

SMS Reference Guide

Get up to speed with all the terms you'll need to know to get the most from Telnyx.



What are the different messaging products Telnyx offers?

Toll-free SMS

- Toll-Free SMS is used to send text messages from toll-free numbers (e.g., 800, 888, 877, etc.).
- Unlike short codes, toll-free numbers can support both phone calls and SMS, so customers can respond to an SMS alert by texting or calling the same number back.
- Example use cases include appointment reminders, account notifications and emergency alerts.

Long Code SMS

- Long codes (long virtual numbers, LVNs or long numbers) are 10-digit phone numbers meant for customer service and operational purposes.
- Long codes can be used for both person-to-person (P2P) or application-to-person (A2P) use cases like chat applications and customer service. These are peer-to-peer messages, so they shouldn't be used for mass marketing campaigns.
- There's a potential limit of 200 long code texts per number, per day, if content is similar in each message. This is an estimated number, not definitive — it's used as a guide to prevent messages from being labeled as SPAM.
- Most customers send from a pool of long codes, allowing them to increase throughput.
- You can control auto-responses for long code SMS; however, these can be configured only if the committed account is contracted.

Short Code SMS

- Short codes (common short code or CSC) are 5- or 6-digit phone numbers that customers can lease from the Common Short Code Administration.
- Short codes are commonly used for password resets and alerts.
- No opt-in is legally required, so operators have implemented more anti-SPAM protections. Best practice when using short code SMS is to explicitly ask for opt-ins.
- Common unsubscribe words such as "stop" and "stop all" are supported and won't allow further sending to those customers.



MMS

- Multimedia Messaging Service (MMS) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network. Users and providers may refer to such messages as PXTs, picture messages, or multimedia messages. MMS also provides the ability to send and receive attachments.
- Currently only available via long code.
- To receive MMS, users must request to be placed on the MMS-receiving white list that is managed by the Telnyx messaging squad.

Conversational SMS

- Bi-directional SMS enables text exchanges between users. This is possible through either P2P or A2P communication.
- Common use cases include customer support and appointment reminders.

Configuration Settings and Limitations

Queuing

- Messages can be held in queue for up to 45 minutes to an hour.
- After that time, the messages will be released from the queue.

Throttling

- Proper throttling is important to limit the risk of having SMS messages flagged as SPAM.
- US long code numbers are restricted to sending 10 messages per minute for any single long code. If you require faster throughput, then you must purchase more long codes. If you ignore these recommendations, the mobile operators will block your numbers.
- By default, your Telnyx Portal account is limited to sending one message per second. If you require a higher limit, please reach out to sales@telnyx.com.
- If you create messages at a faster rate, Telnyx will queue up the messages and send them at a reduced rate. Messages that are queued (and not yet sent) will not appear in the MDR reports.



Characters

- Multi-part messaging is allowed.
- Each part has a 160 character limitation if it's in the gsm 7-bit character set.
- If using characters outside of gsm 7 bit, then encoding is switched to utf-16, which will limit the user to 70 characters in a message.
- Spaces and commas are counted as characters.
- If the message contains more than 160 characters, then it will be separated into – and billed as – multiple messages. The mobile operator may combine into a single message on the recipient's device.

Auto-Responses

- If a mobile user sends a message containing only the following words or phrases (case-insensitive, surrounding whitespace-insensitive) to one of our numbers via SMS, that number and the account will be blocked from sending SMS to the mobile number (the customer will receive an HTTP 409 if they try):
 - Cancel
 - End
 - Stop
 - Stopall
 - Stop all
 - Quit
 - Unsubscribe
- To unblock the customer, the mobile user must send the blocked number one of the following words or phrases (case-insensitive, surrounding whitespace-insensitive):
 - Start
 - Unstop

Error Codes

- You can find detailed information about Telnyx error codes by visiting our Developer Center at : developers.telnyx.com

Questions on Telnyx Messaging? Talk to our experts.

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