

Short Message Service

Global SMS

Product Documentation



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Global SMS

Global SMS 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 to 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 messages to users in more than 220 countries and regions through over 1,000 global carriers. And simple and straightforward documentation helps you integrate SMS in as little as ten minutes and launch the service in under one hour via the Tencent Cloud Console, API, or SDK.

Real-time monitoring

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

Comprehensive statistical analysis

Global SMS provides multi-dimensional statistics on the number of messages sent, delivery success rate, failure causes, 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

Last updated : 2024-03-28 19:19:34

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

Customizable Signatures

An SMS signature placed at the beginning of your message lets recipients quickly see your company name, product name, or business name. You can use the name or abbreviation of your company, trademark, product, or website as the signature. You do not need to carry a signature when sending global SMS messages. A signature is optional.

Message Templates

You can create templates to send verification codes, system notifications, promotional information, and other messages. Templates feature customizable variable parameters that allow you to make messages more personalized for your users.

Message Delivery

After your message template is approved, you can send messages to recipients across the world conveniently via the SMS console, API, or SDK.

Message Status

The SMS console allows you to easily check the status of each message you send, including the success or failure rate and the actual number of message fragments in each message.

Unauthorized Usage Protection

The default daily sending limit of Global SMS for a single Tencent Cloud account is 100 messages. (referring to the actual number of [submitted billing messages](#). For users before July 31, 2023, the default daily sending limit of Global SMS is 1000.). The current daily limit of the account can be viewed in the **Global SMS Daily Sending Limit (Account Level)** module in [Console > Overview Page](#). If you need to make adjustments, please consult your Tencent Cloud business manager or [submit a ticket](#).

Global SMS allows you to set alarms for excessive daily message traffic. If a user sends excessive messages, the system will send an alarm to specified alarm recipients, helping you reduce or avoid losses caused by potential unauthorized usage.

We also provide the ability to set the sending country/region, allowing you to specify that an application can only send messages to designated countries/regions, reducing the risk of theft.

Statistical Reports

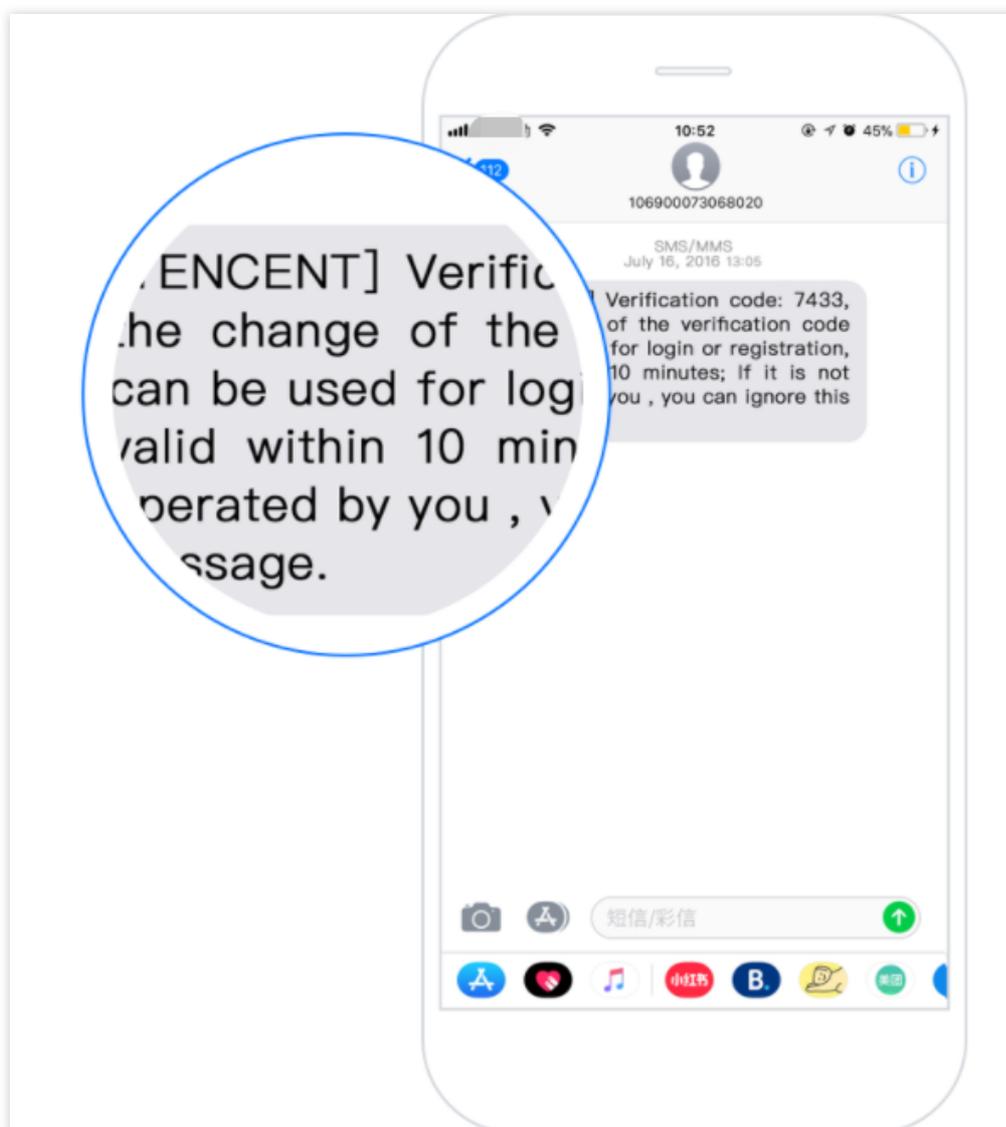
You can get comprehensive statistics for messages sent during certain time periods, including message volume, delivery rate based on templates, failure details, and view records of messages delivered to specific mobile numbers.

