Short Message Service

Product Intro

Product Introduction

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Glossary

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SMS format

An SMS message is composed of a signature and a body. For example, in the SMS message "[Tencent Technology] Your verification code for QQ login is 1234, which is valid for five minutes", "[Tencent Technology]" is the signature and "Your verification code for QQ login is 1234, which is valid for five minutes" is the body.

You need to apply for a signature and a body template before sending an SMS message. For the aforesaid SMS message, the signature is "[Tencent Technology]" and the body template is "Your verification code for QQ login is {1}, which is valid for {2} minutes.", and {1} and {2} are variables.

SMS Signature

A signature is an identifier added before the message body for identification of the company or business. Before applying for a signature, enterprise users need to upload qualification certificates, and individual users need to upload their identity certificates. The SMS signature must be verified and approved before it can be used. For more information, please see the Signature Audit Criteria section.

Signature Example:

Enterprise to be verified: Shenzhen Tencent Computer Systems Co., Ltd.

For example:
The signature that can be applied for: [Tencent Technology]
Alternatively, enterprises can also use the name of their product to apply for a signature: [WeChat], [Tencent Cloud]

Note: "[]" is not required when you apply for an SMS signature on the console. For example, when applying for the signature "[Tencent Technology]", you can just submit "Tencent Technology".

SMS Template

SMS template is the specific content of the SMS message to be sent. Tencent Cloud SMS template supports common SMS template (verification SMS, notification SMS) and marketing SMS template. Individual users cannot use marketing SMS template nor send marketing SMS messages. A templated SMS can be customized using different parameters.

You need to apply for an SMS signature before applying for an SMS template which can be used only after it is approved. For more information, please see SMS Audit Criteria.

SMS Template Example:

Tencent Technology needs to send an SMS verification code message in the following format: "[Tencent Technology] Your verification code for QQ login is 1234, which is valid for two minutes". In practice, the content "1234" and the validity period "two minutes" in the verification code message are variables. You can apply for a signature and a template as below:

> SMS signature: Tencent Technology
> SMS template: Your verification code for QQ login is {1}, which is valid for {2} minutes.

Note: Both {1} and {2} in the SMS template are variables and arranged in order. The values of the variables change according to the setting of parameters in the template.

Common SMS Message

Common SMS Message is divided into verification SMS and notification SMS message:

- **Verification SMS Message**: It is used to send verification codes for registration/login, payment confirmation, identity verification, etc.

> Verification SMS example: Your login verification code is 1234, which is valid for 2 minutes. If you are not using our service, ignore the message.

- **Notification SMS Message**: It is used to send system notifications, such as logistics information, payment receipt, status reminder.

> Notification SMS example: The documents you submitted for the ICP license order 201700001234 are approved. You can submit supplementary materials now. If you have already submitted them to Tencent Cloud, we will complete the review as soon as possible.

Marketing SMS Message

It is used to send marketing and promotion SMS such as member care, new launch, event notice. These messages are generally sent from operating companies to websites and registered members during sales or member events for marketing and promotion purposes.

Marketing SMS Message Example:

Good news! You can apply for a celebrated store on the official website now to enhance your brand reputation and attract more customers. You can also enjoy plenty of materials for free. Apply now! Reply T if you don't want to receive such message.

Another new year promotion is coming! Haircare products are 30% off. The sale begins on Feb, 17, 9 am. For more information, visit xxx. Reply T if you don't want to receive such message.

Review Standards

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Signature Audit Criteria

Format Limits

1. A signature cannot contain information related to pornography, gambling, drug abuse, or any religion, party or government.
2. A signature cannot be ambiguous. It must clearly indicate the company or individual who sends SMS messages.
3. A China SMS Signature is composed of 【】 and signature content which contains 2 to 12 Chinese/English characters or numbers. Special symbols such as "+, @, and |" are not supported. Try to use Chinese characters for China SMS signatures. Only signature content is required when you apply for an SMS signature on the Console. For example, if the signature of a Tencent Cloud SMS message is "【Tencent Cloud】", you need only to submit "Tencent Cloud" when applying for an SMS signature.
4. International SMS signature is composed of [] and signature content which is a combination of 2-15 characters excluding []. Only signature content is required when you apply for an SMS signature on the Console. For example, if the international signature of a Tencent Cloud SMS message is "[Tencent Cloud]", you need only to submit "Tencent Cloud" when applying for an SMS signature.

Audit Rules

An SMS signature needs to be licensed by operators and the original or the copy of business license stamped with the company's official seal must be provided. If the signature infringes the rights of any third party, an appropriate authorization from this third party must be obtained. For any questions, contact Submit a ticket.

1. The signature is **the name of a WeChat Official Account or Mini Program**.
   - For enterprise identify verification, the account subject of the Official Account must be identical with the company name on the copy of the business license (or organization code certificate).
   - For individual identity verification, a screenshot of the backend management interface for the Official Account or Mini Program must be uploaded.
2. If the signature is **a company name or its abbreviation**, it must be identical with the company name on the uploaded copy of the business license (or organization code certificate).
3. If the signature is **a product name or its abbreviation**, a note containing a download link to an App Store must be provided.

