

Short Message Service

Console Guide



Copyright Notice

©2013-2025 Tencent Cloud. All rights reserved.

The complete copyright of this document, including all text, data, images, and other content, is solely and exclusively owned by Tencent Cloud Computing (Beijing) Co., Ltd. ("Tencent Cloud"); Without prior explicit written permission from Tencent Cloud, no entity shall reproduce, modify, use, plagiarize, or disseminate the entire or partial content of this document in any form. Such actions constitute an infringement of Tencent Cloud's copyright, and Tencent Cloud will take legal measures to pursue liability under the applicable laws.

Trademark Notice

 Tencent Cloud

This trademark and its related service trademarks are owned by Tencent Cloud Computing (Beijing) Co., Ltd. and its affiliated companies ("Tencent Cloud"). The trademarks of third parties mentioned in this document are the property of their respective owners under the applicable laws. Without the written permission of Tencent Cloud and the relevant trademark rights owners, no entity shall use, reproduce, modify, disseminate, or copy the trademarks as mentioned above in any way. Any such actions will constitute an infringement of Tencent Cloud's and the relevant owners' trademark rights, and Tencent Cloud will take legal measures to pursue liability under the applicable laws.

Service Notice

This document provides an overview of the as-is details of Tencent Cloud's products and services in their entirety or part. The descriptions of certain products and services may be subject to adjustments from time to time.

The commercial contract concluded by you and Tencent Cloud will provide the specific types of Tencent Cloud products and services you purchase and the service standards. Unless otherwise agreed upon by both parties, Tencent Cloud does not make any explicit or implied commitments or warranties regarding the content of this document.

Contact Us

We are committed to providing personalized pre-sales consultation and technical after-sale support. Don't hesitate to contact us at 4009100100 or 95716 for any inquiries or concerns.

Contents

Console Guide

Console Instructions

Mainland China SMS

Manage Identity Qualifications

Manage Domestic SMS Signatures

Managing Domestic SMS Body Templates

Send Mainland China SMS

International / Hong Kong, Macao and Taiwan SMS

Managing Global SMS Signatures

Managing Global SMS Body Templates

Sending International/Hong Kong, Macau, and Taiwan SMS

Marketing Management

Client Management

Business Statistics

Mainland China SMS Business Statistics

International/Hong Kong, Macao, and Taiwan SMS Business Statistics

Application Management

Create Application

Configuring Basic Information

Security Setting

Configuring Alarm Contacts

Disabling or Deleting Application

General Management

Manage the Muting List

Managing Unsubscribed Users

Configuring Reply Callback

CAM

Cloud Access Management

Authorizable Resources and Actions

Preset Policy

Custom Policy

Console Guide

Console Instructions

Last updated: 2025-02-06 16:29:43

 **Note:**

The new version of console is displayed to users who activate the SMS service after September 18, 2019 by default.

Sending SMS Message

At present, short message service provides Mainland China SMS and international / Hong Kong, Macao and Taiwan SMS. You can configure the content of SMS messages, send Mainland China and international / Hong Kong, Macao and Taiwan SMS through the console. You can get instructions on how to do this through the following documents:

Service	Documentation	Description
Mainland China SMS	Getting Started with Mainland China SMS (New) Managing Mainland China SMS Signatures Managing Mainland China SMS Body Templates Send Mainland China SMS	These documents describe how to configure Mainland China SMS content and send Mainland China SMS messages in the console.
International / Hong Kong, Macao and Taiwan SMS	Getting Started with International/Hong Kong, Macao, and Taiwan SMS (New) Managing Global SMS Signatures Managing Global SMS Body Templates Sending International/Hong Kong, Macao, and Taiwan SMS	These documents describe how to configure Global SMS content and send Global SMS messages in the console.

Business Statistics

The SMS console will collect and display details of Mainland China SMS and international/Hong Kong, Macao, and Taiwan SMS sending, delivery records, and failure analysis in multiple dimensions. For detailed directions, please see the following documents:

Service	Description
Mainland China SMS Statistics	This document describes how to view the details of Mainland China SMS sending, delivery records, and failure analysis within a specified time period.

International/Hong Kong, Macao, and Taiwan SMS Statistics	This document describes how to view the details of Global SMS sending, delivery records, and failure analysis within a specified time period.
---	---

Manage Packages

You can manage domestic SMS packages through the console. You can refer to the following documents for the operation guide:

Service	Description
Package management	This document describes how to purchase a package and set package balance alarms.

Application Management

Before using the Tencent Cloud SMS service to send SMS messages, you need to create an application in the console first. After the application is created, you can configure related parameters to use more SMS features. For detailed directions, please see the following documents:

Documentation	Description
Create an Application	This document describes how to create an application.
Configuring Basic Information	This document describes how to configure the basic information of an existing application, including modifying application information, setting over-limit delivery notification, setting event callback configuration, and setting delivery rate limit.
Configuring Alarm Contacts	This document describes how to add a new contact, and how to edit or delete an existing contact.
Disabling/Deleting Application	Describes how to deactivate, enable, or delete existing applications. Deletion cannot be directly restored. It needs to be resubmitted for review. Please proceed with caution.

General Management

You can manage the mute list and unsubscribe users through the console. You can refer to the following documents for related operation guides:

Service	Description
Manage Mute List	This document describes how to add a new mute list number and query or delete an existing mute list number.
Managing Unsubscribed Users	This paper describes how to query the unsubscription status of different types of SMS messages under the corresponding signature, and how to apply for removal and unsubscription.
Configuring Reply Callback	This document describes how to enable reply callback and configure the URL.

Practical Tutorial

The following documents describe how to send SMS messages in some common scenarios.

Service	Description
How to Send Bulk Best Wishes Messages	This document introduces how enterprise users can quickly send bulk best wishes messages to members.
How to Implement SMS Verification Codes	This document introduces how to quickly implement the SMS verification code feature.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Mainland China SMS

Manage Identity Qualifications

Last updated: 2025-02-06 16:30:09

Managing Domestic SMS Real-Name Qualification

Before applying for an SMS signature, you need to apply for qualification filing based on the qualification information of the signature. After the qualification filing is approved, you can bind and use the associated SMS signature when applying for the signature.

After the SMS qualification is submitted, it will be reviewed within two hours generally. Review hours: Monday to Friday, 9:00 – 21:00; Saturday to Sunday, 9:00 – 18:00 (postponed accordingly in case of public holidays).

Adding a Qualification

1. Log in to the [Tencent Cloud SMS console](#).
2. Select **Mainland China SMS** > [Real-name Qualification Management](#) in the left navigation bar, and click **Add Qualification**.

3. Choose the qualification attribute based on the actual situation:

If the enterprise or individual name in the qualification is the same as the name of the real-name authentication of this account, choose **self-use** qualification.

If the enterprise name in the qualification is different from the name of the real-name authentication of this account, choose **third-party use** qualification.

4. Fill in the relevant parameters according to the **qualification purpose**. For the required information, refer to [qualification application materials](#).
5. Click **Submit for review** to submit to the background system and wait for the review. When the status changes to approved, the qualification can be used to continue applying for a signature.

Modifying a Qualification

1. Log in to the [Tencent Cloud SMS console](#).
2. Select **Mainland China SMS** > [Real-name Qualification Management](#) in the left navigation bar, choose the qualification to be modified, and click **Edit** to enter the edit page.
3. Make information changes based on the actual situation.
4. After completing the changes, click **Submit for review** to submit to the background system and wait for the review. When the status changes to approved, the qualification can be used to continue applying for a signature.

Note:

- When the qualification review status is "denied", all information under the qualification can be modified.
- When the status is "approved", it supports changing Enterprise and Institution license information, legal representative information, and business administrator information. Changing qualification attributes and Enterprise and Institution names is not allowed.

Delete Qualification

1. Log in to the [Tencent Cloud SMS console](#).
2. Select **Mainland China SMS** > [Real-name Qualification Management](#) in the left navigation bar, choose the qualification to be deleted, and click **Delete**. This feature supports selecting multiple qualifications for deletion in

batches.

 **Note:**

When you confirm that a qualification and its associated signatures are no longer in use, you can delete them. **Deletion is unrecoverable.** If there are signatures bound to the qualification, **deleting the qualification may also cause the signatures to become unavailable, please operate with caution.**

Manage Domestic SMS Signatures

Last updated: 2025-02-06 16:30:25

A complete SMS message consists of **SMS signature** and **SMS body**. You can set different templates based on your business needs and then combine them into the final SMS content: [SMS signature] + [SMS body].

After an SMS signature is submitted, it will be reviewed within two hours. Review hours: Monday to Friday: 9:00 – 21:00; Saturday to Sunday: 9:00 – 18:00 (postponed accordingly in case of public holidays). You can set your mobile number and email address to receive review result notifications.

Creating Signature

1. Log in to the [SMS Console](#).
2. Select **Mainland China SMS > Signature Management** in the left sidebar, and click **Create Signature**.
3. Set the following parameters as needed and according to the [signature review standards](#) :
 - Signature Purpose: Purpose of the SMS signature. You can choose **self-use (signature for the company, website, product name, etc., authenticated by this account)** or **other-use (signature for the company, website, product name, etc., not authenticated by this account)**.
 - Qualification Information: Select the qualification of the company to which the signature belongs from the dropdown menu.
 - Signature Type: Type of SMS signature.
 - Enterprise certified users can choose **company, App, website, wechat official account or mini program, trademark, or government/organization/other institutions**.
 - Individual users can choose **App, website, or WeChat official account or mini program**.
 - Signature Content: Actual content of the SMS signature. There is no need to enter , such as **Tencent Cloud** .
 - Proof Type and Upload: When applying for a **trademark** signature, upload the trademark registration document as prompted. JPG or PNG images are supported, and the image size should not exceed 5MB.
 - Authorization Entrustment: This parameter appears only when the **signature purpose** is set to other use.
 - i. Download and fill out the [Authorization Letter](#) . The authorized party in the authorization letter must be the full name of the individual or enterprise that has completed real-name authentication for the current Tencent Cloud account, and the authorizing party must be the full name of the company to which the signature belongs.
 - ii. Affix the official seals of both parties on the authorization letter.
 - iii. Upload a photo or scanned copy of the authorization letter with the authorizing party's official seal. JPG or PNG images are supported, and the image size should not exceed 5MB.
 - Application Instructions: When applying for **App, website, or wechat official account or mini program** signatures, fill in the corresponding content according to the [signature review standards](#) . For other signatures, this parameter is optional.
4. Click **Yes**.

Wait for the signature review. The SMS signature will be available when the status becomes **effective**.

Modifying Signature

Note:

Modification is supported only when the signature status is **pending review** or **failed**. Signatures that are **reviewed and pending effectiveness** or **effective** cannot be modified.

