

# **RAVEN<sup>5</sup>**

**PRIVATE AND CONFIDENTIAL**

**RAVEN5 Research**

Texting Programs

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## 1. Overview

Text to win SMS contests are a fun and entertaining way to engage prospective customers. Often, people don't want to pass up an opportunity to win something, especially when it is as easy as texting to win. SMS marketing can have an open rate as high as 98%, so it is the best channel to get your message out to a large group of people quickly. A strong incentive is one of the most crucial elements of planning a text to win contest. A campaign can often fail when there is an extremely low-value prize. Like any other contest, the incentive you choose should resonate with your target audience, and you can figure this out during your planning process.

How to plan a Text to win contest:

1. Find your target audience
  - a. Who are you trying to reach?
2. Set your goals
  - a. Raise brand awareness?
  - b. Build social media presence?
  - c. Increase sales?
  - d. Heighten event attendance?
3. Think of the method of entry – Text to join
  - a. Choosing your text to join keyword
  - b. Create your text message follow-up & Auto-reply response
  - c. Can also consider capturing an email address or name for the contest
4. Promoting your text to join contest
  - a. Create great images to share on social media posts
5. After the contest
  - a. Picking the winners
  - b. Notifying the winner
  - c. Thank the participants

## 2. SMS & Email

About 74% of marketers are using email, while 47% are not using SMS yet. Some marketers and consumers feel that SMS can be too invasive, which is why marketers stay away from it and opt to use emailing services instead. Email and SMS generally work in the same way in the sense that they follow the same general steps.

1. Build an audience
  - a. For SMS you need opt-ins just like email
  - b. Need to specify it is for SMS
  - c. It must be easy for them to unsubscribe just like in email
2. Compliance and delivery
  - a. Very important to follow the rules and regulations just like for email
  - b. Carriers regulation is also something to watch out for as it can stop your messages from being received
3. Planning and workflows
  - a. Generally, the planning involved is similar to email, aside from the SMS message design versus the email design

Differences between SMS and Email:

1. Reporting
  - a. You get less reporting and different reporting with SMS
  - b. You can view the open rate, delivery rate, delivery issues and some other things depending on what your texting program provides
2. Engagement
  - a. The open rate for SMS is much higher than with email, though this isn't an indicator on how your campaign is doing
3. Costs
  - a. Costs are dealt with differently with SMS messaging as you have to pay for usage fees, the phone numbers (short codes, specific long numbers), and carrier fees.

### **3. Types**

#### ***SMS***

Short message service is the most commonly used messaging service. With SMS, you can send a message of up to 160 characters to a device. If a message exceeds this limit, it is broken up into multiple segments of 160 characters each, depending on its length. Most carriers automatically chain these messages together to ensure they arrive in the order they are sent.

#### ***MMS***

Multimedia messaging allows for images to be sent along with your text messages. Supported image types can include images, gifs, audio, video, and normally require MMS-enabled phone numbers to be sent. MMS messages are a bit more limited than SMS messaging. For example, Twilio only supports MMS messaging within the United States and Canada, however any international messages will be sent with a link to the media source.

Unlike SMS, MMS messages do not have a standard limit. While their maximum size depends on the carriers and the device receiving the message, 300 KB is often mentioned as the largest size most carriers will reliably handle.

Below is a guide on the different way's messages can be sent based on SMS and MMS:

This guide explains the capabilities and key differences long code, short code, and toll-free phone numbers in the US and Canada:

	Long code	Toll-free	Short code
Coverage	Can send SMS to any country.	Can send SMS to any country.	Can send SMS within their own country only.*
Voice call capable	Yes	Yes	No
SMS filtering profile	Application-to-Person (A2P) traffic is subject to carrier filtering.†	Reduced carrier filtering to the United States only.‡	No carrier filtering, as long as you comply with the use case submitted in your short code application.
SMS throughput	1 SMS segment per second, can't be increased.	3 SMS segments per second by default, but can be increased. <a href="#">Contact Sales</a> for more information.	100 SMS per second by default, but can be increased. <a href="#">Contact Sales</a> for more information.
MMS capable	Yes	Not capable of MMS.	Capable of MMS with a one-time enablement fee (US only)

#### 4. Sending and Receiving SMS & MMS

As mentioned previously, you can send SMS and MMS messages through different texting programs. After sending the initial message there are a couple of different routes you can take, like sending automated messages.

