

Short Message Service

Chinese Mainland SMS

Product Documentation



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Chinese Mainland SMS Product Introduction Overview

Last updated : 2022-03-08 17:13:04

Chinese Mainland SMS Overview

Chinese Mainland SMS leverages Tencent's over a decade of technology accumulation in SMS services and multiple vendor-specific channels to offer stable SMS verification code and notification delivery services for hundreds of millions of QQ and WeChat users and over 100,000 customers. It sends more than 2 billion messages per month.

Chinese Mainland SMS Strengths

Excellent communication quality

Chinese Mainland SMS achieves a 99% deliverability (unless the recipients' mobile numbers don't exist or are out of area) and an ultra low latency (over 90% SMS messages can be delivered within ten seconds). It has been stably and reliably serving hundreds of millions of QQ and WeChat users.

Multidimensional real-time monitoring

You can track message sending status and monitor sending task exceptions in real time by region, carrier, and channel. This helps create a closed loop for SMS monitoring.

Disaster recovery and smart scheduling

Multiple vendor-specific channels are available, and smart scheduling is performed on the SMS backend to switch between channels in real time based on the use case. The SMS service is deployed with multiple carriers across regions, delivering robust disaster recovery capabilities.

Easy integration and quick access

Chinese Mainland SMS comes with detailed, complete, and easy-to-understand documentation for SMS access. It can be integrated within ten minutes and launched within one hour at the soonest through the Tencent Cloud console, API, or SDK.

Comprehensive statistical analysis

Chinese Mainland SMS provides a wide variety of reports on the number of SMS messages sent, success rate, failure analysis, and receipt analysis, SMS messages sent to a specific mobile number, and the number of SMS messages sent and success rate based on a specific template over a specific period of time.

If you have any questions, feel free to [contact us](#).

Features

Last updated : 2022-05-10 11:18:09

Chinese Mainland SMS provides various services such as SMS verification code, system notification, and event notification, meeting your diverse needs in basic services and marketing campaigns.

Signature Customization

An SMS signature is an identifier added before the message text for identification of a company or business. You can use the name or abbreviation of your company, trademark, product, website as the signature.

Body Template

The SMS body content can be verification code, system notification, member-targeted marketing, etc. An SMS body template allows you to use parameters (variables) to customize the SMS body content, which can be shared by Chinese Mainland SMS and Global SMS.

SMS Message Delivery

After both the SMS body template and signature are approved, you can send SMS messages through the SMS console, APIs, or SDKs.

Status Notification

After an SMS message is sent, you can view the SMS message delivery status (successful or failed) and the actual number of fragment messages (if the body template contains variable parameters, the final number of fragment messages will be affected) in the console.

Unauthorized Usage Protection

Chinese Mainland SMS sends alarms for excessive messages every calendar day. If the number of sent SMS messages exceeds the specified limit, the system will send an alarm notification to the specified alarm recipient to help reduce or avoid the loss caused by unauthorized usage.

Statistics Report

Chinese Mainland SMS provides a wide variety of reports on the total number of SMS messages sent and success rate for today, yesterday, the last 7 days, the last 30 days, or a specified time period, SMS messages sent to a specific mobile number over a specific time period, the number of SMS messages sent and success rate based on a specific template over a specified time period, and details and analysis of delivery failures and receipts on a specified day or over a specified time period.

