



Business Messaging Packages & Features



	Business Messaging Free	Business Messaging Unlimited with AI	Business Messaging AI with Campaigns
Messages Included	1,000 Messages across all Free users	Unlimited	Unlimited
Contacts Included	Unlimited	5,000	Unlimited
Microsoft Teams Integration	●	●	●
Webex Integration	●	●	●
Zoom Integration	●	●	●
Slack Integration	●	●	●
SMS Support	●	●	●
MMS Support	●	●	●
Workflows, AI Bots, Analytics	●	●	●
Signature	●	●	●
Opt In/Out capabilities for compliance	●	●	●
Group Messaging	●	●	●
Shared Inbox with Other Users	●	●	●
AI Flows	●	●	●
Blocklist	●	●	●
Blacklist	●	●	●
Scheduled SMS	●	●	●
Variables	●	●	●
Templates	●	●	●
Brand and Campaign Registration	●	●	●
Salesforce Integration	●	●	●
HubSpot Integration	●	●	●
Microsoft Dynamics Integration	●	●	●
API's, Workflows, Widgets, and Webhooks	●	●	●
Snippets and Templates to Automate Common Inquiries	●	●	●
Log Exports for Compliance and Legal Inquiries	●	●	●
Assign Messages to Users (within shared Inbox)	●	●	●
AI Chatbot Integration	●	●	●
Campaigns (A2P Messaging)	●	●	●



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Feature Definitions 1 of 2



Feature	Functional Definition
AI Flows	Set up your own AI Assistant by uploading enterprise domain-specific documents to train the AI Bot and establish protocols for automated responses to customer inquiries
Opt-in/Out	Message recipients can Opt-In or Opt-Out to/of messages. Business Messaging detects key words and can automatically adjust future messaging without manual intervention.
Signature	Add a custom signature to the end of each message.
Group Messaging	Send a message to 10 or less recipients. Responses will be visible by all contacts added to the group message.
Shared Inbox	Assign multiple team members to a single telephone number to read or reply to inbound messages.
Campaigns	Easily create outbound message campaigns by building cohorts (e.g. top customers) for bulk messaging.
API	Business Messaging is eminently flexible in allowing integration through its API to external systems.
WorkFlows	Build automated reactions and responses to incoming messages. Workflows can be built based on time of day, day of week, specific works contained within the body of a message, or even for the purpose of automatically distributing messages amongst team members.
Blocklist	Block specific phone numbers from receiving SMS messages.
Blacklist	Administrators are able to block certain words from being sent in outbound messages. This feature helps businesses maintain compliance, protect their reputation, and ensure professional communication. Administrators can customize the list of restricted keywords according to their specific industry requirements.
Scheduled SMS	Schedule when you want to send out your SMS message. This allows you to delay or schedule your message to be sent at a future time.
Variables	A variable is a placeholder for contact information, usually leveraged to hyper-personalize messages. For example, if you write a message saying "hi {{{name}}}," this is a place holder and when the message gets sent, whatever the contact card has saved for 'name' will be put in place of the placeholder. This features is particularly useful when sending out messages to a group of contacts and when using the campaign feature.



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Feature Definitions 2 of 2



Feature	Functional Definition
Templates	Create pre-written text messages that can be used in various communication scenarios. Users can select these pre-canned messages that are frequently needed for handling a large volume of messages efficiently.
Log Exports	A power compliance tool that allows compliance teams to export logs of their conversations. You can export conversation logs from individual phone numbers or all inboxes in your account. The compliance features are especially important for businesses in highly regulated industries such as healthcare, finance, and legal services.
Number Assignment (Assign to + Round Robin)	Support inboxes can get overwhelming, but with Business Messaging's Assign To feature, your team can seamlessly collaborate, triaging requests and delivering top-notch support to your customers. For teams dealing with a large influx of messages, the round robin feature comes to the rescue by automatically distributing the workload evenly among teammates. This ensures that customers receiving swift responses, while also preventing any team member from becoming overwhelmed.
Internal Discussion (Threads)	Threads server as a means for your team to engage in internal discussions centered on specific customer messages. They are exclusive to the team and remain hidden from the customer's view. Internal threads remain concealed from customers, enabling your team to operate behind the scene while maintaining a comprehensive record of relevant conversations.
CRM Integrations: Salesforce	Business Messaging supports seamless integration with Salesforce CRM enabling bulk contact synchronization. This integration enables you to sync all your contacts and their corresponding properties, ensuring you have a comprehensive and up-to-date contact database at your disposal.
CRM Integrations: Microsoft Dynamics	Business Messaging supports seamless integration with Microsoft Dynamics CRM enabling bulk contact synchronization. This integration enables you to sync all your contacts and their corresponding properties, ensuring you have a comprehensive and up-to-date contact database at your disposal.
CRM Integration: Hubspot	Business Messaging supports seamless integration with HubSpot CRM enabling bulk contact synchronization. This integration enables you to sync all your contacts and their corresponding properties, ensuring that you have a comprehensive and up-to-date contact database at your disposal.