1. On the [Signature Management](#) page, you can view the signature information.
 - ID: signature ID automatically generated by the system.
 - Content: Actual content of the SMS signature. The content of an effective signature can be specified as the value of the `sign` parameter when sending SMS via APIs or SDKs. If this parameter is not specified, the content of the first approved signature will be used by default.
 - Status/Reason: The status of the signature includes **effective**, **reviewed** and **pending effectiveness**, **failed**, and **pending review**. If the signature is in **failed** status, you can hover over this status to see a floating window that explains the reason for failure or provides suggestions.
 - Time Applied: the time when the signature was created.
2. Click **pending review** or **failed** in the row of the signature, then **view the failure reason and modify** the signature information. Click **Yes** to submit for review again.

Deleting Signature

 **Note:**

When you no longer use a signature, you can delete it. **After deletion, it cannot be directly restored and requires resubmission for review. Please be cautious when deleting.**

1. On the [Signatures](#) page, click **Delete** in the row of the target signature.
2. In the pop-up dialog box, click **OK**.

Related Information

- [Review process](#)
- [Signature Review Standards](#)
- [FAQs about signature](#)

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Managing Domestic SMS Body Templates

Last updated: 2025-02-06 16:30:41

A complete SMS message consists of **SMS signature** and **SMS body**. You can set different templates based on your business needs and then combine them into the final SMS content: [SMS signature] SMS body . After an SMS signature or template is submitted, it will be reviewed within two hours. Review hours: Monday to Friday: 9:00 – 21:00; Saturday to Sunday: 9:00 – 18:00 (postponed accordingly in case of public holidays). You can set your mobile number and email address to receive review result notifications.

Creating a Body Template

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **Mainland China SMS > Body Templates Management**, and click **Create Body Template**.
3. Set the following parameters according to the actual situation and the [body template review standards](#) :
 - Template Name: name of the template for easy identification.
 - SMS Type: The type of SMS that this body template will be used for. Enterprise certified users can choose **verification code SMS**, **notification SMS**, and **marketing SMS**, while individual users can only choose **verification code SMS** and **notification SMS**.
 - SMS Content: Body content of the SMS with less than 500 characters. Custom content can be configured, but it cannot contain only variables. Variables are in the format of {number} , and the numbers must be consecutive. Marketing SMS must contain an option for unsubscribing, such as
Reply with R to unsubscribe .
 - Application Instructions: Optional parameters, you can enter the sending scenario and recipient here.
4. Click **Confirm**.

Wait for the body template review. The body template will be usable only when the status changes to **Effective**.

Modifying a Body Template

Note:

The body template can only be modified when its status is **pending review** or **failed**. Reviewed body templates cannot be modified.

1. On the [Body Templates Management](#) page, you can view the body template information.
 - ID: Body template ID automatically generated by the system. The ID of an approved body template can be specified as the value of the `tpl_id` parameter when sending SMS via APIs or SDKs.
 - Content: actual content of the SMS body.
 - Status/Reason: The status of the body template, including **effective**, **failed**, and **pending review**. If the body template is in **failed** status, you can [view details](#) to understand the specific reason for failure or suggestions.
 - Time Applied: the time when the body template was created.
2. Click **Pending Review** or **Failed** in the row of the body template, then click **Modify** or [View Failure Reason](#) and **Modify** to modify the body template information. Click **Confirm** to resubmit for review.

Deleting a Body Template

When you no longer use a body template, you can delete it. **Once deleted, it cannot be directly restored and must be resubmitted for review. Please be cautious when performing this action.**

1. On the [Body Templates Management](#) page, click **Delete** in the row of the target body template.
2. In the pop-up dialog box, click **OK**.

Related Information

- [Review process](#)
- [Body Template Review Standards](#)
- [Sample Body Templates](#)
- [Common Questions about Content Template](#)

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Send Mainland China SMS

Last updated: 2025-02-06 16:31:01

Prerequisites

- The SMS signature and body template have been approved.
- A sufficient number of packages have been [purchased](#).

Directions

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

2. Select **Mainland China SMS > Bulk SMS** in the left navigation bar, and click **create bulk sms sending task**.

3. Configure the following parameters as needed:

- Signature Name: select an approved SMS signature to be used, distinguished by the content of the signature.
- Template Name: Select an approved SMS body template to be used (different templates are distinguished by template name).
- Send time: supports **send now** or **scheduled sending**.
- Content sent: select **upload mobile numbers**, click **Download Standard Template**, fill in the mobile number and custom SMS content in the table, click **Click Upload** to upload the completed table. The maximum supported upload size is 30MB. For other content sent descriptions, please see [Object Description](#).

Template Description	Customer Phone Number	SMS Content Variable 1	SMS Content Variable 2	SMS Content Variable N
Fill in the example	139xxxxxxxx	Test Company A	Server B	...	100 CNY
Instructions	Please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending task must be registered in the domestic region. The cells need to be in a regular format, i.e., without any specific number formats.	Please fill in the first custom content according to the body template, i.e., replace {1} in the template.	Please fill in the second custom content according to the body template, i.e., replace {2} in the template.	...	Please fill in the Nth custom content according to the body template, i.e., replace {N} in the template.

- Application: select the application that needs to send the SMS. For more information, please see [Create Application](#).

4. Click **OK**.

5. Verify the number of users you need to send to, check the box to acknowledge the cost-related note, and click **Confirm Send**.

You can view the task status in the sending record list. When the status is **Sent**, it means the task is complete.

Subsequent Operations

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

- On the **Mainland China SMS > Bulk SMS** page, click **Details & Receipt Analysis** in the target task row to view the detailed records and receipt analysis of the current task.
- Select **Statistical Analysis > Mainland China SMS**. You can filter and view the data records and analysis of Mainland China SMS based on application, signature, template content, and time dimensions.

References

You can also send SMS via APIs or SDKs. For detailed directions, please see [API Documentation](#) or [SDK Documentation](#).

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

International / Hong Kong, Macao and Taiwan SMS

Managing Global SMS Signatures

Last updated: 2025-02-06 16:31:29

A complete SMS message consists of **SMS signature** and **SMS body**. You can set different templates based on your business needs and then combine them into the final SMS content: [SMS signature] SMS body .

! Description

International/Hong Kong (China), Macao (China), and Taiwan (China) SMS are allowed without a signature.

After a SMS signature is submitted, it will be reviewed within two hours generally. Review hours: Monday – Friday, 9:00 – 21:00; Saturday – Sunday, 9:00 – 18:00 (postponed accordingly in case of public holidays). You can set your mobile number and email address to receive review result notifications.

Creating Signature

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **International / Hong Kong, Macao and Taiwan SMS > Signature Management**, and click **Create Signature**.
3. Set the following parameters as needed and according to the [signature review standards](#) :
 - Signature Purpose: Purpose of the SMS signature. You can choose **self-use (signature for the company, website, product name, etc., authenticated by this account)** or **other-use (signature for the company, website, product name, etc., not authenticated by this account)**.
 - Signature Type: Type of the SMS signature.
Enterprise certified users can choose **Company, App, Website, Official Account or Mini Program, Trademark, or Government/Institution/Other Organization**.
Individual users can choose **App, Website, or Official Account or Mini Program**.
 - Signature Content: actual content of the SMS signature. There is no need to enter [], such as [Tencent Cloud](#) .
4. Click **Yes**.
Wait for the signature review. The SMS signature will be available when the status becomes **effective**.

Modifying Signature

! Description

Modifications are only supported when the signature status is **pending review** or **failed**. Signatures that are **reviewed** cannot be modified.

1. On the [Signature Management](#) page, you can view the signature information.
 - ID: signature ID automatically generated by the system.
 - Content: actual content of the SMS signature. The content of an approved signature can be specified as the value of the `sign` parameter when sending SMS via APIs or SDKs. If this parameter is not specified, the content of the first approved signature will be used by default.

- Status/Reason: Status of the signature, including **effective**, **approved but pending effectiveness**, **failed**, and **pending review**. If the signature is in **failed** status, you can hover over the status to see a floating window explaining the reason for failure or providing suggestions.

ID	签名内容	状态/原因	申请时间	操作
			23 12:28:37	删除
			18 11:47:56	查看失败原因并修改 删除
			11 11:27:17	查看失败原因并修改 删除
554855	12	未通过 ①	2023-10-10 17:51:42	查看失败原因并修改 删除

您当前因以下原因无法审核通过：1. 签名无法辨别所属企事业单位或个人，建议您将“签名用途”修改为“公司”，“签名内容”修改为您的公司的全称或简称。注意：签名必须能辨别所属公司或个人，不支持中性化签名。审核标准复审访问：[点击访问](#) 驳回原因与处理建议复制访问：[点击访问](#)

- Time Applied: the time when the signature was created.

2. Click **Pending Review** or **Failed** in the row of the signature, then click **View Cause and Edit** to modify the signature information, and click **Confirm** to submit for review again.

Deleting Signature

When you no longer use a signature, you can delete it. After deletion, it cannot be directly restored and requires resubmission for review. Please be cautious when deleting.

1. On the [Signatures](#) page, click **Delete** in the row of the target signature.
2. In the pop-up dialog box, click **OK**.

Related Information

- [Review process](#)
- [Signature Review Standards](#)
- [FAQs about signature](#)

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Managing Global SMS Body Templates

Last updated: 2025-02-06 16:31:45

A complete SMS message consists of **SMS signature** and **SMS body**. You can set different templates based on your business needs and then combine them into the final SMS content: `[SMS signature] SMS body`.

Note:

International/Hong Kong (China), Macao (China), and Taiwan (China) SMS are allowed without a signature.

After a SMS signature is submitted, it will be reviewed within two hours generally. Review hours: Monday – Friday, 9:00 – 21:00; Saturday – Sunday, 9:00 – 18:00 (postponed accordingly in case of public holidays). You can set your mobile number and email address to receive review result notifications.

Creating a Body Template

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **International / Hong Kong, Macao and Taiwan SMS > Body Templates Management**, and click **Create Body Template**.
3. Set the following parameters according to the actual situation and the [body template review standards](#):
 - **Template Name:** name of the template for easy identification.
 - **SMS type:** The body template will be used for this type of SMS. Enterprise certified users can choose **verification code SMS**, **notification SMS**, and **marketing SMS**, while individual users can only choose **verification code SMS**, **notification SMS**.
 - **SMS Content:** Body content of the SMS with less than 500 characters. Custom content can be configured, but it cannot contain only variables. Variables are in the format of `{number}`, and the numbers must be consecutive. Marketing SMS must contain an option for unsubscribing, such as
`Reply with R to unsubscribe.`
 - **Application Instructions:** Optional parameters, you can enter the sending scenario and recipient here.
4. **Click Confirm.**
Wait for the body template review. The body template will be available when the status changes to **Effective**.

Modifying a Body Template

Note:

The body template can only be modified when its status is **pending review** or **failed**. **Reviewed** body templates cannot be modified.