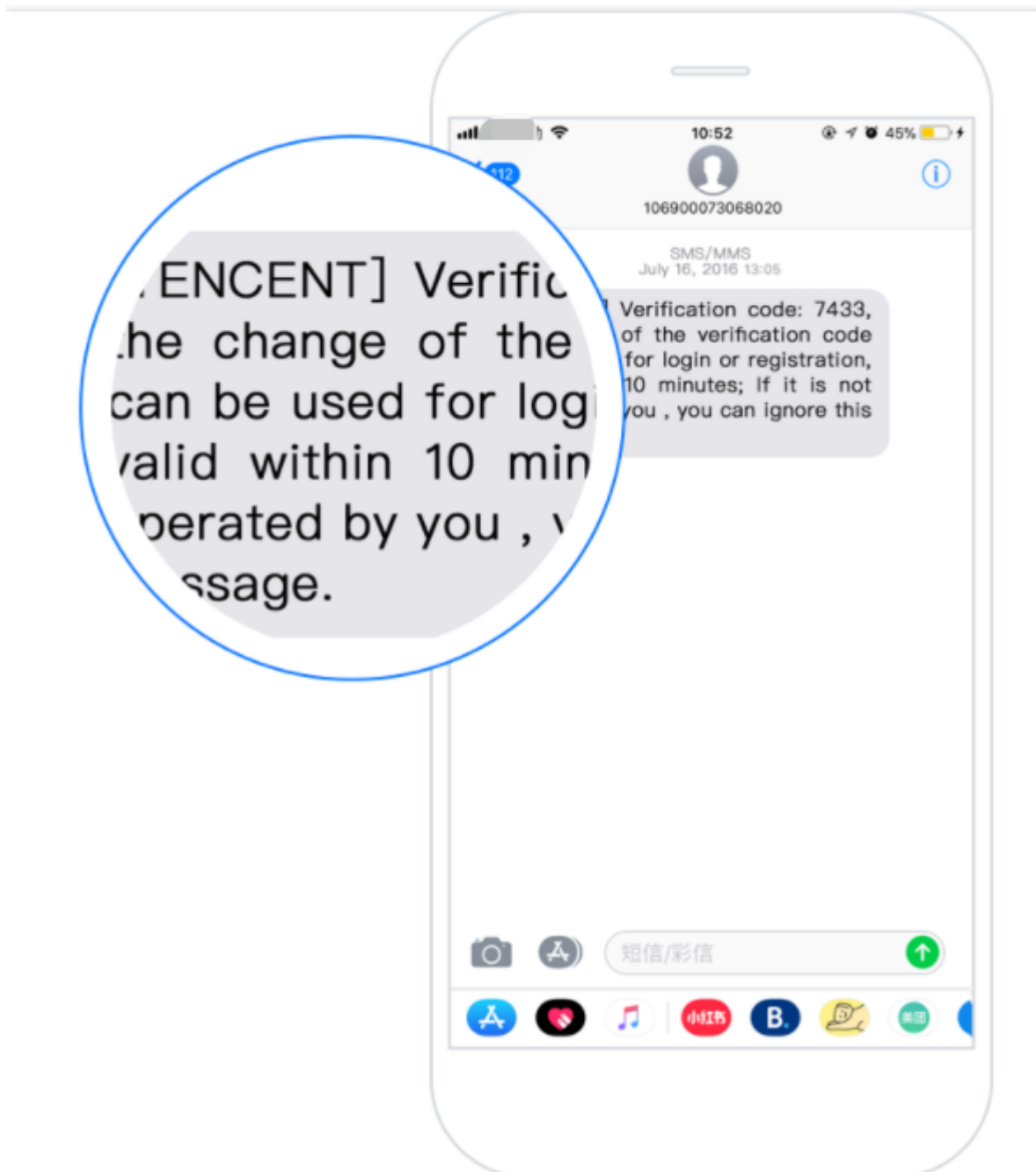
If you have any questions, feel free to [contact us](#).

