

Short Message Service

GSMS

Product Documentation



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GSMS

GSMS Intro

Overview

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Global SMS Overview

Tencent Cloud Global SMS collaborates with a great number of premium direct connection channels across the world, covers over 1,000 global carriers, and supports multiple languages to enable you send verification codes, notifications, and marketing SMS conveniently. It is designed to help you reach global users and promote your global business expansion with ease and speed.

Strengths of Global SMS

Global reach and easy access

Global SMS enables you to send SMS messages in multiple languages to users in more than 200 countries/regions through over 1,000 global carriers. It provides complete documentation for SMS access and can be integrated within ten minutes and launched within one hour at the soonest through the Tencent Cloud Console, API, or SDK.

Real-time monitoring, stability, and reliability

Global SMS works with premium direct connection channels across the world. Over 90% of SMS messages can be received within 10 seconds. A delivery status report will be returned immediately a message is sent. Real-time monitoring and intelligent scheduling ensure service security and reliability.

Comprehensive statistical analysis

Global 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.

Features

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Tencent Cloud GSMS provides a variety of services, such as verification code, system notification, and event notification, to meet the needs of enterprises for basic services and operational activities.

Signature customization

SMS signature is an identifier placed before the message body for identifying a company or business, which can be a company name, product name, website name, brand name, name of a WeChat Official Account or Mini Program or their abbreviation.

Message body template

Message body can be a verification code, system notification, and member marketing content. Templated SMS messages can be customized by use of parameters (variables). Templates are shared between China Short Message Service (CSMS) and GSMS messages.

SMS message delivery

After the message body template and SMS signature are approved, you can send SMS messages through the console, cloud SMS API or SDK.

Status notification

You can check whether an SMS message is sent successfully or not on the console, and the number of fragment messages (variable parameters in the body template will affect the final number of fragment messages).

Unauthorized usage prevention

Tencent Cloud GSMS features alarms for excessive message traffic on each calendar day. As soon as the number of messages sent by a user in one single day exceeds the preset volume, the system will trigger alarms that notify the predefined alarm recipients, helping to reduce or avoid losses caused by potential unauthorized usage.

Statistical reports

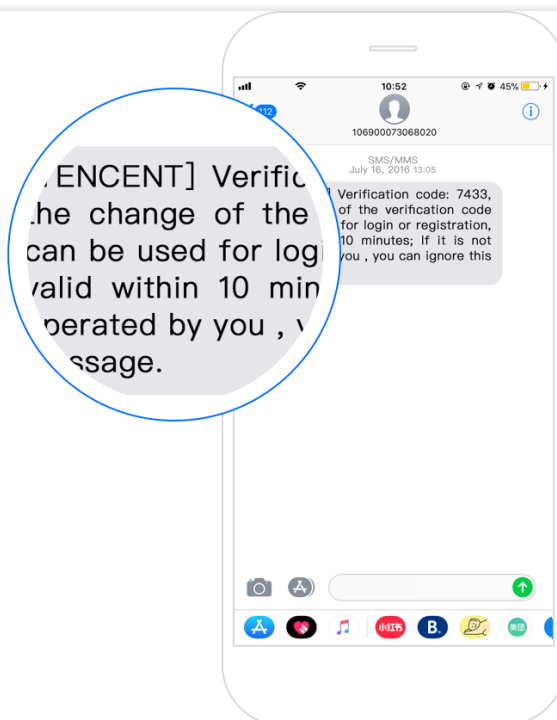
You can view the total number of sent messages and delivery success rate for the current day, prior day, last seven days, last 30 days or a specified time period; logs of messages delivered to a specific mobile number for a specified time period; number of sent messages and delivery rate of messages using a specific template for a specified time period; and delivery failure details, delivery report details and related analyses for a specified date or time period.

