MESSAGING VERTICALS GUIDE

Verticals

Verticals are Industries our Accounts belong to, and in the table below you can find all Verticals we're actively trying to get in touch with:

Vertical	Sub-Vertical	Description / Use Cases	Example
Retail	Marketplace/ Auction	**Description**: classified websites where P2P ecommerce happens. Could be generic like OLX or specific like Autoscout. Marketplace: platform that connects buyers and Partner Saless of a specific product or service. Auction: Similar like marketplace companies but with additional option to offer products/services for bid, taking bids and then selling item to the highest bidder.	Schibsted ebay
		Use Case: Account Registration, Notifications, Data Validation, Marketing	
	E-commerce	**Description**: any website that performs B2C Partner Sales via the internet.	OTTO
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation, Marketing	
	Multichannel	**Description**: retailers that have a brick & mortar and e-commerce presence.	adidas Walmart
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation, Marketing	
	Brick & Mortar	**Description**: retailers that only have a brick & mortar presence. They have physical presence and offer face-to-face customer experiences.	THE DUBAI MALL McDonald's
		Use Case: Notifications, Data Validation, Marketing	
Entertainment	Gambling	**Description**: gambling & betting websites.	POKERSTARS bwin.com A shortcut to new playing fields.
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation, Marketing	
	Gaming	**Description**: MMORPG and other gaming websites	Garena GAMELOFT
		Use Case: Account Registration, 2FA, Notifications, Data Validation, Marketing	
	Streaming	**Description**: music and video streaming services	NETFLIX HOOQ
		Use Case: Account Registration, Data Validation, Marketing	
	Ticketing Services	**Description**: any service that sells/resells tickets such as concerts, theatres, sporting events	ticketmaster®
		Use Case: Account Registration, Mission Critical Communication, Notifications, Data Validation, Marketing	

Vertical	Sub-Vertical	Description / Use Cases	Example
Education		**Description**: apps or websites for e-learning purposes.	
		Use Case: Account Registration, Notifications, Data Validation	
Fintech	**Banks**	**Description**: any bank or property that offers banking services with focus on new mobile only banks	
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation, Marketing	
	Online Loans	Any financial companies that provide loans through digital platforms and apps, eliminating the need for customers to visit a physical bank or loan company. **Use Case**: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation, Marketing	
	Payments/Money Transfer	**Description**: Any service that offers payments solutions via mobile, platform or any other channel or offers money transfer.	
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation	
	Forex/ Cryptocurrency	**Description**: forex websites that trade with cryptocurrencies and bitcoins	
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation	
	Insurance	**Description**: Any service which provides insurance solutions.	
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation	
Healthcare	**CRM solutions EHR, EMR**	**Description**: Any service that offers CRM solutions for healthcare organizations (alerts, notifications, reminders etc)	
		Use Case: Account Registration, 2FA, Notifications, Data Validation	
	Apps	**Description**: apps that allows connecting patients with doctors and provides additional possibilities for choosing a doctor, booking and appointment and etc.	
		Use Case: Account Registration, Mission Critical Communication, Notifications, Data Validation	

Vertical	Sub-Vertical	Description / Use Cases	Example
Logistics	**Parcel Delivery**	**Description**: Parcel delivery (or package delivery) is any service that offers delivery of shipping containers, parcels, or high value mail as single shipments	
		Use Case: Account Registration, Mission Critical Communication, Notifications, Data Validation	
	Food Delivery	**Description**: Any service which offers option to deliver food after initial ordering. An order can be made either through a restaurant or grocer's website or phone, or through a food ordering company.	
		Use Case: Account Registration, Mission Critical Communication, Notifications, Data Validation	
	On Demand	**Description**: Any service that offers different kind of solutions to fulfil consumer demand via immediate access to goods and services (cleaning, pet walking, housekeeping etc)	
		Use Case: Account Registration, Mission Critical Communication, Notifications, Data Validation	
Appointment Software		**Description**: Any service that offer software solution for booking an appointment	
		Use Case: Account Registration, 2FA, Mission Critical Communication, Notifications, Data Validation	
SaaS	**E-Mail Provider**	**Description**: Any company which provides email services.	
		Use Case: Account Registration, 2FA, Data Validation	
	Cloud	**Description**: Any company that offers some component of cloud computing -- typically infrastructure as a service (IaaS), software as a service (SaaS) or platform as a service (PaaS) -- to other businesses or individuals.	
		Use Case: Account Registration, 2FA, Data Validation	
	CRM	**Description**: Any service that offers solution for building and maintaining relationships with customers and potential customers. How to differentiate Cloud from CRM? CRM is cloud but offers database and outreach solutions that enable companies to work on customer relationships.	
		Use Case: Account Registration, 2FA, Data Validation, Notifications, Marketing	
	Omnichannel	**Description:** those are B2B platforms offering many communications channels to its business customers, amongst them they offer SMS, Voice functionalities etc.	
		Use Case: Account Registration, 2FA, Data Validation, Marketing, Notifications	