- For enterprise identity verification, the information of the App in the App Store must be identical with that on the copy of the business license (or organization code certificate).
- For individual identity verification, a screenshot of the backend management interface of the App Store must be uploaded.

4. If the signature is **a website name or its abbreviation**, it must be the full name or abbreviation of the website licensed by MIIT.
    - For enterprise identity verification, the ICP licensing information of the website must be identical with that on the copy of the business license (or organization code certificate).
    - For individual identity verification, a screenshot of the ICP licensing information must be provided. If the subject is an enterprise, a copy of the business license must be provided.

5. If the signature is **a brand name or its abbreviation**, the brand registration certificate is required.

Audit Criteria for Common SMS Messages

Format Limits

1. Full variable template is not supported (which means that the structure and use scenarios of SMS messages cannot be known).
2. Since special symbols may cause unreadable codes displayed in SMS messages, ￥, ★ or combination of special symbols such as ^_^&, ☞, √, ※ that can be typed in by pressing keys are not supported.

Content Limits

1. Verification code templates must contain "verification code".
2. Content related to marketing or promotion is not supported.
3. SMS messages involving stock, immigration, interview & recruitment, lottery, rebate, loan, dunning, investment & financing, gambling, winning a prize, getting or purchasing a product with one CNY, counterfeit products, healthcare, plastic surgery, beauty, clubs, bars, foot massage, violence, intimidation, pornography, fur, cheating in exams, trademark registration, QQ or WeChat group invitation, personal information trafficking, messaging channels, promotion on game/exhibition/website/coupon/card/insurance/alcohol, prospect invitation, and existing customer recall are prohibited, and those involving finance, real estate and education are also not allowed except for verification code.
4. Unauthorized invitations for purposes of registration or joining membership are not allowed.

If any infringement of Terms of Service is identified, Tencent Cloud may at any time restrict, suspend or terminate services to you under the terms as appropriate, or block your account (forever) and take other measures. Once a package is purchased, whether it has been used or not, unsubscription

Audit Criteria for Marketing SMS Messages

Format Limits

1. Full variable template is not supported (which means that the structure and application scenarios of SMS messages cannot be known).
2. Unsubscription methods must be added at the end of the marketing SMS messages. Replying "TD, T or N" for unsubscription is supported.
3. Since special symbols may cause unreadable codes displayed in SMS messages, ￥, ★ or combination of special symbols such as ^_^&, ☞, √, ※ that can be typed in by pressing keys are not supported.

Content Limits

1. Do not send marketing SMS messages to nonmembers.
2. SMS messages involving stock, immigration, real estate, education, training, recruitment, lottery, rebate, loan, dunning, investment, gambling, winning a prize, getting or purchasing a product with one CNY, counterfeit products, health care, plastic surgery, beauty, clubs, bars, foot massage, violence, intimidation, pornography, fur, cheating in exams, trademark registration, QQ or WeChat group invitation, personal information trafficking, messaging channels, decoration (including building materials and furniture), promotion on game/exhibition/website/coupon/card/insurance/alcohol, prospect invitation, and existing customer recall are prohibited.
3. Unauthorized invitations for purposes of registration or joining membership are not allowed.

If any infringement of Terms of Service is identified, Tencent Cloud may at any time restrict, suspend or terminate services to you under the terms as appropriate, or block your account (forever) and take other measures. Once a package is purchased, whether it has been used or not, unsubscription or refund is not allowed. If any serious impact or consequences are identified, Tencent Cloud retains the right to pursue related liability against you. Therefore, make sure to comply with the regulations strictly, strengthen your business security, and send SMS messages properly.

Standards on Marketing SMS messages

1. Always add "reply T if you don't want to receive such message" at the end of any SMS message.
2. Do not send marketing SMS messages to nonmembers.
3. Strictly comply with SMS message standards and do not send any SMS messages that violate applicable regulations and laws.
4. Send marketing SMS messages in the daytime (8:00 - 22:00) to minimize complaints.

Audit Procedure

Generally, you can get the audit result of your signature and content template in half a working day. The audit time is from Monday to Sunday between 9:00 to 21:00.
If you want to use the SMS service in a short time, submit a ticket and we will accelerate the audit process.
If the audit is not approved, submit a ticket for a solution.
Since the approved content templates also need to be spot checked and reviewed by operators, SMS messages may not be sent successfully. If such issue occurs, submit a ticket for a solution.

Rules for Blocking SMS

Both SMS signatures and SMS templates applied for by users are reviewed by SMS technical support, and SMS content is also monitored and detected by the cloud SMS system when users are sending SMS messages, so as to prevent the content that violates national laws and regulations from appearing in SMS messages.
For users who send SMS messages that violate the rules, we may freeze their accounts, deduct deposit, or pursue related liability against the users as the case may be.