



mblox

A Guide to
**mobile
messaging**

7 billion messages sent in **2015**

mblox.com



@mblox



Top 10 Tips for Messaging

- 1 Use best practices** - Only send messages to people who have explicitly opted in to receive messages, make it easy for people to contact you for information and to easily opt-out if they desire.
- 2 Go viral** - Use SMS to deliver enticing offers your consumers will use and forward on to others using a unique keyword call to action. Increase your sales, and build brand awareness and loyalty.
- 3 Social media and SMS** - Increase your social media presence with an incentivised SMS marketing campaign; social media is mobile-dominated and a message to a customer's mobile device can increase your chance of greater reach.
- 4 Test your campaigns** - Send to multiple mobile numbers when testing for best results. Sending bursts of messages to the same mobile number may result in the carrier blocking your messages.
- 5 Use the correct address** - Avoid delivery failure; ensure you correctly format the numbers you are sending, using the correct international prefix (e.g. '44' for the UK).
- 6 Brand your message** - Leverage dynamic Sender ID's (where permitted) to send messages from your brand, using 5 or more digits/characters and no special characters for best results.
- 7 Validate the mobile phone number** - One of the best methods to ensure a mobile number is valid is to use a Number Lookup Service; this will have a positive effect on your delivery rate.
- 8 Do not disturb** - When sending international SMS, remember to consider the time difference; when in Barcelona at 5pm, do not send an SMS to Beijing where it is midnight!
- 9 Go global** - When sending globally be aware of local regulations and operator requirements; for example some countries require a pre-registered Sender ID or Body.
- 10 When in doubt ask** - If you have any questions or doubts, be sure to seek guidance and clarification from your mobile messaging provider. Better to be safe than sorry!

Reach the **globe** through a single API

Introducing

Atlas

New
Generation
Mobile
Messaging
Infrastructure



- **Multiple standard API protocols** supported for easy integration, faster time to market. Now including our new REST API.
- **End-to-end latency of less than 10 seconds**, for higher conversion rates, delighted customers and lower customer support costs.
- **Automated route monitoring** and failover for higher deliverability.
- Compliant with data privacy and **high security standards**.
- **Advanced customer portal**, full account access, including managing services, viewing invoices and running reports.
- Global Mobile Number **Portability support**.
- **Real-time HLR** on all outbound messages.
- **Routing classes to meet your needs** for delivery, cost and quality.

5 geo-redundant data centres

For more info please contact sales@mblox.com

Atlas Routing Classes

Direct

Direct routing has the lowest latency, the most stable routing and secure end-to-end delivery. Consists of direct connections, in-country partners and our own SS7 SMSCs.

Global

Global routing is a curated routing class using carefully selected partners, and optimizes message delivery and maximizes reach.

Prime






Prime routing (an example of a bespoke routing class) was created for our enterprise clients; comprised of Direct and Global routing classes, where Direct has higher priority.

Bulk

Bulk routing is focused on delivering messages at the lowest cost. Routes are continually optimized to ensure successful delivery at the lowest available market prices.

Bespoke

Atlas's advance routing architecture allows for bespoke or custom routing. A routing class can be created to meet your specific needs.

PRIORITY	Direct	Global	Bulk	Prime	Bespoke
Quality					
Reach					
Price					
Quality and Reach					
Unique Combination					