1. On the [Body Templates Management](#) page, you can view the body template information.
 - **ID:** Body template ID automatically generated by the system. The ID of an approved body template can be specified as the value of the `tpl_id` parameter when sending SMS via APIs or SDKs.
 - **Content:** the actual content of the SMS body.
 - **Status/Reason:** The status of the body template, including **effective**, **failed**, and **pending review**. If the body template is in **failed** status, you can [view details](#) to understand the specific reason for failure or suggestions.
 - **Time Applied:** the time when the body template was created.
2. Click **Pending Review** or **Failed** in the row of the body template, then click **Modify** or **View Failure Reason and Modify** to modify the body template information. Click **Confirm** to resubmit for review.

Deleting a Body Template

When you no longer use a body template, you can delete it. **Once deleted, it cannot be directly restored and must be resubmitted for review. Please be cautious when performing this action.**

1. On the [Body Templates Management](#) page, click **Delete** in the row of the target body template.
2. In the pop-up dialog box, click **OK**.

Related Information

- [Review process](#)
- [Body Template Review Standards](#)
- [Sample Body Templates](#)
- [Common Questions about Body Template](#)

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Sending International/Hong Kong, Macau, and Taiwan SMS

Last updated: 2025-02-06 16:32:01

Prerequisites

- The SMS body template has been approved.
- The signature has been approved if you want to add a signature to a SMS message.

Directions

1. Log in to the [SMS Console](#).
2. Select **International / Hong Kong, Macao and Taiwan SMS > Bulk SMS** in the left navigation bar, and click **create bulk sms sending task**.
3. Configure the following parameters as needed:
 - Template Name: select an approved body template to be used (different templates are distinguished by template name).
 - Signature Name (optional): optional parameter, select an approved SMS signature to be used, different signatures are distinguished by signature name.
 - Send time: supports **send now** or **scheduled sending**.
 - Content sent: select **upload mobile numbers**, click **Download Standard Template**, fill in the mobile number and custom SMS content in the table, click **Click Upload** to upload the completed table. The maximum supported upload size is 30MB. For other content sent descriptions, please see [Object Description](#).

Description

- The daily quota for a single Tencent Cloud account is 100 messages, referring to the actual number of billed items. Learn more about the [Billing Rules](#).
- For users who activated the SMS service before July 31, 2023, the default daily quota is 1,000 messages. If you need to adjust it to 100 messages, contact the [Tencent Cloud SMS Assistant](#).

Template Description	Customer Phone Number	SMS Content Variable 1	SMS Content Variable 2	...	SMS Content Variable N
Example	9xxxxxxxx	Test Company A	Server B	.	100 CNY
Instructions	Please enter the mobile numbers of recipients. All the mobile numbers in one single SMS sending task must be registered in a region outside Chinese mainland. The cells need to be in a regular format, i.e.,	Please fill in the first custom content according to the body template, i.e., replace {1} in the template.	Please fill in the second custom content according to the body template, i.e., replace {2} in the template.	.	Please fill in the Nth custom content according to the body template, i.e., replace {N} in the template.

without any specific number formats.

- Application: select the application that needs to send the SMS. For more information, please see [Create Application](#).

4. Click **OK**.

5. Verify the number of users you need to send to, check the box to acknowledge the self-paid related note, and click **Confirm Send**.

You can view the task status in the record list. When the status is **sent**, it means the task is complete.

Subsequent Operations

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

- On the **International / Hong Kong, Macao and Taiwan SMS > Bulk SMS** page, click **Details & Receipt Analysis** in the row of the target task to view the detailed records and receipt analysis of the current task.
- Select **Statistical Analysis > International / Hong Kong, Macao and Taiwan SMS**, you can filter and view data records and related analysis of International / Hong Kong, Macao and Taiwan SMS based on dimensions such as application, signature, template content, and time.

References

You can also send SMS via APIs or SDKs. For detailed directions, please see [API Documentation](#) or [SDK Documentation](#).

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Marketing Management

Client Management

Last updated: 2025-02-06 16:32:25

Log in to the [SMS Console](#), select **Marketing Management > Client Management** in the left navigation bar. You can import account packages online, save and group them for better customer management and operation.

Customer Pool

On this page, you can manage numbers by **Batch Import** or **manually entering them**.

Batch Import

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **Marketing Management > customer management**, and click **batch import**.
3. Configure the following parameters as needed:
 - **Message Type**: Select the type of SMS to be sent to the target number package.
 - **File**: Click **Download Template**, fill in the customer phone numbers in the form, click **Upload** or drag and drop the file to upload the form. The maximum supported file size is 30MB.
 - **Number Group**: Supports **create group** or **select an existing group**. If you choose **create group**, please enter the group name.
4. Click **confirm** to complete the number import.



Manual Input

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **Marketing Management > customer management**, and click **manually enter**.
3. Configure the following parameters as needed:
 - **Message Type**: Select the message type for the target number package.
 - **Number**: You can enter up to 100 numbers, with each line considered as one number.

- For domestic numbers, directly enter the phone number: e.g., 1371481XXXX.
- For international/Hong Kong (China), Macao (China), and Taiwan (China) numbers, enter the Country Code + phone number: e.g., if the Country Code is 852, the phone number is 8526666XXXX.

- **Number Group:** Supports **create group** or **select an existing group**. If you choose **create group**, please enter the group name.

4. Click **confirm** to complete the number import.



Customer Group

On this page, you can create different customer groups, classify customers, and send targeted SMS messages to specified customer groups.

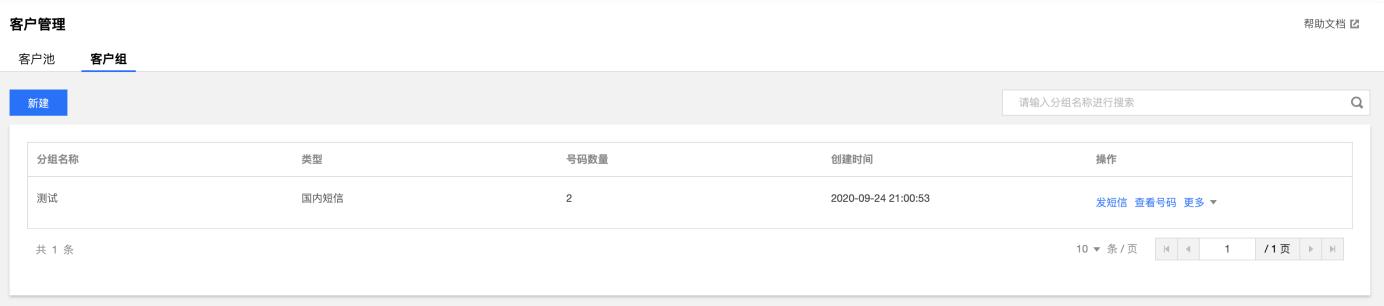
Creating Group

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **Marketing Management > customer management > customer group**, and click **create**.
3. Configure the following parameters as needed:
 - **Message Type:** Select the type of SMS for the target number package.
 - **Group Name:** Please enter the group name for easy distinction between groups.
4. Click **confirm** to complete the group creation. Under this group, you can import numbers by clicking **More > File Import** or **manually enter**.

分组名称	类型	号码数量	创建时间	操作
测试	国内短信	2	2020-09-24 21:00:53	发短信 查看号码 更多

Grouping Sending SMS

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **Marketing Management > customer management > customer group**, and click **send SMS** under the target group to send mass SMS to this group.



The screenshot shows a web-based interface for managing customer groups. At the top, there are tabs for '客户池' and '客户组', with '客户组' being the active tab. A search bar at the top right contains the placeholder text '请输入分组名称进行搜索'. Below the search bar is a table with the following data:

分组名称	类型	号码数量	创建时间	操作
测试	国内短信	2	2020-09-24 21:00:53	发短信 查看号码 更多

At the bottom of the table, it says '共 1 条'. To the right of the table, there are pagination controls: '10 条 / 页' and a page number '1 / 1 页'.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Business Statistics

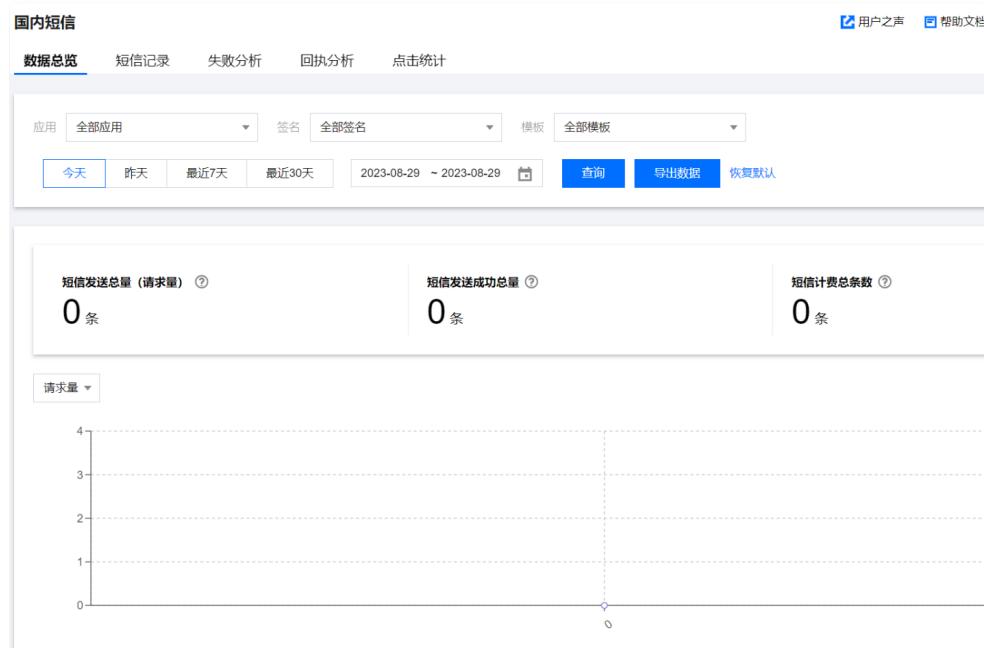
Mainland China SMS Business Statistics

Last updated: 2025-02-06 16:32:49

Log in to the [SMS Console](#), select **Statistical Analysis > Mainland China SMS** in the left sidebar. You can view the send details, delivery records, and failure analysis of Mainland China SMS for a specified period. Click **Export Data** on each page to download the corresponding data table.

Data Overview

On the **Data Overview** page, you can filter by application or template to view SMS send details for today, yesterday, the last 7 days, the last 30 days, or a specified period. Both the trend chart and data table support statistical data from multiple dimensions, including request volume, success volume, number of billed items, and success rate.



- **Request volume:** The total number of SMS submissions, including both successful and failed submissions made by the business side.
- **Success volume:** The number of successfully submitted SMS messages, indicated by a "successfully submitted" status.
- **Number of billed items:** For successfully submitted SMS messages, if the length of a single message (signature + body) does not exceed 70 characters, it will be billed as one message; if it exceeds 70 characters, it will be billed as multiple messages based on 67 characters per message. For example, if the message length is 150 characters, it will be billed as three messages (67 characters/67 characters/16 characters). Therefore, when the message length exceeds 70 characters, the number of billed items will be greater than the success volume.
- **Success rate:** The percentage of successfully submitted SMS messages.