Scenarios

Last updated : 2024-01-18 16:21:35

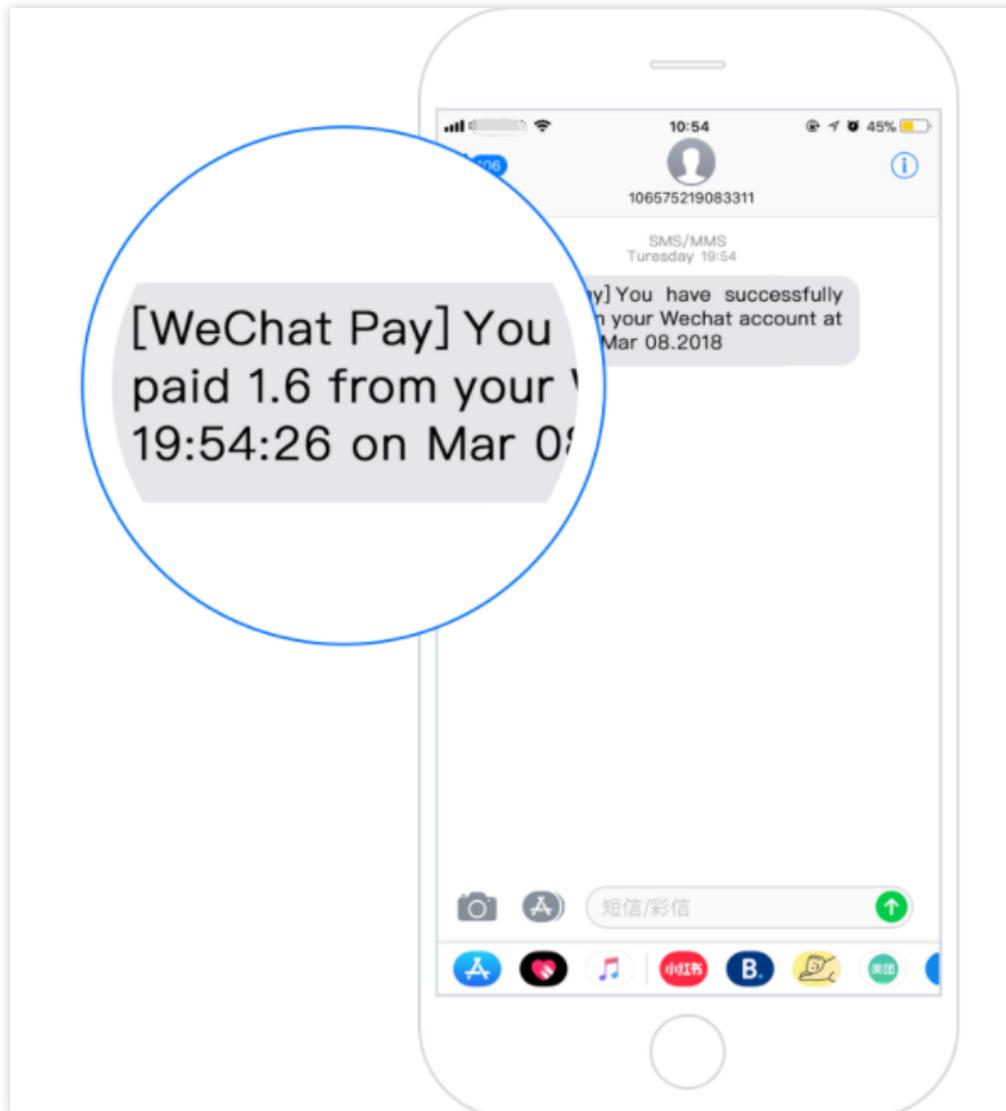
SMS Verification Codes

Send SMS verification codes to your users when they sign up, log in, change their password, make a payment, or verify their identity on your app or website. SMS provides reliable support for apps with hundreds of millions of users worldwide, including QQ and WeChat, with more than 3 billion messages sent every month.



