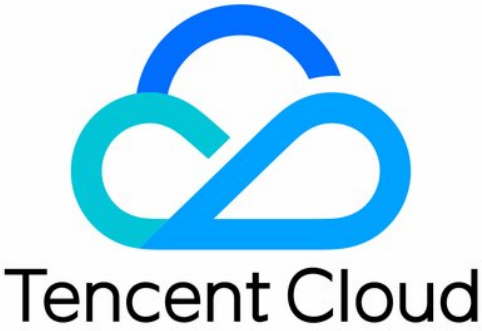
Short Message Service

Product Introduction

Product Documentation



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Product Introduction
Glossary

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Region

A region is the geographical area where a physical data center is located. In Tencent Cloud Short Message Service (SMS), regions are fully isolated from each other, which means data cannot be stored across regions but in the local region. We suggest you select a region according to the data storage requirements in different regions.
Click here to view the region list.

SMS Message Format

An SMS message consists of a signature and a body. Before sending an SMS message, you need to apply for a signature and a body template.
For example, if the SMS signature is `Tencent Technology` and the SMS body is `The login verification code for your account is 1234 and valid for 5 minutes.`, then the complete SMS message will be:

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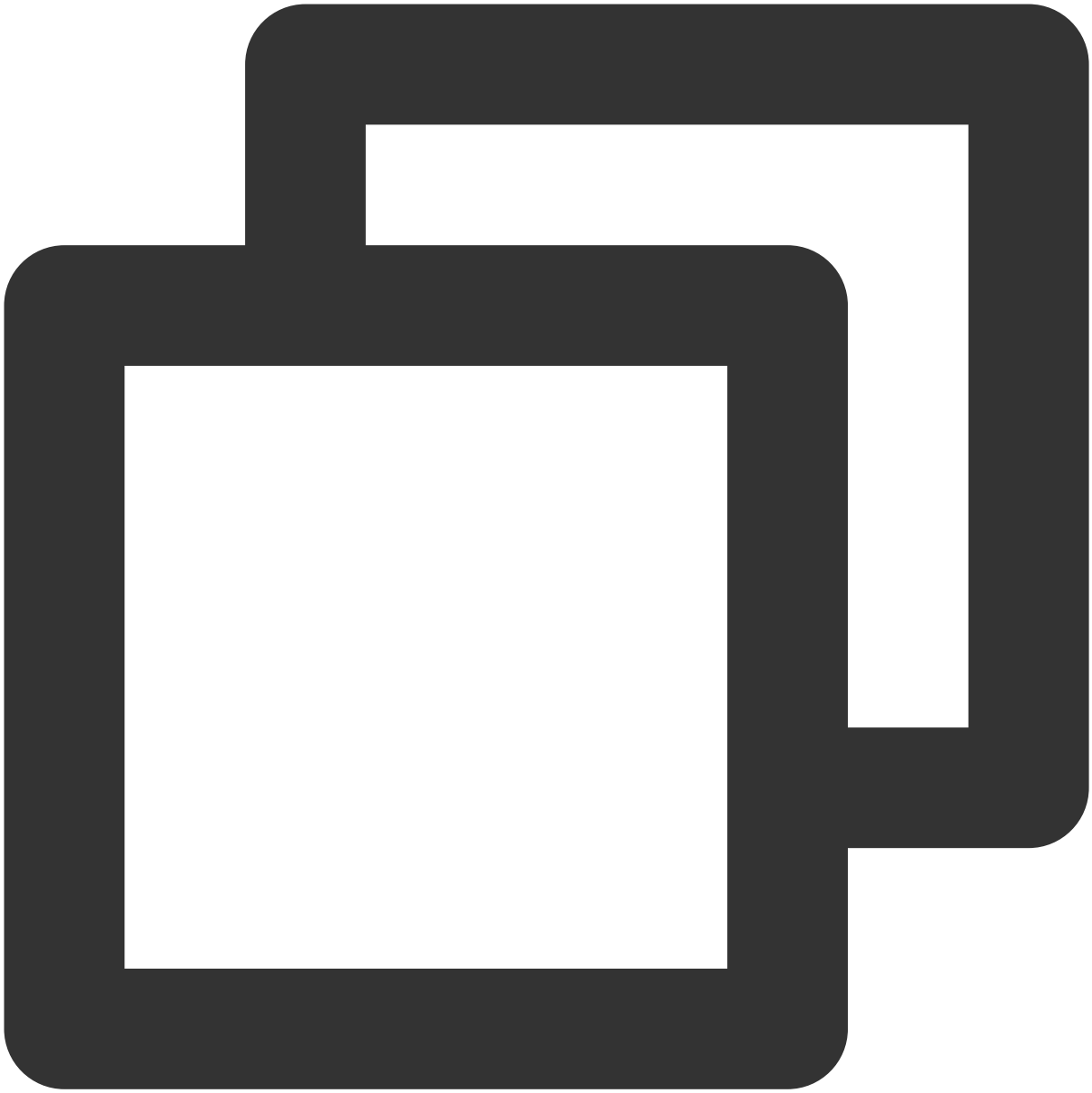

```
[Tencent Technology] The login verification code for your account is 1234 and valid
```