Vertical	Sub-Vertical	Description / Use Cases	Example
SMS Wholesale	**Aggregators**	**Description**: Any service that deliver SMS messages to subscriber handsets through the operator's SMSC because they lack direct access.	
Marketing Agency		**Description**: Companies that offer different marketing services via SMS (example: mobile marketing campaigns)	
Social	**Dating**	**Description**: Any service with intention to match people	
		Use Case: Account Registration, 2FA, Data Validation, Notifications	
	Instant Messaging	**Description**: Any service which provides options for sending/receiving instant messages	
		Use Case: Account Registration, 2FA, Data Validation, Notifications	
	Social Network	**Description**: Any online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.	
		Use Case: Account Registration, 2FA, Data Validation, Notifications	

Vertical	Sub-Vertical	Description / Use Cases	Example
Telco	**Mobile Network Operator**	**Description**: MNO is a telecommunications service provider organization that provides wireless voice and data communication for its subscribed mobile users.	vodafone orange™
Travel	**Airlines**	**Description**: Companies that provides air transport services for traveling passengers	wizzair.com Lufthansa
		Use Case: Account Registration, Data Validation, Mission Critical Communication, Notifications	
	Hotels	**Description**: Company that offers accommodation services.	Hilton HOTELS & RESORTS
		Use Case: Account Registration, Data Validation, Notifications, Marketing	
	Booking Services	**Description**: Any service which allows you to search and book different services (vacation, accommodation etc)	airbnb Booking.com
		Use Case: Account Registration, 2FA, Data Validation, Mission Critical Communication, Notifications	
	Transport apps & services	**Description**: Services that provides transport solutions and allow a user to order a ride via different channels (website, mobile)	Uber CAR:GO Anywhere aMaDEUS
		Use Case: Account Registration, 2FA, Data Validation, Mission Critical Communication, Notifications	

Vertical	Sub-Vertical	Description / Use Cases	Example
Partner	**RePartner Sales**	**Description**: a company or individual that has the intention of reselling our products.	
	3rd Party Integrations	**Description:** companies and platforms we're trying to integrate to and enable their business customers to use our services through their platform.	
		Use Case: Verification codes, Mission Critical Communication, Notifications, Marketing	
	Software Dev.	**Description:** companies developing apps and platforms for other companies.	
		Use Case: all	
Other		**Description**: Any company/service that doesn't belong to any of the verticals listed above.	
Corporate Group		**Description**: A corporate group is composed of multiple companies, typically with different business.	

Description / Use Cases Examples

Retail	Examples
Marketplace / Auction	**Account Registration:** "Welcome to eBay! Use code 482913 to verify your account." **Notifications:** "Your bid on iPhone 14 Pro was outbid. Try again soon!" **Data Validation:** "Confirm phone with code 771244." **Marketing:** "Flash Sale! List an item today and pay ZERO seller fees."
E-commerce	**Account Registration:** "Thanks for signing up with OTTO. Code 559202." **2FA:** "Your OTTO login code is 220991." **Mission Critical:** "Payment confirmed. Order ships today." **Notifications:** "Good news! Your order arrives tomorrow, 2–4 PM." **Data Validation:** "Verify number with code 935678." **Marketing:** " Don't miss our End of Summer Sale: Up to 40% OFF."
Multichannel	**Account Registration:** "Welcome to Walmart Online! Code 123456." **2FA:** "Login code is 994522." **Mission Critical:** "Order #88317 ready for pickup." **Notifications:** "Reminder: Grocery pickup today at 5 PM." **Data Validation:** "Confirm phone with code 781254." **Marketing:** "Weekend Deals! Save up to 50%."
Brick & Mortar	**Notifications:** "Reservation at McDonald's confirmed for 7:00 PM." **Data Validation:** "Verify phone for offers: Code 482911." **Marketing:** "Free McFlurry with any McMeal today."