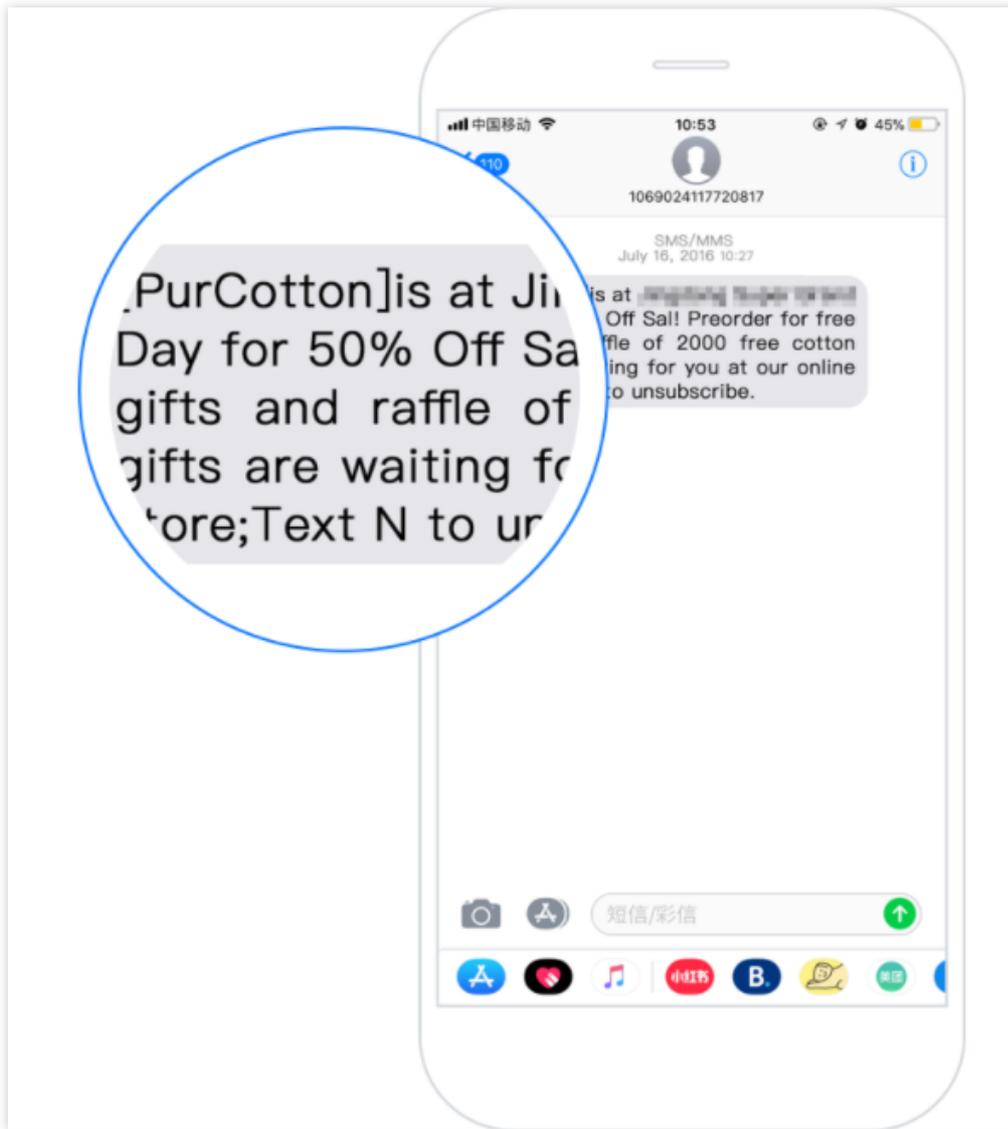
System Notifications

Send notifications to users related to payments, suspicious logins, order confirmations, consumption reminders, shipment tracking, price change, and system updates or maintenance.



Marketing and Promotional Messages

Send marketing and promotional messages on various topics such as customer care, holiday greetings, new product launches, product deals, discounts, business promotions, and events to broaden your customer reach.



Global SMS Pricing

Billing Overview

Last updated : 2024-01-18 16:21:35

SMS Length Calculation Rule

S

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

Note :

Signature is optional for global SMS.

