

Why Your Business Should Move to RCS

A verified brand, rich media, and tap-to-act buttons, in the inbox your customers already use.

THE SHORT VERSION

SMS delivers. RCS converts.

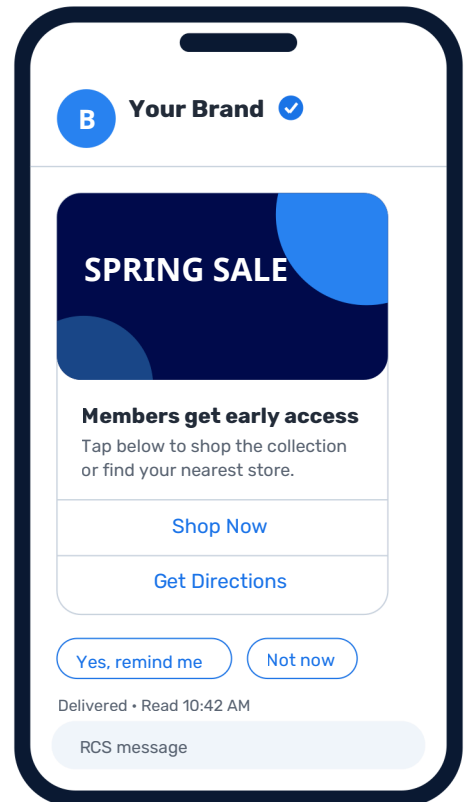
SMS gets your message delivered. RCS gets it **trusted, opened, and acted on**. Your messages arrive under your verified business name and logo, not an anonymous number, and they carry images, carousels, and buttons that let customers buy, book, call, or get directions in one tap.

There is no app to download. It works on Android and iPhone. And anything that cannot be delivered as RCS automatically falls back to SMS, so you never lose reach.

WHAT IS AN RCS AGENT?

Your brand, verified in the inbox

An RCS agent is a verified, branded sender identity approved by the mobile carriers and Google. It carries your business name, logo, and contact details, so customers know exactly who is messaging them. Instead of texts from a random long code or short code, messages come from **your brand**. That single change is what makes RCS a new channel rather than a prettier SMS. [More on branded messaging](#)



WHAT THE NUMBERS SAY

4X higher click-through rate	42% increase in customer engagement	40% increase in user adoption
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Source: txtimpact.com/rcs-business-messaging

REACH

One message, every device

Android

RCS has long been supported across Android devices in the native messaging app.

iPhone

With iOS 18, Apple supports RCS through the major US carriers.

Everyone else

No RCS on the device? TXTImpact falls back to SMS or MMS automatically.

WHY SWITCH

Five reasons leading brands are moving to RCS

- 1

Trust at first glance
Verified name, logo, and checkmark. Customers can tell you from a scammer, which protects your brand and lifts open rates.
- 2

Messages that sell
High-resolution images, video, PDFs, and swipeable product carousels, with up to 8,000 characters instead of 160.
- 3

One tap to act
Buttons such as Buy Now, Call Now, Visit Website, and Get Directions, plus quick replies that turn a broadcast into a conversation.
- 4

Know what worked
Real delivery and read receipts, so you measure actual engagement rather than guessing from sends.
- 5

Every customer reached
Supported on Android and on iPhone (iOS 18+) through AT&T, Verizon, and T-Mobile. If a device cannot receive RCS, TXTImpact sends it as SMS or MMS automatically.

SIDE BY SIDE

RCS vs. SMS vs. MMS

Feature	SMS	MMS	RCS
Verified brand name and logo	No	No	Yes
Message length	160 characters	160 characters	Up to 8,000
Media	None	Basic	High-res image, video, PDF
Buttons and carousels	No	No	Yes
Read receipts	No	No	Yes
Encryption	No	No	Yes
Needs mobile data or Wi-Fi	No	No	Yes (SMS fallback)

Go deeper: [RCS vs SMS guide](#) | [RCS vs iMessage](#) | [RCS vs WhatsApp](#)

WHAT YOU GET

RCS on TXTImpact: key features

Rich media sharing

High-resolution images, videos, PDFs, and audio files.

RCS to SMS fallback

Sends as SMS automatically when RCS is not available on the recipient's device.

CTA buttons

Call Now, Visit Website, Get Directions, and more.

Interactive elements

Carousels, quick replies, and location sharing.

Branded messaging

Verified brand name and business logo on every message.

Read receipts

Track delivery and reads in real time.

Verified OTP delivery

Reduce fraud with one-time passcodes from a verified sender.

