

Short Message Service

FAQ

Product Documentation



Tencent Cloud

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FAQ

Billing

Last updated : 2019-12-20 15:32:22

Do SMS products support vouchers?

Vouchers are not applicable to SMS products.

What is the billing method of Global SMS?

Global SMS: Pay-as-you-go (billed monthly before the 3rd day of each month).

For more information, please see [Product Prices](#). For billing rules, please see [Billing](#).

My account balance is sufficient, but an error 1031 (insufficient balance) is returned when I send SMS messages.

SMS service is billed on a prepaid basis, which cannot be used until an SMS package is purchased. Although your Tencent Cloud account balance is sufficient, an error is returned if you do not purchase an SMS package. The service is resumed when the SMS package you purchased takes effect.

There are messages available in the SMS package, but an error 1033 (out of service due to arrears) is returned when I send SMS messages.

This is probably caused by a late payment for a postpaid Tencent Cloud service, resulting in the suspension of your SMS service. Check your Tencent Cloud account balance. If your account balance becomes negative, the service is suspended due to arrears. When you pay off the arrears and your balance is greater than 0, the service is automatically resumed, which may take several minutes.

Is refund of the package balance supported?

The package purchased takes effect within 5 minutes and becomes invalid upon expiration. When purchasing an SMS package, you will be notified of the type of SMS messages that can be sent and the rules of sending SMS messages. If SMS messages cannot be sent due to inconformity with rules, or if individual users have no permission to send marketing SMS messages, the purchased package cannot be unsubscribed/refunded regardless of whether the package is used or not. For more information on how to use SMS package, please see relevant document.

What can I do if SMS service is in arrears?

Tencent Cloud provides the SMS bill of the previous month before the 3rd day of each month. You need to pay the bill not later than the 8th day of the current month. Otherwise, Tencent Cloud will

suspend your service till you pay off the arrears, and you are held liable for any consequences arising from such suspension.

Is a fee charged for user's reply?

The operator will only charge the sender a fee for user's reply.

Security

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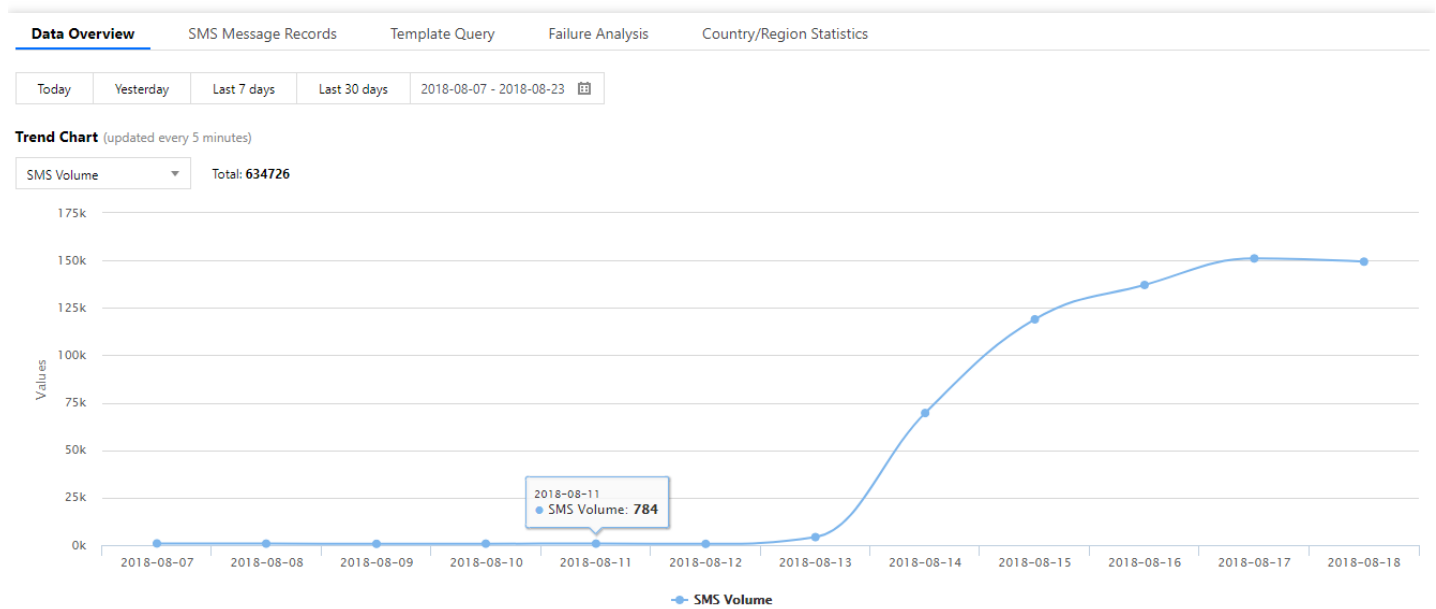
What is the default frequency limit for sending SMS messages?