SMS Log

On the **SMS Record** page, you can filter by phone number, application, or template to view the SMS send records and reply records of a single phone number for a specified period.

- The send record data table supports statistics from multiple dimensions such as phone number, content, number of characters | fragment count, SMS type, and sending status. The Remarks column of successful

domestic SMS records will note the user's answer status. Failed domestic records lack initiation time, answer time, and end time information, and the Remarks column will record the failure reason.

- The data table of reply records supports displaying statistical data in multiple dimensions such as mobile number, reply content, time replied, and status.

Failure Analysis

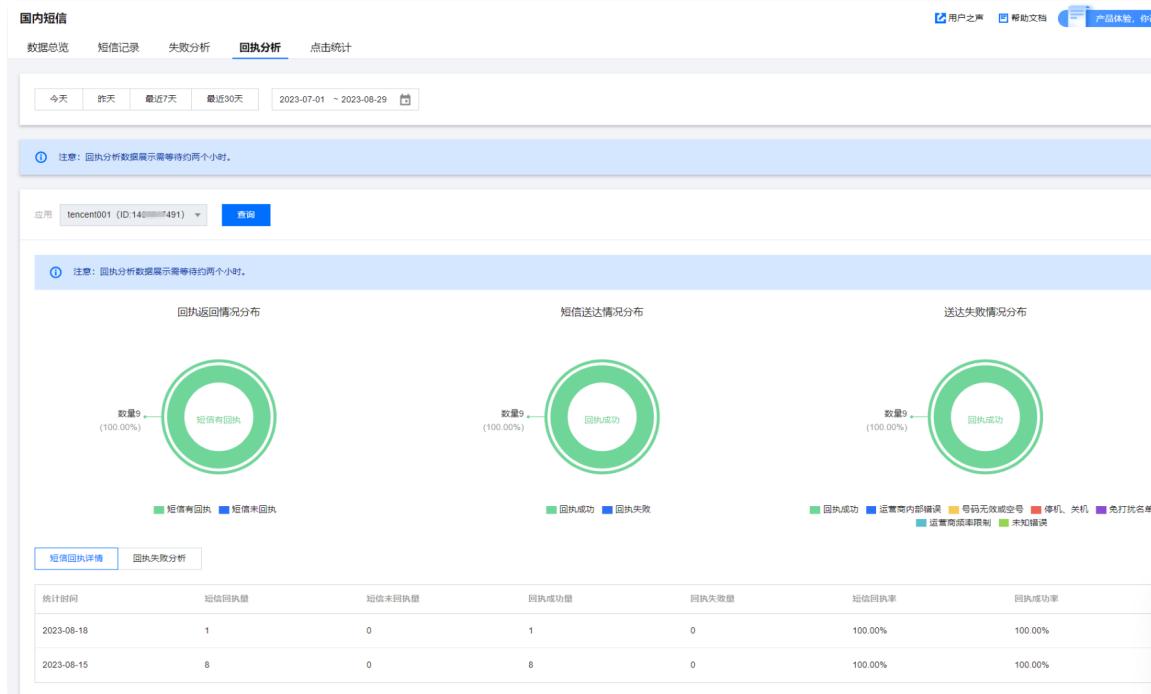
On the **Failure Analysis** page, you can filter by application to view SMS send failure details and their proportions for today, yesterday, the last 7 days, the last 30 days, or a specified period.

The data table supports statistical data from multiple dimensions, including error code, failure reason, number of failures, and their proportions.

Receipt Analysis

On the **Receipt Analysis** page, you can filter by application to view SMS receipt details and receipt failure analysis for today, yesterday, the last 7 days, the last 30 days, or a specified period.

- The data table of SMS receipt details supports displaying statistical data in multiple dimensions such as messages with receipt, messages without receipt, successful receipts, failed receipts, receipt rate, and receipt success rate.
- The data table of receipt failure analysis supports displaying statistical data in multiple dimensions such as failure reason, failures, and proportion.



Metrics	Description
SMS receipt volume	Refers to the volume of SMS with a final receiving status, including successful and failed receipts
SMS without receipt volume	Refers to the volume of SMS messages for which the final sending status was not received
Successful receipt volume	Refers to the volume of SMS with a final status of "successfully received"
Failed receipt volume	Refers to the volume of SMS with a final status of "send failure"
SMS receipt rate	$\text{SMS receipt volume} / (\text{SMS receipt volume} + \text{SMS without receipt volume})$
Successful receipt rate	$\text{Successful receipt volume} / \text{SMS receipt volume}$

Click Statistics

On the **Click Statistics** page, enter the short link name. After entering the short link name, you can filter and view the click data for today, yesterday, the last 7 days, the last 30 days, or a specified time period.

The data table supports statistics from multiple dimensions, including the number of SMS recipients, the number of

short link clicks, and the short link click rate.

国内短信

数据总览 短信记录 失败分析 回执分析 点击统计

 短链接服务功能已于2022年11月30日24点下线，仅支持查询2022年11月30日24点前的点击数据。

今天

昨天

最近7天

最近30天

2023-07-17 ~ 2023-07-17



短链接名称/短链接

请输入短链接名称/短链接进行查询

查询

长链接

短链接名称

短链接

模板ID

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

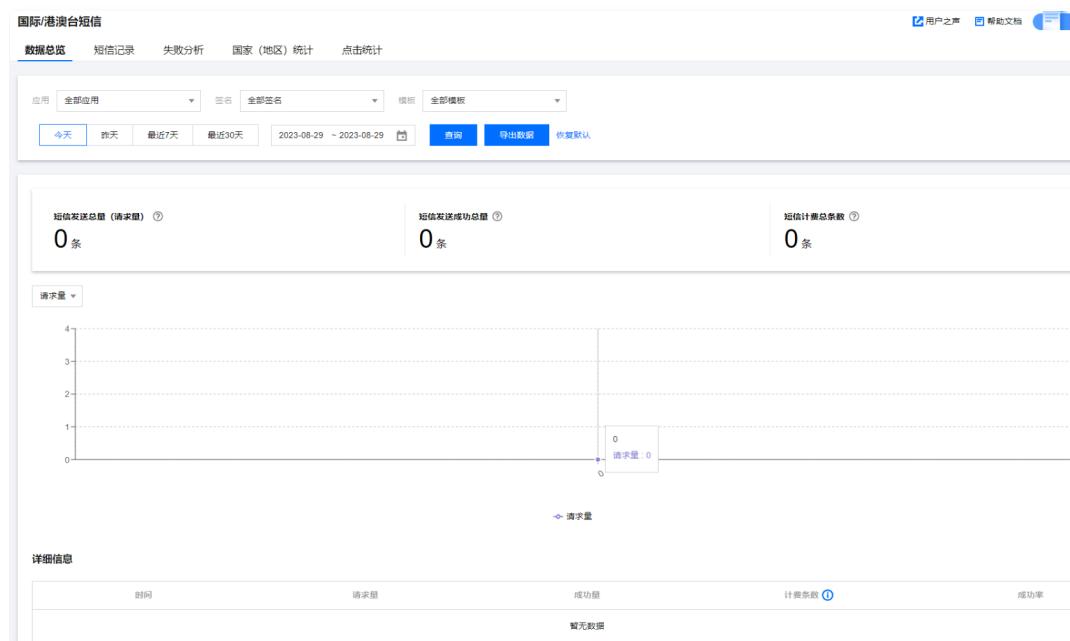
International/Hong Kong, Macao, and Taiwan SMS Business Statistics

Last updated: 2025-02-06 16:33:07

Log in to the [SMS Console](#), select **Statistical Analysis > International / Hong Kong, Macao and Taiwan SMS** from the left navigation bar. You can view the send details, delivery records, and failure analysis for the specified period. Click **Export Data** on each page to download the corresponding data table.

Data Overview

On the **Data Overview** page, you can filter by application or template to view SMS send details for today, yesterday, the last 7 days, the last 30 days, or a specified period. Both the trend chart and data table support statistical data from multiple dimensions, including request volume, success volume, number of billed items, and success rate.



- **Request volume:** The total number of SMS submissions, including both successful and failed submissions made by the business side.
- **Success volume:** The number of successfully submitted SMS messages, indicated by a "successfully submitted" status.
- **Number of billed items:** For successfully submitted SMS messages
 - For international SMS messages in pure English, if the length of a single message does not exceed 160 characters, it will be billed as one message; if it exceeds 160 characters, it will be billed as multiple messages based on the standard of 153 characters per message (for example, a message with 320 characters will be billed as three messages: 153 characters/153 characters/14 characters).
 - For non-pure English SMS messages, if the length of a single message does not exceed 70 characters, it will be billed as one message; if it exceeds 70 characters, it will be billed as multiple messages based on the standard of 67 characters per message (for example, a message with 150 characters will be billed as three messages: 67 characters/67 characters/16 characters).

SMS Log

On the **SMS Records** page, you can filter by **mobile number**, **application**, **signature**, or **template** to view the records of a single mobile number for a specified period.

The **Notes** column of successful international / Hong Kong, Macao and Taiwan records will log the user's answer status. Failed international / Hong Kong, Macao and Taiwan records will not have initiation time, answer time, and end time information. The **Notes** column will log the failure reason.



The screenshot shows the 'SMS Records' page with the following interface elements:

- Header: Data Overview, SMS Record, Failure Analysis, Country/Region Statistics, Click Statistics.
- Time Range: Today, Yesterday, Last 7 Days, Last 30 Days, a dropdown for 'Number of Days' (set to 2), and a note 'Only keep the last two months of SMS records'.
- Search Filters: Mobile Number, Country/Region, Application, Signature, Template, Status, and a 'Search' button.
- Warning: A note about mobile number protection.
- Table Headers: Country/Region, Mobile Number, Content, Type, Send Time, Status Report Time, Status, and Remarks.
- Table Content: 'No data'.

Failure Analysis

On the **Failure Analysis** page, you can filter by application to view the SMS send failure details and proportions for today, yesterday, the last 7 days, the last 30 days, or a specified period.

The data table supports statistical data from multiple dimensions, including error code, failure reason, number of failures, and proportions.