Automated messages can be created through:

- Keywords
  - When a user texts a keyword to your number you can automatically generate a response (for example, a promotional code)

- Scheduled Text messages
  - Schedule messages like appointment reminders, sales follow ups, rating or review requests beforehand
- Triggers
  - Automatically respond to triggers (also known as sub-keywords)

Specifically, for MMS messaging, you can not only send them, but you can also receive MMS messages for your contact list. Retrieving this media is different to each texting program but an example is Twilio, it sends the “MediaUrl” parameter so you can retrieve media files easily. This way campaigns can be made to receive media from contacts as a way to enter a contest.

## 5. Vendors

Twilio seems to be at the top of the list, as it has a lot of features, includes SMS, MMS, the coverage area and the support. Some of the other vendors include good features and pricing but might not have the coverage area or lacks in features. Twilio on one hand is not a simple interface, EZ Texting and SimpleTexting are easier vendors to learn to use.

Twilio	
<b>Phone Numbers and Short Codes</b>	- Send and receive SMS with <u>local and toll-free numbers</u> , <u>short codes</u> , custom alphanumeric sender IDs, or <u>using your own existing phone numbers</u>
<b>Two-Way</b>	- Send and receive text messages over the carrier network to any phone, anywhere in the world.
<b>All Character Sets (Unicode)</b>	- Exchange messages in every language. And emoji. Only Twilio encodes Unicode characters for you without. Requiring custom code

<b>Coverage Area</b>	<ul style="list-style-type: none"> <li>- North America (Canada, Mexico, U.S., Puerto Rico)</li> <li>- South America (Brazil, Chile)</li> <li>- Europe (22 countries)</li> <li>- Asia (18 countries)</li> <li>- Oceania (Australia)</li> <li>- Africa &amp; Middle East (Israel, South Africa)</li> </ul>
<b>Advanced Features</b>	<ul style="list-style-type: none"> <li>- Sticky sender automatically uses previous recognized phone number to a person who is sent multiple messages</li> <li>- Set your max price for messaging costs</li> <li>- SMS bots to intelligently handle SMS responses with Twilio Autopilot</li> </ul>
<b>Additional Help</b>	<ul style="list-style-type: none"> <li>- Program in the language you already use with <a href="#">helper libraries</a> available from Twilio and its community.</li> <li>- Start building with all the information you need and get unstuck quickly with <a href="#">how-to guides</a>, sample code, and extensive <a href="#">API documentation</a>.</li> </ul>

<b>EZ Texting</b>	
<b>Keywords and Short Codes</b>	<ul style="list-style-type: none"> <li>- Includes using SMS short codes, as well as shared short codes</li> <li>- Customers can join a specific list in your account when texting a certain keyword (ex. customers could be divided into favourite ice cream flavour types)</li> <li>- Use three types of short codes:               <ol style="list-style-type: none"> <li>1. Common-use short codes (used by multiple clients of the same service provider)</li> <li>2. Dedicated “random” short codes (a random short code that is exclusive to one business)</li> <li>3. Dedicated “vanity” short codes (a short code that can be customized by and exclusive to the business)</li> </ol> </li> </ul>



<b>Text -to-landline</b>	-this service enables businesses to send and receive text messages online via an existing business landline with no changes to the voice service or equipment
<b>Coverage Area</b>	-Only covers the U.S. and Canada -For international options they recommend checking out the coverage area of the sister company Group Texting
<b>Advanced Features</b>	- Free incoming messages - Text forwarding services - Scheduling - Drip campaigns (allow you to automatically send a times series of text messages to a group of contacts) - Message templates -Voice Broadcasts
<b>Analytics</b>	-Track messages through texts sent, messages received, and overall up-to-date contact counts -Track your contacts by seeing when and how new contacts are opting in-to your text marketing lists -Delivery reports give detailed information on the status of each message you send, at the contact level
<b>Additional Support</b>	- Call, chat tweet or email them - Includes Guides, FAQs and videos

