User Guide

AWS End User Messaging SMS

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AWS End User Messaging SMS: User Guide

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What is AWS End User Messaging SMS?

> **Note**
>
> The SMS, MMS, and voice (text to speech) features of Amazon Pinpoint are now called AWS End User Messaging.

AWS End User Messaging SMS is an application-to-person (A2P) SMS, MMS, RCS, and voice messaging service which provides the global scale, resiliency, and flexibility required to deliver messaging in any web, mobile, or business applications. SMS messages are used for their most important and urgent communications as SMS proves to be the most effective and ubiquitous communication channel available. Customers prioritize time critical and must-deliver use-cases such as one-time password (OTP) login and authentication, marketing messages, citizen outreach, delivery status updates, or appointment reminders to name a few.

Multimedia messaging service (MMS) is an extension of SMS that provides the ability to send media messages to a mobile phone which includes image, audio, text, or video files. You can use MMS to improve engagement through a variety of branding, workflow, and marketing use cases.

Rich Communication Services (RCS) for business provides verified brand identity, delivery receipts, and improved messaging performance for your messages. AWS End User Messaging SMS supports sending text messages via RCS with automatic SMS fallback when RCS is unavailable. You create an AWS RCS Agent to represent your brand, and use phone pools to enable seamless RCS-to-SMS fallback. For more information, see RCS messaging.

The information in this user guide is intended for all AWS End User Messaging SMS users, including marketers, business users, and developers. This guide contains information that's especially helpful for users who mainly interact with AWS End User Messaging SMS by using the AWS Management Console.

> **Note**
>
> AWS End User Messaging SMS uses the `pinpoint-sms-voice-v2` API namespace.

There are several other documents that are companions to this document. The following documents provide reference information related to the AWS End User Messaging SMS APIs:

- AWS End User Messaging SMS and Voice v2 API
- AWS End User Messaging SMS and Voice v2 AWS CLI reference

AWS End User Messaging SMS includes an API (called the AWS End User Messaging SMS and Voice v2 API) that was designed for sending SMS, MMS and voice messages. While the Amazon Pinpoint API is focused on sending messages through scheduled and event-driven campaigns and journeys, the AWS End User Messaging SMS and Voice v2 API provides dedicated features and capabilities for sending SMS, MMS, and voice messages directly to individual recipients. You can use AWS End User Messaging SMS and Voice API v2 independently of the Amazon Pinpoint campaign and journey features, or you can use both at the same time to accommodate different use cases. If you already use Amazon Pinpoint to send SMS, MMS, or voice messages, your account is already configured to use this API. Here are some key feature differences between the two APIs.

APIs	**Amazon Pinpoint API**	**AWS End User Messaging SMS and Voice v2 API**
Features	1. *Projects* – a project is a collection of recipient information, segments, campaigns, and journeys. 2. *Multichannel* – a channel represents the platform through which you engage your audience segment with messages. 3. *Segments* – a segment is a group of your customers that share certain attributes. 4. *Campaigns* – a campaign is a messaging initiative that engages a specific audience segment.	1. *Phone pool* – a phone pool is a collection of phone numbers and sender IDs that share the same settings that you can use to send messages and provide failover if a number in the pool fails. 2. *Phone number* – a phone number, also called originator number, is a numeric string of numbers that identifies the sender. 3. *Sender ID* – a sender ID is an alphanumeric name that identifies the sender of an SMS message.

APIs	Amazon Pinpoint API	AWS End User Messaging SMS and Voice v2 API
	5. *Journeys* – a journey is a customized, multi-step engagement experience. 6. *Analytics* – using the analytics that Amazon Pinpoint provides, you can gain insight into your user base by viewing trends related to user engagement, campaign outreach, revenue, and more.	4. *Configuration sets* – a configuration set is a set of rules that are applied when you send a message. 5. *Opt-out lists* – an opt-out list is list of destinati on identities that should not have messages sent to them. 6. *Registrations* – some countries require phone numbers and sender IDs to be registered for use in the country. In AWS End User Messaging SMS you can manage your registrations. 7. *Multimedia messaging service (MMS)* – send media messages to a mobile phone which includes image, audio, text, or video files. 8. *Protect configurations* – to build a list of country rules that allow or block messages to each destination country in the world. 9. *RCS messaging* – send verified, branded text messages via Rich

APIs	Amazon Pinpoint API	AWS End User Messaging SMS and Voice v2 API
		Communication Services (RCS) with automatic SMS fallback using phone pools. 10. *Notify configurations* – a managed messaging solution for sending templated OTP and verification messages using AWS-managed origination identities without provisioning your own phone numbers.
Number of AWS Regions	13 AWS Regions	32 AWS Regions

This API is a good solution for users who have a multi-tenant architecture, such as Independent Software Vendors (ISVs). This API can be used to establish that event data, origination phone numbers, and opt-out lists are separated for different tenants.