SMS containing English characters only

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

Category	Character List
Standard characters	!"#\$%&'()*+,-./:;<=>?@_¡£¥§¨ª«0123456789ABCDEFGHIJKLMN 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 Ü ß Ö à á â ã ä å æ è é ì ï ð ò ö ù 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.

Payment Overdue

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 a payment overdue notification via SMS. If you fail to pay the past due charges 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

Last updated : 2024-07-02 17:06:34

Note:

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.

Note:

Due to the rates adjustment by carriers in certain countries/regions, Tencent Cloud will adjust Global SMS prices for those affected countries/regions from **00:00:00 Beijing time on July 1, 2024**. For details, please refer to [Price Adjustment of Global SMS in Certain Countries/Regions](#).

[Price Adjustment of Global SMS in Certain Countries/Regions](#).

Country/Region	Code	Country/Region Code	Unit Price (USD)
Ascension Island	AC	247	0.325
Andorra	AD	376	0.165
United Arab Emirates	AE	971	0.0969
Afghanistan	AF	93	0.326
Antigua and Barbuda	AG	1268	0.221
Anguilla	AI	1264	0.184
Albania	AL	355	0.095
Armenia	AM	374	0.23
Netherlands Antilles	AN	599	0.325
Angola	AO	244	0.11
Argentina	AR	54	0.089
American Samoa	AS	1684	0.115
Austria	AT	43	0.095
Australia	AU	61	0.05

Aruba	AW	297	0.184
Azerbaijan	AZ	994	0.384
Bosnia and Herzegovina	BA	387	0.0874
Barbados	BB	1246	0.198
Bangladesh	BD	880	0.288
Belgium	BE	32	0.112
Burkina Faso	BF	226	0.156
Bulgaria	BG	359	0.15
Bahrain	BH	973	0.0385
Burundi	BI	257	0.296
Benin	BJ	229	0.166
Bermuda	BM	1441	0.169
Brunei	BN	673	0.0585
Bolivia	BO	591	0.158
Caribisch Nederland	BQ	599	0.186
Brazil	BR	55	0.0165
Bahamas	BS	1242	0.0638
Bhutan	BT	975	0.268
Botswana	BW	267	0.098
Belarus	BY	375	0.242
Belize	BZ	501	0.298
Canada	CA	1	0.0158
Democratic Republic of the Congo	CD	243	0.282
Central African Republic	CF	236	0.09
Republic Of The Congo	CG	242	0.282

Switzerland	CH	41	0.058
Ivory Coast	CI	225	0.231
Cook Islands	CK	682	0.056
Chile	CL	56	0.05
Cameroon	CM	237	0.178
Colombia	CO	57	0.045
Costa Rica	CR	506	0.068
Cape Verde	CV	238	0.155
Curacao	CW	599	0.184
Cyprus	CY	357	0.0328
Czech	CZ	420	0.076
Germany	DE	49	0.094
Djibouti	DJ	253	0.15
Denmark	DK	45	0.0587
Dominica	DM	1767	0.184
Dominican Republic	DO	1809	0.188
Algeria	DZ	213	0.24
Ecuador	EC	593	0.192
Estonia	EE	372	0.062
Egypt	EG	20	0.214
Western Sahara	EH	212	0.28
Eritrea	ER	291	0.192
Spain	ES	34	0.046
Ethiopia	ET	251	0.28
Finland	FI	358	0.076

Fiji	FJ	679	0.188
Micronesia	FM	691	0.15
Faroe Islands	FO	298	0.0852
France	FR	33	0.076
Gabon	GA	241	0.228
United Kingdom	GB	44	0.046
Grenada	GD	1473	0.204
Georgia	GE	995	0.178
French Guiana	GF	594	0.184
Guernsey	GG	826	0.188
Ghana	GH	233	0.184
Gibraltar	GI	350	0.138
Greenland	GL	299	0.015
Gambia	GM	220	0.195
Guinea	GN	224	0.165
Guadeloupe	GP	590	0.184
Equatorial Guinea	GQ	240	0.22
Greece	GR	30	0.063
Guatemala	GT	502	0.184
Guam	GU	1671	0.06
Guinea-Bissau	GW	245	0.165
Guyana	GY	592	0.214
Hong Kong, China	HK	852	0.06
Honduras	HN	504	0.118
Croatia	HR	385	0.127