To ensure business and channel security and minimize financial loss caused by unauthorized usage, the default frequency limit for sending SMS messages is set as follows:

1. For SMS messages with the same content, a maximum of one such message can be sent to the same phone number within 30 seconds.
2. A maximum of 10 SMS messages can be sent to the same phone number in one calendar day. Users who have completed the enterprise identity verification go to **Project Configuration** -> **Basic Configuration** -> **Delivery Frequency Limit** in the SMS console to set or modify the frequency limit:

How to prevent SMS bombing?

SMS bombing is a method of sending massive SMS verification messages to numerous phone numbers within a short period of time (such as a day) by using malicious programs or tools to exploit web client or server vulnerabilities, which seriously harasses the phone users.



If harassed by SMS bombing, users will complain a lot and SMS channels will be unavailable. Besides, the business side will also suffer heavy economic losses. Therefore, SMS bombing must be prevented in advance.

Because SMS bombing is generally implemented on servers, it is recommended to apply the following methods to defend against it:

1. Limit the number of requests from the same IP address.
2. Limit the number of SMS messages sent from the same phone number by setting the [delivery frequency limit](#) on the console.
3. Check the sending of SMS messages regularly (for example, daily), and view the specific data in the SMS console. Resolve any exception immediately. Suspend the SMS service in the SMS console if an emergency arises.

What are the differences between China SMS messaging and international SMS messaging?

As required by operators, you need to add a signature when sending SMS messages in China. However, if you send international SMS messages to international phone numbers, the signature is optional.

If you want to send SMS messages to Chinese phone numbers with a text template applied for on the international SMS page, you must apply for an SMS signature and add it in the SMS messages to be sent to Chinese phone numbers.

How can I query the delivery records of a phone number?

If your customers cannot receive SMS messages, or if you want to check the delivery status of SMS messages sent to users, you can query the delivery records in **China SMS Messages** or **Global SMS Messages -> Statistical Analysis -> SMS Message Records** on the Tencent Cloud SMS Console, as shown below:

Project Configuration **International SMS Messages** ⓘ

Overview | SMS Content Configuration | Send SMS Messages | [Statistical Analysis](#)

Data Overview **SMS Message Records** | Template Query | Failure Analysis | Country/Region Statistics

Today | Yesterday | Last 7 days | Last 30 days | 2018-8-22 - 2018-8-22 ⓘ

Mobile No: 1 - Mobile No: SMS Signature: Template Name:

Country/Region Code	Mobile No	SMS Content	Chars/Fragment Msgs ⓘ
No data yet			

Total 0 items

What is sdkappid and appkey? How can I create and view projects?

The sdkappid is the unique ID of an SMS project, which is used to identify the project. The appkey is the corresponding password and must be kept confidential.

For more information on how to create a project, please see the access guide.

How to set an allowlist with no frequency limit on sending SMS messages for a test phone number or alarm phone number?

To impose no frequency limit on test numbers, [contact SMS helper](#) to add the numbers to the allowlist.

How can I check whether a specified phone number has received SMS messages?

1. Check the delivery records in **China SMS Messages** or **Global SMS Messages** -> **Statistical Analysis** -> **SMS Message Records** on the Tencent Cloud SMS Console.
2. Export an excel file containing the records of sending SMS messages over a period of time from **China SMS Messages** or **Global SMS Messages** -> **Statistical Analysis** -> **SMS Message Records** on the Tencent Cloud SMS Console.

Signature

Last updated : 2020-08-21 14:43:36

What should I do if my signature application is rejected?

You need to provide corresponding qualification certificates to apply for an SMS signature. Please enter the signature content again and upload correct and authentic certificates according to the SMS signature review standards.

Why is the rejection reason "neutral signature"?

