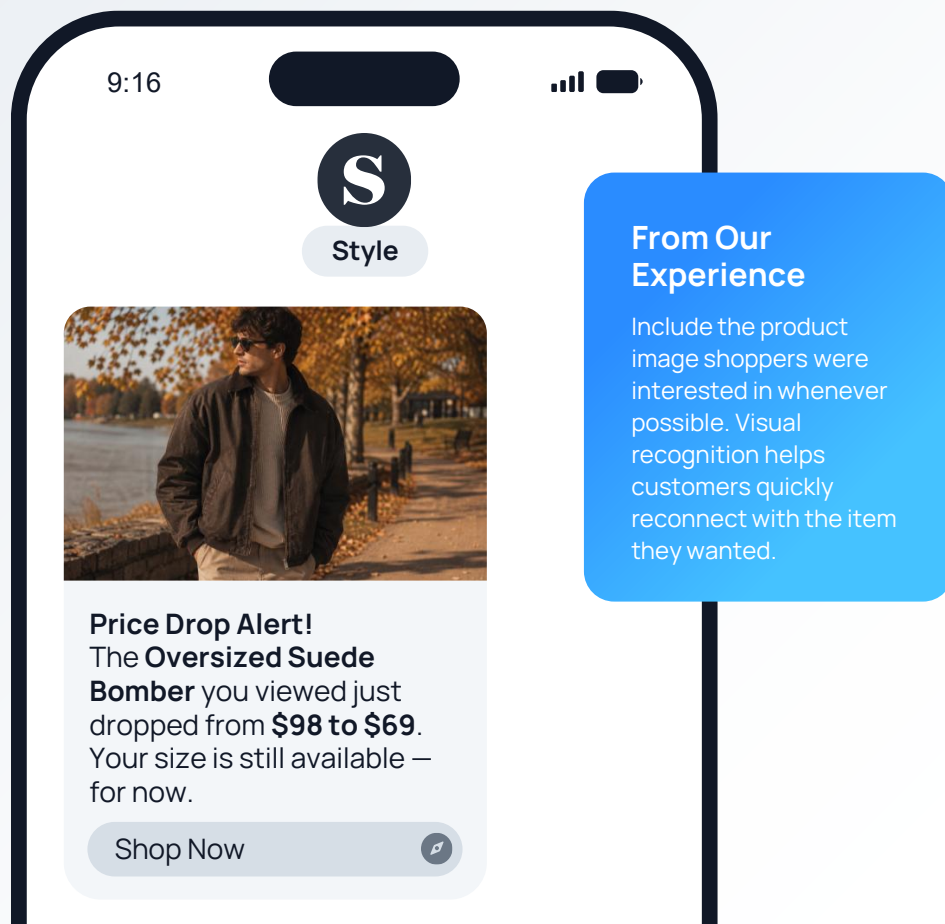


7

Alerts

Re-Engage Shoppers at the Right Moment

Back-in-stock and price drop alerts bring shoppers back with timely updates, rich visuals, and one-tap actions.

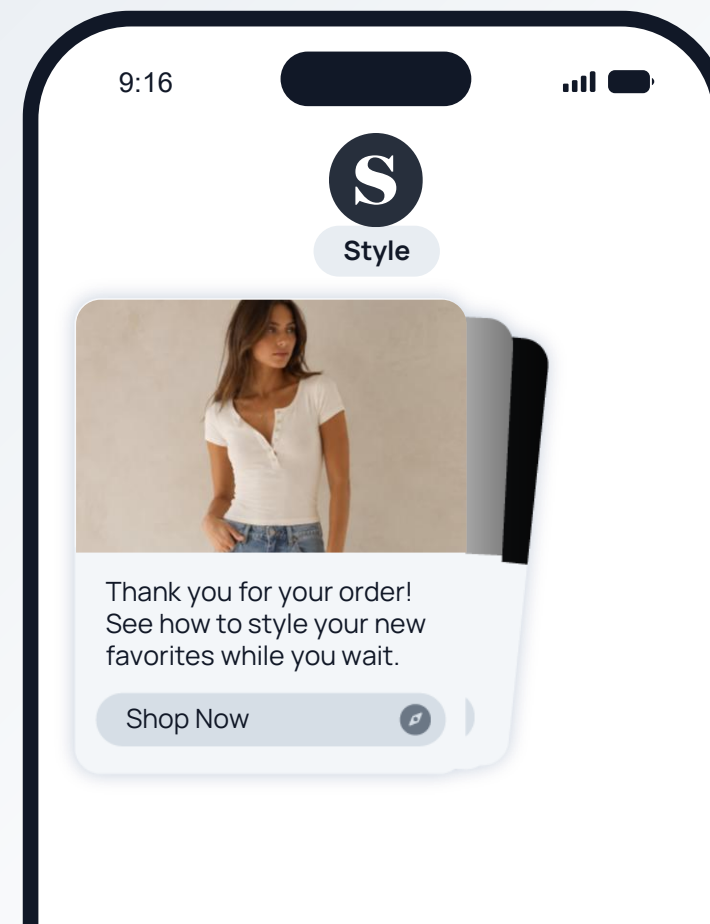


8

Post-Purchase

Keep the Experience Going After Purchase

Post-purchase messages create opportunities to educate, inspire, and engage. Use rich media and interactive buttons to share inspiration, product education, and personalized recommendations.





Bring RCS into Your Mobile Strategy

-  [Talk to an Listrak Expert](#)
-  [Explore the RCS Technical Guide](#)