Haiti	HT	509	0.254
Hungary	HU	36	0.098
Indonesia	ID	62	0.385
Ireland	IE	353	0.066
Israel	IL	972	0.174
Isle of Man	IM	833	0.188
India	IN	91	0.062
Iraq	IQ	964	0.276
Iceland	IS	354	0.0868
Italy	IT	39	0.062
Jersey	JE	832	0.188
Jamaica	JM	1876	0.23
Jordan	JO	962	0.23
Japan	JP	81	0.06
Kenya	KE	254	0.16
Kyrgyzstan	KG	996	0.298
Cambodia	KH	855	0.217
Kiribati	KI	686	0.068
Comoros	KM	269	0.239
Saint Kitts and Nevis	KN	1869	0.184
South Korea	KR	82	0.034
Kuwait	KW	965	0.245
Cayman Islands	KY	1345	0.184
Kazakhstan	KZ	7	0.275
Laos	LA	856	0.06

Lebanon	LB	961	0.298
Saint Lucia	LC	1758	0.184
Liechtenstein	LI	423	0.091
Sri Lanka	LK	94	0.312
Liberia	LR	231	0.236
Lesotho	LS	266	0.166
Lithuania	LT	370	0.058
Luxembourg	LU	352	0.09
Latvia	LV	371	0.065
Libya	LY	218	0.288
Morocco	MA	212	0.228
Monaco	MC	377	0.172
Moldova	MD	373	0.12
Montenegro	ME	382	0.125
Madagascar	MG	261	0.398
Marshall Islands	MH	692	0.194
Macedonia	MK	389	0.042
Mali	ML	223	0.178
Myanmar	MM	95	0.256
Mongolia	MN	976	0.266
Macau, China	MO	853	0.0288
Northern Mariana Islands	MP	1670	0.2
Martinique	MQ	596	0.188
Mauritania	MR	222	0.282
Montserrat	MS	1664	0.185

Malta	MT	356	0.074
Mauritius	MU	230	0.179
Maldives	MV	960	0.208
Malawi	MW	265	0.282
Mexico	MX	52	0.038
Malaysia	MY	60	0.225
Mozambique	MZ	258	0.135
Namibia	NA	264	0.042
New Caledonia	NC	687	0.22
Niger	NE	227	0.336
Norfolk Island	NF	574	0.188
Nigeria	NG	234	0.222
Nicaragua	NI	505	0.098
Netherlands	NL	31	0.11
Norway	NO	47	0.072
Nepal	NP	977	0.28
Nauru	NR	674	0.275
Niue	NU	683	0.298
New Zealand	NZ	64	0.089
Oman	OM	968	0.12
Panama	PA	507	0.184
Peru	PE	51	0.098
French Polynesia	PF	689	0.168
Papua New Guinea	PG	675	0.228
Philippines	PH	63	0.2

Pakistan	PK	92	0.288
Poland	PL	48	0.026
Saint Pierre and Miquelon	PM	508	0.158
Puerto Rico	PR	1787	0.156
Palestinian Territory	PS	970	0.388
Portugal	PT	351	0.042
Palau	PW	680	0.098
Paraguay	PY	595	0.092
Qatar	QA	974	0.218
Réunion Island	RE	262	0.22
Romania	RO	40	0.076
Serbia	RS	381	0.32
Rwanda	RW	250	0.282
Saudi Arabia	SA	966	0.156
Solomon Islands	SB	677	0.058
Seychelles	SC	248	0.088
Sudan	SD	249	0.29
Sweden	SE	46	0.058
Singapore	SG	65	0.044
Slovenia	SI	386	0.188
Slovakia	SK	421	0.068
Sierra Leone	SL	232	0.22
San Marino	SM	378	0.198
Senegal	SN	221	0.32
Somalia	SO	252	0.3

Suriname	SR	597	0.19
South Sudan	SS	211	0.11
Sao Tome and Principe	ST	239	0.12
El Salvador	SV	503	0.23
Sint Maarten (Dutch Part)	SX	1721	0.1584
Swaziland	SZ	268	0.0964
Turks and Caicos Islands	TC	1649	0.184
Chad	TD	235	0.284
Togo	TG	228	0.168
Thailand	TH	66	0.015
Tajikistan	TJ	992	0.398
Tokelau	TK	690	0.298
East Timor	TL	670	0.163
Turkmenistan	TM	993	0.24
Tunisia	TN	216	0.34
Tonga	TO	676	0.19
Türkiye	TR	90	0.011
Trinidad and Tobago	TT	1868	0.184
Tuvalu	TV	688	0.298
Taiwan, China	TW	886	0.045
Tanzania	TZ	255	0.288
Uganda	UG	256	0.32
United States	US	1	0.0078
Uruguay	UY	598	0.088
Uzbekistan	UZ	998	0.346