Use Cases

Last updated : 2022-03-08 17:13:04

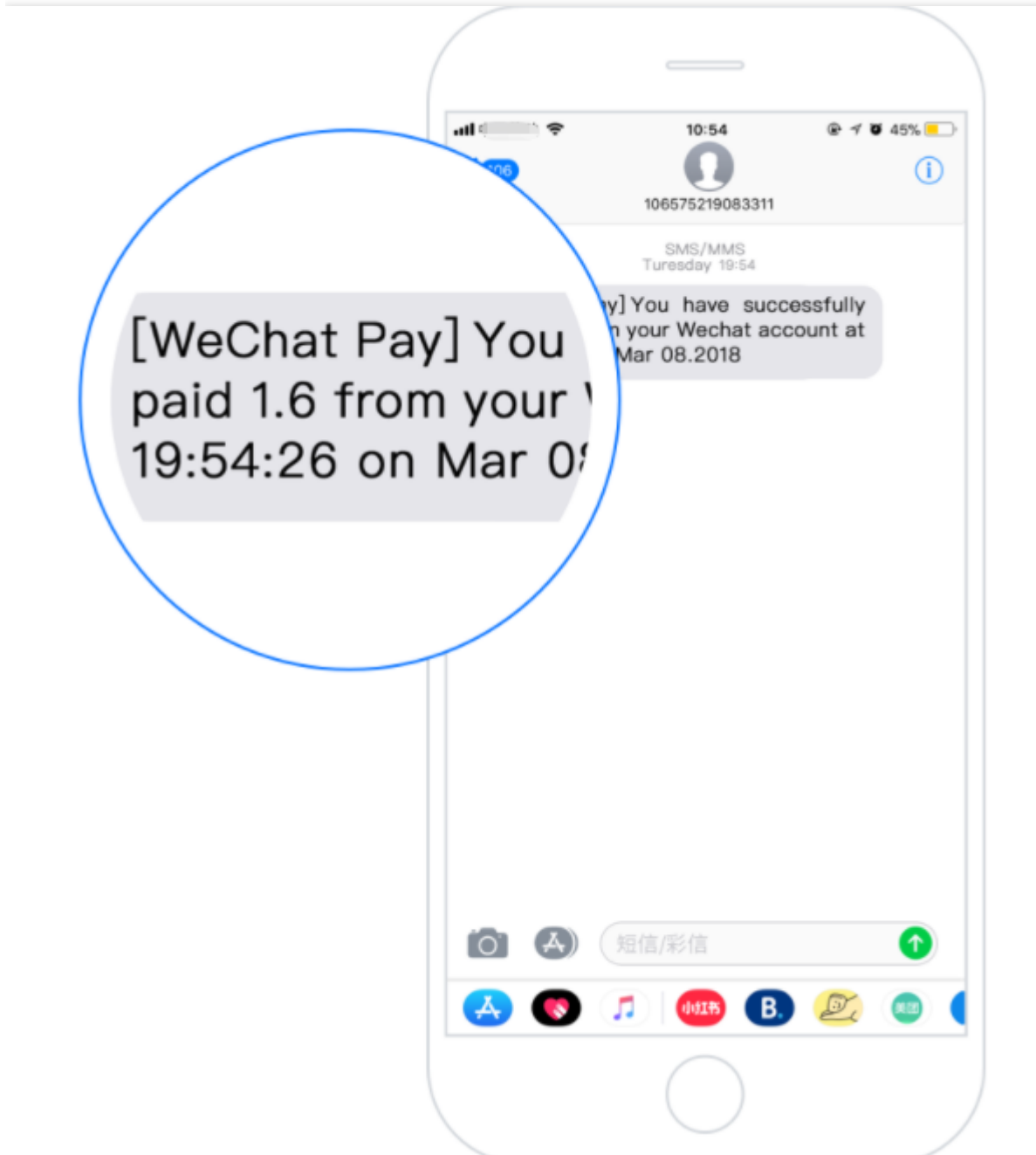
Verification Code Delivery

The SMS service is widely used in digit or digit-letter verification code scenarios, such as account registration with applications/websites, password resetting, payment confirmation, and identity verification.