To send the above sample SMS message, perform the following steps:

1. Apply for an SMS signature whose **Signature Content** is `Tencent Technology` .

2. Apply for an SMS body template whose **SMS Content** is `The login verification code for your account is {1} and valid for {2} minutes.` , where {1} and {2} are customizable parameters when an SMS message is sent.

Note:

The signature is optional for Global SMS.

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SMS Signature

An SMS signature is the signature enclosed in [] before an SMS body, which is used to identify a company or business. To apply for an SMS signature, an enterprise user needs to upload a qualification certificate, while an individual user needs to upload an identity certificate. An SMS signature can be used only after it is approved.

Sample SMS signature:

Shenzhen Tencent Computer Systems Company Limited can apply for a signature associated with its company name, such as `[Tencent Technology]`, or one associated with the name of any product provided, such as `[Tencent Cloud]`.

Note:

You do not need to enter "[]" when applying for an SMS signature in the console. For example, if you want to use `[Tencent Technology]` as a signature, you simply need to enter `Tencent Technology` as the **Signature Content**.

SMS Template

An SMS template is the SMS body content. SMS templates divide into verification code templates, notification templates, and marketing SMS templates. SMS content can be customized through template parameters.

Note:

You cannot apply for marketing SMS templates or send marketing SMS messages if you are an individual user. Before applying for an SMS template, you need to apply for an SMS signature first. An SMS template can be used only after it is approved.

Sample SMS template:

If Tencent Technology wants to send an SMS verification code: `[Tencent Technology] The login verification code for your  account is 1234 and valid for 2 minutes.`, where the verification code (1234 in the sample) and validity period (2 minutes in the sample) can be changed in specific circumstances, then:

You can apply for a signature and a template as below:

SMS signature: `Tencent Technology`

SMS template: `The login verification code for your account is {1} and valid for {2} minutes.`

{1} and {2} are variables that are arranged in order, and their values can be customized by setting the values of the template parameters when you send the SMS message.

