

Fortytwo's first-to-market launch of advanced features to their Instant Messaging (IM) API

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Fortytwo, a global provider of messaging solutions, today announced their first-to-market launch of advanced features to their Instant Messaging (IM) API as part of Fortytwo's broad Application-to-Person (A2P) portfolio.

Fortytwo is proudly at the forefront of innovative messaging solutions and the latest release of advanced capabilities to their IM solution is no exception. As an industry leader, the inclusion of advanced features to the IM API enables Fortytwo to offer its clients a wealth of feature rich functionalities including images, call-to-action buttons, as well as the option of incorporating two-way messaging to IM campaigns. As a result, Fortytwo's clients can take advantage of heightened brand exposure opportunities, interactive functionality and cost effectiveness.

In collaboration with Viber, its first IM gateway provider, Fortytwo is delighted to offer its clients these additional features and the opportunity to reach Viber users worldwide through our innovative instant messaging platform.

"The introduction of these features present an exciting opportunity for brands and companies to engage their clients in new and innovative ways and with our collaboration with Viber reach an ever expanding customer base" says Glen Warren, CEO at Fortytwo. "Fortytwo's ability to offer ubiquity, together with feature-rich content, means A2P messaging is evolving into a more efficient customer engagement channel".

This latest release of advanced capabilities further add to Fortytwo's broad portfolio of innovative communication APIs and services that help companies engage with their mobile consumers.

With Fortytwo's IM solution it has never been easier to interact with your audience. Enhance your customer experience with Fortytwo's IM API.

For further information about Fortytwo's messaging solutions, please contact sales@fortytwo.com