

Datasheet

# SMS

## Communicate with customers more effectively throughout their lifecycle

Enables developers to build communications and account security SMS messaging into web and mobile applications.



Provide timely, personalized information through SMS-based alerts, reminders, notifications, invites, one-time-passcodes (OTPs) and other automated messages directly from websites or mobile applications. Experience increased user engagement, satisfaction rates, customer lifetime values (CLV) and faster growth.



### High quality, direct-to-carrier routes

Connect directly with hundreds of carriers around the world for optimized speed, reliability and high SMS deliverability.



### Reliable global coverage

Reach and ensure message delivery to end-users in over 200 countries and territories and in 87 different languages.



### Compliance support

Utilize free regulatory assistance to mitigate Telephone Consumer Protection Act (TCPA) risks and adhere to worldwide content compliance.



### Smart message splitting

When splitting a long SMS message, it prevents the breaking of critical pieces of information, such as URLs and email addresses, to ensure messages are delivered and viewed as intended.



### Waterfall failover system

Automatic fallback applied via dynamic routing to secondary provider in the event delivery failed over first provider, ensuring highest delivery and completion rates.



### Advanced phone number cleansing

Properly formats phone number entered by end-user for more reliable and secure message delivery, which improves SMS deliverability by more than 10% in most markets.



### Long message support

Separates SMS message over 160 characters based on device type and operator requirements and sends it to the user's handset with instructions to reassemble the message back in the correct order as one SMS.



### Open source iOS mobile app verification sample code

Utilize pre-built iOS verification code which contains end-to-end best practices flow for mobile app verifications. Verify iOS users via clickable SMS applinks. (Android mobile app verification through App Verify).



### URL shortener and activity tracking

A free service that shortens long URLs into fewer characters to make links easier to send via SMS. Save valuable characters for calls-to-action and gain insight into end-user behavior with activity tracking of click-throughs and conversions.



### Inbound SMS for interactive two-way communications

Send and receive global text messages to listen, engage and provide support to customers. \*This feature requires an additional transaction fee and is not available in all markets. Contact Telesign for specific availability.



### Manage your SMS campaigns (beta)

Build and distribute targeted SMS campaigns through a dynamic dashboard with convenient messaging templates and access to detailed reporting and statistics on delivery status.



### Opt-out management

Set up Telesign SenderIDs for automated management of SMS opt-out requests.

## Section headline



### Reach & engage more users

90% of texts are read within 3 minutes; 98% of SMS messages are read vs. email at 20%.\*



### Communicate more effectively

Send timely messages and experience 20% decrease in support calls and 25% increase in satisfaction.\*



### Grow the business

Provide personalized information to customers right at the time they need it; leads to higher conversions and retention rates.



### Developer friendly APIs

Easy to test, integrate, and get up and running quickly. Clear documentation, developer tools, and reporting.

\* Source: <http://www.adweek.com/socialtimes/the-marketing-opportunity-in-mobile-messaging-infographic/627055>

## How it works



With a few lines of code, begin sending SMS messages directly from web and mobile applications.

1. Developers select a helper SDK in programming language of their choice, write a few lines of code, and send an SMS containing appropriate content for their use case such as alerts, reminders, notifications, promotions, registration/verification or other marketing messages.
2. The SMS request is submitted to the Telesign communications platform.
3. The SMS is delivered to the intended recipient using the best available route. Telesign maintains multiple routes, including direct carrier connections around the world, and uses dynamic routing algorithms to optimize delivery.
4. The SMS web service returns a delivery status response within seconds.

Read the complete Telesign documentation directly from the [Telesign Developer Center](#).



"Telesign's global coverage is critical to our business. Their waterfall delivery process, superior global network, and traffic monitoring increased delivery rates and reduced call center volumes. We use several Telesign products for our SMS customer communications and fraud prevention efforts."

TJ Spinks  
Postmaster, HomeAway



Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

Learn more at [proximus.com/proximus-global](http://proximus.com/proximus-global)



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