A neutral signature is a signature in which the relevant organizational or individual identity cannot be identified. For example, you cannot use `test` , `aabb` , `verification code` , or `notification` as a signature. You are recommended to use the name of your organization, application name, WeChat Official Account, or WeChat Mini Program as the signature.

Is there a limit on the number of SMS signatures?

You can apply for up to 200 SMS signatures. To apply for multiple signatures, you need to provide corresponding qualification certificates for each signature.

Can I modify an SMS signature?

Approved signatures cannot be modified. You can create multiple signatures and select an appropriate one when sending messages.

How do I apply for a signature when my product is in beta test and cannot be released?

If your product has not been released, please use your organization name to apply for a signature for product testing. After it is released, you can apply for a signature containing your product name.

Why can't my SMS signature application pass the review?

There are many possible reasons; for example, the signature does not meet the submitted certificates or relevant certificates have not been uploaded. Please apply for an appropriate signature as instructed on the signature application page according to the signature review standards.

What should I enter as signature remarks?

You need to enter **application remarks** only when the signature type is one of the following:

- Application: enter a link to the display page of the application on any application store/market.
- Website: enter the website domain name hosted in Mainland China that has an ICP filing.

- WeChat Official Account (or WeChat Mini Program): enter the full name of the WeChat Official Account (or WeChat Mini Program).

How do I specify a signature when calling an API to send a message if I have multiple signatures?

When calling the API for sending a message to a single user with the specified template (or the API for sending bulk messages with the specified template), you can set the `sign` field to select the needed SMS signature.

For example, if you have two signatures `Tencent Technology` and `Tencent Cloud` and need to send SMS messages with the latter, you only need to set the `sign` field to `Tencent Cloud` and call the corresponding API to send messages.

Template

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What should I do if an SMS message is rejected with the error "Currently, messages in XX type cannot be send"?

Please check whether the template contains non-compliant content.

How do I know what types of SMS messages can be sent and what cannot?

Please apply for signatures and templates in compliance with the signature and body template review standards.

How do I enter the template name?

You can enter a template name as needed, and there are no special requirements.

What should I enter as the template remarks?

If the template content is short, has unclear definition, or has too many variables, you need to add remarks for the use case; otherwise, the review personnel may not be able to confirm the SMS content and use case.

For example, if the template content is `Your verification code is {1}. Please enter it in {2} minutes. If you did not make this request, please contact the customer service at {3}.`, you can enter "Your verification code is 123456. Please enter it 5 minutes. If you did not make this request, please contact the customer service at XXXX." as the template remarks.

Can I directly enter a link as a template parameter?

You cannot enter links (including short links) as a template variable parameter. If required, you are recommended to directly use a URL that has already obtained ICP filing as a constant in the SMS template and use it after the template is approved.

Is there a limit on the number of SMS templates?

You can have up to 1,000 SMS templates. You can select different templates to send SMS messages as needed.

Is there a limit on the number of characters in each variable in an SMS body template?

- In an SMS body template created by an individual user, each variable can contain up to 12 characters, and a template cannot contain only variables.

- For organizational users, there is no limit on the number of characters in each variable, but a template cannot contain only variables.

Can I add hyperlinks in SMS message content?

Yes. Hyperlinks can be added to both general and marketing SMS messages. The link address can be a constant only (fixed), and the SMS content needs to be submitted for review and can be sent only after approval. If the SMS content is found violating the Tencent Cloud SMS terms of use, your account will be banned.

How long does it take to review an SMS message application?

Generally, the review result will be returned in about 2 hours after you apply for an SMS signature or body template (review hours: 9:00–21:00 everyday).

If you urgently need to use the SMS feature, please consult [SMS helper](#), and we will expedite the review. If the review is not passed, you can also consult [SMS helper](#) for assistance.

An approved body template does not necessarily mean that messages will be successfully delivered (as ISPs also have sampling-based review mechanisms). If your SMS message fails to be sent, you can consult [SMS helper](#) for assistance.

What should I do if the number of characters in an SMS template variable exceeds the limit?

For individual users, a template variable currently can contain up to 12 characters. If the limit is exceeded, you are recommended to upgrade to organizational user.

What is the format of the curly brackets in template variables? How do I enter variables?

Please use `{digit}` as variables in the order of `{1}` , `{2}` , and so on.

For example, `Your verification code is {1}, which is valid for {2} minutes and should not be disclosed to others. If you did not make this request, please ignore this message.`

Can I modify an SMS template?