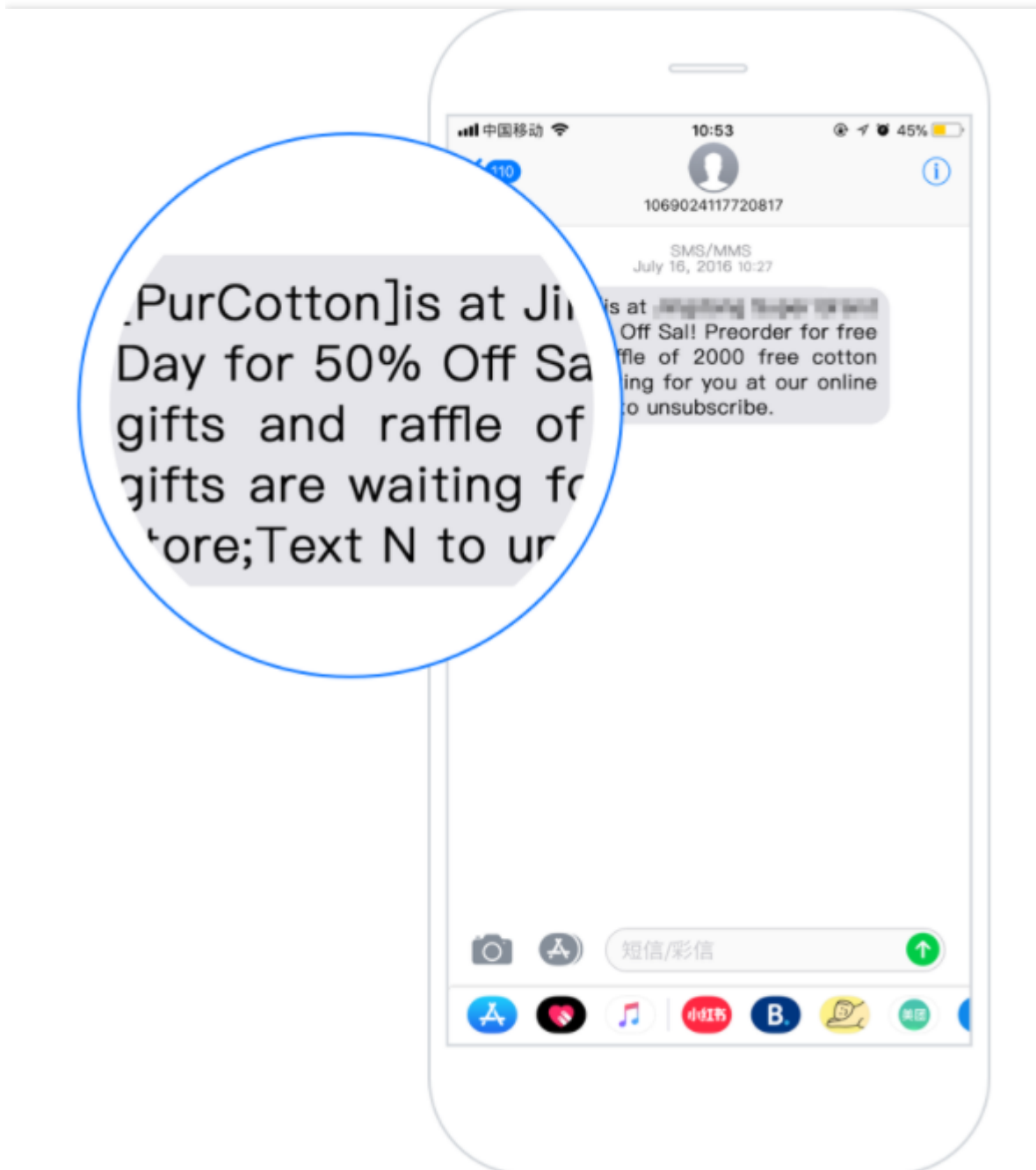
System Notification Push

The SMS service can be used to send general notification SMS messages to registered users, such as system upgrade or maintenance, service activation, account logins, suspicious logins, price adjustments, order confirmation, shipping status updates, consumption confirmation, and payment notifications.



Marketing and Promotion

The SMS service can be used to send promotional or marketing SMS messages to registered members, such as happy birthday, season's greetings, event invitations, new product information, deals and offers, discount information, and rebate information.



If you have any questions, feel free to [contact us](#).

Purchase Guide

Billing Rules

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SMS Length Calculation Rule

- SMS length = number of characters in SMS signature + number of characters in SMS body, as detailed below:
[] are counted into the number of characters in the SMS signature; for example, [ABC] is counted as five characters.
- One letter, digit, punctuation mark (both fullwidth and halfwidth forms), or space is counted as 1 character.
- Some special symbols are counted as multiple characters; for example, an emoji is counted as two characters. When creating templates and sending bulk SMS messages, you need to pay special attention to the billable character count displayed in the console. If there are special symbols in the template or SMS body.
- If a Chinese Mainland SMS message (signature + body) contains no more than 70 characters, it will be billed as one message; otherwise, it will be billed as multiple messages based on the standard of 67 characters per message, but it will still be displayed as one message.

For example, if an SMS message contains 150 characters, it will be billed as three messages (67 + 67 + 16 characters).

- A single SMS message can contain up to 500 characters.

Note :

Due to the different policies of carriers in different regions, Chinese Mainland SMS messages must carry a signature enclosed in [].

Billing Mode

Chinese Mainland SMS is billed by the number of successfully sent SMS messages according to specific content length rules.

Payment Method

Chinese Mainland SMS is daily pay-as-you-go by the number of SMS messages according to specific content length rules. General vouchers do not apply. The payment for a day is deducted at 8:00 AM the next day as detailed in the bill. For more information, see [Pricing Details](#).

