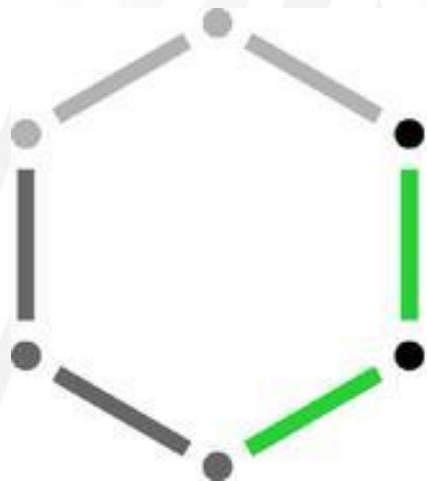


A graphic of a stage spotlight in the top right corner, casting a yellow beam of light across the upper half of the page.

aimm **MEMBER** **SPOTLIGHT**



mGage™
A Vivial Company



<https://mgage.com/>

Interview with: *Nick Millward*

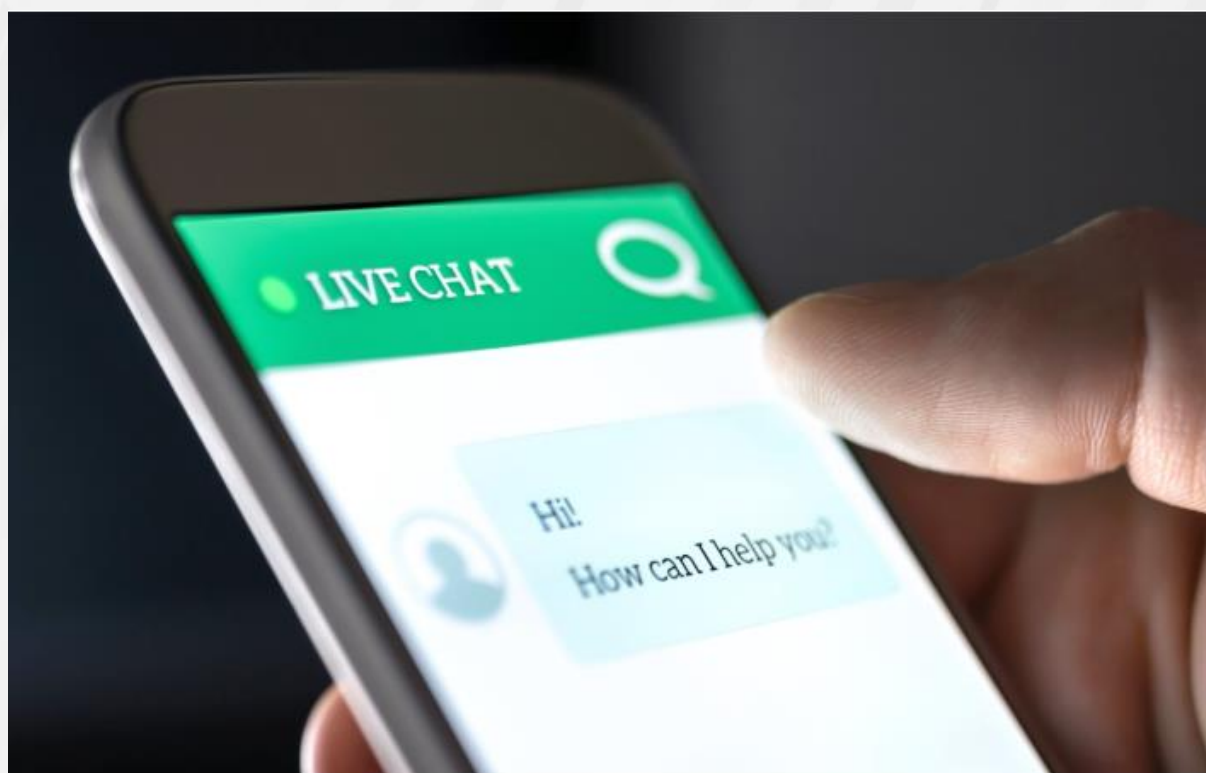
Position at Co: *VP Europe*

Tell us a bit more about mGage, what does it do?

mGage is a global mobile engagement provider helping brands create powerful and interactive connections with customers, whether for marketing or customer service purposes. We partner with enterprises worldwide to deliver high volume time-sensitive promotional and transactional messages across a whole host of messaging channels including SMS, MMS, Push and RCS.

What can you tell us about the sort of clients mGage has?

Mobile messaging is an essential part of customer service and marketing strategies for brands of all sizes, as such mGage works with a broad spectrum of businesses across a range of industries including, retailers, charities, broadcasters, financial services, call centres, SaaS providers and many more.



Helping brands create powerful and interactive connections with customers

Are there any new products or services that mGage are working on at the moment you would like to tell us about? If someone needs that service or product why should they come to you?

At mGage we pride ourselves on being innovative and pushing the boundaries of mobile in line with ever-growing consumer demands. With this in mind, we are currently in the process of launching a service which offers customers the ability to make payments through RCS messaging.

With our broad and deep expertise in the ever-changing mobile technology industry and our keen sense of innovation, we have long been positioned as sought-after experts, trusted advisors and the go-to partner for other innovative companies looking to use mobile messaging to their best competitive edge.

“

We will be developing those messaging channels that have become a prominent part of communications strategies.

”

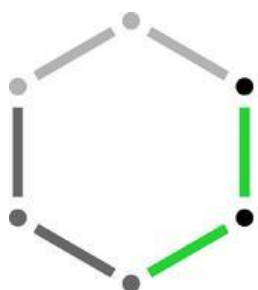
What are your future plans? What can we expect to see from mGage?

As technology evolves and customers come to expect richer content and more engaging forms of interaction with the brands they use, we anticipate that brands will look to incorporate a range of tools within their strategy to deliver different messages through the channel that is best suited for their audience. This could include channels such as WhatsApp and Apple Business Chat being opened up wider to businesses looking to become more relevant to their consumers.

Subsequently, we will be working on developing those messaging channels that have become a prominent part of communications strategies for many years, alongside those that are entering the mobile market. RCS for example, is undergoing a concerted effort for full rollout and we expect to see a lot of new services and opportunities arise with this new, richer form of communication.



Where can people find out more about mGage?



mGage™
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We would like to thank Nick for taking the time to talk to us. To find out more about our members, the work aimm does and how we can help your business please visit: www.aimm.co



Association for Interactive
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creating the conditions for growth in micropayments