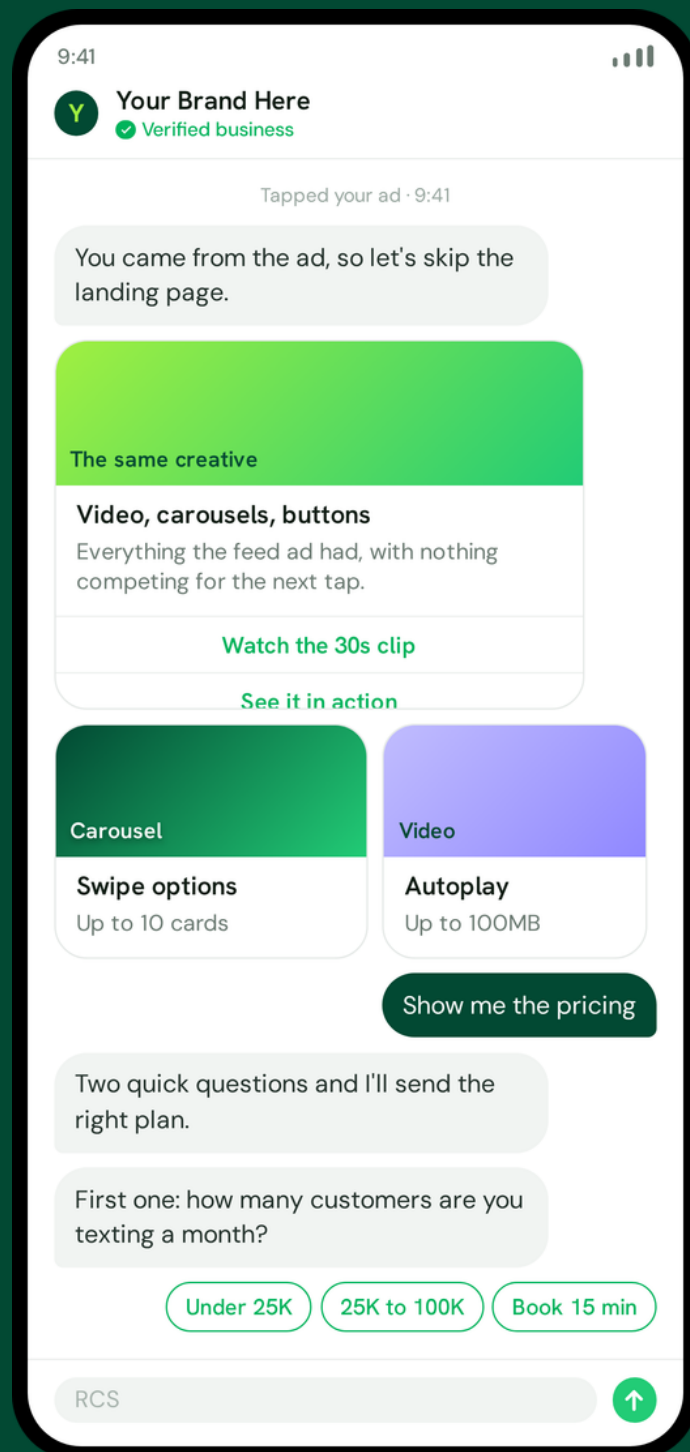




You're sharing attention on Instagram. **Capture it all** with nativeMsg

Move paid social spend into
RCS for Business and put the
same images, video, and
carousels somewhere your
customers aren't already
being pulled away.



The Problem

You're renting attention you have to **share**.

Instagram is engineered to hold attention, and it does not make an exception for your ad. Every impression you buy sits inside an infinite feed whose only job is to serve the next thing. A screen flick upward costs the customer nothing and costs you the whole impression.

You didn't lose to a competitor, you lost to whatever the next video was.

Then the small share of people who do tap get handed to a landing page, where the second leak happens. It's a vicious cycle.