Billing Details

Before the 3rd day of each month, Tencent Cloud will provide you with a detailed Chinese Mainland SMS bill for last month. You can click **Details** for the SMS service in Tencent Cloud console > **Billing Center** > **Transactions** to view the billing details. You can also export reports for financial reporting and bookkeeping.

Overdue Payment

Chinese Mainland SMS is pay-as-you-go with a daily billing cycle. The payment for a day is deducted at 8:00 AM the next day. If payment fails due to insufficient balance, you will receive a payment overdue notification via SMS. If you fail to make the payment within 12 hours, the service will be suspended.

The service will resume when you have sufficient balance in your Tencent Cloud account. You shall be responsible for any consequences caused by service suspension due to overdue payment.

Pricing Details

Last updated : 2022-03-08 17:13:04

Chinese Mainland SMS Pricing Overview

Note: Vouchers are not applicable to SMS products.

Chinese Mainland SMS Pricing Details

Chinese Mainland SMS is daily pay-as-you-go.

Pay-as-you-go unit prices:

Country/Region	Abbreviation	Country/Region Code	Unit Price (USD)
Chinese mainland	CN	86	0.0140

Getting Started

Last updated : 2022-02-21 15:14:17

This document helps you quickly get started with the Chinese mainland SMS service by show you how an organization user sends the following message [Tencent Cloud] Your verification code is: XXXX to mobile numbers in the Chinese mainland. For more SMS concepts, see [Glossary](#).

Note :

The new version of console is displayed to users who activate the SMS service after September 18, 2019 by default.

Step 1: Activate the SMS service

Signing up for Tencent Cloud account

- If you don't have a Tencent Cloud account yet, you need to [sign up for a Tencent Cloud account](#) and [verify your organizational identity](#).
- If you already have a Tencent Cloud account and have verified your identity, go directly to the next step.

Applying for activation of SMS

Note :

When logging in to the SMS console for the first time, you need to apply to activate the SMS service.

1. Log in to the [SMS console](#), click **I've read and agree to Tencent Cloud SMS Terms of Service**, and click **Access** to activate the service.
2. Select **Getting Started** on the left sidebar and click **Start creating** to enter the SMS sending guide page.

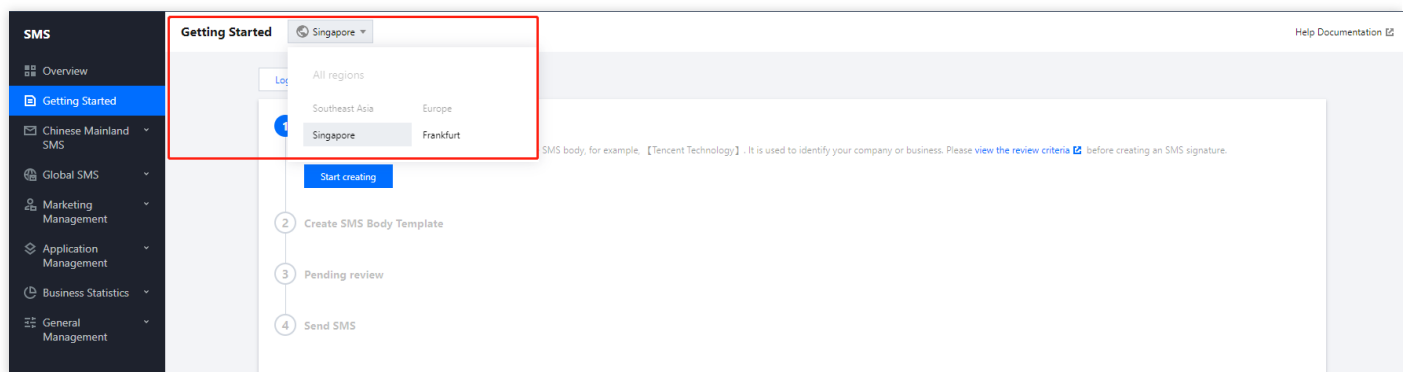
Step 2. Configure SMS content

A complete SMS message consists of **SMS signature** and **SMS body**. You can set different body templates as needed and then combine a signature and a body into the final SMS content: [SMS signature] SMS body . After an SMS signature or template is submitted, it will be reviewed within two hours generally. You can set your mobile number and email address to receive review result notifications.