<b>SimpleTexting</b>	
<b>Messaging</b>	-Two-way messaging - Scheduled texts (scheduled hours, days, or months in advance) - Autoresponders - Can reserve one of their exclusive industry-specific short codes

	- Includes MMS marketing
<b>Contacts</b>	- Easily import contact lists - Create custom fields to manage and personalize text campaigns - Segment audiences to make more relevant campaigns
<b>Analytics</b>	- Link tracking - Watch for unsubscribes - View how many text messages you've sent, receive and see opt-ins and clicks - Can also view billing stats to see when your credits are being sent on text messaging
<b>Advanced Features</b>	- Text to win feature to create SMS sweepstakes - Text to vote surveys - Self-cleaning lists - Group text from phone (send a text blast to your subscribers)
<b>Coverage Area</b>	- Mostly North America, the U.S. and Canada - Some toll-free numbers reaching Puerto Rico, Bahamas, and Dominican Republic

### ***Usability***

#### Twilio

- It is not a simple interface; you will need programming knowledge to create an SMS or MMS campaign
- [https://www.youtube.com/watch?v=kYVPgMaWPiO&list=RDQMGVyr5YL\\_FDA&index=14](https://www.youtube.com/watch?v=kYVPgMaWPiO&list=RDQMGVyr5YL_FDA&index=14)
- [https://www.youtube.com/watch?v=GTDAI71V37A&list=RDQMGVyr5YL\\_FDA&start\\_radio=1](https://www.youtube.com/watch?v=GTDAI71V37A&list=RDQMGVyr5YL_FDA&start_radio=1)

### EZ Texting

- This program seems to be a simpler and easier interface to use, you wouldn't need programming knowledge to use this program
- <https://www.youtube.com/watch?v=tCBZBnQUIDc>
- <https://www.youtube.com/watch?v=GRh7pBDXANE>

### SimpleTexting

- This program interface is similar to EZ Texting and does not seem to need much programming knowledge to create a texting campaign
- <https://www.youtube.com/watch?v=sKYVcjO8Ucw>
- <https://www.youtube.com/watch?v=HMtBZEkcOIU>

## 6. Pricing

In Canada and the US, SMS and MMS carrier fees are small surcharges applied by mobile carriers on certain types of message traffic. Some carriers charge fees on long code SMS (messages sent from a 10-digit US/Canada number). Others only charge fees for SMS sent from a short code number. Below is pricing based off the different texting programs above:

### *Twilio*

#### Canada

NUMBER USED	TEXT MESSAGES		PICTURE MESSAGES		MESSAGING SERVICE FEATURES *
	TO SEND † ‡ §	TO RECEIVE † §	TO SEND † ‡ §	TO RECEIVE † §	
LOCAL NUMBERS	\$0.0075	\$0.0075	\$0.0200	\$0.0100	INCLUDED
TOLL-FREE NUMBERS	\$0.0075	\$0.0075	N/A	N/A	INCLUDED
SHORT CODES	\$0.0300	\$0.0050	N/A	N/A	INCLUDED

Pay-as-you-go Phone Number pricing

**CLEAN LOCAL NUMBERS**

Local phone numbers validated as spam-free with a 120-day seven-point inspection.

**LOCAL PREFIX**

**\$1.00** / month  
One (1) SMS per second

**TOLL-FREE NUMBERS**

Toll-free phone numbers validated as spam-free with a 120-day seven-point inspection.

**TOLL-FREE PREFIX**

**\$2.00** / month  
Three (3) SMS per second

**HIGH-VOLUME SHORT CODE**

100+ messages per second. Lease a short code or migrate your existing one. Twilio manages the process for you.