The screenshot shows the 'Failure Analysis' page with the following interface elements:

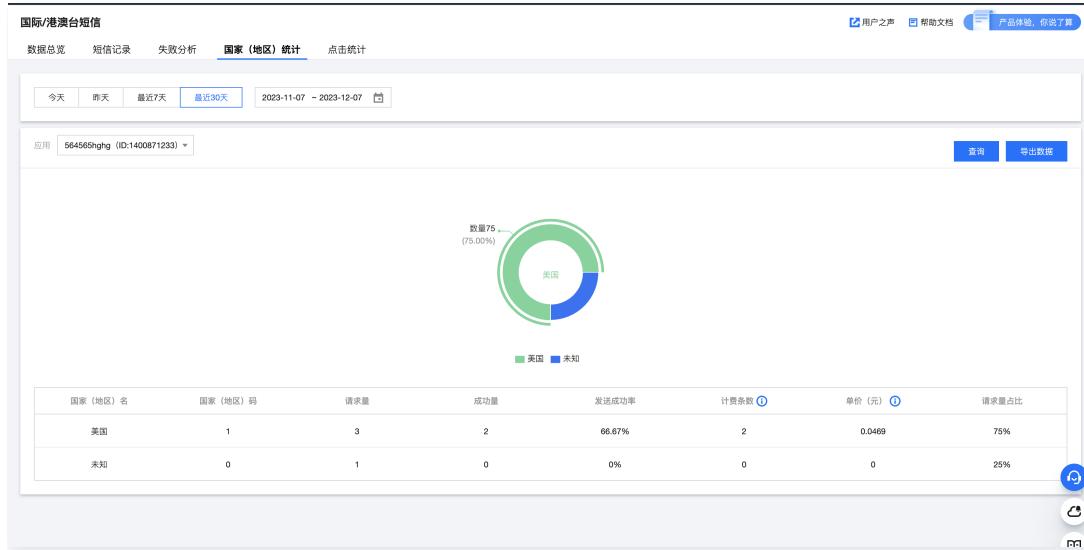
- Header: Data Overview, SMS Record, Failure Analysis, Country/Region Statistics, Click Statistics.
- Time Range: Today, Yesterday, Last 7 Days, Last 30 Days, and a 'Select Date' button.
- Search Filters: Application, a dropdown for 'Test', and a 'Search' button.
- Table Headers: Error Code, Failure Reason, Failure Count, and Proportion.
- Table Content:

错误码	失败原因	失败数量	所占比例
1016	手机号格式错误	1	14.29%
1025	手机号日频限制	1	14.29%
1030	营销短信发送时间限制	5	71.43%

Country/Region Statistics

On the **Country/Region Statistics** page, you can filter by specified application to view or export the SMS sending status for each sending country/region for today, yesterday, the last 7 days, the last 30 days, or a specified period.

- The pie chart visually shows the proportion of request volume from different countries (regions).
- The data table supports displaying statistical data in multiple dimensions such as request volume, success volume, sending success rate, number of billed items, unit price, and proportion of request volume.



Click Statistics

On the **Click Statistics** page, after entering the **short URL name/short URL**, you can filter to view the click data for today, yesterday, the last 7 days, the last 30 days, or a specified period.

The data table supports statistical data from multiple dimensions, including the number of SMS recipients, the number of short URL clicks, and the short URL click-through rate.



If you have any queries, please contact the [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Application Management

Create Application

Last updated: 2025-02-06 16:33:32

Overview

A Tencent Cloud account can create up to 500 applications. After creating an application, you will get the SDK AppID (unique ID of the application) and the App Key (password used to verify the validity of an SMS delivery request).

 **Note:**

The AppKey corresponding to the SDK AppID should be kept highly confidential.

Prerequisites

Have already [registered a Tencent Cloud account](#) and completed [real-name authentication](#).

Operation Steps

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Application List**, and click **Create Application**.
3. In the **Create Application** dialog box, fill in the **Application Name** and **Application Overview**.
4. Set the **Application Tag**, **Application Basic Configuration**, and **Alarm Contacts**.
5. Click **Create**.
6. Return to the **Application List** page, where you can view the newly added application card.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Configuring Basic Information

Last updated: 2025-02-06 16:33:51

On the application details page, you can view and modify application information. On the application's **Basic Configuration** page, you can set domestic SMS thresholds, set international/Hong Kong (China), Macao (China), and Taiwan (China) SMS thresholds and allowable sending countries/regions, configure event callback, set sending frequency limit, and manage alarm contacts based on actual needs.

Modify Application Information

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Application List**, and click the target application card to enter the application details page.
3. Click **Modify Application** or click **Settings** in the **Application Information** section to modify the **Application Name** and **Application Overview**.
4. Click **Modify** after modification to save.

Mainland China SMS Threshold Setting

1. Log in to the [SMS Console](#).
2. You can enter the **Basic Configuration** tab in the following ways:
 - In the left sidebar, select **Application Management > Application List**, click the target application card to enter the application details page, and click **Basic Configuration**.
 - In the left sidebar, select **Application Management > Basic Configuration**.
3. Select **Current Application** as the target application to be operated.
4. Click **Mainland China SMS Threshold Settings** area **Settings**, you can set the alarm threshold for overuse based on actual needs. If the sending volume exceeds the threshold, the alarm contact person will receive an alarm notification. Set the sending limit value, and if the sending volume exceeds the limit, SMS sending will be suspended for the day.



5. Click **Settings** to save. After successful setup, configure the alarm contact person in **Notification and Alarm**. When overuse occurs, the alarm contact person will receive an alert SMS.

International/Hong Kong (China), Macao (China), and Taiwan (China) SMS Threshold Setting

1. Click **Global/International SMS Threshold Settings** area **Settings**, you can set the alarm threshold for overuse based on actual needs. If the sending volume exceeds the threshold, the alarm contact person will receive an alarm notification. Set the sending limit value, and if the sending volume exceeds the limit, SMS sending will be suspended for the day.



Note:

The total limit value for a single application cannot exceed the total account limit value. To adjust, please consult your Tencent Cloud Business Manager or [Online Customer Service](#).

2. Click **Settings** to save. After successful setup, configure the alarm contact person in **Notification and Alarm**. When overuse occurs, the alarm contact person will receive an alert SMS.

International/Hong Kong (China), Macao (China), and Taiwan (China) SMS Sendable Countries/Regions Setting

Note:

This feature is only available to enterprise certified users, not individual users.

1. Go to **Application Management > Basic Configuration** page, click the **Global SMS Sending Country/Region Settings** area **Settings**, you can select the target countries/regions for sending SMS based on actual needs, and set the daily alarm threshold and limit value for each country/region.

国际/港澳台短信可发送国家/地区设置

设置

支持设置当前应用可发送的国家/地区及自然日请求量预警值和限额值

注：如果自然日请求量超预警值会触发短信站内信等提醒；超限额值，系统将暂停短信发送，您可手动更改设置。

2. Supports drop down to select countries/regions and batch import multiple countries/regions. To batch import, download the template for reference.

**Note:**

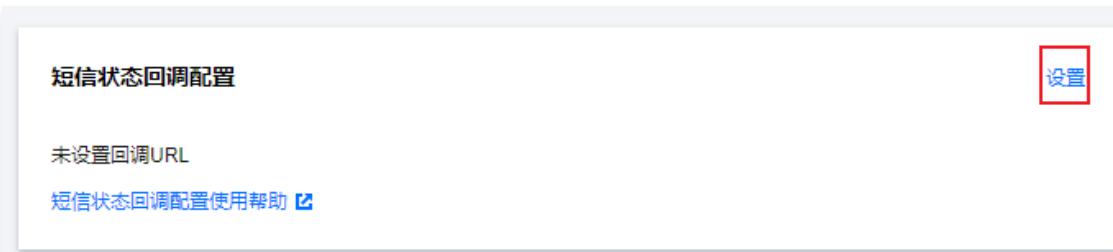
- The sending limit for a single country/region per natural day cannot exceed the international Hong Kong (China), Macao (China), and Taiwan (China) SMS sending limit of the application.
- The sending limit for a single country/region per natural day can be left blank. If left blank, it will default to the current application's limit.
- After setting successfully, the current application will only support sending SMS to the set countries/regions, and other countries/regions will be prohibited.

3. Click **Settings** to save.

After successful setup, to modify the daily sending volume for a specific country, click **Edit**. Deletion and export of set countries/regions are also supported.

SMS Status Callback Configuration

1. Click **SMS Status Callback Configuration** area **Settings**, you can check the SMS status callback based on actual needs and enter the corresponding callback URL (callback information receiving API).

**Note:**

The body carried by the callback information is in JSON format. Please see the [Example](#).

2. Click **Settings to save.**

After setting successfully, you can understand SMS sending information more precisely. If you have configured the SMS receiving status callback address, Tencent Cloud will push the callback information to your specified callback address in a timely manner after receiving the callback information from the ISP. Then, you can write appropriate code to receive, parse, and further use the callback information pushed by Tencent Cloud SMS.



Setting Send Frequency Limitation

To ensure business and channel security and reduce economic loss from business abuse, the default SMS frequency limit policy is:

- SMS messages with the same content can be sent to a single number only once within 30 seconds.
- SMS messages can be sent to a single mobile number only twice within a natural day.

Note:

- For applications created before May 22, 2024, the default frequency for a single mobile number is a maximum of 10 messages per natural day.
- ISP frequency limit rules: 3 marketing messages per day per number; 10 non-marketing messages per day per number.

1. Click **Sending Frequency Limit area **Settings**, you can check the restriction condition based on actual needs and set the corresponding threshold.**

发送频率限制

[设置](#)

① 对同一个手机号, 30秒内 ① 发送短信条数不超过1条

① 对同一个手机号, 1小时内 ① 内发送短信条数不超过2条

① 对同一个手机号, 1 自然日内发送短信条数不超过2条

注: 如出现疑似被盗刷情况, 为避免财务损失和给无关用户造成过度骚扰, 同一个手机号发送频率限制会被变更为2条/天。建议您做好[防盗刷措施](#)后再沟通[短信小助手](#)进行调整。

⚠ Note:

Individual users have an upper limit on frequency settings. For the same mobile number, the maximum settings are 1 message/30s, 5 messages/hour, and 10 messages/day.

2. Click **Settings** to save.



Setting Frequency Limit Allowlist

① Note:

SMS sent to mobile numbers on the allowlist are not subject to frequency limit policies. Up to 300 allowlist numbers can be added.

Adding an Allowlist Number

1. Click Frequency Limit Allowlist area **Settings**, enter mobile numbers, press Enter for a new line, each line represents one number, up to 300 allowlist numbers can be added.



频率限制白名单

设置

号码	操作
暂无数据	

共 0 条 10 条/页 1 / 1 页

2. Click **Settings** to save the settings.



添加白名单

白名单总共号码不能超过300个，回车换行、一行输入一个电话号码

请输入手机号码

一次最多只能添加100个白名单号码 (设置成功后，预计十分钟生效)
号码格式为 +国家 (或地区) 码+手机号，如当号码归属地为香港，则手机号输入格式为 +852XXXXXXXX

设置 取消

Deleting an Allowlist Number

1. In the Frequency Limit Allowlist area, click **Delete** in the row of the target number.



频率限制白名单

设置

号码	操作
180XXXXXXXX	删除

共 1 条 10 条/页 1 / 1 页

2. Click **Confirm Deletion** to proceed.

Security Setting

Last updated: 2025-02-06 16:34:08

To ensure your account security, Tencent Cloud SMS platform provides monitoring capability against Captcha abuse. You can set up Captcha abuse monitoring on the Application Management **Security settings** page, which can effectively prevent Captcha abuse, ensuring the security of your funds and the stability of your business.