Scenarios

Last updated : 2020-01-09 11:18:47

Verification Code

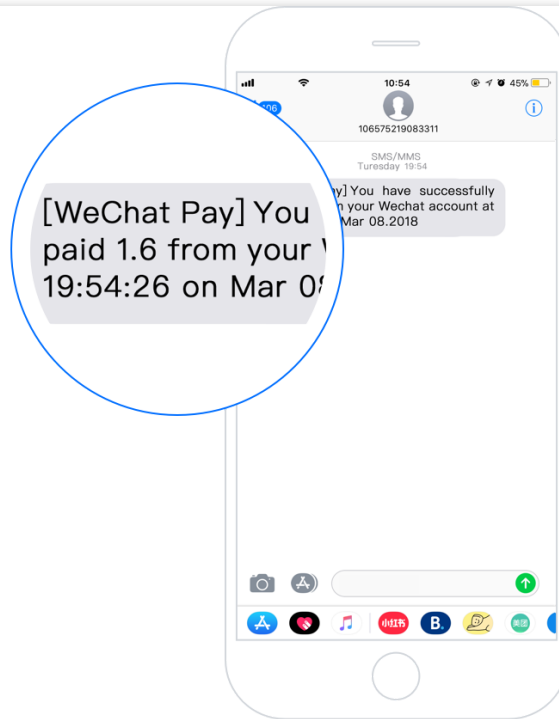
Numeric or alphanumeric verification code sent to a user's mobile number when he/she is registering an account in an App or a website; verification code provided for security concern when users are logging in to their accounts or doing so remotely; verification code required for security verification during password recovery, payment authentication, identification verification and mobile number binding.



System Notification

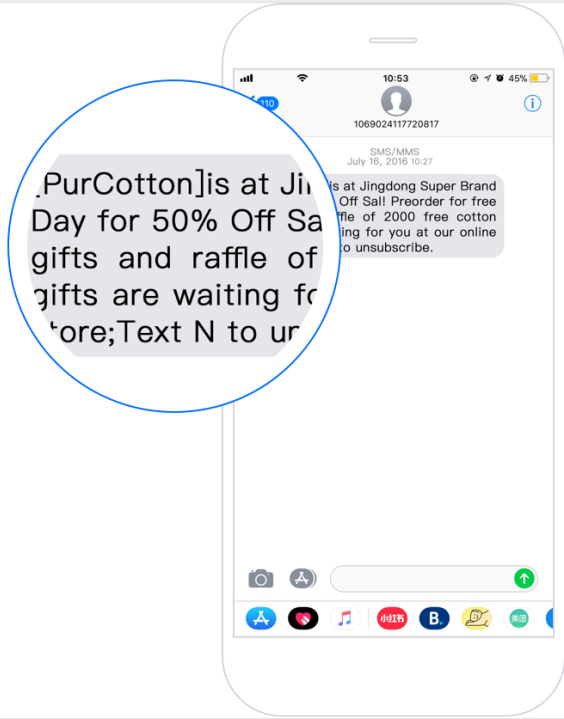
Notification messages sent to registered members, involving system upgrade or maintenance, service activation, internal news, price adjustment, order confirmation, logistics information,

consumption confirmation, payment notification.



Marketing Activities

Operational or marketing messages sent to registered members, involving birthday wishes, holiday greetings, event invitation, new launch, promotions, discount information and rebate.



GSMS Pricing

Billing Overview

Last updated : 2020-03-02 11:19:38

SMS Length Calculation Rule

SMS length = number of characters in the signature + number of characters in the body. A single SMS message can contain up to 500 characters.

Signature is optional for global SMS.

SMS containing only English characters

- A standard GSM character is calculated as **1 character**, while an extended GSM character is calculated as **2 characters**.

Category	Character List
Standard characters	! " # \$ % ' () * + , - . / : ; < = > ? @ _ i £ ¥ § ¨ & ¨ 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z Ä Å Æ Ç È É Ñ Ø ø Û Ü Ö à ä å æ è é ì ñ ò ö ü Δ Φ Γ Λ Ω Π Ψ Σ Θ Ξ
Extended characters	^ € { } [] ~ \

- If an SMS message contains 160 characters or less, it will be billed as one message; otherwise, it will be billed as multiple messages based on the standard of 153 characters per message. For example, if an SMS message contains 320 characters, it will be billed as 3 messages (153 + 153 + 14 characters).

SMS containing non-English characters

- One Chinese character, letter, digit, punctuation mark (both fullwidth and halfwidth forms), or space will be calculated as **1 character**.
- If an SMS message contains 70 characters or less, it will be billed as one message; otherwise, it will be billed as multiple messages based on the standard of 67 characters per message.

For example, if an SMS message contains 150 characters, it will be billed as 3 messages (67 + 67 + 16 characters).