Approved templates cannot be modified. If needed, you can submit a new one for review. Templates that are being reviewed or have been rejected can be modified.

Can I use variables in an SMS body template?

Variable content (such as name, date, and verification code) in an SMS template can be replaced with a variable parameter `{1}` . If there are multiple variables, you need to enter them starting from 1; however, a template cannot contain only variables.

My SMS body template did not pass the review, and I was prompted to add "Reply "TD" to unsubscribe". Why did this happen?

A body template for marketing SMS messages must contain the unsubscription method so as to allow recipients to reply "TD", "T", or "N" to unsubscribe; otherwise, the messages may be blocked by ISPs.

Others

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What should I do if a user does not receive an SMS message?

Log in to the [SMS Console](#), click the name of the target application to enter the application details page, and select **Mainland China SMS** (or **Global SMS**) > **Statistical Analysis** > **Message Records** to view the **Sending Status** and **Remarks** for the mobile number.

- If the **Sending Status** is "failed", you can troubleshoot the issue based on the cause as described in **Remarks**. The cause may be that the request has hit the frequency control policy, the SMS message format is incorrect, or the mobile number has been blocked due to unsubscription. If the **Sending Status** is "successful", but an error code is displayed in **Remarks**, please troubleshoot the issue based on the specific [error code](#).
- If the **Sending Status** is "successful" and the **Remarks** display that "The user has successfully received the message", but the user actually has not received the message, you can troubleshoot the issue by following the steps below:
 - The mobile phone has been powered off or the mobile number has run out of credit or is out of service: check the status of the mobile phone/number, such as by dialing the number.
 - The mobile number is blocked: check whether the user has complained to the carrier or unsubscribed from the service.
 - The mobile phone cannot receive SMS messages because it has not been powered off for a long period of time: try restarting the mobile phone.
 - The mobile phone cannot receive SMS messages due to poor reception: check the reception and try restarting the mobile phone if necessary.
 - The mobile phone's SMS inbox is full: try deleting unwanted messages.
 - The mobile phone cannot receive SMS messages due to a settings or hardware issue: try changing the settings or removing the SIM card and inserting it into another mobile phone for testing (if the mobile phone is a dual SIM phone, try removing the SIM card and inserting it into the other card slot for testing).
 - The message has been blocked by the system/software in the mobile phone: check the blocklist.

If the issue persists, please consult [SMS Helper](#).

What should I do if it takes a long time to call an API?

If you find that it takes a long time to call a Tencent Cloud SMS API, you can troubleshoot the issue in the following steps:

1. Run the `dig yun.tim.qq.com` command to check whether a private DNS is used, and if so, select a nearby Tencent Cloud SMS IP from the same carrier to configure the host and check whether the issue is fixed.
 - If the issue persists, the cause may be that the DNS resolution is stuck or there is a latency caused by cross-region or cross-carrier access. You are recommended to use a DNS proxy or set up a public DNS server.
 - If the issue persists, please follow [step 2](#).
2. Check which connection mode is used and whether a connection pool is used.
 - If a single persistent connection is used, according to the HTTP request/response model, if a request gets stuck, subsequent requests on the connection will be affected. The "persistent connection + connection pool" model is recommended.
 - If a non-persistent connection is used, run `netstat` to check whether the number of local connections has reached the upper limit, and if so, the "persistent connection + connection pool" model is recommended.
 - Run `netstat` to check or run `tcpdump` to capture packets to check whether there is a heap of connected Recv-Q and Send-Q, and if so, the "persistent connection + connection pool" model is recommended.
 - If no requests are sent over a connection for a long period of time (90 seconds), in order to prevent the intermediate network device from repossessing the connection, the requester is recommended to close the connection and establish a connection again when initiating a new request and there are not enough connections in the connection pool.

Why does it take a long time for a user to receive an SMS message?

1. View the request sent time recorded in the local system and the SMS message sent time recorded in the console and calculate the difference between them.
 - If the difference is large (such as approximately or even more than 10 minutes), the cause may be that there is a delay in the API call. Please fix the issue by referring to [What should I do if it takes a long time to call an API?](#)
 - If the difference is small, please follow [step 2](#).
2. Check the **Sent Time** and **Status Reported Time** for the SMS message and calculate the difference between them.
 - If the difference is large (such as more than 10 seconds for general SMS or more than 5 minutes for marketing SMS), the cause may be that the SMS message is under review as it contains sensitive words, the mobile phone reception is poor, or the mobile number is in an exceptional state (for example, it has run out of credit or is out of service).

