



# Viber for business messaging

In today's omnichannel world, establishing mobile customer communication is critical. 9 out of 10 consumers want the ability to message with businesses. Messaging apps not only enhance customer experience, but also increase purchase propensity – 53% of customers are more likely to buy from a company they can contact via messaging app. Whether it's the simplicity, security, global scale, or cost savings – Viber is one of the most popular messaging apps in the world. Our Viber for Business API empowers you to build more meaningful relationships with your customers.

## Reach and engage your customers on the channel they trust

### Rich experiences

From first to lasting impressions, ensure every interaction is memorable. With rich media messaging options and smart personalization compatibilities, more authentic customer relationships are one message away.

### Secure communication

Give your customer peace of mind that your messages are the real deal. With a verified Blue Tick, your customers will never worry about phishing or spam attacks.

### Flexible conversations

Clear lines of communication for every stage of the customer journey. From promotional messages to alerts and reminders, even two-way support. Every type of interaction is covered.



Transactional messaging for alerts, reminders & notifications



Rich multimedia content



Promotional messaging for customer loyalty and marketing campaigns



Branded, verified sender ID and business profile



Two-way messaging for interactive conversations



Configurable channel failover to SMS for guaranteed delivery



Personalized & templated messages



True delivery and read receipts



Send and receive files and attachments



1,000-character text limit