Saint Vincent and The Grenadines	VC	1784	0.184
Venezuela	VE	58	0.13
Virgin Islands, British	VG	1284	0.19
Virgin Islands, US	VI	1340	0.0784
Vietnam	VN	84	0.142
Vanuatu	VU	678	0.165
Samoa	WS	685	0.0862
Kosovo	XK	383	0.24
Yemen	YE	967	0.3
Mayotte	YT	269	0.25
South Africa	ZA	27	0.056
Zambia	ZM	260	0.286
Zimbabwe	ZW	263	0.25

Getting Started

Last updated : 2024-05-24 17:06:31

This document helps you quickly get started with the Global SMS service by show you how an organization user sends the following message “Your verification code is 1234 (valid for 5 minutes). For account safety, don't forward the code to others.” to mobile numbers outside the Chinese mainland. For more SMS concepts, see [Glossary](#).

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.

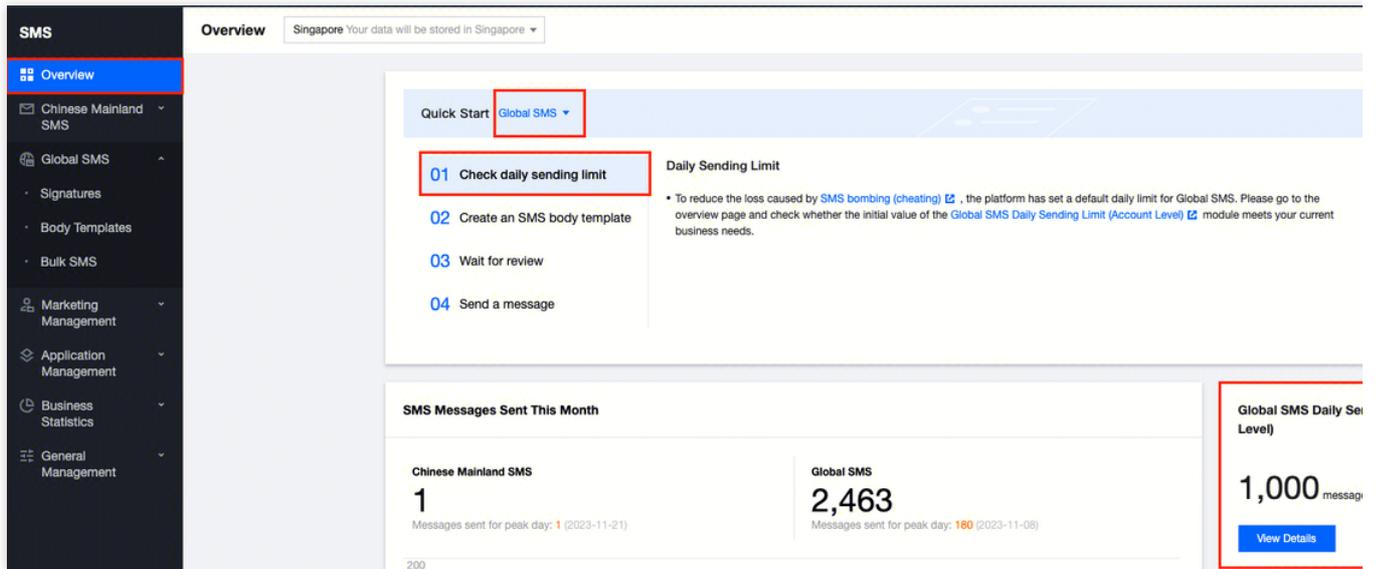
1. Log in to the SMS console, click **I've read and agree to Tencent Cloud SMS Terms of Service**, and click **Access** to activate the service.
2. After activation, enter the SMS console and follow the [overview page](#) New User Configuration Guide to apply for an SMS template and send SMS messages.

Step 2. Check daily sending limit

o reduce the loss caused by [SMS bombing \(cheating\)](#) , the platform has set a default daily limit for Global SMS.

Please go to the overview page and check whether the initial value of the [Global SMS Daily Sending Limit \(Account Level\)](#) module meets your current business needs.

On the [overview page](#)> **Quick Start** > **Global SMS** > **Check daily sending limit** > **Global SMS Daily Sending Limit (Account Level)**.