Selecting a region

1. On the [Getting Started](#) page, select a region in the top-left corner.

Tencent Cloud International offers services in many regions with the same product features and prices. However, data cannot be stored across regions and must instead be kept in the local region. Please select a region based on your data storage needs.



Creating a signature

1. On the [Getting Started](#) page, click **Start creating**.
2. Set the following parameters as needed:

- Signature Purpose: select **For verified entities (such as organizations, websites or product names with signatures verified by the account)**.
- Signature Type: select **Company**.
- Signature Content: enter `Tencent Cloud` .
- Certificate Type: select **Three-in-one**.
- Certificate Upload: upload a photo or scan of the certificate.

3. Click **OK**.

Please wait for the signature review. The signature will be available only after its status changes to **Approved**.

Creating a body template

1. On the [Getting Started](#) page, click **Start creating**.
2. Set the following parameters as needed:

- Template Name: enter `Verification Code` .
- SMS Type: select **Regular SMS**.
- SMS content: enter `Your verification code is: {1}` .

3. Click **OK**.

Please wait for the body template review. The body template will be available only after its status changes to **Approved**.

Step 3. Wait for approval

After an SMS signature or body template is submitted, it will be reviewed within two hours generally. You can set your mobile number and email address to receive review result notifications. On the [Getting Started](#) page, you can click **View** to quickly view the review status of the signature or body template. The signature or body template will be available only after its status changes to **approved**.

Step 4. Send SMS messages

Note :

1. SMS signatures and templates for each region need to be separately created, but they can be copied across regions. Before sending an SMS message, make sure the region selected for the SMS application is the same as that selected for signature and template creation.
2. Before sending an SMS message, make sure the SMS signature and body template have been approved.

You can send SMS messages through the console or [API](#). This document uses the console as an example.

1. On the [Getting Started](#) page, click **Send SMS**.
2. Configure the following parameters as needed:
 - Signature Name: select the signature **Tencent Cloud** created in the [Creating a signature](#) step.

- Template Name: select the template **Verification Code** created in the [Creating a body template](#) step.
- Sending Time: select **Send now**.
- Recipient: select **Upload mobile numbers**, click **Download Standard Template**, enter the recipient's mobile number and custom SMS content in the form, and click **Click here** to upload it. The maximum form size supported is 30 MB.

Template Description	Recipient's Mobile Number	SMS Content Variable 1
Sample	139xxxxxxxx	9097
Instructions	Please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending task must be registered in the Chinese mainland. The cells need to be in a regular format, i.e., without any specific number formats.	Please enter the first custom variable content according to the body template, i.e., replacing {1} in the template.

There are three types of recipients as follows:

Recipient	Description	Variable Template
Upload mobile numbers	<ul style="list-style-type: none"> ◦ You can upload up to 1 million mobile numbers in a CSV or XLSX file of up to 30 MB in size for each bulk SMS sending task. ◦ In an SMS body template created by an individual user, each variable can contain up to 12 characters. ◦ There is no limit on the length of variable values for organizational users. 	Supported
Select a customer group	Click **Customer Group** and select a number group that has been created in Customer Group . Note: you cannot select a template with variables for Template Name .	Not supported
Enter mobile numbers	Enter up to 100 mobile numbers and separate them by pressing the Enter key (one number per line). For the Chinese mainland mobile numbers, please enter the mobile numbers directly: For example, 1371481xxxx. Note: you cannot select a template with variables for Template Name .	Not supported

- Application: select the application that needs to send the SMS. For more information, please see [Creating Application](#).

3. Click **OK**.
4. Check the number of recipients, indicate your consent to the prompt about fees, and click **Send**.
You can view the task status in the “Sending Records” list. The status **Sent** indicates the task has been completed.

Step 5. View SMS delivery result

You can view the SMS delivery result in the following ways:

- On the **Chinese Mainland SMS > Bulk SMS** page, click **Details & Receipt Analytics** on the line of the target task to view its detailed record and receipt analysis.
- Select **Business Statistics > Chinese Mainland SMS** and you can filter and view the statistics and relevant analysis of Chinese Mainland SMS by application, signature, body template, and time.