**TWILIO-LEASED**

**\$1,000** / month, billed quarterly  
Plus one time setup fee \*\*

100 SMS per second  
Contact us for higher volumes

**USE YOUR EXISTING NUMBER**

Use the Twilio SMS API with your existing US and Canadian phone numbers.

**LOCAL PREFIX**

**\$0.50** / month  
One (1) SMS per second

**TOLL-FREE PREFIX**

**\$0.50** / month  
Three (3) SMS per second

SMS volume pricing

SMS MESSAGES PER MONTH	INBOUND OR OUTBOUND
FIRST 5 MILLION MESSAGES	<b>\$0.0075</b> / message
NEXT 20 MILLION MESSAGES	<b>\$0.0050</b> / message
NEXT 75 MILLION MESSAGES	<b>\$0.0030</b> / message
NEXT 150 MILLION MESSAGES	<b>\$0.0020</b> / message
NEXT 250 MILLION MESSAGES	<b>\$0.0015</b> / message
NEXT 500 MILLION MESSAGES	<b>\$0.0010</b> / message
ABOVE 1 BILLION MESSAGES	<b>\$0.0005</b> / message

U.S.

**Pay-as-you-go SMS pricing**

NUMBER USED	TEXT MESSAGES		PICTURE MESSAGES		MESSAGING SERVICE FEATURES *
	TO SEND † ‡ §	TO RECEIVE † §	TO SEND † ‡ §	TO RECEIVE † §	
LOCAL NUMBERS	\$0.0075	\$0.0075	\$0.0200	\$0.0100	INCLUDED
TOLL-FREE NUMBERS	\$0.0075	\$0.0075	N/A	N/A	INCLUDED
SHORT CODES	\$0.0075	\$0.0075	\$0.0200	\$0.0100	INCLUDED

**Pay-as-you-go Phone Number pricing**

<p><b>CLEAN LOCAL NUMBERS</b> Local phone numbers validated as spam-free with a 120-day seven-point inspection.</p>	<p><b>LOCAL PREFIX</b> <b>\$1.00</b> / month One (1) SMS per second</p>	
<p><b>TOLL-FREE NUMBERS</b> Toll-free phone numbers validated as spam-free with a 120-day seven-point inspection.</p>	<p><b>TOLL-FREE PREFIX</b> <b>\$2.00</b> / month Three (3) SMS per second</p>	
<p><b>HIGH-VOLUME SHORT CODE</b> 100+ messages per second. Lease a short code or migrate your existing one. Twilio manages the process for you.</p>	<p><b>TWILIO-LEASED</b> <b>\$1,000</b> / month, billed quarterly Plus one time setup fee **  100 SMS per second Contact us for higher volumes</p>	<p><b>MANAGE YOUR OWN LEASE</b> <b>\$500</b> / month, billed quarterly Plus one time setup fee **  100 SMS per second Contact us for higher volumes</p>
<p><b>USE YOUR EXISTING NUMBER</b> Use the Twilio SMS API with your existing US and Canadian phone numbers.</p>	<p><b>LOCAL PREFIX</b> <b>\$0.50</b> / month One (1) SMS per second</p>	<p><b>TOLL-FREE PREFIX</b> <b>\$0.50</b> / month Three (3) SMS per second</p>

SMS volume pricing

SMS MESSAGES PER MONTH	INBOUND OR OUTBOUND
FIRST 5 MILLION MESSAGES	\$0.0075 / message
NEXT 20 MILLION MESSAGES	\$0.0050 / message
NEXT 75 MILLION MESSAGES	\$0.0030 / message
NEXT 150 MILLION MESSAGES	\$0.0020 / message
NEXT 250 MILLION MESSAGES	\$0.0015 / message
NEXT 500 MILLION MESSAGES	\$0.0010 / message
ABOVE 1 BILLION MESSAGES	\$0.0005 / message

**EZ Texting**

U.S.

14 DAY TRIAL

Free

No Credit Card Required!