OTP SMS

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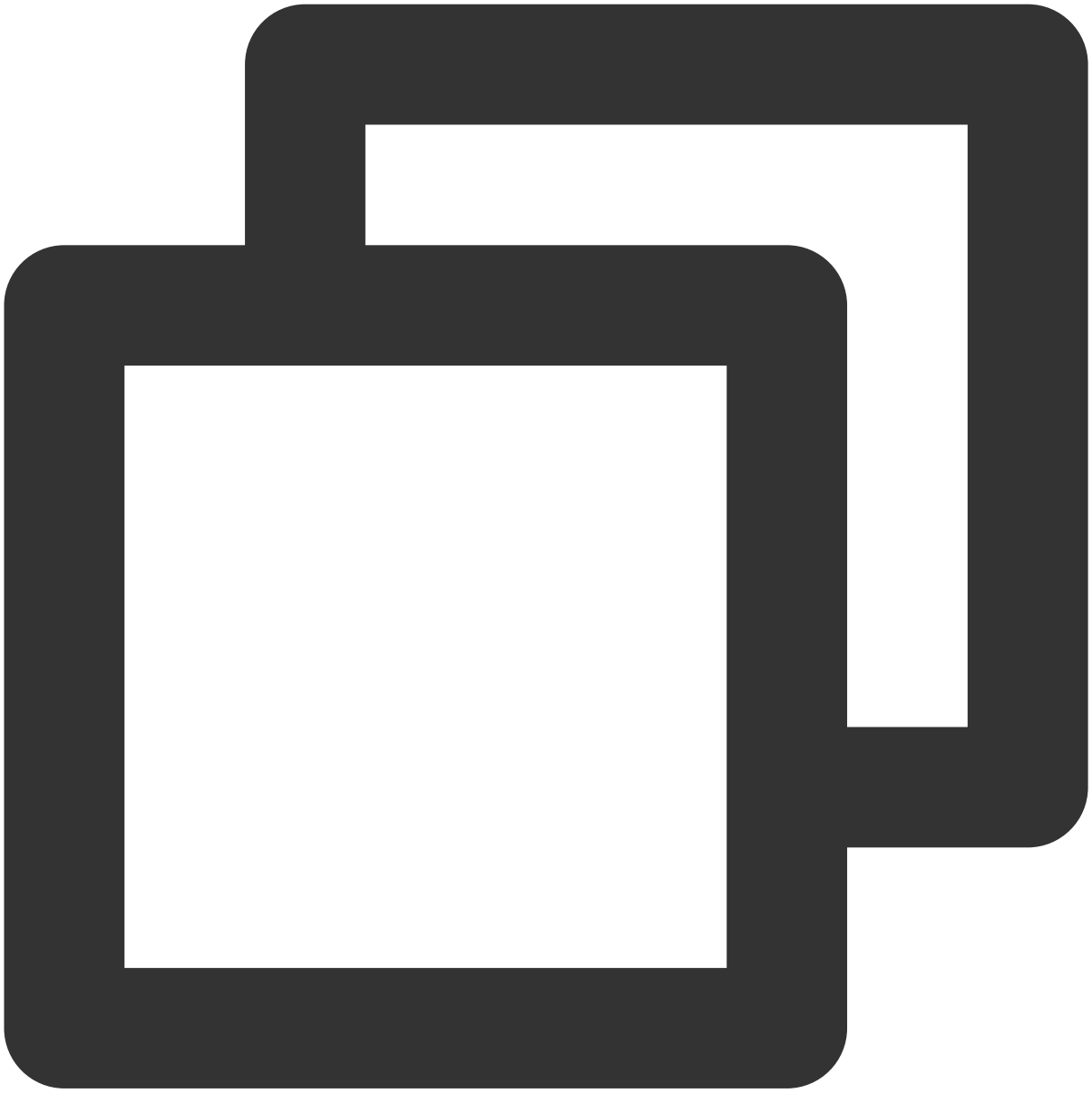
OTP(Verification code SMS): Verification code messages for signup or login verification, payment confirmation, identity verification, etc.

Sample:



```
Your login verification code is 1234. It will expire in 2 minutes. If the login was
```