Entertainment	Examples
Gambling	**Account Registration**: "Welcome to PokerStars! Code 882331." **2FA:** "Login code 661492." **Mission Critical:** "Match starts in 30 min! Get your bets in now." **Notifications:** " $75 has been added to your balance from last night's win." **Data Validation:** "Confirm phone number: Code 334288." **Marketing:** "Deposit $50, play with $100 (includes $50 bonus chips)!"
Gaming	**Account Registration:** "Welcome to Garena! Code 482993." **2FA:** "Gameloft login code 221188." **Notifications:** " Ready up! Gaming battle starts 7 PM sharp." **Data Validation:** "Verify phone: Code 559291." **Marketing:** "New skin pack 25% off this week."
Streaming	**Account Registration:** "Welcome to Netflix! Code 445981." **Data Validation:** "Confirm phone: Code 128744." **Marketing:** "Stranger Things S5 streaming now."
Ticketing	**Account Registration:** "Welcome to Ticketmaster! Code 997311." **Mission Critical:** " Your Coldplay ticket is confirmed. Please check your inbox." **Notifications:** " Concert day is tomorrow. Start time: 8 PM."

Education	Examples
E-learning	**Account Registration:** "Welcome to Fluente! Code 229011." **Notifications:** "Reminder: Spanish class at 6 PM." **Data Validation:** "Verify number: Code 774521."

Fintech	Examples
Banks	**Account Registration:** "Welcome to Postbank! Code 558211." **2FA:** "Login code 339199." **Mission Critical:** "€750 transaction approved." **Notifications:** "Monthly statement available in your account." **Data Validation:** "Confirm number 442211." **Marketing:** "Earn €50 for every friend you refer."
Online Loans	**Account Registration:** "Welcome to Avant! Code 772301." **2FA:** "Login code 882134." **Mission Critical:** "Loan approved, funds today." **Notifications:** "Installment $320 due tomorrow." **Data Validation:** "Verify number 511202." **Marketing:** "0% interest for 3 months."
Payments / Transfers	**Account Registration:** "Welcome to Klarna! Code 221933." **2FA:** "WU login code 993311." **Mission Critical:** "Incoming transfer of $200 has been received through WU." **Notifications:** "Friendly reminder: Your due installment is tomorrow." **Data Validation:** "Confirm number 778299."
Forex / Crypto	**Account Registration:** "Welcome to Coinbase! Code 661144." **2FA:** "Login code 778822." **Mission Critical:** "BTC value has surpassed $50,000." **Notifications:** " Your withdrawal request is now being processed." **Data Validation:** "Confirm number 449211."
Insurance	**Account Registration:** "Welcome to Generali! Code 225599." **2FA:** "Login code 773399." **Mission Critical:** "Claim approved, payout 48h." **Notifications:** "Policy expires in 5 days." **Data Validation:** "Verify number 339991."

Healthcare	Examples
CRM / EHR	**Account Registration:** "Welcome to Bahmni! Code 559233." **2FA:** "Login code 441299." **Notifications:** "Your consultation takes place today at 2 PM." **Data Validation:** "Verify number 332118."
Apps	**Account Registration:** "Welcome to DocPlanner! Code 774410." Mission **Critical:** "Appointment confirmed Sept 20 4 PM." **Notifications:** " Prescription ready for pickup at City Pharmacy." **Data Validation:** "Confirm phone: Code 118290."

Logistics	Examples
Parcel Delivery	**Account Registration:** "Welcome to FastShip! Code 882991." **Mission Critical:** "Parcel out for delivery today." **Notifications:** " Delivery confirmation: Package received at destination." **Data Validation:** "Verify phone 552299."
Food Delivery	**Account Registration:** "Welcome to FoodNow! Code 771288." **Mission Critical:** "Order #1029 on the way. ETA 20 min." **Notifications:** " Delivery complete: Enjoy your meal!" **Data Validation:** "Confirm number 663411."
On Demand	**Account Registration:** "Welcome to CleanUp! Code 118922." **Mission Critical:** "Housekeeper arrives 2 PM." **Notifications:** "Pickup scheduled for today, 3 PM." **Data Validation:** "Verify phone 449933."

Appointment Software	Examples
Appointment Booking	**Account Registration:** "Welcome to EasyBook! Code 339911." **2FA:** "Login attempt detected. Code 772301." **Mission Critical:** " Appointment confirmed: Dr. Smith, Sept 20, 4 PM." **Notifications:** "Reminder: Annual check-up tomorrow at 10 AM." **Data Validation:** "Verify phone 223918."