---

100 Free Credits  
1 Demo Keywords  
MMS Enabled

---

**Get Started Today!**  
No Risk  
No Commitment

SIGN UP

PLUS POPULAR

\$49

Per Month

---

1000 Credits  
1 Custom Keywords  
MMS Enabled

---

Additional Purchases  
4.5 Cents/Credit  
\$25/Keyword/Month

SIGN UP

SELECT

\$94

Per Month

---

2000 Credits  
2 Custom Keywords  
MMS enabled

---

Additional Purchases  
4.5 Cents/Credit  
\$25/Keyword/Month

SIGN UP

ELITE

\$149

Per Month

---

3300 Credits  
3 Custom Keywords  
MMS enabled

---

Additional Purchases  
4 Cents/Credit  
\$25/Keyword/Month

SIGN UP

Is there anything I can help you 2

Send text or picture messages.

1 SMS Message = 1 Credit | 1 MMS Message = 3 Credits

Canada

(Billing for yearly)

Plan	Price	Credits	Keywords	Additional Purchases
14 DAY TRIAL	Free	100 Free Credits	1 Demo Keywords	No Risk, No Commitment
PLUS (MOST POPULAR)	\$39 USD Per Month (\$470 USD Per Year)	725 Credits	1 Custom Keywords	6.5 Cents/Credit, \$30/Keyword/Month
SELECT	\$75 USD Per Month (\$902 USD Per Year)	1400 Credits	2 Custom Keywords	6.5 Cents/Credit, \$30/Keyword/Month
ELITE	\$119 USD Per Month (\$1,430 USD Per Year)	2350 Credits	3 Custom Keywords	6.5 Cents/Credit, \$30/Keyword/Month

Is there anything I can help you with?

### Simple Texting

Credit based, 1 SMS costs 1 credit, 1 MMS costs 3 credits. Any remaining credits roll over until the end of the following month.

**Monthly**   **Annually**

Pay annually and save 25%.

**\$45**  
/ month

1,000 credits ⓘ  
4.5 ¢ per additional credit

[Switch to Canada Pricing](#)

- ✓ Free incoming SMS messages
- ✓ Unlimited contacts
- ✓ Free number that's all yours
- ✓ Short code access **US ONLY**
- ✓ Support 7 days per week
- ✓ Unlimited keywords
- ✓ Rollover credits **MONTHLY PLANS**

Great ★★★★★ 139 reviews on ★ Trustpilot

**Try Us Free**

### 7. WhatsApp

There are rules and restrictions on this platform about the type of use cases and business verticals that are allowed to use WhatsApp for business messaging.



Allowed messaging use cases:

- Notifications
- Customer care
- 2FA (two-factor authentication) or user verification

Forbidden messaging use cases:

- Marketing/promotional messaging
- Newsletter or subscription-type messaging, including content subscription

Forbidden business countries:

- Crimea
- Cuba
- Iran
- North Korea
- Syria

WhatsApp offers a versatile channel for any type of business messaging like alerts and notifications, customer support, and user verification. There are some APIs that are specifically used for WhatsApp, like Twilio's API for WhatsApp. WhatsApp actually provides a business profile that you can create to send messages.

Like other SMS messaging, opt-in has to happen outside of WhatsApp, but once you do have it you can run your contest/sweepstakes. There are some specific programs that can deal with this, like Landbot.io that has specific WhatsApp integration.

Landbot can run things like:

- Share-to-Win
- Guess the outcome

- Product launch contest (name it)
- “Caption-this” Game
- Fill in the blank
- Riddles and puzzles
- Knowledge contest

#### WhatsApp and Twilio

- Using the Twilio API for WhatsApp you can send and receive media messages
- You can also build a WhatsApp chatbot with the Twilio Autopilot
- If a user cannot receive your message through WhatsApp Twilio Global SMS will ensure messages are delivered
- There are real-time status webhooks that can check if your messages were delivered or opened by the user
- WhatsApp is also a great platform to have people share contests and information

### **8. Analytics**

Unlike email, it can be hard to track how your campaigns are performing once you’ve pressed send. Adding things like a link in your SMS means you can track your users somewhat through their clicks. Delivery status can also be important to keep track of how up to date your messaging list is.

