Imimobile introduces a brand new messaging service

Imimobile has launched MiniMailers; a commercial media messaging solution that delivers messages directly to a consumer's inbox.

MiniMailers messages allow for the use of imagery, rich media, and for personalisation. The service also offers lower distribution costs, higher open rates, and delivery attempts, including delivery reports.

MiniMailers does not reduce the size of content for the receiving user's mobile phone or screen and has been trialled with some of South Africa's banks.

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