95%

of website visits end in a bounce

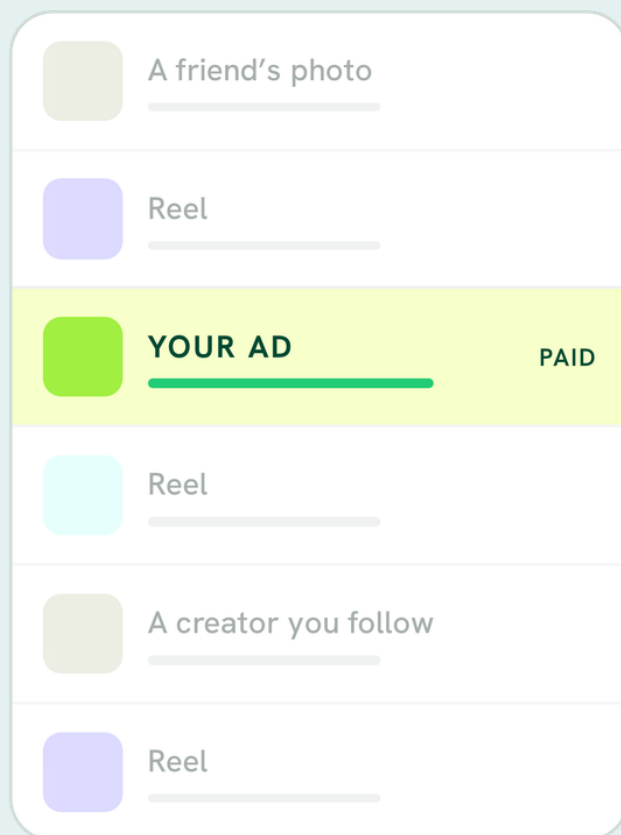
3%

complete a form

96%

of the paid traffic you already pay for is lost before it ever becomes a conversation

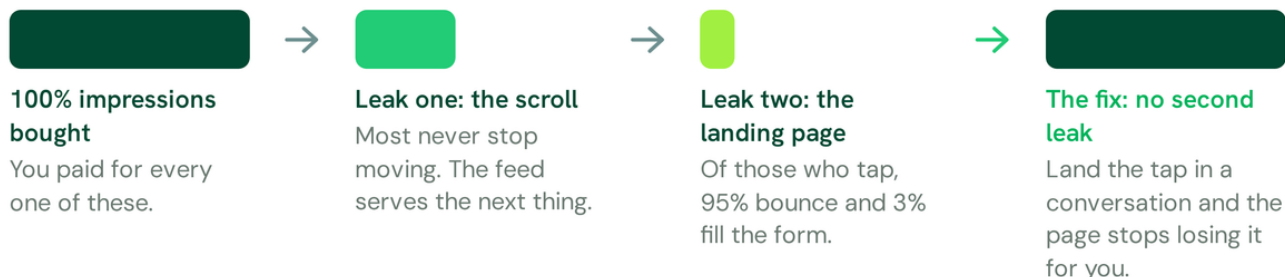
THE FEED YOUR AD LIVES IN



One thumb flick and the impression you paid for is behind them. The app is built for the next thing, not for yours.

Two leaks, one budget

Where the money you already committed actually goes.