When placing a link into your SMS message you want to ensure it is shortened so that you do not take up your 160-character limit. Instead of using a regular link shortened, you should be using a SMS URL shortner. The shortened links are tracked and look much sleeker in the message you send.

### ***Delivery Status***

An SMS tracker provides real-time information on when a message is queued, sent, delivered successfully, or not delivered by the carrier. It can also provide useful error information for delivery failures, such as when:

- The receiving phone is turned off or otherwise unavailable
- The phone number can't receive the SMS, possibly because it is not a mobile number or is blocked
- The content of the messages is in violation of the carrier's rules
- Too many messages are sent too quickly

Some services will allow you to view undelivered soft bounces, undelivered hard bounces, and opt-outs.

### ***Conversion Tracking***

You can also track SMS conversation between two specific phone numbers using HTTP cookies. An exchange is considered "opened" when the user starts the conversation or send a response back to your business. The exchange is considered "closed" when your business replies to the user. Tracking message conversions helps you measure the value of message extensions to your business and may help you refine your approach to this channel of communication.

## **9. Legal**

### ***Canada***

Must abide by the CASL (Canada's Anti-Spam Legislation) to avoid very harsh fines when sending text messages. Canada has one of the strictest Anti-Spam laws, but because of this open and click rates are higher.

What you need when connecting with your audience through text messages:

1. **Express Consent** – it is the most desirable form of consent because it does not expire (though it can be revoked by a client at any time)

2. **Implied Consent** – If you have an existing business relationship with a client, that means you have their implied consent to send them text messages. This does expire, so you have to have a regular ongoing relationship with the clients (there is a two-year expiration period necessary for implied consent).

All in all, it is best to have express consent as this doesn't expire and you don't have to worry about keeping a transactional relationship with every client.

CASL requires two things for text messages:

1. A one-action opt-out or unsubscribe option. For example, reply STOP to unsubscribe. This must immediately remove the contact from the messaging database, with no additional step required.
2. Information identifying the identity of the message sender. In an email, this information is usually in the email itself but because of character limits it is different for text messaging. You can include a shortened link to a mobile responsive web page that displays this information (like in an info link).

## **US**

Asking for people to make a purchase to qualify for the sweepstakes/contest is illegal, there should be zero cost involved in entering the sweepstake. Winners are selected randomly, and there is no judgement or consideration when choosing a winner. Unlike Canada, the **US can only have express consent**, they are not allowed to use implied consent.

### **Consent Requirements:**

1. Prior to the first message, you must obtain agreement from the message recipient to communicate with them (this is the consent). It must be clear to the individual that they are agreeing to receive messages of the type you're going to send. There should be a record of the consent, like a copy of the document or form that the message recipient signed, or a timestamp of when the customer completed a sign-up flow.

2. If you do not send an initial message to that individual within 30 days of receiving consent, then you will need to reconfirm consent.
3. The consent only applies to you, and to the specific use or campaign that the recipient has consented to. You cannot use this as a blanket consent allowing you to send messages from other brands or companies you may have.

**Alternative consent requirements (two exceptions):**

1. If an individual sends a message to you, you are free to respond in an exchange with that individual (ex. Texts your phone number asking for your hours of operation, you can respond directly, relaying your hours.
2. Contact initiated by you to send informational content to an individual based on having a prior relationship. You are allowed to send an outbound message that provides information requested by the individual, or that can be reasonably expected by. The individual based on your relationship.

\*The alternative consent requirements cannot be used for promotional content such as marketing, coupons, advertisements, notifications regarding job opportunities, and sweepstakes.

***Double Opt-In Consent***

In some limited cases double opt-in consent is required for texting programs. Sweepstakes can generate the majority of complaints about unwanted messages which is why the burden of consent is higher.