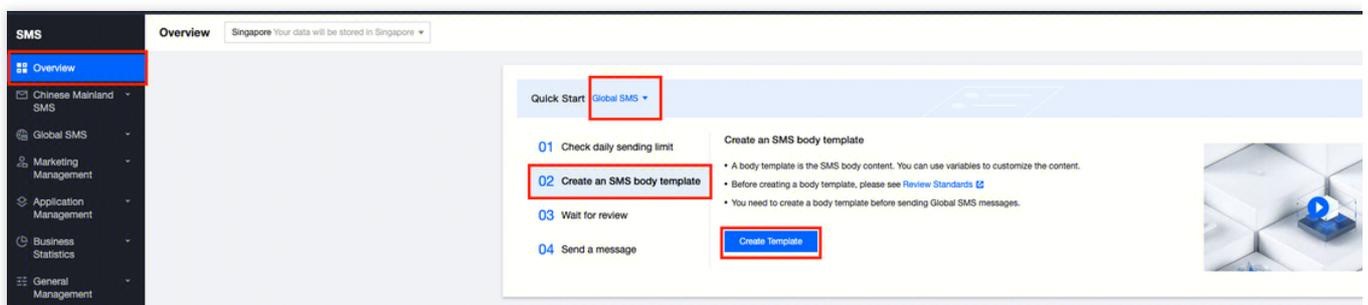
Step 3. Configure SMS content

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.

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

Create a text template

1. On the [overview page](#) > **New User Configuration Guide** > **Global SMS** > **Click Create Template**.



2. Set the following parameters according to your business needs and the [body template review standards](#):

Template Name: enter Verification Code.

SMS Type: select **OTP SMS**.

SMS Content: enter `Your verification code is {1}(valid for {2} minutes). For account safety, don't forward the code to others.`

Click **OK**.

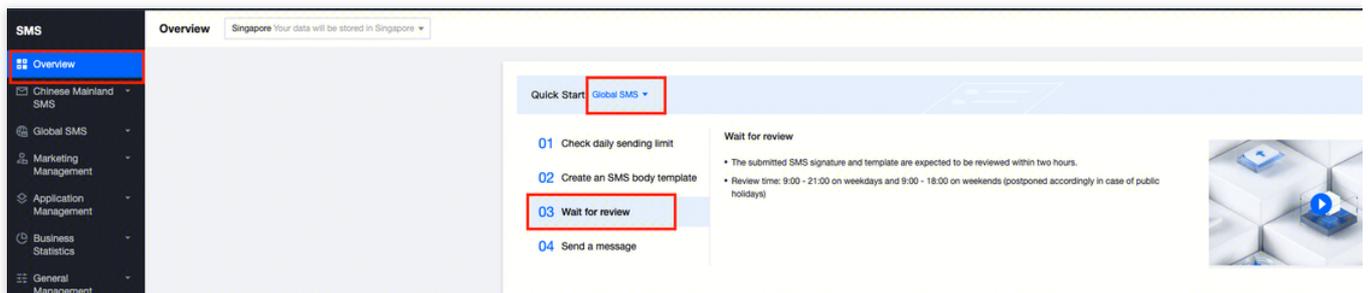
Please wait for the body template review. The body template will be available only after its status changes to **Approved**.

Step 4. Wait for approval

You can check the latest application template review status, and the text template can be used only when its status changes to "approved."

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.

You can view the status of all templates in Global SMS > [Text Templates](#).



