

Short Message Service

Best Practice

Product Documentation



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How to Send Bulk Best Wishes Messages

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Best wishes for birthdays, holidays, and other matters is an important way for enterprises to retain existing customers. You can use Tencent Cloud SMS to send such messages to users on special days such as holidays, member birthdays (anniversaries), and days of major weather changes for customer care.

Note :

Best wishes messages are marketing SMS and can be sent only by **verified organizational users**. For more information, please see [Differences in Rights](#).

This document uses sending a Spring Festival best wishes message to members by company A as an example to describe how to send such messages quickly.

Preparations

- [Sign up for a Tencent Cloud account](#) and verify your organizational identity.
- [Purchase](#) an SMS package.
- Prepare SMS signature owner qualification certificates.
This document takes a business license as a qualification certificate for example.
- Understand the SMS body content review standards.

Step 1. Create a signature

Note :

After an SMS signature is submitted, it will be reviewed within two hours generally. You can [configure alarm contacts](#) to receive review result notifications.

1. Log in to the [SMS Console](#).
2. Select **Chinese Mainland SMS** > **Signatures** on the left sidebar and click **Create Signature**.
3. Set the following parameters as needed and according to the signature review standards:

Parameter	Sample Value
Signature use	For verified entities (such as organizations, websites or product names with signatures verified by the account)
Signature type	Company
Signature content	A Co., Ltd.
Certificate type	Business license
Certificate upload	

4. Click **OK**.

Wait for signature review. The SMS signature will be available only after its status changes to **approved**.

Step 2. Create a body template

After an SMS body template is submitted, it will be reviewed within two hours generally. You can [configure alarm contacts](#) to receive review result notifications.

1. Log in to the [SMS Console](#).
2. Select **Chinese Mainland SMS** > **Body Templates** on the left sidebar and click **Create Body Template**.

3. Set the following parameters as needed and according to the body template review standards:

Parameter	Sample Value
Template name	Best wishes message
SMS type	Marketing SMS
SMS content	Dear Ms./Mr. {1}, thank you for your always support and trust. We want to extend our Spring Festival greetings and best wishes to you and your beloved ones.

4. Click **OK**.

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

Step 3. 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. Log in to the [SMS Console](#).
2. Select **Chinese Mainland SMS** > **Bulk SMS** on the left sidebar and click **Create Bulk SMS Sending Task**.
3. Configure the following parameters as needed:

Parameter	Sample Value
Signature name	Select the signature [A Co., Ltd.] created in step 1
Template name	Select the Best wishes message created in step 2
Sent time	Select Send by schedule and specify a reasonable time point down to the second, such as 2020-01-25 00:00:00 . As only a time point within one month can be specified for schedule, please configure the sending task appropriately.
Recipient	Click Download Standard Template , enter recipient's mobile number and custom SMS content in the form by referring to the sample table , and click Click here to upload it. The maximum form size supported is 30 MB.

Below is a sample table:

Recipient's Mobile Number	SMS Content Variable 1
Example: 139xxxxxxx Instructions: please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending must be registered in Mainland China. The cells need to be in a regular format, i.e., without any specific number formats.	Example: John Smith Instructions: please enter the first custom variable content according to the body template, i.e., replacing {1} in the template.

4. Click **OK**.

5. 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 4. 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 report 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.

How to Send SMS Verification Codes

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Sending verification codes through SMS is the most popular and securest way to verify user identities. Currently, SMS verification codes are widely used in various application scenarios such as user registration, password reset, login protection, identity verification, random password generation, and transaction confirmation.

This document uses developing a verification code-enabled login and signup service based on [SCF](#) as an example to describe how to implement the SMS verification code feature.

In addition to SCF, you can also use the [SendSms](#) API for this purpose.

Preparations

- You have [signed up for a Tencent Cloud account](#) and [verified your organization verification](#).
- You have purchased an SMS package.
- Prepare SMS signature owner qualification certificates.
This document takes a business license as a qualification certificate for example.
- Understand the SMS body content review standards.
- Get the `SDKAppID` of the SMS application.

Relevant Documents

- [Demo source code](#)
- Other products' documentation
- [VPC documentation](#)
- [TencentDB for Redis documentation](#)
- [SCF documentation](#)

Step 1. Configure SMS content

After an SMS signature or body template is submitted, it will be reviewed within two hours generally. You can [configure alarm contacts](#) and set template/signature review notifications to receive review result notifications.

Step 1.1. Create a signature

1. Log in to the [SMS console](#).

2. Select **Chinese Mainland SMS > Signatures** on the left sidebar and click **Create Signature**.
3. Set the following parameters as needed:

Parameter	Sample Value
Signature purpose	For verified entities (such as organizations, websites or product names with signatures verified by the account)
Signature type	App
Signature content	Test demo
Certificate type	Screenshot of WeChat Mini Program settings page

4. Click **OK**.

Wait for signature review. The SMS signature will be available only after its status changes to **approved**.

Step 1.2. Create a body template

1. Log in to the [SMS console](#).
2. Select **Chinese Mainland SMS > Body Templates** on the left sidebar and click **Create Body Template**.
3. Set the following parameters as needed:

Parameter	Sample Value
Template name	Verification code SMS
SMS type	Regular SMS
SMS content	Your signup verification code is {1}. Please enter it within {2} minutes. If the signup was not initiated by you, please ignore this message.