When you use the SMS and Voice v2 API, we recommend that you set up phone pools, configuration sets and event destinations. The SMS and Voice v2 API doesn't automatically emit event data for the messages that you send. Setting up event destinations to capture important event data, such as message delivery and failure events.

Version 2 of this API was preceded by Version 1. If you currently use Version 1 of this API, it will continue to be available, and you can continue to use it. However, if you migrate to Version 2, you will gain additional features, such as the ability to create pools of phone numbers, request new phone numbers programmatically, and enable or disable certain capabilities of phone numbers.

Topics

- Are you a first-time AWS End User Messaging SMS user?
- Features of AWS End User Messaging SMS
- Accessing AWS End User Messaging SMS

- Regional availability
- How Short Message Service (SMS) works
- AWS End User Messaging SMS concepts

Are you a first-time AWS End User Messaging SMS user?

If you're using AWS End User Messaging SMS for the first time, we recommend that you first read the following sections:

- How Short Message Service (SMS) works
- Tutorial for sending a message using AWS End User Messaging SMS

Features of AWS End User Messaging SMS

AWS End User Messaging SMS provides the following features and capabilities:

Global application-to-person messaging

Application-to-person messaging provides SMS and MMS messaging to mobile phone numbers.

Registration of origination identities

Use AWS End User Messaging SMS to register your phone numbers or sender IDs and track the registration status.

SMS simulator

Use the SMS simulator to test your messaging environment.

RCS messaging

Send verified, branded text messages via Rich Communication Services (RCS) with automatic SMS fallback. RCS provides verified brand identity, delivery receipts, and improved messaging performance. For more information, see RCS messaging.

Notify – managed OTP and verification messaging

Send templated SMS and voice verification messages using AWS-managed phone numbers. No origination identity provisioning required. For more information, see What is AWS End User Messaging Notify?.

Accessing AWS End User Messaging SMS

You can request and manage your AWS End User Messaging SMS origination identities (phone number or sender ID) using the following interfaces:

AWS End User Messaging SMS console

The web interface where you create and manage AWS End User Messaging SMS resources. If you've signed up for an AWS account, you can access the AWS End User Messaging SMS console from the AWS Management Console.

AWS Command Line Interface

Interact with AWS services using commands in your command line shell. The AWS Command Line Interface is supported on Windows, macOS, and Linux. For more information about the AWS CLI, see AWS Command Line Interface User Guide. You can find the AWS End User Messaging SMS commands in the AWS CLI Command Reference.

AWS SDKs

If you're a software developer that prefers to build applications using language-specific APIs instead of submitting a request over HTTP or HTTPS, AWS provides libraries, sample code, tutorials, and other resources. These libraries provide basic functions that automate tasks, such as cryptographically signing your requests, retrying requests, and handling error responses. These functions help make it more efficient for you to get started. For more information, see Tools to Build on AWS.

Regional availability

AWS End User Messaging SMS is available in several AWS Regions in North America, Europe, Asia, and Oceania. In each Region, AWS maintains multiple Availability Zones. These Availability Zones are physically isolated from each other, but are united by private, low-latency, high-throughput, and highly redundant network connections. These Availability Zones are used to provide very high levels of availability and redundancy, while also minimizing latency.

To learn more about AWS Regions, see Specify which AWS Regions your account can use in the *Amazon Web Services General Reference*. For a list of all the Regions where AWS End User Messaging SMS is currently available and the endpoint for each Region, see Endpoints and quotas for AWS End User Messaging SMS and Voice v2 API and AWS service endpoints in the *Amazon Web*

Services General Reference or the following table. To learn more about the number of Availability Zones that are available in each Region, see AWS global infrastructure.

Region availability

Region name	Region	Endpoint	Supports SMS/ MMS channel	Supports voice channel
US East (N. Virginia)	us-east-1	sms-voice.us-east-1.amazonaws.com sms-voice-fips.us-east-1.amazonaws.com	Yes	Yes
US East (Ohio)	us-east-2	sms-voice.us-east-2.amazonaws.com sms-voice-fips.us-east-2.amazonaws.com	Yes	Yes
US West (N. California)	us-west-1	sms-voice.us-west-1.amazonaws.com sms-voice-fips.us-west-1.amazonaws.com	Yes	Yes
US West (Oregon)	us-west-2	sms-voice.us-west-2.amazonaws.com	Yes	Yes