Captcha Anti-Fraud Monitoring Settings

On the **Security settings** page, select **Captcha Abuse Monitoring**. You can set the Captcha abuse alarm threshold for each application based on actual needs.



短信

安全设置

验证码防盗刷监控

验证码发送量统计

应用 用于测试2222

验证码防盗刷监控

如何防止短信验证码被盗刷

为了预防账户验证码被盗刷, 平台为用户提供发送量及成功率的双重监控, 如果触发了防盗刷预警规则, 将会为用户发送预警短信

当前应用防盗刷预警规则如下 [去修改](#)

- 每小时 (整点整分) 的验证码发送量 ① 超过 50 条时, 开始监控
- 发送量达到可监控指标时, 发送成功率 ① 低于 80.00% 且发送增长率 ① 高于 90.00% 时, 触发预警, 通知到[告警联系人](#) ①

为了全方位对短信盗刷进行有效监控, 建议采取以下综合防御措施:

- 同时对“短信发送频率”进行设置;
- 通过图形验证码进行防护, 建议接入“T-Sec天御图形验证”, 最大程度地保护注册登录的业务安全;
- 腾讯云号码认证可支持一键快捷登录, 免输短信验证码, 从根本上防止验证码盗刷发生。

Operation Steps

Step 1: Log In To the Console

Log in to the [SMS Console](#). In the left navigation pane, select **Application Management > Security settings** to enter the **Captcha Abuse Monitoring** security settings details page.

Step 2: Select an Application

Select **Current Application** as the target application to be operated.

Step 3: Set the Threshold

Click **Security settings** area **Settings**, you can enter the corresponding alert threshold based on actual needs. Click **OK** to save.

Step 4: Complete the Setup

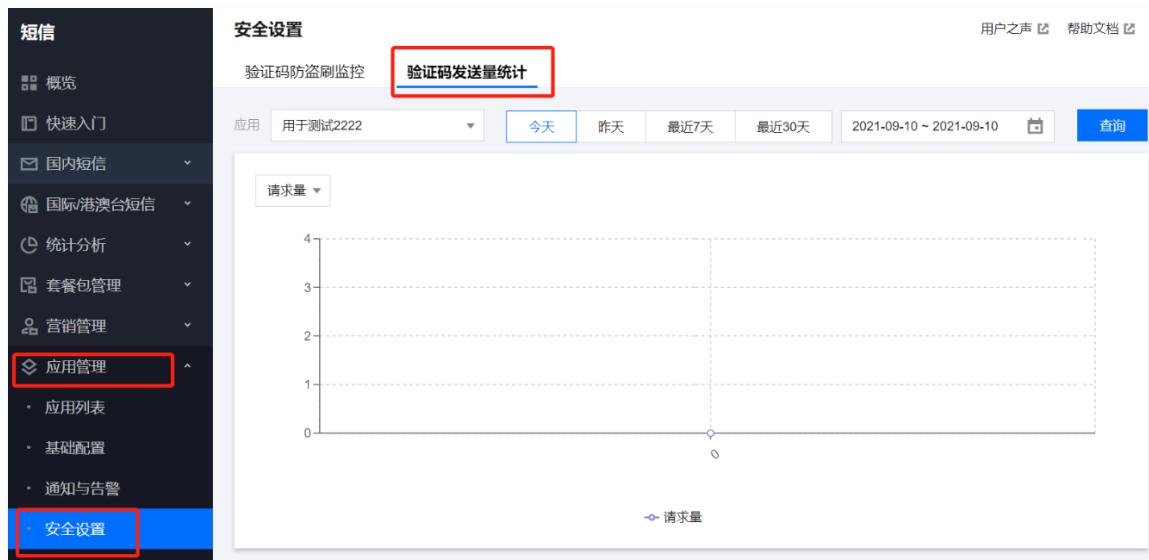
After the settings are successfully configured, if the Captcha SMS request volume, sending success rate, and growth rate compared to the same period yesterday all reach the threshold you set, an alarm notification will be sent to the preset **Alarm Contacts**.

① Description

- Captcha SMS: Refers to messages whose content template includes the words "Captcha" or "code".
- Sending success rate: The number of successful Captcha SMS sent per hour (on the hour) divided by the total number of Captcha SMS sent.
- Sending growth rate: (The number of SMS sent each hour (on the hour) of the current day – the number of SMS sent during the same period the previous day) / the number of SMS sent during the same period the previous day.

Captcha Sent Amount Statistics

On the **Security Setting** page, select **Captcha Sending Volume Statistics**, you can view the request volume, success volume, sending success rate, and sending growth rate of Captcha SMS for each application.



The screenshot shows the Tencent Cloud SMS console. The left sidebar has a tree structure with '短信' (SMS) as the root, followed by '概览' (Overview), '快速入门' (Quick Start), '国内短信' (Domestic SMS), '国际港澳台短信' (International/港澳台 SMS), '统计分析' (Statistics Analysis), '套餐包管理' (Package Management), '营销管理' (Marketing Management), '应用管理' (Application Management), '应用列表' (Application List), '基础配置' (Basic Configuration), '通知与告警' (Notifications and Alarms), and '安全设置' (Security Settings). The '安全设置' button is highlighted with a red box. The main content area is titled '安全设置' (Security Settings) and has a sub-tab '验证码发送量统计' (Captcha sending volume statistics) which is also highlighted with a red box. Below this are application selection dropdowns ('应用' set to '用于测试2222'), date range selection ('今天', '昨天', '最近7天', '最近30天', '2021-09-10 ~ 2021-09-10'), and a '查询' (Search) button. The main chart area shows a single data point at 0 requests, with a y-axis from 0 to 4 and an x-axis with a single data point at 0.

References

[How to prevent SMS bombing \(fraudulent transactions\)?](#)

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Configuring Alarm Contacts

Last updated: 2025-02-06 16:34:26

You can add alarm contacts and configure specific reminder events. When a reminder is triggered, the designated alarm contacts will receive reminder SMS and mail. Reminder events include send over-limit notification, rate limit notification, template and signature review notification, and package alarm notification.

! Note:

A maximum of 5 alarm contacts can be added per application.

Add an Alarm Contact

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management>Notification and Alarm**.
3. Select **Current Application** as the target application to be operated.
4. Click **Add Alarm Contact**.
5. Fill in the contact person's name, mobile number, and email address, and select the events to be reminded of.

添加告警联系人

姓名*

手机* 国家/地区码 请输入手机号码

邮箱*

接收频率限制提醒 是 否

接收发送超量提醒 是 否

接收模板和签名审核通知 是 否

套餐包告警通知 是 否

防盗刷监控告警提醒 是 否

6. Click **Add**.

Edit an Alarm Contact

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management>Notification and Alarm**.
3. Select **Current Application** as the target application to be operated.
4. Click **Edit** in the row of the target contact person.
5. You can modify the contact person's name, mobile number, email address, and the events to be reminded of, then click **Modify**.

Delete an Alarm Contact

⚠ Note:

After deleting alarm contact information, it is **unrecoverable**. Please operate with caution.

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Notification and Alarm**.
3. Select **Current Application** as the target application to be operated.
4. Click **Delete** in the row of the target contact person.
5. In the pop-up confirmation box, click **OK**.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Disabling or Deleting Application

Last updated: 2025-02-06 16:34:43

- If you don't need an application temporarily, you can disable it and then enable it when needed.
- If you no longer use an application, you can disable it first and then delete it. **After deletion, it cannot be directly restored and needs to be resubmitted for review. Please proceed with caution.**

Disabling Application

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Application List**.
3. Click **Disable** on the target application card.

 **Note:**

After the application is disabled, Tencent Cloud will suspend the SMS service for it.

4. In the confirmation box that appears, click **OK**.

It will take effect in about 5 minutes. After disabling, the card of the application will show **Enable** and **Delete**, and you can perform related operations as needed.

Enabling Application

If you need to use a disabled application, you can enable it.

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Application List**.
3. Click **Enable** on the card of the disabled target application.
4. In the pop-up confirmation box, click **OK**.

It is expected to take effect in about 5 minutes.

Delete Application

If you no longer need a disabled application, you can delete it. **Once deleted, the application cannot be restored directly; instead, you will have to submit an application for review; therefore, please do so with caution.**

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **Application Management > Application List**.
3. Click **Delete** on the card of the disabled target application.
4. In the pop-up confirmation box, click **OK**.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

General Management

Manage the Muting List

Last updated: 2025-02-06 16:35:07

The do-not-disturb list feature offers a proactive way to block spam SMS messages. You can add mobile numbers to the do-not-disturb list, and the numbers on the list cannot receive messages sent with the corresponding signature. Up to 1,000 numbers can be listed for all signatures.

Prerequisites

Before using the do-not-disturb list feature, you need to apply for an SMS signature and get it approved.

Add a Number To the Notification Muting List

! Description

This article uses the domestic SMS do-not-disturb list as an example.

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **General Management > Do Not Disturb List Management**.
3. Select **Domestic SMS Do Not Disturb List** and click **add number**.

4. For the domestic SMS do not disturb list, select a signature and SMS message type, and enter a mobile number.

! Description

If you need to input multiple numbers, press Enter to separate them (one number per row). The total number of numbers in the do-not-disturb list for all signatures cannot exceed 1,000.

添加免打扰名单

签名 ▼

注意：免打扰名单管理功能暂不支持绑定国际短信签名。

类型 ▼

号码

回车换行，一行输入一个手机号码。最多可添加 1000 个号码，已添加 0 个。

我已知晓，免打扰名单的设置需要获得用户的授权。我已经获得了免打扰用户的授权，授权形式包括不限于用户回T退订、通过电话、邮件等形式提出的免打扰要求。

确定添加 取消

5. Click **confirm add**.

After the addition is complete, it will take effect in about 5 minutes. When the number status is **valid**, the number will not receive SMS messages sent using the corresponding signature.

Query the Notification Muting List

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **General Management > Do Not Disturb List Management**.
3. Enter the target mobile number above the Do Not Disturb List, select the target tag, and click **Query** to check if there is relevant information in the current Do Not Disturb List.

免打扰名单管理

国内短信免打扰名单 国际/港澳台短信免打扰名单

设置号码免打扰名单
在免打扰名单中的手机号码将收不到来自对应签名发送的短信。最多可设置1000个号码。

<input type="checkbox"/> 国家（地区）码	号码	签名	类型	状态	操作
<input type="checkbox"/> 86	134...11	测试	全部短信	已生效 ✓	删除
<input type="checkbox"/> 86	134...11	测试请勿审核	全部短信	已生效 ✓	删除

Delete a Number From the Notification Muting List

⚠ Note

After removing a number from the do-not-disturb list, it is **irreversible**, and the number can receive SMS messages sent with the corresponding signature normally.

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **General Management > Do Not Disturb List Management**.

3. You can choose the removal operation as needed:

- Individual deletion: Click **Delete** in the target mobile number row.
- Batch deletion: Select the mobile numbers to be deleted and click **Batch Deletion** at the top of the list.