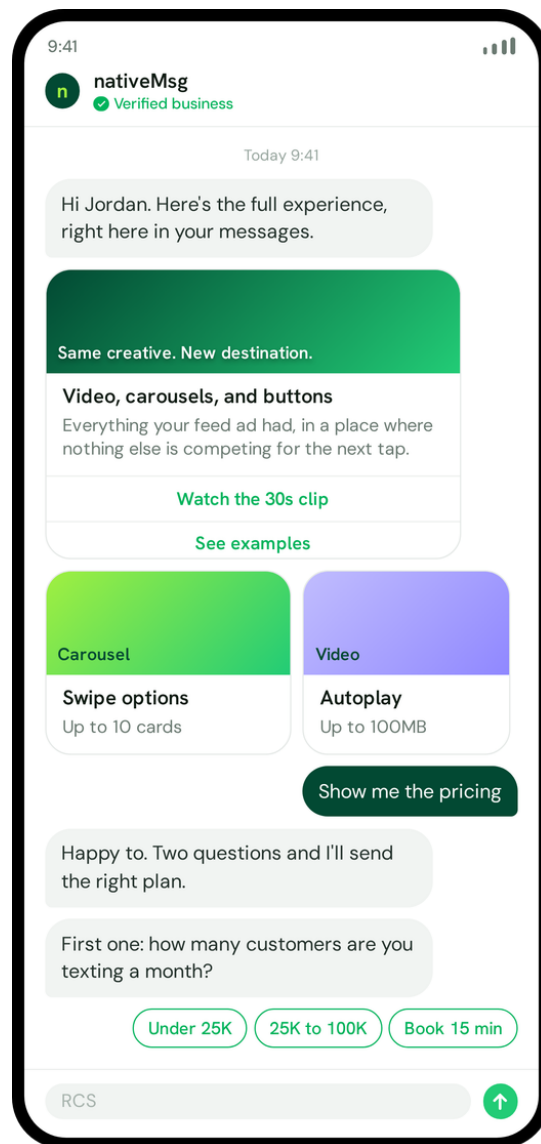


The shift

What changes inside the **messaging app**.

RCS for Business delivers the same creative you already produce, images, videos, carousels, quick-reply buttons, inside the default messaging app on the customers' phone. No apps to download, and no forms to abandon.

- ✓ **Nothing else is competing.**
There is no "next post" below yours. The thread is a queue of things the customer chose, not a feed designed to move them along quickly.
- ✓ **It persists.**
A scrolled impression is gone. A text message sits in the thread and can be reopened.
- ✓ **A tap goes deeper, not away.**
The next step happens in the conversation instead of a landing page loading.
- ✓ **It's verified!**
Your logo & brand name are mobile carrier verified, not a random number that can be spoofed.
- ✓ **It answers back.**
An ad can't respond to questions in real-time. RCS can.
- ✓ **You keep the audience.**
A follower is rented. An opted-in subscriber list is yours to keep.



What you can put in a thread

Every format your paid social creative already uses, plus the ones a feed can't give you.

Images

Video up to 100MB

Audio

PDFs

Interactive cards

Carousels

Quick replies

Action buttons

Conditional branching

Two-way replies

Verified sender and logo

Automatic SMS fallback

Read and engagement analytics

Side by Side

The same creative, in two very different **rooms**.

Nothing in the left column is wrong, it's simply a placement whose job ends the second your thumb swipes it away.

	Paid social placement	RCS conversation
Where it lands	Inside an infinite feed	The customer's messaging app
Competing for attention	Every post above and below	Nothing
Creative available	Image, video, carousel	Image, video, carousel, quick-reply buttons, two-way chat
Lifespan	One scroll	Stays in the thread
What a tap does	Exits to a landing page	Stays in the chat
Sender identity	An @ handle	Verified logo and company name
Audience ownership	The platform owns it	You own it
Retargeting	Buy it again	Message them again

Every row above is the same budget behaving differently. Nothing in the left column has to be turned off for the right column to start working. The best strategy (in our biased opinion) is using the paid social placement, but routing the clicks to a text conversation instead of a landing page.

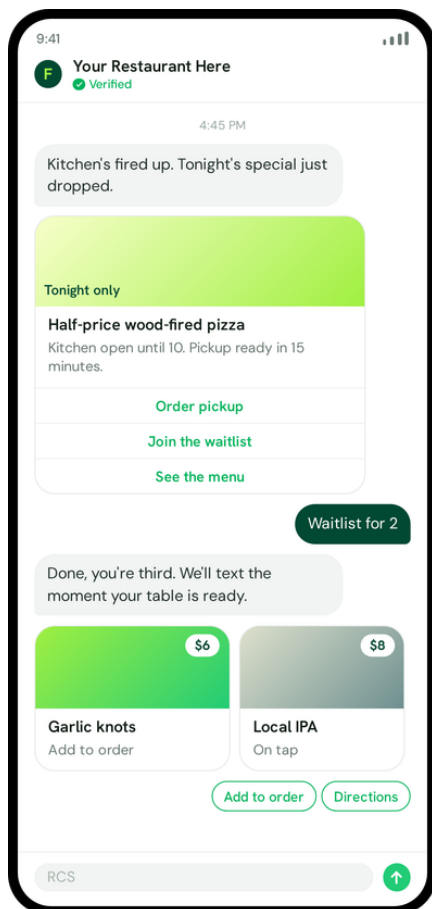
Same shift, every industry

The scroll-past problem is universal.
What gets **recovered** is specific.

