



CUSTOMER SUCCESS



# INQBRANDS SEES 25% INCREASE IN DELIVERABILITY WITH MITTO'S PERSONALIZED SMS SOLUTIONS

## InQbrands

Headquartered in Ontario, California, **InQbrands** is a leading B2B brand product and development company that creates tailored, end-to-end supply chain solutions for distributors, retailers, and wholesalers through strategic partnerships and alliances with Chinese manufacturers in crucial vertical markets. Founded in 2013, InQbrands has an annual revenue value of over \$10 million.

## USE CASES

Marketing Campaigns

## PRODUCT

SMS API

## CHALLENGE

InQbrands strives to deliver value and foster long-term partnerships with each customer they serve. They believe the best business connections are founded on trust and clear communication. That's why InQbrands takes an omnichannel marketing approach to nurture deeper relationships with existing customers while attracting new ones. With **40% click-through rates**, 30% conversion rates, and **98% open rates**, InQbrands knew that SMS was a highly effective way to engage customers globally at scale.

Unfortunately, InQbrands' SMS supplier's steep rates directly impacted their bottom line. They knew ceasing to use SMS was ineffective and would hinder marketing diversification and campaign performance. Thankfully, Mitto provided a better solution.

## SOLUTION

InQbrands partnered with Mitto because our communications services supported their distinct needs and business stages. We provided personalized guidance and developed tailored strategies to significantly improve InQbrands' SMS reach rates while reducing delivery rates, including:

- SID registration to maintain compliance within each market InQbrands serves
- **Number Lookup** to validate phone numbers to reduce costs and prevent fraud
- Mobile Intelligence to authenticate numbers, operators, and country codes to eliminate wrong numbers, enhance customer security, and improve delivery quality
- Building a database of queried numbers and adding white and blacklisted contacts

Additionally, Mitto's **proprietary AI-routing platform** and strategic global carrier network ensured InQbrands enjoyed optimal SMS delivery speeds at the lowest price points possible.

Our globally dispersed team of bilingual communication experts provided 24/7 support, which was tremendously beneficial to InQbrands because of the global markets they serve. Our pre-sales engineers also met with InQbrands face-to-face to provide direct guidance and solve problems on the spot. This, in addition to Mitto's automated delivery reports, gave the company complete peace of mind.

## KEY RESULTS

After collaborating with Mitto, InQbrands significantly increased delivery rates throughout key markets they serve, including France, Sweden, the United Kingdom, South Africa, and Nigeria, by 25% on average.

“

**Mitto is such a professional SMS/voice provider. We feel safe and at ease with them taking the delivery of our messages.**

ZHANG JIAN  
PROCUREMENT MANAGER  
InQbrands

**mitto**

[www.mitto.ch](http://www.mitto.ch)

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and next-generation business messaging, and end-to-end phone number management. Mitto's platform ensures the world's largest brands and MNOs ready for what's next.

Bahnhofstrasse 21, 6300 Zug, Switzerland | [info@mitto.ch](mailto:info@mitto.ch)