Step 5. Send SMS messages

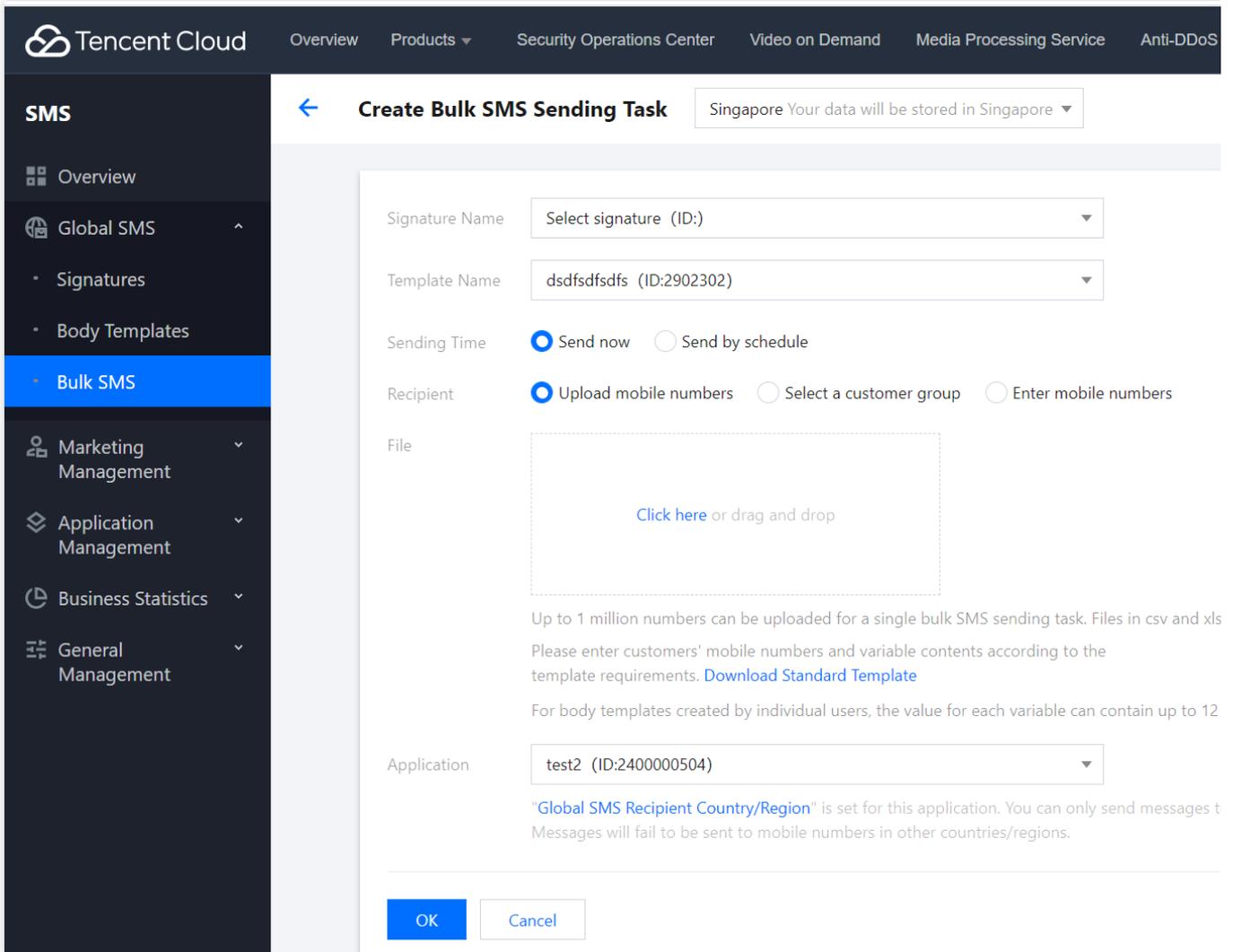
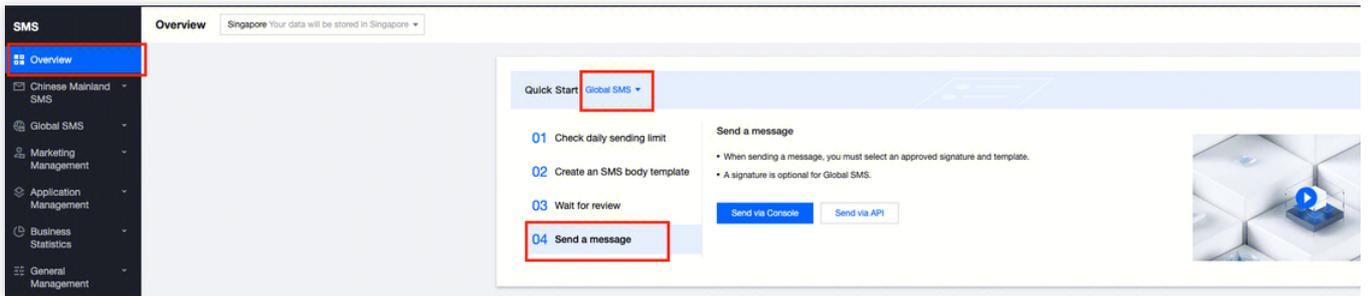
Before sending an SMS message, make sure the SMS signature and body template have been approved.

You can send SMS messages through the console or API. This document uses the console as an example.

Console SMS sending: No development is required. Upload the mobile phone numbers that need to send SMS messages in the SMS console and send them by yourself.

API SMS sending: For those with development capabilities, integrate the SMS service into the business system and send SMS messages through the API interface.

On the overview page, [New User Configuration Guide](#) > [Global SMS](#) > [Send SMS](#). This article takes console SMS sending as an example.



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.

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	SMS Content Variable 2
Sample	9xxxxxxx	1234	5
Instructions	Please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending task must be registered outside 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.	Please enter the first custom variable content according to the body template, i.e., replacing {2} in the template.

There are three types of recipients as follows:

Recipient	Description	Variable Template
Upload mobile numbers	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. For more information, please see Customer Management. 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 mobile numbers outside the Chinese mainland, please enter the country/region code + mobile number. For example, when the country/region code is 852 and the mobile number is 6666XXXX, enter 8526666XXXX. 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](#).

1. Click **OK**.

2. 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 6. View SMS delivery result

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

On the **Global 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 > Global SMS** and you can filter and view the statistics and relevant analysis of Global SMS by application, signature, body template, and time.