

Advantages of Working with a Tier 1 SMS Aggregator



If you're a business that sends your customers text messages, you're partnering with an **SMS aggregator** - a crucial and necessary link between wireless carriers like AT&T, Verizon and T-Mobile, and any business or application looking to send SMS and MMS messages to consumers quickly and efficiently. **Yet not all SMS aggregators are the same.**



Businesses that use non-Tier 1 aggregators typically need to send their messages through one or more aggregators before those messages are routed to the carrier. The carriers then send the message to the end user. That's at least 3 touchpoints before final delivery, making the delivery of timely messages at scale quite a challenge.

Tier 1 SMS aggregators, on the other hand, have direct connections to all the top wireless carriers, which translates to faster connectivity, better prices, more reliable connections and an inside track on carrier activity.

This also means that a business can deliver its text messages for **20% less** by working with a Tier 1 aggregator.



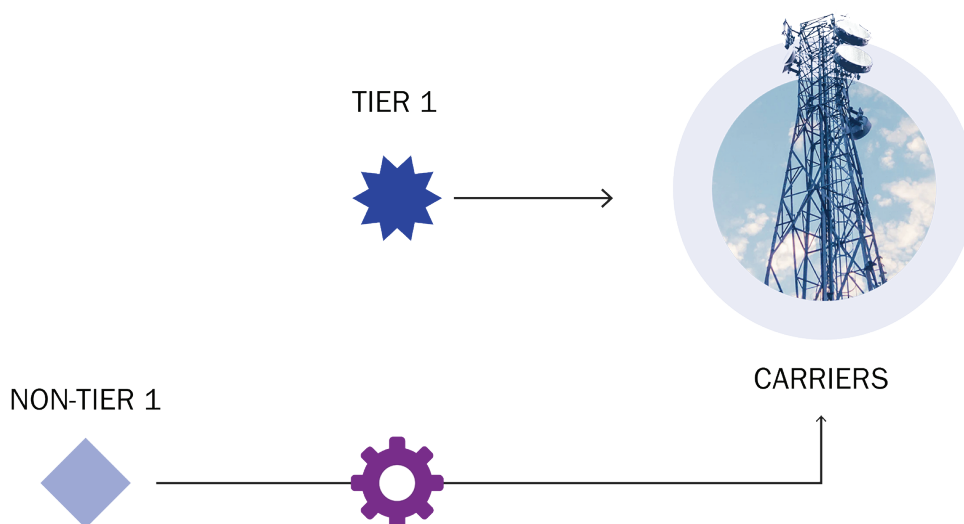
A Tier 1 aggregator's direct connection to carriers means faster and more reliable message delivery, for lower fees, than working with a non-Tier 1 SMS aggregator.

Not All Aggregators Are Created Equal

Without SMS aggregators, third-party providers and brands would have to work individually with more than 100 wireless carrier networks, each with their own rules and SMS compliance requirements.

There are only four Tier 1 aggregators with direct connections with North American wireless carriers. The rest operate two or more “hops” away from the carriers. Unfortunately, even the largest non-Tier 1 aggregators don't always provide the level of service businesses expect from a true partner.

Sticking close to the core equals faster speeds, better connections and happy customers.



The Cost of Not Using a Tier One Aggregator

A Tier 1 aggregator partnership isn't just a "nice to have" for world-class message delivery; it's a necessity. Relying on a lower tier of SMS aggregation services can increase reputational risk and position your business as unreliable in your customers' eyes.

For example, when an SMS aggregator can't **manage a high volume of messages at scale**, that can diminish customer service levels when your customers need it most.

And if you run into a problem and need it fixed fast, there may not be anyone standing by to help you at 10pm on a Saturday night.



Tier 1 provides **unparalleled** customer service, day or night

Nearly [97% of the US population](#) carries a smartphone, which makes text messaging one of the easiest and most accessible ways for your organization to communicate with current and prospective customers. These advantages can diminish quickly when companies work with non-Tier 1 aggregators.

Here are just a few real-life examples of challenges that companies have faced when *not* using a Tier 1 aggregator:



A credit card holder who receives the text message alerting them of a fraudulent new transaction - asking them to approve the purchase or not - too late.



A patient who misses a dentist appointment because they received their text reminder for it after the fact.



A two-factor authentication code that arrives six hours after being issued by a financial institution, sending the customer into a panic because they thought someone might be trying to access their account.

You can help your customers thwart fraud, get to the doctor on time or sleep more peacefully by working with a Tier 1 aggregator that offers the connections, expertise and customer service levels that your customers deserve.

If you're looking for a reliable and reputable way to send SMS messages, a Tier 1 SMS aggregator is your best choice. By removing one or more "middlemen"—all of whom need to be paid for their services—from the process, Tier 1 aggregators save your business money while ensuring reliable, rapid text message delivery to your recipients.

As a Tier 1 aggregator, Vibes offers **24/7/365 support and has the direct carrier connections** that you need to solve problems quickly. These direct connections also result in being the first to know about any carrier rate changes or other news that may impact your mobile messaging and services. Vibes also helps companies launch their programs **live in market 3x faster** than the competition, getting them up and running in a matter of weeks, not months.



Get in touch with us today to learn more about our aggregation services and how we can help your SMS business be as successful as possible.