Retail & eCommerce

In the feed: a product carousel competing with the next reel. A tap goes to a product page, and the cart gets abandoned there.

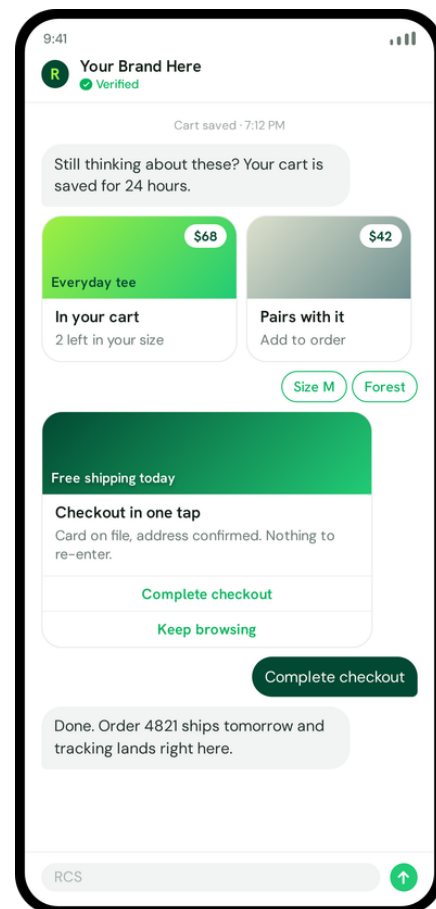
In the thread: the same carousel, with size and color as quick replies and a one-tap checkout button. The abandoned cart gets a follow-up message instead of a retargeting bid.



Restaurants

In the feed: today's special, seen by people who are not hungry right now and gone by the time they are.

In the thread: the same photo, sent at 4:45pm, with buttons for order pickup, join the waitlist, or view the menu. Nothing in the thread is trying to change the subject.

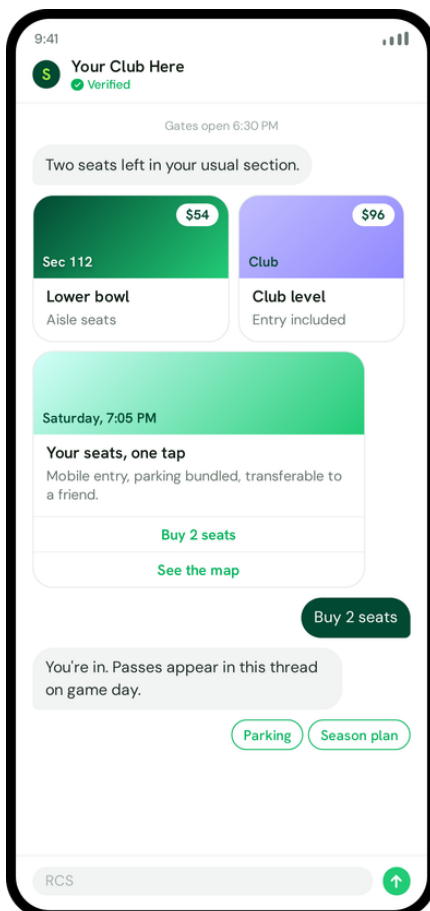
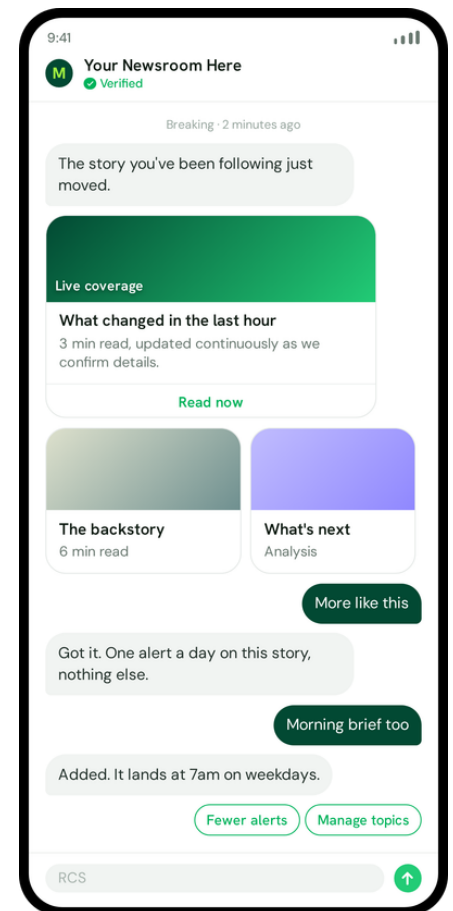