4. Click **OK**.

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

Please note down the template ID.

Step 2. Set the SMS sending frequency limit (optional)

Note :

Individual users have no permission to modify the sending frequency limit. To use this feature, change "Individual Verification" to "Organization Verification".

To ensure business and channel security and minimize potential financial losses caused by malicious calls of SMS APIs, you are recommended to [set the sending frequency limit](#). In addition, you can use Tencent Cloud Captcha to maximize the protection of your business security.

This document uses the default SMS sending frequency limit policy as an example.

- For SMS messages with the same content, a maximum of one such message can be sent to the same mobile number within 30 seconds.
- A maximum of 10 messages can be sent to the same mobile number on a calendar day.

Step 3. Configure the VPC and subnet

By default, SCF is deployed in the public network and can access public network only. If you need to access Tencent Cloud resources such as TencentDB instances, you need to build a VPC to ensure data and connection security.

1. [Plan the network design](#) as needed.
2. Create a VPC. For detailed directions, please see [Creating VPC](#).

Note :

The CIDRs of the VPC and subnet cannot be modified after creation.

Parameter	Sample Value
Region	South China (Guangzhou)
Name	Demo VPC
IPv4 CIDR	10.0.0.0/16
Subnet name	Demo subnet
IPv4 CIDR	10.0.0.0/16
AZ	Guangzhou Zone 3

Step 4. Configure a TencentDB for Redis instance

The region and subnet AZ of the TencentDB for Redis instance must be the same as those of the VPC configured in [step 3](#).

1. Purchase a TencentDB for Redis instance. For detailed directions, please see [Creating TencentDB for Redis Instance](#).

Parameter	Sample Value
Billing mode	Pay-as-you-go
Region	Guangzhou
Database version	Redis 4.0
Architecture	Standard architecture
Network	Demo VPC and demo subnet
Instance name	Demo database
Purchase quantity	1

Step 5. Create a function

SCF currently supports development in Python, Node.js, PHP, Java, and Go. This document uses Node.js as an example.

1. Create a function in the region of the VPC created in [step 3](#). For detailed directions, please see [Writing Function](#).

Parameter	Sample Value
Function name	Demo
Runtime environment	Node.js 8.9
Creation method	Template function: helloworld

2. Deploy the function and set **API Gateway Trigger** as the trigger. For detailed directions, please see [Deploying Function](#).

Step 6. Enable public network access (optional)

- Functions deployed in a VPC before April 29, 2020 are isolated from the public network by default. If you want them to have access to both private network and public network, you can do so by enabling public network access. Log in to the [SCF console](#), select **Function Service**, click the name of the target function in the function list to

enter the function configuration page. Click **Edit**, check **Public Network Access**, and click **Save** to save the configuration.

- Functions deployed on or after April 29, 2020 have public network access enabled by default, and no additional operations are required.

Step 7. Deploy the SMS demo

1. Go to the [SCF console](#) and select the SMS demo to deploy it.
2. Set the environment variables of the demo in **Advanced Configuration**.

Field	Description
REDIS_HOST	Redis database address.
REDIS_PASSWORD	Redis database password.
SMS_TEMPLATE_ID	Template ID. You must enter the ID of an approved template, which can be viewed in the SMS console .
SMS_SIGN	Content of the SMS signature, which should be encoded in UTF-8. You must enter an approved signature, which can be viewed in the SMS console . Note: this parameter is required for Chinese Mainland SMS.
SMS_SDKAPPID	SMS <code>SdkAppid</code> actually generated after an application is added in the SMS console , such as 1400006666.

3. Set the same VPC environment as the Redis database in **Advanced Configuration**.
4. Set the permissions of SCF **execution role** in **Advanced Configuration**.

You need to associate the `QcloudSMSFullAccess` policy with the `SCF_QcsRole` role in the [CAM console](#).

In this way, the `TENCENTCLOUD_SECRETID`, `TENCENTCLOUD_SECRETKEY`, and `TENCENTCLOUD_SESSIONTOKEN` environment variables can be obtained in the code, which will be used by the SMS SDK.

5. Click **Complete** to deploy the function.
6. Create an SCF **API Gateway trigger** and request the trigger address to use SMS capabilities.

Step 8. Use the features

Verification codes have a high requirement for timeliness. You can store verification codes in the memory or TencentDB for Redis and use the mobile number as a key to store information such as sending time, verification code, number of verification attempts, and verification result.

Features

Sending SMS verification code

Request parameters:

Field	Type	Description
method	string	Request method, whose value is <code>getSms</code>
phone	string	Mobile number in the format of area code + mobile number, such as 86185662466**

Verifying verification code (login)

Request parameters:

Field	Type	Description
method	string	Request method, whose value is <code>login</code>
phone	string	Mobile number in the format of area code + mobile number, such as 86185662466**
code	string	6-digit verification code

Error codes

Field	Description
InValidParam	Missing parameter
MissingCode	Missing verification code parameter
CodeHasExpired	The verification code has expired
CodeHasValid	The verification code is invalid
CodelsError	Please check whether the mobile number and verification code are correct