4. In the pop-up confirmation box, click **OK**.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Managing Unsubscribed Users

Last updated: 2025-02-06 16:35:24

Overview

A user can reply with the specified content such as "TD", "T", or "N" to the SMS message received to unsubscribe from SMS notifications. After unsubscription, the system will keep a record of their mobile number, the signature used to send the unsubscribed message, and the message type, so that future messages of the same type will no longer be sent to their mobile phone. You can check whether the user's number is in the unsubscribed user list by searching with the number and signature and then apply for removing the unsubscribed status based on the query result.

Directions

1. Log in to the [SMS Console](#).
2. In the left navigation bar, select **General Management > Unsubscribe User Management**.
3. Enter the target phone number, application, and signature, then click **Query** to see the unsubscription status of different types of SMS messages under the corresponding signature.



退订用户管理

退订用户查询 解除申请及审核记录

① 注意: 退订用户需要输入手机号进行查询!

如需解除退订状态, 请先查询手机号是否在名单中。暂不支持用户对国际短信进行退订。

手机号码: 86 应用: tencent001 (ID:140...91) 签名: 腾讯科技 (ID:1...1)

查询 清空查询结果

4. Based on the query result, you can click **Apply for Removal** in the row of the corresponding SMS type.
5. In the pop-up **Unsubscribe Removal** dialog box, fill in the application reason, and click **Confirm**.
6. In the **Removal Application and Review Records** list, you can view the related records and review status.



退订用户管理

退订用户查询 **解除申请及审核记录**

② 产品体验, 你说说了

手机号码	限制类型	申请时间	申请理由	审核时间	审核状态
暂无数据					

共 0 条

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Configuring Reply Callback

Last updated: 2025-02-06 16:35:41

Overview

You can configure the SMS reply callback and set the corresponding callback address based on your business needs. After configuring the reply callback, when a user replies to an SMS, Tencent Cloud will push the callback information to your specified callback address in a timely manner. Then, you can write appropriate code to receive, parse, and further use the callback information pushed by Tencent Cloud SMS.

 **Note:**

Up to 1 reply callback URL can be added under each Tencent Cloud account.

Directions

1. Log in to the [SMS Console](#).
2. In the left sidebar, select **General Management > Reply Callback Configuration**.
3. Click **Add Reply Callback URL**.
4. You can enable the SMS reply callback URL as needed and enter the corresponding callback URL.

 **Notes:**

The body carried by the callback information is in JSON format. See [Example](#).

5. Click **Confirm Add** to save.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

CAM

Cloud Access Management

Last updated: 2025-02-06 16:36:07

Note:

This document describes the access management feature of [SMS](#). For more information on access management for other products, please see [Products Supported by CAM](#).

[Cloud Access Management \(CAM\)](#) is a set of web services provided by Tencent Cloud. It is mainly used to help customers securely manage access permissions to resources under Tencent Cloud accounts. With CAM, you can create, manage, and terminate users (groups), and control who can use which Tencent Cloud resources through identity and policy management.

SMS has been connected to [CAM](#). Developers can grant appropriate SMS access permissions to sub-accounts as needed.

Basic Introduction

Before using CAM for SMS, you need to have some knowledge of the basic concepts in CAM and SMS, including:

- CAM: [Users](#), [Policies](#).
- SMS: [Application](#).

Applicable Scenario

Permission Isolation At the Tencent Cloud Product Level

Among the various departments using Tencent Cloud in an organization, department A is in charge of the SMS service. Personnel of department A need permission to access SMS, but not to access other Tencent Cloud services. To this end, the organization can create a sub-account for department A through the root account, grant it only SMS-related permissions, and then provide it to department A.

Permission Isolation At the SMS Application Level

When multiple businesses in an organization are using SMS, isolation is needed. Isolation involves resource isolation and permission isolation, of which the former is enabled by the [SMS application](#) system and the latter is implemented by SMS access management. In this case, sub-accounts can be created for each business and granted permission to the relevant SMS applications so that each business can only access the specified applications. Only APIs that support resource-level authorization are supported, other APIs are not supported for now. For details, please see [Authorizable Resources and Actions](#).

Permission Isolation At the SMS Action Level

Product operations personnel of a business using SMS in an organization need to access the SMS console to get delivery statistics, but they should be forbidden to perform sensitive operations (such as modifying an over-limit delivery notification or a delivery rate limit) so as to protect the business against any faulty operations. To do this, you can create a custom policy that has permissions to log in to the SMS console but no permissions to call the APIs for over-limit delivery notification and delivery rate limit, create a sub-account and bind it to that policy, and then provide the sub-account information to the product operations personnel.

Authorization Granularity

The core feature of access management can be expressed as: **allowing or forbidding an account to perform some operations on some resources**. SMS access management supports [resource-level authorization](#). The resource granularity is the SMS application, and the operation granularity is the [TencentCloud API](#), including server APIs and APIs that may be used when the SMS console is accessed. For more information, please see [Authorizable Resources and Actions](#).

Capability Limitations

- SMS access management supports authorization at the application level but not at the finer-grained resource level (such as the application information and the configuration information).
- SMS access management does not support [projects and tags](#).

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Authorizable Resources and Actions

Last updated: 2025-02-06 16:36:27

⚠ Note

This document mainly describes the access management feature of SMS. For more information on access management for other Tencent Cloud services, please see [CAM-Enabled Products](#).

The core feature of CAM can be described as: **allowing or forbidding an account to perform certain operations on certain resources**. SMS access management supports [resource-level authorization](#), with the granularity of resources being SMS applications and the granularity of operations being [Cloud API](#), including [API 3.0](#) and APIs that might be used when accessing the SMS console.

If you need SMS access management, please log in with a Tencent Cloud [Root Account](#) and use [preset policies](#) or [custom policies](#) to complete the specific authorization operations.

Authorizable Resource Type

SMS access management can authorize resource types as applications.

APIs Supporting Resource-Level Authorization

SMS does not support resource-level authorization for server APIs. All console API operations listed in this section support resource-level authorization. The [Authorization Policy Syntax](#) describes the resource syntax for these API operations in the same way, specifically:

- Authorizing access to all applications: `qcs::sms::uin/$ownerUin:app/*` .
- Authorizing access to a single application: `qcs::sms::uin/$ownerUin:app/$BizId` .

Console API Actions

API Name	Modules In Use	Feature Description
DescribeAppList	SMS Console Application Management	Getting application list
DescribeAppInfo	SMS Console Application Management > Application Information	Retrieve Application Information
ModifyAppInfo	SMS Console Application Management > Application Information	Edit Application Information
ModifyAppStatus	SMS Console Application Management > Application List	Disable, Enable Application
DeleteAppInfo	SMS Console Application Management > Application List	Delete Application
DescribeWarningThreshold	SMS Console Application Management > Basic Configuration > Send Over-limit Notification	Get over-limit reminder
ModifyWarningThreshold	SMS Console Application Management > Basic Configuration > Send Over-limit Notification	Edit and send over-limit notification
DescribeFreqRule	SMS Console Application Management > Basic Configuration > Sending Frequency Limit	Get sending frequency limit

ModifyFreqRule	SMS Console Application Management > Basic Configuration > Sending Frequency Limit	Edit sending frequency limit
DescribeCallbackInfo	SMS Console Application Management > Basic Configuration > Event Callback Configuration	Get callback configuration
ModifyCallbackInfo	SMS Console Application Management > Basic Configuration > Event Callback Configuration	Edit callback configuration
DescribeFrequencyWhitelist	SMS Console Application Management > Basic Configuration > Frequency Limit Allowlist	Get frequency limit allowlist
AddFrequencyWhiteList	SMS Console Application Management > Basic Configuration > Frequency Limit Allowlist	Add frequency limit allowlist
DeleteFrequencyWhiteList	SMS Console Application Management > Basic Configuration > Frequency Limit Allowlist	Delete frequency limit allowlist
DescribeNewsReceiver	SMS Console Application Management > Notifications and Alarms	Get Alarm contact information
AddNewsReceiver	SMS Console Application Management > Notifications and Alarms	Add alarm contact information
ModifyNewsReceiver	SMS Console Application Management > Notifications and Alarms	Edit alarm contact information
DeleteNewsReceiver	SMS Console Application Management > Notifications and Alarms	Delete alarm contact information
ModifyTaskStatusStart	SMS Console Domestic SMS > Bulk SMS & International/Hong Kong (China), Macao (China), and Taiwan (China) SMS > Bulk SMS	Start immediate or scheduled sending task
ModifyTaskStatusStop	SMS Console Domestic SMS > Bulk SMS & International/Hong Kong (China), Macao (China), and Taiwan (China) SMS > Bulk SMS	Stop instant sending task
CancelSendSMSTask	SMS Console Domestic SMS > Bulk SMS & International/Hong Kong (China), Macao (China), and Taiwan (China) SMS > Bulk SMS	Cancel scheduled sending task

Note

You can use a [custom policy](#) to control access to an API that does not support resource-level permissions. In the policy statement, set the resource element to `*`.

CAM Module Update

The CAM module for SMS service has been updated from "consolesms" to "sms". If your Tencent Cloud account has granted API permissions for the "consolesms" module to a sub-account in a preset policy, the sub-account will be automatically bound to the corresponding API permissions of the "sms" module. If the custom policy associated with the sub-account includes the "consolesms" module, you need to replace the "consolesms" API with the corresponding "sms" API when updating the policy syntax. The API mapping is as follows:

Consolesms Old API	Mapped Sms New API
--------------------	--------------------

SMS_GetAPPList	DescribeAppList
SMS_GetAPPInfo	DescribeAppInfo
SMS_GetWarningThreshold	DescribeWarningThreshold
SMS_GetFreqRule	DescribeFreqRule
SMS_GetCallbackList	DescribeCallbackInfo
SMS_GetFreqWhiteList	DescribeFrequencyWhiteList
SMS_GetNewsReceiver	DescribeNewsReceiver
SMS_GetBlackListByQappid	DescribeBlackList
SMS_SendSMSResultStatisticQuery_export	DescribeSmsResultFile
SMS_Statistic_QuerySMS_ByAppid_export	DescribeSmsRecordFile
SMS_StatisticQueryByQAppid	DescribeStatisticQuery
SMS_QuerySendSMSByQAppid	DescribeSendSmsRecord
SMS_GetPkgAutoRenew	DescribePkgAutoRenew
SMS_QueryDumpLogTask	DescribeQueryDumpLogTask
SMS_QuerySendSMSDumpLogTask	DescribeSendSmsDumpLogTask
SMS_CancelDumpLogTask	CancelDumpLogTask
SMS_AddDumpLogTask	AddDumpLogTask
SMS_GetWarningThreshold	DescribeWarningThreshold
SMS_StatisticNationCode	DescribeNationCodeStatistic
SMS_SendSMSResultStatisticQuery	DescribeSendSMSResult
SMS_Stat_InnerQuery_Reply	DescribeInnerSMSReply
SMS_QuerySendSMSTaskSummary	DescribeSendSMSTaskSummary
SMS_StatisticMonth	DescribeMonthStatistic
SMS_QuerySendSMSStatistic	DescribeSendSMSStatistic
SMS_QuerySendSMSDetail	DescribeSendSMSDetail
SMS_QuerySmsPkgRemain	DescribeSmsPkgRemain
SMS_GetPackageList	DescribePackageList
SMS_UnsubscribeQuery	DescribeUnsubscribe
SMS_ReceiptAnalysis	DescribeReceiptResult
SMS_GetTPLSignInfo	DescribeTPLSignInfo