SaaS	Examples
Email Provider	**Account Registration:** "Welcome to MailPro! Code 559201." **2FA:** "Login code 882133." **Data Validation:** "Verify phone 442290."
Cloud	**Account Registration:** "Welcome to CloudX! Code 772901." **2FA:** "Login code 113399." **Data Validation:** "Verify number 558211."
CRM	**Account Registration:** "Welcome to SalesConnect CRM! Code 663209." **2FA:** "Login code 449128." **Data Validation:** "Verify number 991188." **Notifications:** "Reminder: Follow up with Acme Corp." **Marketing:** "Upgrade now 20% off."
Omnichannel	**Account Registration:** "Welcome to OmniFlow! Code 227711." **2FA:** "Login code 884399." **Data Validation:** "Verify phone 332221." **Marketing:** " New channel live! Omnichannel now includes WhatsApp" **Notifications:** "Campaign report ready."

SMS Wholesale / Marketing / Social / Telco	Examples
Aggregators (SMS Wholesale)	**Notifications:** "Routing change tonight." **Mission Critical:** "Alert: SMS delivery failure rerouted."
Marketing Agency	**Marketing:** " lash Sale 25% OFF—today only [link]" **Notifications:** "Campaign report ready."
Dating (Social)	**Account Registration:** "Welcome to LoveMatch! Code 772310." **2FA:** "Login code 882119." **Data Validation:** "Verify phone 118220." **Notifications:** "5 new matches waiting!"
Instant Messaging (Social)	**Account Registration:** "Welcome to ChatNow! Code 442198." **2FA:** "Login code 771299." **Data Validation:** "Verify phone 992144." **Notifications:** "3 new messages missed."
Social Network (Social)	**Account Registration:** "Welcome to Connectly! Code 559201." **2FA:** "Login code 663912." **Data Validation:** "Verify phone 118944." **Notifications:** "7 friend requests + 3 invites."
Mobile Network Operator (Telco)	**Account Registration:** "Welcome to GlobalTel! Code 228199." **2FA:** "Login code 441299." **Mission Critical:** "Outage in your area. Resume 30 min." **Notifications:** " New packages available from November 1st." **Data Validation:** "Verify phone 771144."

Travel	Examples
Airlines	**Account Registration:** "Welcome to SkyFly! Code 772811." **Data Validation:** "Verify phone 119022." **Mission Critical:** "Flight LX202 delayed 1h." **Notifications:** "Check-in now open."
Hotels	**Account Registration:** "Welcome to StayEasy! Code 441299." **Data Validation:** "Verify phone 229811." **Notifications:** "Check-in today at 3 PM." **Marketing:** "Book 3 nights, get 1 free. [link]"
Booking Services	**Account Registration:** "Welcome to TripBook! Code 773201." **2FA:** "Login code 882311." **Data Validation:** "Verify phone 558922." **Mission Critical:** " Hotel Reservation: Stay confirmed: Hilton Rome, Nov 3–6." **Notifications:** "Car pickup tomorrow at 9 AM."
Transport Apps & Services	**Account Registration:** "Welcome to QuickRide! Code 112899." **2FA:** "Login code 661229." **Data Validation:** "Verify phone 552901." **Mission Critical:** "Driver arrives in 2 min." **Notifications:** "Ride completed. Fare: $12.40."

Partner / Other / Corporate Group	Examples
Reseller Sales	**Notifications:** "Reseller license renewal due Sept 30." **Mission Critical:** "Portal temporarily down." **Marketing:** "Earn 10% more commission this month."
3rd Party Integrations	**Verification:** "OmniConnect via Zoho. Code 442910." **Mission Critical:** "API offline. Check logs." **Notifications:** "Integration with Salesforce complete." **Marketing:** "Enable SMS, WhatsApp & Viber today."
Software Dev.	**Account Registration:** "Welcome to DevTools! Code 772310." **2FA:** "Secure login code 229911." **Verification:** "API key request requires Code 118299." **Mission Critical:** "Error in app build detected." **Notifications:** "App v2.3.1 passed QA." **Marketing:** "Boost your apps with messaging APIs." **Data Validation:** "Verify number 559812."
Corporate Group	**Account Registration:** "Welcome to GlobalCorp! Code 771210." **Notifications:** "Compliance training due Sept 25." **Mission Critical:** "Group-wide IT outage." **Marketing:** "Corporate members get exclusive offers." **Data Validation:** "Verify phone 662331."

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