More industries

Media & Publishing →

In the feed: a headline promoting your content, inside a platform whose interest is keeping the reader on the platform.

In the thread: a branded alert with the story, a tap to read, and a preference capture so the next one is relevant. The audience relationship is yours instead of the algorithm's.



← Sports & Entertainment

In the feed: a ticket promo for an event, scrolled past by fans who would have bought.

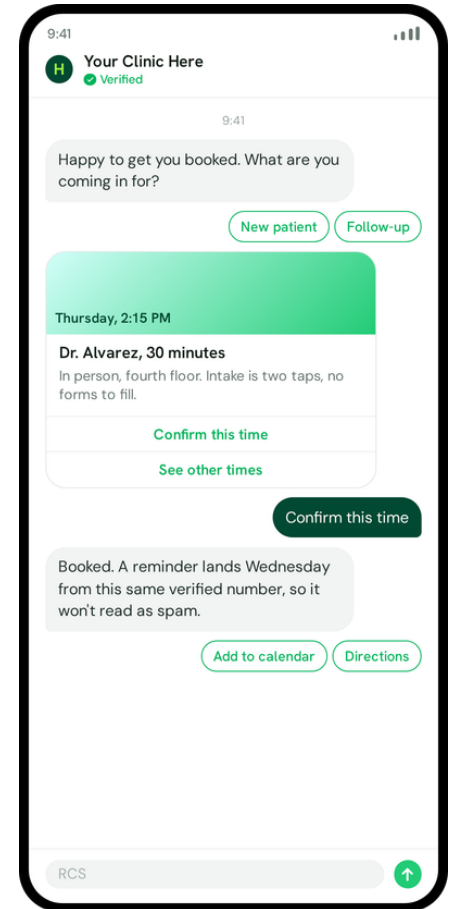
In the thread: seat options as a carousel, one-tap purchases, game day updates, in-venue ordering, all done in one conversation, usable in-season and off-season.

Even more industries

Health & Wellness

In the feed: an ad for a service, followed by a form the prospect won't finish on their phone.

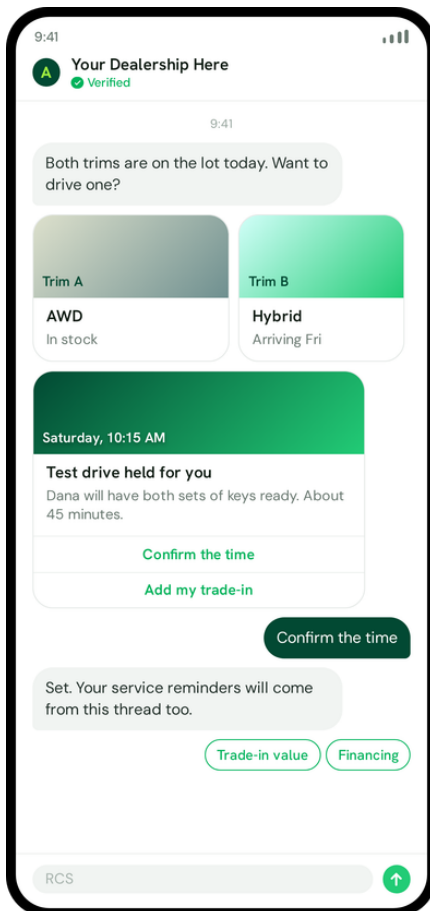
In the thread: a conversation that qualifies, books, confirms, and reminds. No form to abandon, and the reminder arrives from a branded number instead of an anonymous one.