Region name	Region	Endpoint	Supports SMS/MMS channel	Supports voice channel
		sms-voice-fips.us-west-2.amazonaws.com		
Africa (Cape Town)	af-south-1	sms-voice.af-south-1.amazonaws.com	Yes	Yes
Asia Pacific (Hyderabad)	ap-south-2	sms-voice.ap-south-2.amazonaws.com	Yes	No
Asia Pacific (Jakarta)	ap-southeast-3	sms-voice.ap-southeast-3.amazonaws.com	Yes	No
Asia Pacific (Melbourne)	ap-southeast-4	sms-voice.ap-southeast-4.amazonaws.com	Yes	No
Asia Pacific (Mumbai)	ap-south-1	sms-voice.ap-south-1.amazonaws.com	Yes	Yes
Asia Pacific (Osaka)	ap-northeast-3	sms-voice.ap-northeast-3.amazonaws.com	Yes	Yes
Asia Pacific (Seoul)	ap-northeast-2	sms-voice.ap-northeast-2.amazonaws.com	Yes	Yes
Asia Pacific (Singapore)	ap-southeast-1	sms-voice.ap-southeast-1.amazonaws.com	Yes	Yes

Region name	Region	Endpoint	Supports SMS/MMS channel	Supports voice channel
Asia Pacific (Sydney)	ap-southeast-2	sms-voice.ap-southeast-2.amazonaws.com	Yes	Yes
Asia Pacific (Tokyo)	ap-northeast-1	sms-voice.ap-northeast-1.amazonaws.com	Yes	Yes
Asia Pacific (New Zealand)	ap-southeast-6	sms-voice.ap-southeast-6.amazonaws.com	Yes	No
Asia Pacific (Taipei)	ap-east-2	sms-voice.ap-east-2.amazonaws.com	Yes	No
AWS GovCloud (US-East)	us-gov-east-1	sms-voice.us-gov-east-1.amazonaws.com sms-voice-fips.us-gov-east-1.amazonaws.com	Yes	No
AWS GovCloud (US-West)	us-gov-west-1	sms-voice.us-gov-west-1.amazonaws.com sms-voice-fips.us-gov-west-1.amazonaws.com	Yes	Yes

Region name	Region	Endpoint	Supports SMS/MMS channel	Supports voice channel
Canada (Central)	ca-central-1	sms-voice.ca-central-1.amazonaws.com sms-voice-fips.ca-central-1.amazonaws.com	Yes	Yes
Canada West (Calgary)	ca-west-1	sms-voice.ca-west-1.amazonaws.com sms-voice-fips.ca-west-1.amazonaws.com	Yes	No
Europe (Frankfurt)	eu-central-1	sms-voice.eu-central-1.amazonaws.com	Yes	Yes
Europe (Ireland)	eu-west-1	sms-voice.eu-west-1.amazonaws.com	Yes	Yes
Europe (London)	eu-west-2	sms-voice.eu-west-2.amazonaws.com	Yes	Yes
Europe (Milan)	eu-south-1	sms-voice.eu-south-1.amazonaws.com	Yes	No

Region name	Region	Endpoint	Supports SMS/MMS channel	Supports voice channel
Europe (Paris)	eu-west-3	sms-voice.eu-west-3.amazonaws.com	Yes	Yes
Europe (Spain)	eu-south-2	sms-voice.eu-south-2.amazonaws.com	Yes	No
Europe (Stockholm)	eu-north-1	sms-voice.eu-north-1.amazonaws.com	Yes	Yes
Europe (Zurich)	eu-central-2	sms-voice.eu-central-2.amazonaws.com	Yes	No
Israel (Tel Aviv)	il-central-1	sms-voice.il-central-1.amazonaws.com	Yes	No
Middle East (Bahrain)	me-south-1	sms-voice.me-south-1.amazonaws.com	Yes	Yes
Middle East (UAE)	me-central-1	sms-voice.me-central-1.amazonaws.com	Yes	No
South America (São Paulo)	sa-east-1	sms-voice.sa-east-1.amazonaws.com	Yes	Yes

How Short Message Service (SMS) works

Short Message Service, commonly known as SMS, is a service that allows the exchange of text messages between mobile devices. SMS messages are typically short, with a maximum length of 160 characters, supported by virtually all mobile devices, and can be sent and received on various mobile networks. SMS is widely used for personal and business communication, providing a quick and convenient way to send concise messages to individuals or groups of people.

How does application to person (A2P) SMS work?

SMS uses the infrastructure that's already in place for voice calls, operating on the signaling channels of mobile networks. Here's a simplified overview of how SMS works:

1. **Application initiates a message**. The application creates a text message and addresses the message to the recipient's phone number. AWS receives the message request, processes the message.
2. **AWS sends the message to the Short Message Service Center (SMSC)**. An SMSC is a centralized server responsible for handling SMS messages.

