

Apple embraces RCS in iOS 18—and marketers should be celebrating

Article

The news: At its annual **WWDC** event, **Apple** announced that its **Messages app** will support **Rich Communication Services (RCS)** in iOS 18, marking a significant shift in how communication between Android and iOS devices will function.

- This move is expected to phase out SMS, replacing it with a more advanced and feature-rich messaging standard.
- The announcement follows a period of heightened industry pressure and [regulatory scrutiny from the EU](#).

Why it matters: With numerous brands already running RCS campaigns globally, especially in Android-dominant markets like India, Brazil, and Mexico, the US should see a surge in RCS adoption following the iOS update. This shift will not only improve communication but offer marketers a powerful tool to enhance customer interactions and achieve better outcomes.

- **Apple's adoption of RCS is particularly significant for marketers.** Some US marketers are already deploying RCS campaigns, and with Apple's support, their reach will likely expand dramatically. Companies like **Best Buy**, **Subway**, and **Warby Parker**, which already use RCS, can now engage more effectively with a broader audience, including iPhone users who previously couldn't use RCS features.
- The iOS introduction of RCS addresses several current limitations in cross-platform messaging including lower-quality media, truncated messages, and no end-to-end encryption; RCS solves these issues.

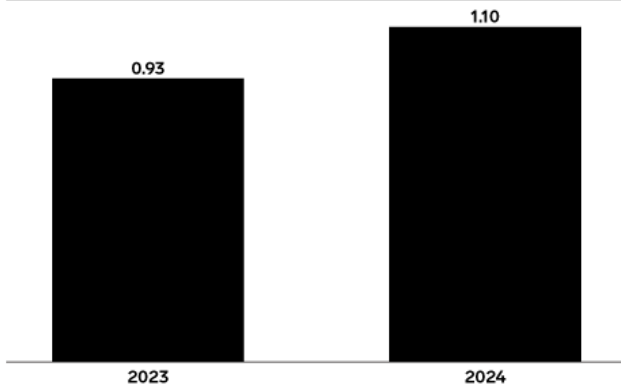
Our take: Apple's endorsement of RCS will revolutionize mobile marketing, providing a robust platform for richer, more engaging customer experiences. As marketers adapt, expect innovative and effective campaigns leveraging RCS's full potential, including the following:

- More immersive and interactive customer experiences, including personalized messages and videos for individual users that should increase engagement and relevance.
- The addition of alternative response options, such as quick-reply buttons to streamline interactions with chatbot-like features powered by RCS.
- Location-based suggestions guiding users to nearby stores or local deals.
- Dynamic carousels that can allow users to swipe through various options.

Go further: Read about the big [Apple Intelligence announcement](#) at WWDC.

Rich Communication Service (RCS) Messaging Users Worldwide, 2023 & 2024

billions



Note: active users; SMS alternative offered by mobile carriers which supports additional features such as chatbots, rich media content, and payments

Source: Juniper Research, "Global RCS Business Messaging Market 2023-2028" as cited in press release, Sep 12, 2023

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