Billing Mode

Global SMS is daily pay-as-you-go by message length on a per message basis. **General vouchers do not apply.** The payment for a day is deducted at 8:00 am the next day as detailed in the bill. Global SMS is available in over 200 countries and regions by which the prices vary. For more information, please see [Global SMS Pricing Overview](#).

Billing Details

Before the 3rd day of each month, Tencent Cloud will provide you with a detailed global 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.

Arrears

Global SMS is daily pay-as-you-go. The payment for a day is deducted at 8:00 am the next day. If payment fails due to insufficient balance, you will receive an arrears notification via SMS. If you fail to top up your account 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 arrears.

Pricing

Last updated : 2020-04-15 11:52:50

Vouchers does not apply to SMS products.

Pricing for Global SMS

Global SMS is daily [pay-as-you-go](#). The prices in the table are in US dollars.

As carriers in Indonesia, Egypt, Russia, Nigeria and Vietnam have adjusted their fees, Tencent Cloud Global SMS has adjusted the prices in these five countries accordingly from April 15, 2020 onwards. We will continue to provide you with stable, high-quality text messaging services worldwide. For more details, please refer to Tencent Cloud Global SMS Price Adjustment Notification.

Download the Global SMS Price List [here](#).

Country/Region	Code	Country/Region Code	Unit Price (USD)
Andorra	AD	376	0.0651
United Arab Emirates	AE	971	0.0415
Afghanistan	AF	93	0.0731
Antigua and Barbuda	AG	1268	0.0781
Anguilla	AI	1264	0.0454
Albania	AL	355	0.0949
Armenia	AM	374	0.0813
Angola	AO	244	0.0633
Argentina	AR	54	0.0301
American Samoa	AS	1684	0.1100

Country/Region	Code	Country/Region Code	Unit Price (USD)
Austria	AT	43	0.1287
Australia	AU	61	0.0804
Aruba	AW	297	0.0553
Azerbaijan	AZ	994	0.1462
Bosnia and Herzegovina	BA	387	0.0772
Barbados	BB	1246	0.0521
Bangladesh	BD	880	0.0846
Belgium	BE	32	0.0825
Burkina Faso	BF	226	0.0776
Bulgaria	BG	359	0.0737
Bahrain	BH	973	0.0229
Burundi	BI	257	0.0383
Benin	BJ	229	0.0498
Bermuda	BM	1441	0.0548
Brunei	BN	673	0.0173
Bolivia	BO	591	0.0649
Caribbean Netherlands	BQ	599	0.0443
Brazil	BR	55	0.0167
Bahamas	BS	1242	0.0390
Bhutan	BT	975	0.0396
Botswana	BW	267	0.0427
Belarus	BY	375	0.0638
Belize	BZ	501	0.0330
Canada	CA	1	0.0080

Country/Region	Code	Country/Region Code	Unit Price (USD)
Democratic Republic of the Congo	CD	243	0.0513
Central African Republic	CF	236	0.0633
Republic of the Congo	CG	242	0.0664
Switzerland	CH	41	0.0712
Ivory Coast	CI	225	0.0819
Cook Islands	CK	682	0.0403
Chile	CL	56	0.0680
Cameroon	CM	237	0.0548
Mainland China	CN	86	0.0150
Colombia	CO	57	0.0414
Costa Rica	CR	506	0.0694
Cape Verde	CV	238	0.0869
Curacao	CW	599	0.0489
Cyprus	CY	357	0.0335
Czech	CZ	420	0.0801
Germany	DE	49	0.1000
Djibouti	DJ	253	0.1106
Denmark	DK	45	0.0532
Dominica	DM	1767	0.0550
Dominican Republic	DO	1809	0.0519
Algeria	DZ	213	0.1656
Ecuador	EC	593	0.1068
Estonia	EE	372	0.1141
Egypt	EG	20	0.0780