Double opt-in is a two-step process:

1. The message recipient must knowingly provide consent to you or your customer prior to receiving any text message. That consent must be provided. Through. An electronic signature or some other online sign-up form that makes clear to the individual they're agreeing to receive messages of this type.

2. In your first text message to that individual, you must identify yourself and prompt the individual to confirm their consent.

### ***SMS Carrier Filtering***

In the United States and Canada there are SMS filters used by wireless carriers, that can affect the delivery of your messages. Most of the carrier filtering takes place on SMS traffic sent using standard 10-digit long code phone numbers. According to U.S. and Canadian carrier regulation, Application-to-Person (A2P) traffic should not be sent via local long code numbers instead it should be sent using short codes or toll-free numbers).

However, these carrier rules on long code A2P messaging are always changing. An example is Verizon's 10-digit long code A2P service. This service will allow A2P traffic to be sent using local numbers to Verizon subscribers. Many believe that in the future other carriers will follow suit.

The carriers in the U.S. and Canada use adaptive (machine learning) software systems to protect their users. They look at both message content and volume and behave much like email filtering systems. Messages receive a score based on:

- How many messages have come from a phone number during a certain time period (time periods are measured by the second, minute, hour, and day)
- How many similar messages have transited the carrier's network
- If the message contains content that makes it a high match for spam or A2P

If a large number of your messages are resulting in a status of undelivered, the carrier's filtering system has probably recently identified a pattern in your messages that triggered a block. It's important to note that there is no standard practice for carrier filtering across all carriers. It can range from a simple static list of prohibited terms, to those mentioned above.

### ***Toll-Free SMS***

US-based toll-free phone numbers are good for if you'd like to place and receive voice calls.

Toll-free numbers are designated for business use in the United States. Carrier filtering is still possible for messages sent from toll-free phone numbers, you can greatly reduce the likelihood of filtering by complying with all regulations and best practices. Toll-free SMS filtering is primarily geared toward preventing unwanted messaging, fraud, or abuse.

Only transactional SMS use cases have been approved for sending over toll-free phone numbers, these include:

- One-time password (OTP) or verification codes
- Account-related alerts or notifications
- Customer care messaging that includes some automated messaging (including satisfaction surveys).

Toll-free SMS users should adhere to the following standards:

- Obtain clear opt-in from your recipients before sending them messages. (the opt-in does not need to be via SMS)
- Provide easy ways for your user to opt-out of messages
- Maintain a very low opt-out (STOP reply) rate from your recipients
- Do not send lots of identical content, particularly anything which is (or may resemble) bulk SMS marketing

This is different in Canada, mobile carriers in Canada treat SMS messages from toll-free numbers the same as any other SMS messages.

### **10. Resources**

<https://www.ctia.org/the-wireless-industry/industry-commitments/messaging-interoperability-sms-mms>

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<https://support.twilio.com/hc/en-us/articles/360022449893-SMS-Carrier-Filtering-in-the-United-States-and-Canada>

<https://www.easypromosapp.com/blog/en/2015/01/share-and-invite-via-whatsapp-telegram-and-line/>

<https://www.predictiveanalyticstoday.com/top-business-texting-app/>

<https://api.ctia.org/wp-content/uploads/2019/07/190719-CTIA-Messaging-Principles-and-Best-Practices-FINAL.pdf>

<https://support.twilio.com/hc/en-us/articles/360038173654-Comparison-of-SMS-messaging-in-the-US-and-Canada-for-long-codes-short-codes-and-toll-free-phone-numbers>

<https://support.twilio.com/hc/en-us/articles/360016571913-What-are-SMS-and-MMS-Carrier-Fees->

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<https://www.easypromosapp.com/blog/en/2015/01/share-and-invite-via-whatsapp-telegram-and-line/>

<https://www.twilio.com/docs/glossary/what-sms-tracker>

<https://support.twilio.com/hc/en-us/articles/223179808-Sending-and-receiving-MMS-messages>

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