

SERVICE MESSAGES GUIDELINES FOR PARTNERS



GENERAL INFORMATION:

1. Service messages is an interface that allows a business to communicate directly with its audience through Viber.
2. Viber service messages allow you to personally interact with your audience, keep them engaged with your business, and drive them to perform actions.
3. Viber Service Messages support text, images, buttons and links, all in the same message. All service message types and features are described in the Viber Service Messages API documentation.
4. There are 2 kinds of Viber messaging services that a business can use:
 - a. 1WAY- the business can send messages but users cannot reply
 - b. 2WAY- the business can send messages and users can reply
5. A business can choose between 1WAY or 2WAY. Each kind requires a different integration.
6. The recipient of your messages **must** provide their consent (opt-in) before you can send them any message and you must retain proof of receipt of such consent.
7. On 2WAY Service Messages, the user can initiate the conversation with a business by using Viber's URL scheme.
8. A user who has initiated the conversation will be considered as opted-in for future messages until he revokes such opt-in or unsubscribes.
9. Messages that will be sent to users without their consent will be considered as spam messages.
10. Viber pro-actively monitors and blocks spammers from sending service messages.
11. Users will be able to block the service from sending messages at any stage.



SERVICE MESSAGES GENERAL GUIDELINES

1. Service Messages should have a targeted & informative nature.
2. Service messages' content will not include any of the following:
 - i. Content which infringes or violates any rights, including any intellectual property rights of a third party;
 - ii. Content which is or may be considered to be abusive, discriminating, harassing, including harassment or discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, and mental disability, medical condition including genetic characteristics, marital status, sex, age, sexual orientation, veteran status, or any other characteristics protected by law;
 - iii. Content which is illegal by any applicable laws or regulations;
 - iv. Content that contains or transmits viruses, worms, defects, Trojan horses, or any malicious code; and/or
 - v. Content that falsely expresses or implies that such Content is sponsored or endorsed by Viber.
3. Minimum monthly fee per service – There is a minimum monthly fee per service per month that applies for all services that are register in the system and active. 300€ is the minimum fee per service per month. If service send messages in less than 300€, the charge will be 300€. If the service send messages in more than 300€, the charge will be on the actual usage.
4. If service is register and has ID, the monthly fee applies
5. Requests to delete services should be send to partners@viber.com until 15th of every month in order to delete the service from the following month charge. Kindly keep in mind that we will not delete services that were sent after the 15th.
6. One service can be deactivated maximum 3 times – after that, it will be blacklisted.
7. The minimum fee is calculated on a monthly basis and not accumulating.
8. Services can be reactivated if they were deactivated in the past. Requests to reactivate service should be send to partners@viber.com until 15th of every month in order to reactivate the service for the following month. Once the service is activated, monthly fee applies immediately .
9. Block rate - Viber monitors block rates for all services and may in its sole discretion disable services with exceptional block rates until further notice.
10. It's the partner's responsibility to enforce Viber's guidelines and the agreement's T&Cs when its businesses are using Service Messages. Businesses that will not follow the agreement and/or Viber's T&Cs may be disabled at Viber's sole discretion, until further notice.

11. A disabled service will have to provide requested information regarding the content of the message in order to release its account, which release remains at Viber's sole discretion.
12. Viber shall have the right to terminate any and all services, at its sole discretion, without notice and for any reason whatsoever.
13. Service Messages should be considered as a high quality communication tool that creates high engagement and good results for both services and users and therefore, we will not accept any type of services that we suspect as spammers, at Viber's sole discretion.
14. International brands in Service Messages - when submitting a service which is a global/international name (H&M for example) please include a written approval from the international brand owner for using service messages on Viber. In case where obtaining such an approval is not possible, it is possible to name the service with the brand name + the local branch of the brand (e.g. H&M Russia) and include an approval by the local branch that it has the rights to the brand locally and approves the use of service messages on Viber under such name.
15. Below is a non-exhaustive list of industries that will not be accepted for Service Messages and will be rejected by our operations team, without limitation to other types of industries:
 - Political parties or organizations with a political nature
 - Gambling & Trade - online & offline casino businesses, bidding, lottery, bitcoin, binary options and forex companies
 - Credit/loan services and pawn shops unless these services are offered by a registered financial institutions such as banks and services that are endorsed by banks
 - Content with sexual nature and any other adult content
 - Tobacco related services
 - Alcohol related services
 - Businesses that are involved in weapons and drug trade
 - Open portals/blogs that have no control over the published content, for example internet websites that allow its users to create content and share it
 - Religious services including churches, temples, mosques etc.
 - Online spiritual services such as tarot cards readings, astrological mapping, etc.
 - Companies that we consider as Viber's competitors

PROMOTIONAL GUIDELINES (IN ADDITION TO THE ABOVE SERVICE MESSAGES GENERAL GUIDELINES)

1. Promotional service message – a service message that contains any info that promotes a business' agenda, a business offer or commercial information.
2. Service messages that are not transactional and/or targeted to a specific user will be considered as promotional.

3. First message sent from a business to a user **must** be personal, informative & a targeted message - **NOT** promotional. Experiments held shows that users block rate has doubled when promotional messages were sent as a first message to a user.
4. All promotional service messages **must be** labeled "**Promotional**" according to Viber Service Messages API documentation label feature.
5. Viber doesn't store the content of messages sent on the Viber platform. (for more info, please visit [Viber privacy policy](#))



GOOD USER EXPERIENCE AND EXAMPLES OF MESSAGES:

PERSONAL AND INFORMATIVE MESSAGES

1WAY:

1. Dear miss <name>, your order has now arrived to our shop, please come and collect it.
2. Dear Mr. <name> We are happy to inform you that your flight to Paris will leave on time, boarding starts at 3:20 pm at gate 4B. For more info regarding our airline regulations please press "More info".
"More Info" button - direct link to airline terms & policies.

2WAY:

1. Dear Mr. <name>, your appointment to Dr. <name> has been scheduled for 10/10/2016 at 12:00 AM at our clinic on 125th Lincoln st. Please make sure to bring all relevant documents with you. For any change or cancellation please reply to this message to contact the appointment center.

TRANSACTIONAL MESSAGES

1. Dear customer, you withdrew \$200 from your account, your balance is now: \$19,285

PROMOTIONAL MESSAGES

1WAY:

1. Dear Ms. <name>, thank you for choosing to fly with <name of company>. We have a new mileage program that can interest you.
<For more info> button
2. Dear Mr. Smith, we are happy to inform you that we opened a new shop in _____! Come visit.

2WAY:

1. Last day of our special summer sale offer in all of our online stores – reply "summer sale" if you are interested and we will send you a coupon code.
2. <traveling agency name> is glad to announce that this September we will have low cost weekend packages that may interest you. Reply to this message in order contact our representative.



GREETING MESSAGES

Greeting messages are allowed under our T&Cs, however Viber's experience shows that greeting messages can cause a high block rate & create a bad user experience, and must be planned wisely.

Good 2way experience example:

Dear Mr. <name>

We are pleased to inform you that as of today you can contact us via Viber. Feel free to reply to this message and chat with our representatives.

"Learn More" button - link to landing page