- If the difference is small, the cause may be that the mobile phone reception is poor or the mobile phone is in an exceptional state (for example, it has been powered off).

3. If the issue persists, please consult [SMS Helper](#).

What is a mobile number blacklist?

Currently, there are blacklists in the following types:

- Unsubscribed user list. After an user replies "T", "N", "TD", "Unsubscribe", "QX", or "0000" (case-insensitive) to unsubscribe, the system will put the user's mobile number on the blacklist after receipt of the reply. When an SMS message is sent again, "Failed to send" will be returned, with remarks "1015 The mobile number is blocked", and the user will be unable to receive the message.

You can log in to the [SMS Console](#), click the name of the target application to enter the application details page, select **Application Configuration > Unsubscribed User Management**, and submit an application for cancellation of the unsubscription, which will take effect upon approval.

- Carrier's blacklist. This type of users is blocked by the carrier for different reasons. When an SMS message is sent, "Sent successfully" will be returned, but the message may not be received by the user because it is blocked by the carrier's gateway or for other reasons.

What should I do if error 1004 is returned?

When you call a Tencent Cloud SMS API to send an SMS message, if the response packet returns error 1004, you can troubleshoot the issue in the following steps:

1. Check whether the sent request is in standard JSON format. You are recommended to search for a JSON format checker on the internet to identify the issue; for example, single quotation marks are used as double quotation marks by mistake, but double quotation marks should be used for standard JSON format.
2. Check whether the parameter names are correct.
3. Check whether the field types of the request are the same as those as described in the [API documentation](#). For example, JSON strings and JSON integers are incorrectly used (e.g., `{"Name": "Tom", "Age": 23}`), where "Name" should be a JSON string, while "Age" a JSON integer.
4. Check whether the field values of the request are within the value ranges as described in the API documentation. For example, the `international` field can only take a value of 0 or 1.
5. Check whether the API call is initiated as described in the API documentation. For example, when you call the API for sending bulk messages, you should not use the packet for sending a message to a single recipient.
6. If the issue persists, please consult [SMS Helper](#).

What should I do if error 1014 is returned?

When you call a Tencent Cloud SMS API to send an SMS message, if the response packet returns error 1014, you can troubleshoot the issue in the following steps:

1. Check whether the content template applied for is correctly formatted. For example, the "{}" in the content template should be English brackets, and the numbers in the brackets should start from 1, i.e., {1}, {2}, and so on.
2. Check whether the corresponding template has been approved.
3. Check whether the value of the `type` parameter in the request packet is the same as the type of the content template applied for (0 indicates general SMS, while 1 indicates marketing SMS).
4. Check whether the request content is in the same format as the content template applied for. For example, **a mismatch may occur due to invisible characters such as spaces.**
5. If the content contains Chinese characters, please make sure that they need to be encoded in UTF-8.
6. A Mainland China SMS template can only be used for sending messages to mobile numbers in Mainland China, while a Global SMS template can only be used for sending messages to mobile numbers outside Mainland China.
7. If the issue persists, please consult [SMS Helper](#).

What should I do if error 1016 is returned?

When you call a Tencent Cloud SMS API to send an SMS message, if the response packet returns error 1016, you can troubleshoot the issue in the following steps:

1. Check whether the `AppID` and `AppKey` are correct.
2. Check whether the mobile number is in the correct format. **A correct mobile number should not contain spaces.**
3. Check whether the field names are correct.

What should I do if error 60008 is returned?

When you call a Tencent Cloud SMS API to send an SMS message, if the response packet returns error 60008, you can troubleshoot the issue in the following steps:

1. If error code 60008 is returned within 1 second in response to the request, please check whether the request is in standard HTTP format.
2. Check whether the URL and body format of the request match the API.
3. Check whether the `Content-Type` of the request is the same as that of the packet (`Content-Type: application/json; charset=utf-8` for SMS).
4. Check the DNS configuration to ensure that a public DNS server is used.

5. An HTTP persistent connection and a connection pool are recommended to improve network quality.
6. If the issue persists, please consult [SMS Helper](#).

What should I do if error 1001 (sig verification failed) is returned?