SMS_GetTPLSignList	DescribeTPLSignList
Due to console version upgrade and other reasons, some APIs under the CAM module "consolesms" have been disabled. If the custom policy associated with your sub-account includes the following "consolesms" APIs, you can delete the related content in the policy syntax.	
API	Status
SMS_Stat_InnerQuery_export	Stop using
SMS_GetConsoleFlag	Stop using
SMS_IsWhiteDumpAppid	Stop using
SMS_IsWhiteAppId	Stop using
SMS_QueryBill_export	Stop using
SMS_CheckAppidBizid	Stop using
SMS_GetAllBizList	Stop using
SMS_GetSMSNotice	Stop using
Voice_GetSelfAccountTypes	Stop using
Voice_GetAccountTypeInfo	Stop using
Voice_GetBizTypes	Stop using
Voice_GetBizAndAccountTypeInfo	Stop using
SMS.GetServiceState	Stop using
SMS_StatisticQueryIOTAnalysis	Stop using
SMS_StatisticQueryIOTByOper	Stop using
SMS_StatisticQueryIOT	Stop using
SMS_Stat_InnerQueryVoice	Stop using
SMS_StatisticQueryEx	Stop using
SMS_StatisticQueryNew	Stop using
SMS_GetNewsReceiverFlag	Stop using
SMS_QueryTemplateStatisticEx	Stop using
SMS_QueryTemplateStatistic	Stop using
SMS_QueryBill	Stop using
SMS_QuerySendSMSRemain	Stop using
SMS_QuerySendSMS	Stop using
SMS_IsWhiteUin	Stop using

SMS_GetBlackList	Stop using
SMS_Statistic_QuerySMS_export	Stop using
SMS_GetSendList	Stop using
SMS_GetReceiver	Stop using
SMS_Query_Black	Stop using

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Preset Policy

Last updated: 2025-02-06 16:36:43

⚠ Note:

This document mainly describes the access management feature of SMS. For more information on access management for other products, please see [Products Supported by CAM](#).

Essentially, SMS access management binds sub-accounts with policies, or grants policies to sub-accounts. Developers can directly use preset policies on the console for some simple authorization operations. For complex authorization operations, please refer to [Customizing Policies](#).

SMS currently provides the following preset policies:

Policy Name	Policy Description
QcloudSMSFullAccess	SMS full read/write access
QcloudSMSReadOnlyAccess	SMS read-only access

Example Of Using Default Policies

Creating a Sub-Account With Full Read-Write Access To SMS

1. Access the [list of users](#) in the CAM console as a Tencent Cloud [root account](#) and click **Create User**.
2. On the "Create User" page, select **Custom Create** to enter the "Create Sub-user" page.

⚠ Note:

Finish the steps before going to the "User Permissions" page as instructed in [Customizing and Creating Sub-user](#).

3. On the "Set User Permissions" page:
 - 3.1 Search for and select the preset policy **QcloudSMSFullAccess**.
 - 3.2 Click **Next**.
4. Under the "Review Information and Permissions" section, click **Finish** to complete the creation of the Sub-user. On the success page, download and securely store the log-in link and security credentials for the Sub-user. The information includes the following:

Information	Source	Purpose	Is It Necessary To Save
Login URL	Copied on the page	Facilitates logging into the console, omitting the step of filling in the primary account	No
Username	Security credential CSV file	For console login	Yes
Password	Security credential CSV file	For console login	Yes
SecretId	Security credential	For calling server APIs. For details, see	Yes

	CSV file	Access Key	
SecretKey	Security credential CSV file	For calling server APIs. For details, see Access Key	Yes

5. Provide the above login link and security credentials to the authorized party, who can then use the Sub-user to perform all operations related to SMS, including accessing the SMS console and calling SMS server APIs.

Grant SMS Full Read/Write Access Permission To an Existing Sub-Account

1. Access the [list of users](#) in the CAM console as a Tencent Cloud [root account](#) and click the sub-account to which you want to grant permissions.
2. Click **Add Policy** in the permission column of the "User Details" page; if the subaccount's permissions are not empty, then click **Associate Policy**.
3. Select **Select Policy from List**, search for and check the preset policy `QcloudSMSFullAccess`. Follow the on-screen instructions to complete the authorization process.

Revoke SMS Full Read/Write Access Permission From a Sub-Account

1. Access the [list of users](#) in the CAM console as a Tencent Cloud [root account](#) and click the sub-account from which you want to unlink permissions.
2. In the permission column on the "user detail" page, find the preset policy `QcloudSMSFullAccess` and click **Unlink** on the right. Follow the on-screen instructions to complete the unlinking process.

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.

Custom Policy

Last updated: 2025-02-06 16:37:03

⚠ Note:

This document mainly describes the access management feature of SMS. For more information on access management for other Tencent Cloud services, please see [CAM-Enabled Products](#).

It is convenient to use a [Preset Policy](#) in SMS access management to implement authorization, but its granularity of permission control is coarse and cannot be refined to the SMS application and [cloud API](#) levels. If you require fine-grained permissions control, you need to create custom policies.

Custom Policy Creation Method

There are multiple ways to create a custom policy. The table below shows a comparison of various methods. For detailed directions, please see further below.

Creation Entry	Creation Methods	Effect	Resource	Action	Flexibility
CAM Console	Policy builder	Manual selection	Syntax Description	Manual selection	Middle
CAM Console	Policy Syntax	Syntax Description	Syntax Description	Syntax Description	High
<CAM Service API>	CreatePolicy	Syntax Description	Syntax Description	Syntax Description	High

⚠ Notes:

- SMS does not support creating custom policies by product feature or project.
- Manual selection means the user selects objects from the candidate list displayed in the console.
- Syntax description refers to describing objects through the [Authorization Policy Syntax](#).

Authorization Policy Syntax

Resource Syntax Description

As mentioned above, the resource granularity of SMS permission management is the application. The policy syntax description method follows the [CAM Resource Description Method](#). In the example below, the developer's root account ID is 12345678, and the developer has created three applications: SDKAppID 1400000000, 1400000001, and 1400000002.

- **Policy syntax description for all SMS applications**

```
"resource": [ "qcs::sms::uin/12345678:app/*" ]
```

- **Policy syntax description for a single application**

```
"resource": [ "qcs::sms::uin/12345678:app/1400000001" ]
```

- Policy syntax description for multiple applications

```
"resource": [  
  "qcs::sms::uin/12345678:app/1400000000", "qcs::sms::uin/12345678:app/1400000001"]
```

Policy Syntax Description For Operations

As mentioned above, the granularity of SMS permission management operations is TencentCloud API. For details, please refer to [Authorizable Resources and Actions](#). In the example below, we take TencentCloud APIs such as DescribeAppList (get application list) and DescribeAppInfo (get application information) as examples.

- Policy syntax description for all SMS TencentCloud APIs

```
"action": [  
  "name/sms:*"  
]
```

- Policy syntax description for a single TencentCloud API action

```
"action": [  
  "name/sms:DescribeAppList"  
]
```

- Policy syntax description for multiple TencentCloud API actions

```
"action": [  
  "name/sms:DescribeAppList",  
  "name/sms:DescribeAppInfo"  
]
```

Custom Policy Use Cases

Using Policy Builder

In the example below, we will create a custom policy, which allows all actions to be performed on SMS application 1400000001 except the DeleteAppInfo console API.

1. Access the CAM console's [Policies](#) as a [root account](#) of Tencent Cloud, and click [Create Custom Policy](#).
2. Select [Create by Policy Generator](#) to enter the policy creation page.
3. Select service and operations.
 - **Effect** option set to allow.
 - **Service** option set to SMS.
 - **Action** option select all.
 - **Resource** option fill in according to [Syntax Description](#) `qcs::sms::uin/12345678:app/1400000001`.
 - **Condition** option does not need to be configured.
 - click **Add Statement**, a statement "Allow any operation on SMS application 1400000001" will appear at the bottom of the page.
4. Continue to add another statement on the same page.
 - Set the **Effect** to Deny.
 - Set the **Service** to SMS.
 - Check DeleteAppInfo for **Action** (you can quickly find it using the search function).

- Fill in the **Resource** according to the [Resource syntax description](#) with

```
qcs::sms::uin/12345678:app/1400000001 .
```

- No configuration needed for **Condition**.

- Click **Add Statement**, and a statement "Deny the DeleteAppInfo action on SMS application 1400000001" will appear at the bottom of the page.

5. click **Next**, modify the policy name as needed (or you can leave it unchanged).

6. click **Complete** to finish creating the custom policy.

The method to grant this policy to other sub-accounts is the same as [granting full read-write access to SMS to an existing sub-account](#).

Using Policy Syntax

In the example below, we will create a custom policy, which allows all actions to be performed on SMS applications 1400000001 and 1400000002 but denies DeleteAppInfo for application 1400000001.

1. Access the CAM console's **Policies** as a [root account](#) of Tencent Cloud, and click **Create Custom Policy**.

2. Select **Create by Policy Syntax** to enter the policy creation page.

3. Under the **Select Template Type** box, choose **Blank Template**.

Notes:

A policy template refers to creating a new policy by copying an existing policy (preset or custom) and then making adjustments. In actual use, developers can choose an appropriate policy template based on the situation to reduce the difficulty and workload of writing policy content.

4. click **Next**, modify the policy name as needed (or you can leave it unchanged).

5. Fill in the policy content in the **Policy Content** editing box. The policy content in this example is:

```
{  
  "version": "2.0",  
  "statement": [  
    {  
      "effect": "allow",  
      "action": [  
        "name/sms:*"  
      ],  
      "resource": [  
        "qcs::sms::uin/12345678:app/1400000001",  
        "qcs::sms::uin/12345678:app/1400000002"  
      ]  
    },  
    {  
      "effect": "deny",  
      "action": [  
        "name/sms:DeleteAppInfo"  
      ],  
      "resource": [  
        "qcs::sms::uin/12345678:app/1400000001"  
      ]  
    }  
  ]  
}
```

① Notes:

The policy content must follow the [CAM Policy Syntax Logic](#). For the syntax of the resource and action elements, refer to the above [Resource Syntax Description](#) and [Action Syntax Description](#).

6. click **Complete** to create the custom policy.

The method to grant this policy to other sub-accounts is the same as [granting full read-write access to SMS to an existing sub-account](#).

If you have any queries, please contact [Tencent Cloud SMS Assistant](#), and a dedicated person will answer your questions.