Notification SMS

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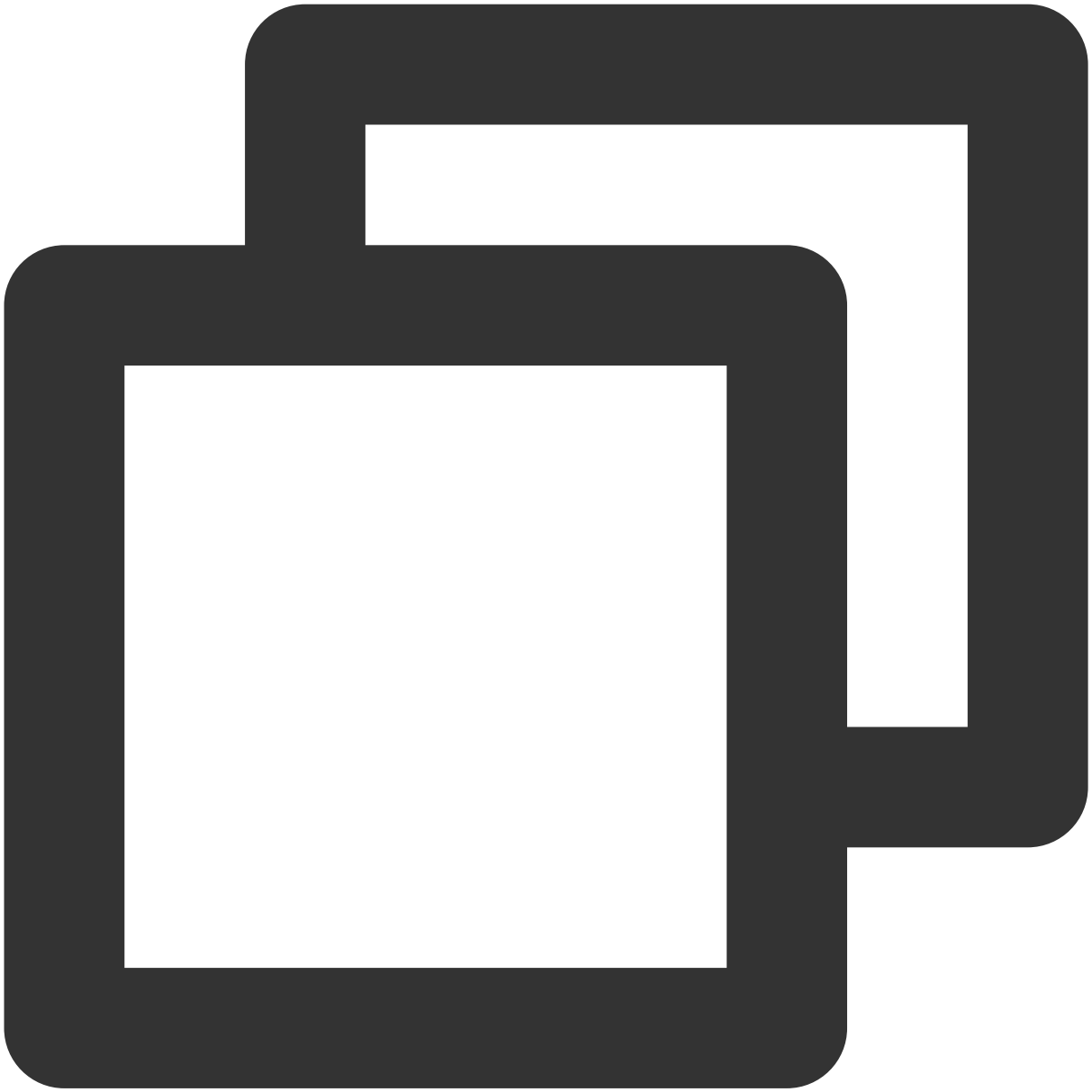
Notification SMS: System notification messages such as delivery notifications, payment receipts, and status notifications.