When you call a Tencent Cloud SMS API to send an SMS message, if the response packet returns error 1001, you can troubleshoot the issue in the following steps:

1. Check whether the random number generated by `sig` is the same as that in the URL.
2. Check whether the SDK `AppID` (starting with 1400) and `App Key` in the code are correct.
3. Check whether the code used is the same as the sample code and the `sig` pseudo-code generated from the parameters is consistent.

Can the recipient reply to a Tencent Cloud SMS message? Is there a time limit for doing so?

The recipient must reply within 72 hours, and the reply can be viewed.

What is the number used to send SMS messages after I activate Tencent Cloud SMS?

- For Mainland China SMS: the number contains 13–20 digits starting with 1069 and ending with a random number assigned by the carrier.
- For Global SMS: no numbers but only Qsms or Qcloud will be displayed.

Can I send different SMS messages to different mobiles numbers at the same time?

You can send different SMS messages to different mobile numbers by calling the API for sending a message to a single recipient in multiple processes.

What should I do if I cannot troubleshoot the issue that occurs while sending an SMS message?

You can consult [SMS Helper](#).

The application has been approved, but an SMS message fails to be sent, and the record indicates that it contains sensitive words. Why?

The vocabulary of sensitive words is provided by the carrier. You can contact [SMS Helper](#) and provide the mobile number to which the message fails to be sent. A customer service agent will communicate with the carrier to fix the issue.

Can I send marketing SMS messages if I am an individual user?

Individual users cannot send marketing SMS messages. For more information, please see [Instructions for Use](#).

Will each SMS message be reviewed after the SMS signature and body have been approved?

Individual users must obtain approval first before using the console to send SMS messages and are recommended to verify organizational identities.

Can I send SMS messages offering loans?

No, you cannot send SMS messages offering loans.

Can I send SMS messages about job interviews?

No, you cannot send SMS messages about job interviews or recruitment.

Can I send SMS messages demanding payments?

You cannot send SMS messages offering loans or demanding payments.

Can I send SMS messages offering home decor services?

Carriers do not allow you to send SMS messages offering home decor services.

Can I send SMS messages that invite recipients to WeChat groups?

No, you cannot send SMS messages that ask recipients to follow WeChat/QQ accounts or invite them to groups.

Can I send marketing SMS messages involving educational services (such as enrollment)?

Carriers do not allow you to send marketing SMS messages involving educational services.

Can I send SMS messages that contain links to loan apps?

No, you cannot send SMS messages that offer loans; otherwise, your account will be banned.

Can I send website links?

You can send text that contains an URL, but the URL must be entered in the body template and can be opened for review.

Can I send SMS messages that contain information about rebates or VIP membership?

No, you cannot send SMS messages that contain information about rebates.

I sent an SMS message to a mobile number, but the message was not received, and the mobile number cannot be found in the console. What should I do?

- If the message was sent through the console, you are recommended to check whether the mobile number in the sent file contains any extra characters, and if so, delete them.
- If the message was sent through the API, you are recommended to check whether the request has been properly sent to Tencent Cloud and whether any response has been returned.

Can I use a server outside Mainland China to send SMS messages?

A server outside Mainland China can be used to call an API to send SMS messages, and the domain name can be resolved nearby. You can use the `curl` API for testing first.

Can I send bulk SMS?

Yes, you can send an SMS message to up to 200 mobile numbers at a time by calling the [API](#) or up to 100,000 mobile numbers through the console.

Can I receive SMS replies from users?

Yes, and no additional fees will be incurred by SMS replies. Replies can be viewed in the "Reply Records" section in the console or obtained by setting the callback address.

Who can send marketing SMS messages?

Only organizational users can send marketing SMS messages, and they can only send membership marketing SMS messages. For more information on the review standards, please see [Instructions for Use](#).

What is the difference between marketing SMS and notification SMS?

Whether an SMS message is a marketing or general one depends on the nature of the message. For more information, please see [Common Concepts](#).

My application for marketing SMS message is rejected as it contains text designed to acquire new customers. What does "acquire new customers" mean?

It refers to sending marketing SMS messages to users who have not purchased a product and have not signed up for membership. Due to a lot of complaints, SMS messages designed to acquire new customers cannot be sent.

Why does the number contain asterisks when I preview an SMS message? For example, Dear customer, your top-up payment of 12 USD has been credited to your**

account. Please check it in the system! .

The console will encrypt numbers for storage, so numbers will contain asterisks when being previewed, but SMS messages received by users will be fully displayed.

Does the Tencent Cloud SMS service support sending MMS?

No.