For more info please contact: sales@mblox.com

100+ carrier partners

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SMS Destination Almanac

Rank	Country Name	Population	Subscribers	Receiver Pays	Delivery Notification Supported	Porting Allowed	Sender ID Type Restrictions	Sender ID Overwritten By Law	Sender ID Pre-registration	Body Pre-registration	URL In Body Allowed	Time Regulation	DNC Regulation	Content Regulation (Beyond Law)	Opt-Out Instructions Required	Promotional Traffic Regulation	Volume Regulation	Long Numbers Available	Standard Rate Shortcodes Available	FreeText Shortcodes Available	Beware Of	
1	China	1401586609	1301770000	No	No	No	No Alpha Numeric	Local code	Not supported by operators	Yes	No, unless body pre-registered	No	No	View details online	No	Yes	Yes, maximum of 100 messages with different content can be sent to the same mobile number in a day	No	No	No	Random message filtering	
2	India	1252139596	1003490000	No	Yes	Yes	No Alpha Numeric	Yes	Yes	No	Yes	View details online	Yes	View details online	No	Yes	No more than 6 to one number in 1 hour, 200 in one day	Yes	Yes	No	Local regulations	
3	United States	320050716	327577529	Yes	Yes, major carriers	Yes	No Alpha Numeric	Yes, shortcodes	Yes, shortcodes	No	Yes	Yes, best practice	Yes	Gambling, adult content are not allowed	Yes	Yes	No	Yes only for P2P	Yes	Yes	Using P2P routes for A2P, TCPA laws, blacklisting and recycled numbers	
4	Brazil	200361925	284200000	No	No	Yes	No Alpha Numeric	Yes, shortcodes	No	No	Yes	No	No	Marketing, political, religious not allowed	Yes	No marketing traffic	No	No	Yes	Yes	SIM farms, big fines for SPAM on direct connections	
5	Russia	142833689	256160000	No	Yes	Yes	Alpha Numeric requires pre-registration	Yes, unless pre-registered	Yes	No	Yes	No	No	No	No	No	No	No	No	No	Grey routes	
6	Indonesia	249865631	236800000	No	Yes for Indosat and 3. Rest No	No	Alpha Numeric requires pre-registration	No	Available for Excelcom, Telkomsel and Indosat (Direct)	No	Yes	No	No	Gambling, adult, religious, political not allowed	No	No	No	No	No	No	No	Grey routes
7	Nigeria	173615345	167371945	No	Yes, No direct coverage to CDMA networks	Yes	Yes	Not by law but in general numeric not accepted and overwritten to alpha	No	No	Yes	No	No	No	No	No	No	No	No	No	No	Grey routes
8	Pakistan	182142594	140000000	No	Yes	Yes	No Alpha Numeric	Yes, shortcode	Not supported by network operators anymore	No	Yes	No	No	Gambling, adult, religious, political not allowed	No	No	No	No	No	No	No	Grey routes, SIM farms
9	Bangladesh	156594962	130843000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	Faked GTs
10	Japan	127143577	121246700	No	Yes	Yes	Yes	Yes if Direct, No, if international route	No	No	No	No	No	No	No	No	No	Yes	No	No	No	Grey routes
11	Germany	82726626	107000000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No	No	Grey routes
12	Philippines	98393574	106987098	No	Not on direct	No	Yes	Yes, longcode	Yes	No	Yes	No	No	Yes, P2P not allowed	No	No	No	Yes	No	No	No	SIM farms
13	Mexico	122332399	101339000	No	No	Yes	Yes	Yes, shortcode	No	No	Yes	Yes, on Telcel, 8:00 AM to 8:00 PM exceptionally 7:00 AM to 11:00 PM (C)	No	No	No	Yes, "Baja"	No	No	Yes	Yes	Yes	SIM farms
14	Iran	77447168	96165000	No	Yes	No	Yes	No, but usually is the case	Yes	Yes	No	No	No	Gambling, adult, religious, political not allowed	No	Yes	No	TBC	No	No	No	Blocking & content filtering by government and new regulations
15	Egypt	82056378	92640000	No	No	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	No	Local regulations
16	Italy	60990277	88580000	No	Yes	Yes	Yes	No	Yes - AO must be registered with AGCOM (Italian Regulator)	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes	Only Alphanumeric, Local Numeric and International numeric starting with the Italian country code (39) are supported
17	United Kingdom	63136265	83100000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes	SIM farms
18	Vietnam	91679733	72300000	No	Not on Viettel	No	Yes	Not by law, but by suppliers to avoid filtering	No	No	No	No	No	No	No	No	No	No	No	No	No	Grey routes
19	France	64291280	72180000	No	Yes	Yes	Yes	Yes	No	No	Yes	Promotional SMS traffic is prohibited between 9am-8am on bank holidays and Sundays	No	Adult content, gambling and spam is not allowed	Yes	Yes	No	No	Yes	No	No	SIM farms
20	Thailand	67010502	69000000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	No	No	Grey routes
21	Turkey	74932641	68000000	No	Yes	Yes	Yes	Must be pre-registered	Yes	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	Grey routes
22	South Africa	52776130	59474500	No	Yes	Yes	Yes	Yes	No	No	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	No	No	Grey routes
23	Ukraine	45238805	57505555	No	Yes	No	Yes	Yes, networks do not allow numeric originator. This is overwritten to alpha	No	No	Yes	No	No	No	No	No	No	No	No	No	No	Grey routes
24	Argentina	41446246	56725200	No	No	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No	No	Grey routes
25	South Korea	49262698	56004887	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	Maximum message length
26	Spain	46926963	55740000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes	GT faking
27	Colombia	48321405	49066359	No	No	Yes	Yes	Yes, shortcodes	No	No	Yes	No	No	No	No	Yes	No	No	Yes	No	No	Grey routes
28	Poland	38216635	47153200	No	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	No	No	No	No	Grey routes
29	Saudi Arabia	28828870	46000000	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	No	MVNO's
30	Morocco	33008150	44450000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	No	Ported combinations
31	Algeria	39208194	33000000	No	Yes	No	Yes, Djezzy does not support alpha	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No	No	Djezzy does not support alpha sender at all
32	Peru	30375603	33000000	No	Yes	Yes	No	No	No	No	Yes	No	No	Spam/adult content/gambling/sportsbook (real money)/lottery/competitions/charitable services not allowed	No	No	No	No	No	No	No	Big fines for Spam
33	Venezuela	30405207	32019086	No	No	No	Yes	Yes, shortcode	No	No	Yes	No	No	No	No	No	No	No	Yes	No	No	Big fines for Spam
34	Malaysia	29716965	30379000	No	No	Yes	Yes	Yes, shortcode	No	No	Yes	Marketing traffic not allowed from 11pm to 7am local time	No	Gambling, adult, religious, political not allowed	No	No	No	No	Yes	No	No	Grey routes
35	Taiwan	23329772	28610000	No	No	Yes	Yes	Yes, longcode	No	No	Yes	No	No	No	No	No	No	Yes	No	No	No	Grey routes
36	Canada	35675834	28217707	Yes	Yes	Yes	Yes	Yes, shortcode	Yes, shortcodes	No	Yes	Yes, best practice	Yes	Gambling, adult content and spam are not allowed	Yes	Yes	No	No	Yes	No	No	Grey routes, fines for spam
37	Kenya	44353691	28080000	No	Yes	Yes	Yes	No	Yes	No	No	No	No	Adult content, cross network advertising, religious, political not allowed	No	No	No	No	No	No	No	Premium sender ID's, cross network advertising
38	Romania	21698585	26000000	No	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	Yes	Yes	No	No	Originators may be overwritten. Alphanumeric originators can be whitelisted on request.
39	Sri Lanka	21273228	22123000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	Grey routes
40	Australia	23342553	21570000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	No	No	Big fines for Spam

For the full top 100 destinations listing, visit: www.mblox.com/smsalmanac

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