Country/Region	Code	Country/Region Code	Unit Price (USD)
Eritrea	ER	291	0.0915
Spain	ES	34	0.0988
Ethiopia	ET	251	0.0336
Finland	FI	358	0.1390
Fiji	FJ	679	0.0367
Micronesia	FM	691	0.1491
Faroe Islands	FO	298	0.0158
France	FR	33	0.0778
Gabon	GA	241	0.0357
United Kingdom	GB	44	0.0464
Grenada	GD	1473	0.0489
Georgia	GE	995	0.0218
French Guiana	GF	594	0.1515
Ghana	GH	233	0.0244
Gibraltar	GI	350	0.0201
Greenland	GL	299	0.0128
Gambia	GM	220	0.0454
Guinea	GN	224	0.0884
Guadeloupe	GP	590	0.2772
Equatorial Guinea	GQ	240	0.0863
Greece	GR	30	0.1013
Guatemala	GT	502	0.0555
Guam	GU	1671	0.0564
Republic of Guinea-Bissau	GW	245	0.0978

Country/Region	Code	Country/Region Code	Unit Price (USD)
Guyana	GY	592	0.0726
Hong Kong (China)	HK	852	0.0448
Honduras	HN	504	0.0645
Croatia	HR	385	0.0801
Haiti	HT	509	0.0848
Hungary	HU	36	0.1197
Indonesia	ID	62	0.0850
Ireland	IE	353	0.0824
Israel	IL	972	0.0173
India	IN	91	0.0085
Iraq	IQ	964	0.0611
Iceland	IS	354	0.0333
Italy	IT	39	0.0823
Jamaica	JM	1876	0.0374
Jordan	JO	962	0.0700
Japan	JP	81	0.0750
Kenya	KE	254	0.0299
Kyrgyzstan	KG	996	0.0564
Cambodia	KH	855	0.0561
Kiribati	KI	686	0.0510
Comoros	KM	269	0.0459
Saint Kitts and Nevis	KN	1869	0.0947
South Korea	KR	82	0.0357
Kuwait	KW	965	0.0518

Country/Region	Code	Country/Region Code	Unit Price (USD)
Cayman Islands	KY	1345	0.0463
Kazakhstan	KZ	7	0.0783
Laos	LA	856	0.0456
Lebanon	LB	961	0.0464
Saint Lucia	LC	1758	0.0414
Liechtenstein	LI	423	0.0297
Sri Lanka	LK	94	0.0690
Liberia	LR	231	0.0709
Lesotho	LS	266	0.0589
Lithuania	LT	370	0.0419
Luxembourg	LU	352	0.0157
Latvia	LV	371	0.0696
Libya	LY	218	0.0569
Morocco	MA	212	0.0832
Monaco	MC	377	0.0638
Moldova	MD	373	0.0954
Montenegro	ME	382	0.0358
Madagascar	MG	261	0.0564
Marshall Islands	MH	692	0.1323
Macedonia	MK	389	0.0303
Mali	ML	223	0.1927
Myanmar	MM	95	0.0940
Mongolia	MN	976	0.0645
Macau (China)	MO	853	0.0267

Country/Region	Code	Country/Region Code	Unit Price (USD)
Mauritania	MR	222	0.0800
Montserrat	MS	1664	0.0685
Malta	MT	356	0.0316
Mauritius	MU	230	0.0509
Maldives	MV	960	0.0340
Malawi	MW	265	0.0486
Mexico	MX	52	0.0332
Malaysia	MY	60	0.0362
Mozambique	MZ	258	0.0315
Namibia	NA	264	0.0429
New Caledonia	NC	687	0.2356
Niger	NE	227	0.0769
Nigeria	NG	234	0.0790
Nicaragua	NI	505	0.0726
Netherlands	NL	31	0.1564
Norway	NO	47	0.0942
Nepal	NP	977	0.1029
Nauru	NR	674	0.0842
New Zealand	NZ	64	0.1162
Oman	OM	968	0.0750
Panama	PA	507	0.0723
Peru	PE	51	0.0440
French Polynesia	PF	689	0.1246
Papua New Guinea	PG	675	0.0692

Country/Region	Code	Country/Region Code	Unit Price (USD)
Philippines	PH	63	0.0355
Pakistan	PK	92	0.0226
Poland	PL	48	0.0411
Saint Pierre and Miquelon	PM	508	0.0580
Puerto Rico	PR	1787	0.0564
Portugal	PT	351	0.0522
Palau	PW	680	0.0855
Paraguay	PY	595	0.0306
Qatar	QA	974	0.0526
Réunion Island	RE	262	0.2108
Romania	RO	40	0.0744
Serbia	RS	381	0.0472
Russia	RU	7	0.0570
Rwanda	RW	250	0.0366
Saudi Arabia	SA	966	0.0357
Solomon Islands	SB	677	0.0303
Seychelles	SC	248	0.0644
Sudan	SD	249	0.0510
Sweden	SE	46	0.1066
Singapore	SG	65	0.0380
Slovenia	SI	386	0.0383
Slovakia	SK	421	0.0999
Sierra Leone	SL	232	0.0305
San Marino	SM	378	0.0587