Sample:



```
The documents submitted for the ICP filing order 201700001234 have been approved. P
```

Marketing SMS

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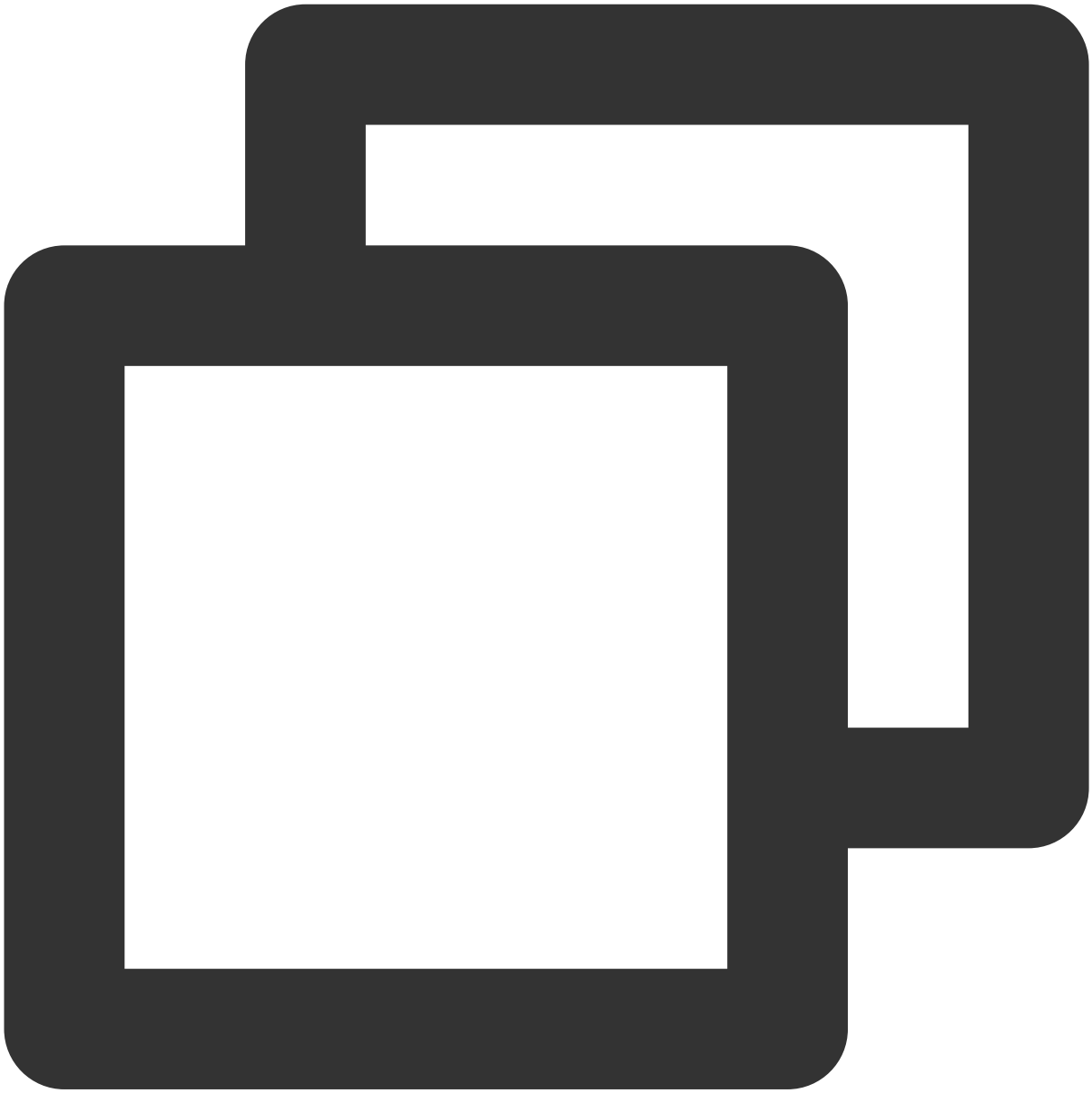
Marketing SMS :Marketing SMS typically refers to SMS messages sent to registered members of websites or companies for marketing purposes during promotion campaigns or member events. The content of marketing SMS messages is usually about customer care or the notifications of new product launches or events.

