Conversation API

the building block API for Mobile CX

- ✓ One conversation, any channel
- ✓ Intelligent message routing
- ✓ Easy integration

Your gateway to omnichannel messaging

Customers want to be engaged by brands on the channels they know and love. The problem is – there's a lot of them.

With Conversation API, it's a problem no more. Now you can send and receive messages through the world's most popular messaging channels.

Make the complex simple

Whatever applications you're using – whether it's for marketing automation, customer care, or a chatbot platform – Conversation API can be integrated into your solution. Send outbound alerts, receive inbound requests, unify contact history into one continuous chat or hand it off to an agent.

Sinch transcodes the message to ensure a high fidelity across channels. One conversation. One customer profile. One API. All the channels you need.
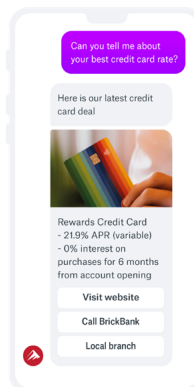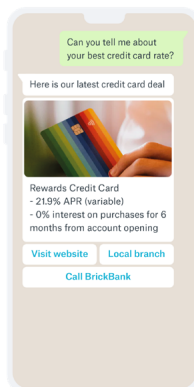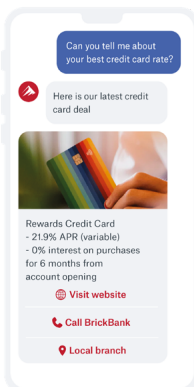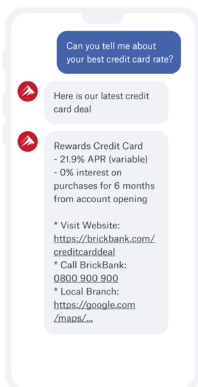
SMS

RCS

WhatsApp

Facebook Messenger

Instragram

Apple Messages for Business

Viber

MMS

Telegram

Kakao Talk

sinch

Channels coming soon

Rich SMS

BYO Channel

Line

WeChat

Easily integrates with any customer experience platform

salesforce

Features

✓ **Easy integration to popular channels**
Integrate once and connect to customers on an ever-growing number of channels.

✓ **Intelligent message routing**
Choose the channel, the relative priority and the fallback.

✓ **Set channel priorities and fallback**
Make sure urgent messages are quickly received. Set a conditional fallback channel to ensure the user reads the message.

✓ **Message transcoding or override**
Transcode between message formats to ensure your message always looks its best on the destination channel.

✓ **One contact profile for all channels**
A unified contact profile means you don't have the overhead of managing separate channel identities for your customer base.

✓ **Secure conversation history storage**
Find all customer interactions across channels in a single thread, and never lose context. At the same time, have full control over message retention and deletion.

✓ **Easy integration with your product suite**
Fits with your CRM, business system, or campaign tools. Customize your integration to suit your business needs.

See how it works
Check out our developer documentation

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Conversation API Pricing Model

To simplify provisioning and development efforts, Sinch provides a Free Tier to make it easy to use one single API for either 1 or many channels in the future with additional rich features to take advantage of.

Free Tier	MAUs included in free pricing	Channels	Transactions Per Second (TPS)
Per Conversation API "APP"	<=100 MAU	>1 Chat Messaging Channel from All Supported Channels. Channel Message Fees in accordance with Standard Rate Card Pricing	1
Per Conversation API "APP"	Unlimited	Maximum of a single configured Chat Messaging channel Channel Message Fees in accordance with Standard Rate Card Pricing	20
Per Conversation API "APP"	Unlimited	Single Chat Messaging Channel + SMS And / Or MMS Channel Message Fees in accordance with Standard Rate Card Pricing	20

Charged Tier	MAUs Included	Channels	Transactions Per Second (TPS)	Monthly Platform Fee
Per Conversation API "APP"	Unlimited (Beyond the 100 MAUs covered in Free Tier)	>1 Chat Messaging Channel from All Supported Channels. Channel Message Fees in accordance with Standard Rate Card Pricing	20	[€149] [$179] [£129]

Discounts available to Monthly Platform Fee based on the number of active apps. Speak to us for more info.

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