Automotive

In the feed: a model or service offer with a long lead form on the landing page.

In the thread: trim and color as a carousel, a test drive or service slot booked in the conversation, then service reminders to an owner you already know to bring in repeat business.

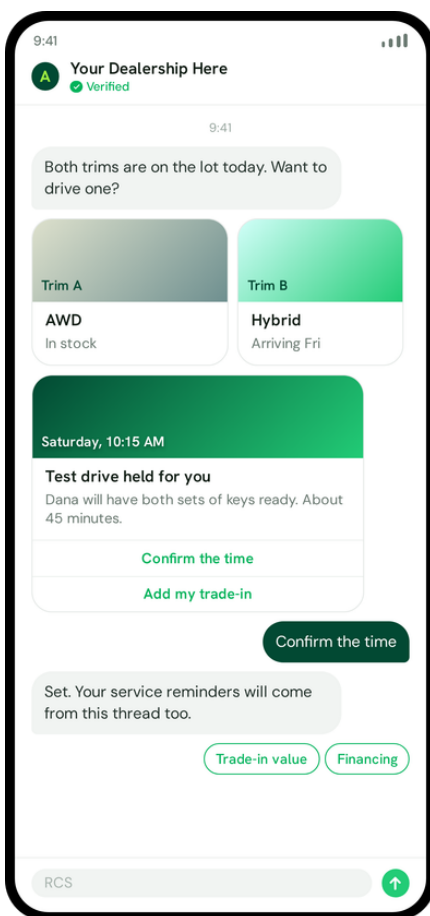


Last set of industries

Consumer Packaged Goods →

In the feed: brand awareness with no way to know who saw it and no way to reach them again.

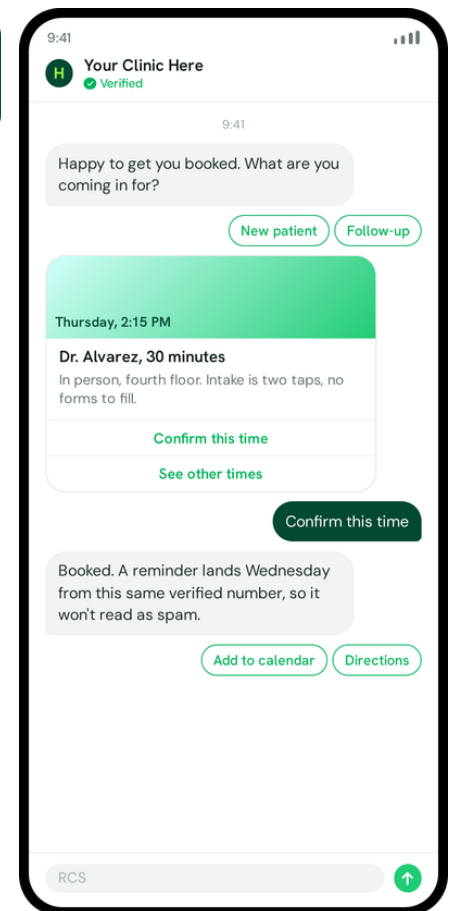
In the thread: the same creative plus a coupon, a where-to-buy lookup feature, and a first-party opt-in. Awareness becomes an addressable audience.



← Agencies

In the feed: a client's budget spent on impressions that expire.

In the thread: the same budget producing a subscriber list the client keeps, reportable per brand, and a channel the next campaign doesn't have to re-buy.



The pattern: Paid social sells the impression, but RCS keeps the customer with you. The creative doesn't change and the budget doesn't increase. What changes is the room the customer enters in order to make their decisions.

The migration

How to move the spend without turning **anything** off.

01 Change the destination, not the campaign

Point one existing social campaign at a conversation instead of a landing page. Same creative, same targeting, same budget. Inbound capture starts working on traffic you already bought.

02 Run it against your current page.

Split the traffic. Compare cost per captured conversation to cost per bounced session inside of one billing cycle, on your own numbers rather than ours.