RCS to email

Receive and reply to RCS messages from your inbox.

See all [RCS message types, formats, and categories](#).

WHERE IT PAYS OFF

Common use cases

Promotions and product launches

Swipe able carousels with a Buy Now button on each card.

Appointments and reminders

Confirm, reschedule, or get directions with one tap.

Order and delivery updates

Branded tracking updates customers trust and open.

Account security

OTPs and alerts from a verified sender, not an unknown number.

Surveys and feedback

Quick-reply chips lift response rates over typed replies.

Customer support

Two-way conversations with read receipts and rich answers.

More in [12+ RCS examples, use cases, and case studies](#).

FITS YOUR STACK

Integrations, API, and automation

Send RCS from the tools you already use. TXTImpact connects with Salesforce, Zendesk, Mailchimp, Shopify, Zapier, and more, and triggers messages automatically from your CRM, eCommerce, and calendar. Developers get a full RCS Gateway API, ready-made templates for OTPs and promotions, and round-the-clock developer assistance. [Integrations](#) | [Workflows](#) | [API documentation](#).

PRICING

Simple, credit-based pricing

RCS runs on the same SMS credits you already use. There is no separate plan to buy.

Pricing is subject to change. Carrier surcharges and messaging fees can change at any time. The figures below are for reference only. Always check www.txtimpact.com/pricing-page for up-to-date pricing.

Message credits (inbound and outbound)

Message type	Credits
Rich (Text) RCS Rich	1 SMS credit per segment
(Media)	2 SMS credits per message

Carrier surcharge (per message, inbound and outbound)

Carrier	RCS Rich (Text)	RCS Rich (Media)
AT&T	\$0.0045	\$0.0100
T-Mobile	\$0.0045	\$0.0125
Verizon	\$0 / \$0.0040	\$0 / \$0.0060
US Cellular	\$0.0050	\$0.0135
All other carriers	\$0.0045	\$0.0100

RCS US sender onboarding fees

These apply only when an RCS sender is submitted for US carrier approval.

Fee	Amount	Details
Aegis Sender Review Fee	\$200	Carriers require that all brands onboarding to RCS be vetted by Aegis. Charged at time of submission, then annually per RCS sender following approval. The initial fee applies irrespective of the final carrier approval verdict.
T-Mobile Sender Activation Fee	\$500	One-time fee charged by T-Mobile once your RCS sender has been submitted for review.

In practice: \$700 to launch one RCS sender in year one (\$200 Aegis review + \$500 T-Mobile activation), then \$200 per year to keep it active. Message costs are your normal SMS credits plus the carrier surcharge above.

Surcharges and fees are set by carriers and third parties and are passed through. Current rates: www.txtimpact.com/pricing-page

GETTING STARTED

Live in three steps

- 1**
Register your brand

We prepare and submit your RCS agent (name, logo, description, use case) for Aegis vetting and carrier approval.
- 2**
Build your first rich message

Start from ready-made templates for promotions, reminders, and OTPs, or connect through the API and your existing integrations.
- 3**
Send with confidence

RCS where it is supported, automatic SMS fallback where it is not, with read receipts and analytics in one dashboard.

FAQ

Questions clients ask

Do my customers need to install an app?

No. RCS messages arrive in the customer's default messaging app on Android and on iPhone (iOS 18+).

Does RCS work on iPhones?

Yes. Starting with iOS18, Apple supports RCS through major US carriers including AT&T, Verizon, and T-Mobile.

What if a recipient cannot receive RCS?

The message automatically falls back to SMS or MMS, so it is still delivered. Only the rich features are dropped.

How secure is it?

RCS supports encryption and verified business IDs, and every sender is vetted before carriers approve it.

Can I try it first?

Yes. TXTImpact offers a 15-day free trial with no credit card required.

More answers: [RCS best practices and FAQs](#)

WHY TXTIMPACT

20 years of business texting

Human support

Dedicated 24x7 support. No bots.

Smooth onboarding

We handle registration and carrier submission with you.

Risk-free trial

15 days, no credit card required.

Transparent pricing

All features in every plan, no hidden fees.

Fully compliant

10DLC registration and US messaging compliance built in.

One platform

SMS, MMS, RCS, and WhatsApp in a single account.

Ready to upgrade your texts?

Talk to our team and see RCS running under your own brand.

[Book a demo](#)

[Contact sales](#)

Learn more: [RCS Business Messaging](#) | [What is RCS?](#) | [RCS vs SMS](#) | [RCS message types](#) | [Use cases](#) | [Pricing](#) | [Free trial](#)