Sample 1:



```
Great news! You can now apply to improve your store's ranking on the official websi
```

Sample 2:

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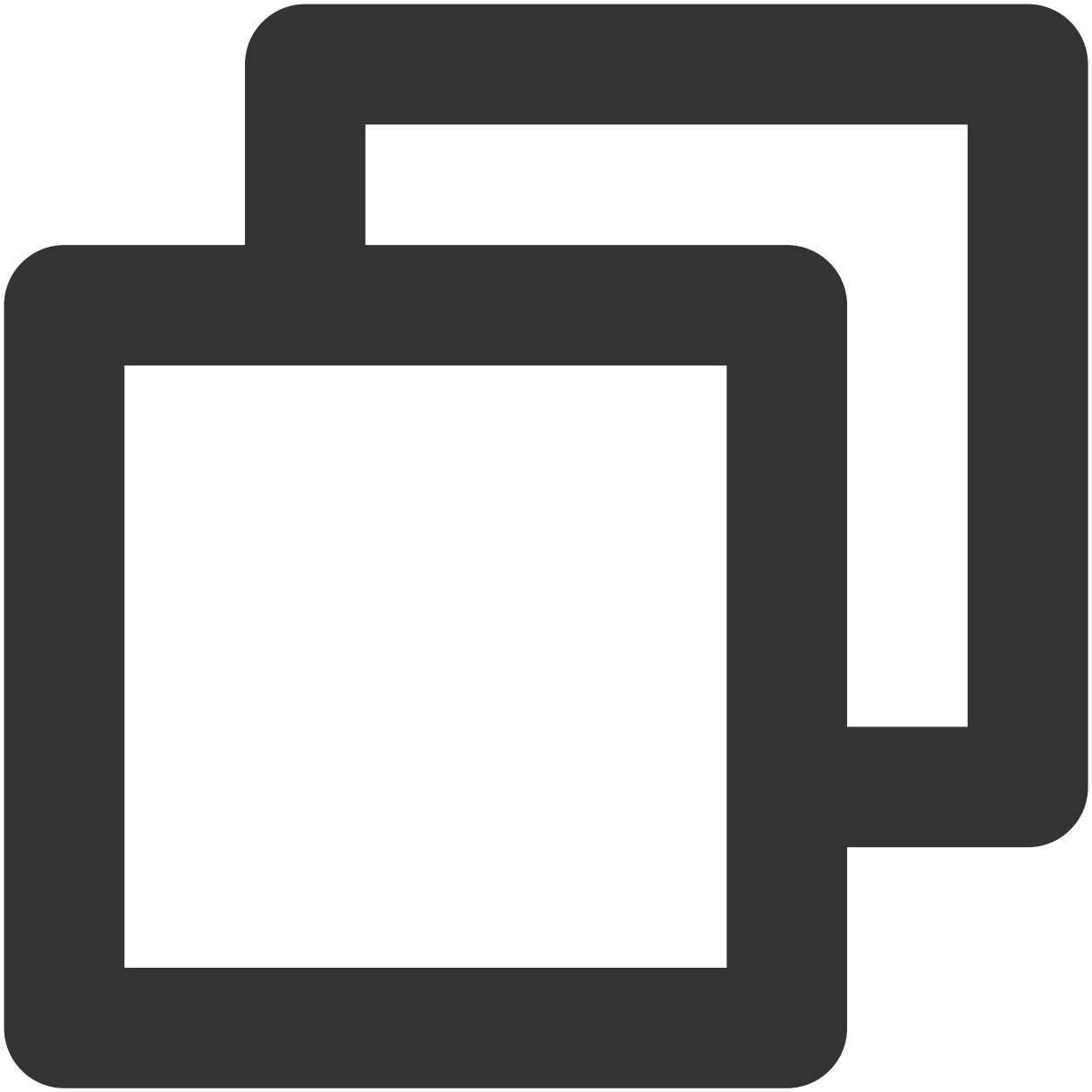

```
Another wave of new year promotions is on the way! Hairstyle goods are discounted b
```

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Product Overview

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Tencent Cloud Short Message Service (SMS) enables you to quickly send SMS messages to recipients worldwide. Built on more than a decade of Tencent's SMS technology development and experience, Tencent Cloud SMS provides flexible and reliable service to over one hundred thousand customers, including platforms with hundreds of millions of users such as QQ and WeChat.
Tencent Cloud SMS features a 99% deliverability for verification code SMS.
Tencent Cloud Global SMS enables you to send messages to users in over 220 countries and regions.