03 Shift the recurring spend to outbound.

Once the audience is captured and opted in, the follow-up campaigns that used to require retargeting budget become outbound messages to a list you own.

What to measure

- Cost per captured conversation vs. cost per landing page session
- Conversion rate from conversation vs. from landing page
- Opt-ins per thousand ad clicks
- Second action rate on owned outbound vs. paid retargeting

A fair word for the feed

Where social still **earns its budget**.

Discovery. Paid social is good at reaching people who have never heard of you, and RCS needs a phone number to start. That's the point of the sequence: let social media do the awareness part, and stop asking a landing page to do the closing. Conversations work way better.

Nothing in this guide requires cancelling a campaign, it requires changing where the click lands, then watching what the conversation does with traffic a page used to lose.

We just wanted to point out the differences.

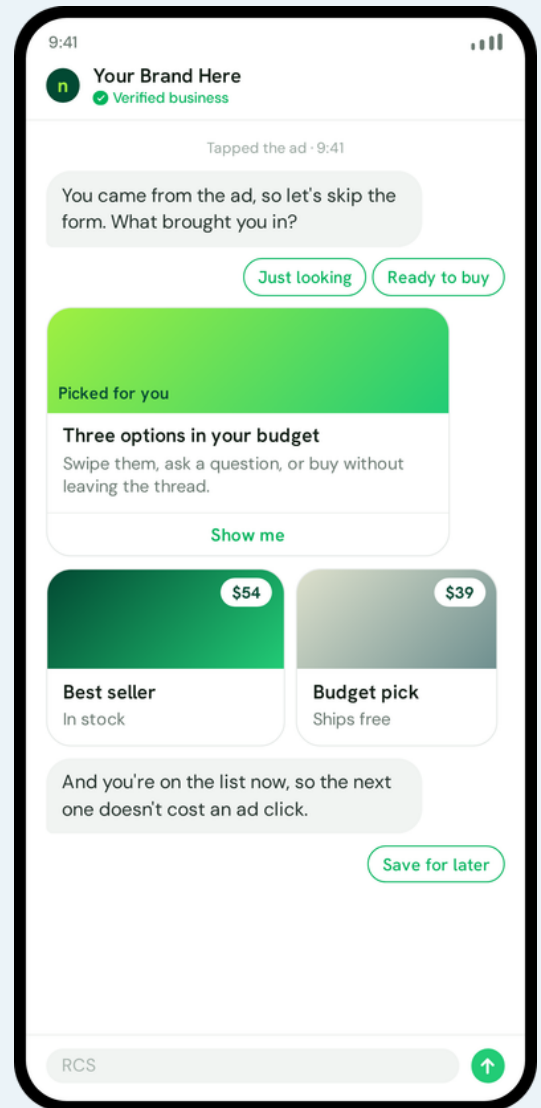
The division of labor

PAID SOCIAL

Finds people who don't know you yet. Ends when the impression ends.

RCS

Keeps the people social media found. The thread stays open after the impression ends.



Step 1

Social media finds them

Keep the campaigns, the creative, and the targeting exactly as they are.

Step 2

A convo converts them

The tap lands in a branded thread instead of a page that loses most of it.

Step 3

Outbound keeps them

The next campaign goes to a list you own, at no additional cost.



Your traffic is real. The destination is **the issue.**

You already produced awesome creative, so the only thing left to change is where they land after they click.

Try out nativeMsg to see the difference for yourself. We'll build one branded conversation on your highest-spend campaign, run it against your current landing page setup, and let your own numbers do the talking.

[See pricing*](#)

[See it with your traffic](#)

*starting at \$199/mo

Everything an app would do, in a text message

Browse, book, ask, buy, and get support inside the messaging app already on every customer's phone. Whatever you need, nativeMsg can build it and connect it to all of your systems

- ✓ Engage Customers Directly Within Their SMS App With Media
- ✓ Quick-Reply Options
- ✓ Boosting Satisfaction And Engagement Effortlessly
- ✓ Interactive Content

Book a Demo



Scan the code
to try it out!