Country/Region	Code	Country/Region Code	Unit Price (USD)
Senegal	SN	221	0.0719
Somalia	SO	252	0.0873
Suriname	SR	597	0.0495
Sao Tome and Principe	ST	239	0.1149
El Salvador	SV	503	0.0574
Swaziland	SZ	268	0.0748
Turks and Caicos Islands	TC	1649	0.0411
Chad	TD	235	0.0378
Togo	TG	228	0.0348
Thailand	TH	66	0.0192
Tajikistan	TJ	992	0.0607
East Timor	TL	670	0.0656
Turkmenistan	TM	993	0.0580
Tunisia	TN	216	0.1255
Tonga	TO	676	0.0371
Turkey	TR	90	0.0090
Trinidad and Tobago	TT	1868	0.0384
Taiwan (China)	TW	886	0.0540
Tanzania	TZ	255	0.0422
Ukraine	UA	380	0.0533
Uganda	UG	256	0.0776
United States	US	1	0.0063
Uruguay	UY	598	0.1093
Uzbekistan	UZ	998	0.1411

Country/Region	Code	Country/Region Code	Unit Price (USD)
Saint Vincent and the Grenadines	VC	1784	0.0619
Venezuela	VE	58	0.0203
Virgin Islands, British	VG	1284	0.0480
Vietnam	VN	84	0.0490
Vanuatu	VU	678	0.0611
Samoa	WS	685	0.0774
Yemen	YE	967	0.0284
Mayotte	YT	269	0.1589
South Africa	ZA	27	0.0319
Zambia	ZM	260	0.0422
Zimbabwe	ZW	263	0.0253

International / Hong Kong, Macao and Taiwan SMS Getting Started (new version)

Last updated : 2020-06-10 18:38:37

This document uses sending a message `Your verification code is 1234 (valid for 5 minutes)`. For account safety, don't forward the code to others. to mobile numbers outside Mainland China as an example to describe how to get started with the Global SMS service. For more concepts related to SMS, please see [Common Concepts](#).

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 a 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 verified your identity, you can proceed directly to the next step.

Applying for activation of SMS

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](#), tick **I have read and agree to Tencent Cloud SMS Service Agreement**, and click **Start Access** to activate the service.
2. Select **Getting Started** on the left sidebar, select **Send Global SMS**, and click **Start** 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 based on your business needs 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.

Signature is optional for Global SMS. This document uses no signature as an example.

Creating a body template

1. On the [Getting Started](#) page, click **Create**.
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} (valid for {2} minutes). For account safety, don't forward the code to others.` .
3. Click **OK**.

Waiting for body template review. The body template will be available only after its status changes to **approved**.

Step 3. Wait for review

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. The signature or body template will be available only after its status changes to **approved**.

Step 5. Send SMS

Before sending an SMS, you need to confirm that both the SMS signature and body template have been approved.

You can send an SMS 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: signature is optional for Global SMS.

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

Recipient's Mobile Number	SMS Content Variable 1	SMS Content Variable 2
<p>Example: 9xxxxxxx</p> <p>Instructions: please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending must be registered outside Mainland China. The cells need to be in a regular format, i.e., without any specific number formats.</p>	<p>Example: 1234</p> <p>Instructions: please enter the first custom variable content according to the body template, i.e., replacing {1} in the template.</p>	<p>Example: 5</p> <p>Instructions: please enter the second custom variable content according to the body template, i.e., replacing {2} in the template.</p>

3. Click **OK**.
4. Check the number of recipients, indicate your consent to the prompt about fees, and click **Send**. You can view the status of the task in the Delivery Records list. When the status is **sent**, the task has been completed.

Step 5. View SMS delivery result

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

- On the **Global SMS > Bulk SMS** page, click **Details & Report Analysis** on the line of the target task to view its detailed record and report analysis.
- Select **Statistics > Global SMS** and you can filter and view the statistics and relevant analysis of Global SMS by application, signature, body template, and time.