Features

SMS supports the following features:

SMS	Service Guarantee
Verification code, notification, and marketing SMS Custom SMS signature and body Single-recipient and bulk SMS Upstream SMS SMS delivery status check	Supports secure HTTPS tunnels Supports allowlist-based request IP filtering Supports sensitive word filtering in SMS content Supports SMS sending frequency limit control Supports multi-region deployment and nearby access

Request Process

The service request process of a single SMS message delivery is as follows:

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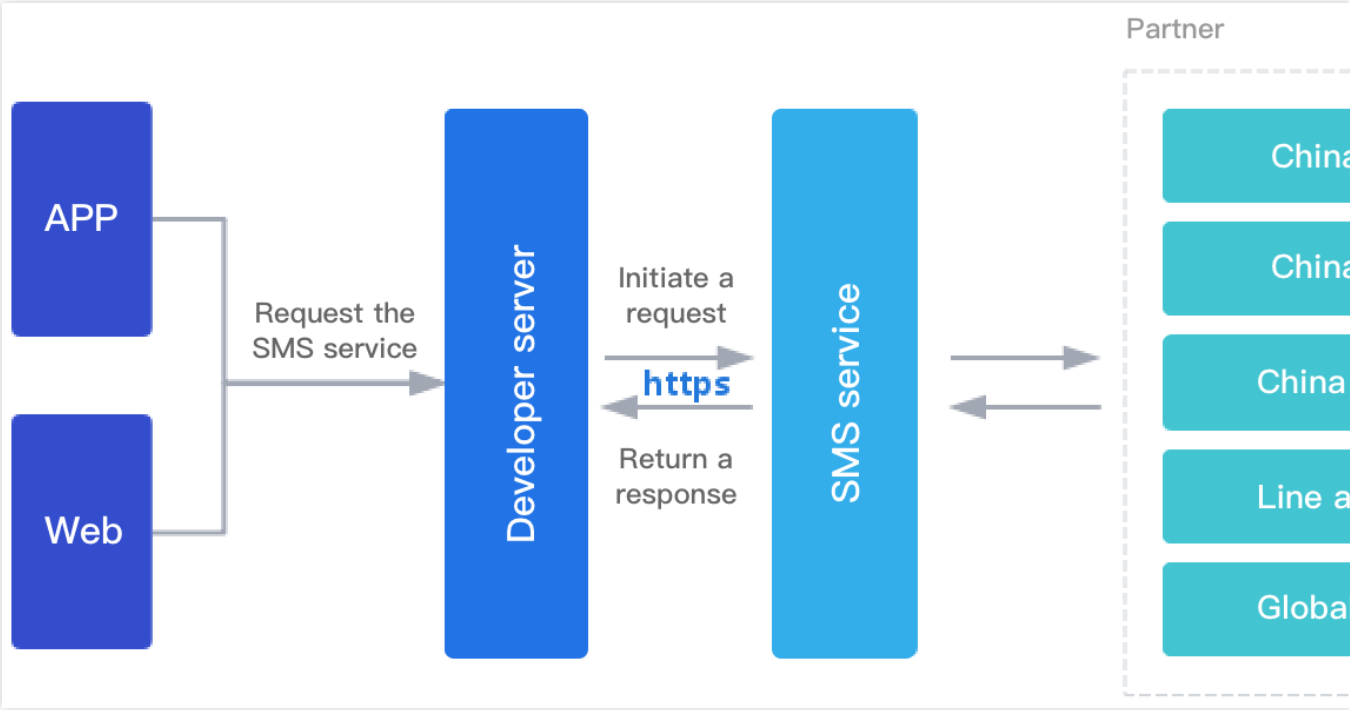

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