   AWS selects the appropriate SMS message route to deliver the message to the end user's mobile device. The selected SMS route may be an intermediary that then routes the SMS message to the SMSC or the SMS can be routed directly to the SMSC. This results in the message leaving the AWS boundary and being delivered to the correct SMSC.
3. **SMSC delivers the message**. The SMSC uses a series of signaling messages to send the message to the recipient's mobile network.
4. **Message is stored**. The recipient's SMSC receives the message and temporarily stores it until the recipient's device is available to receive it.
5. **Recipient's device gets notified**. When the recipient's device is reachable, the recipient's SMSC sends a notification message indicating that a new SMS is available.
6. **Message is retrieved**: The recipient's mobile device connects to the recipient's SMSC to retrieve the message.
7. **Message displays**: The recipient's mobile device receives the message and displays it to the recipient.
8. **Possible delivery confirmation**. The recipient's mobile device might send a delivery receipt (DLR) confirmation back to the sender's SMSC, indicating that the message was successfully received. This DLR is then relayed back to AWS who then passes it along to application owner.

AWS End User Messaging SMS concepts

This section describes key concepts and defines terminology specific to AWS End User Messaging SMS.

Configuration set

Configuration sets are sets of rules that are applied when you send a message. For example, a configuration set can specify a destination for events related to a message. When SMS events occur (such as delivery or failure events), they are routed to the destination associated with the configuration set that you specified when you sent the message.

Event destination

An event destination is a location (such as a Amazon CloudWatch Logs Group, a Amazon Data Firehose stream, or an Amazon Simple Notification Service topic) that SMS and voice events are sent to. To use event destinations, you first create the destination, and then associate it with a configuration set. When you send a message, your call to the API can include a reference to a configuration set.

Keywords

A keyword is a specific word or phrase that a customer can send to your number to elicit a response, such as an informational message, opting-in to receive more messages, a special offer and other promotional and transactional messages. When your number receives a message that begins with a keyword, AWS End User Messaging SMS responds with a customizable message.

Opt-out list

A list of destination identities that should not have messages sent to them. Destination identities are automatically added to the opt-out list if they reply to your origination number with the keyword STOP. If you attempt to send a message to a destination number that is on an opt-out list, and the opt-out list is associated with the pool used to send the message, AWS End User Messaging SMS doesn't attempt to send the message. If you enable the self-managed opt-out feature for a phone number, then your recipients aren't automatically opted out when they reply to your messages with the keyword STOP.

Originator

An originator refers to either a phone number or sender ID.

Origination phone number

See phone number.

Originator sender ID

See sender ID. Also called originator ID, an alphanumeric string that identifies the sender.

Phone number

Also called originator number, a numeric string of numbers that identifies the sender. This can be a long code, short code, toll-free number (TFN), or 10 digit long code (10DLC). For more information, see Choosing an origination identity.

Phone pool

A collection of phone numbers and sender IDs that share the same settings that you can use to send messages. When you send messages through a phone pool, it chooses an appropriate origination identity to send the message as. If an origination identity in the phone pool fails, the phone pool will fail over to another origination identity if it is in the same phone pool.

Registered phone number

Some countries require you to register your company's identity before you can purchase phone numbers or sender IDs. They also require a review of the messages that you send to recipients in their country. Registrations are processed by external third parties, so the amount of time to process a registration varies by phone number type and country. After all required registrations are complete, the status of your phone numbers changes to **Active** and is available for use. For more information about which countries require registration, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

Simulator phone number

A simulator phone number behaves as an origination phone number and verified destination phone number. Simulator phone numbers do not require registration.

Sender ID

Also called originator ID, an alphanumeric string that identifies the sender. For more information, see Choosing an origination identity

Verified phone number/Verified destination phone number

See phone number. When your account is in Sandbox you can only send SMS messages to phone numbers that have gone through the verification process. The phone number receives an SMS messaging with a verification code. The received code must be entered into the console to complete the process.

Notify configuration

A resource that represents your brand identity and messaging settings for sending templated SMS and voice messages. A Notify configuration includes a display name, use case, enabled channels, enabled countries, and an optional associated phone pool.

Notify template

A pre-approved, AWS-managed message template for sending OTP and verification messages. Templates include variable placeholders (such as a verification code) that are substituted at send time. Customers select from available templates but cannot create or modify them.

Setting up AWS End User Messaging SMS

This topic provides tasks and information to help you start using AWS End User Messaging SMS. After you complete this topic, you can move on to the Getting started with AWS End User Messaging SMS tutorial. If you already have an AWS account, you can skip to the Getting started with AWS End User Messaging SMS tutorial.

The AWS End User Messaging SMS and Voice v2 API Reference includes supported HTTP methods, parameters, and schemas.

Topics

- Sign up for an AWS account
- Using this service with an AWS SDK

Sign up for an AWS account

To get started with AWS, you need an AWS account. For information about creating an AWS account, see Getting started with an AWS account in the *AWS Account Management Reference Guide*.

Using this service with an AWS SDK

AWS software development kits (SDKs) are available for many popular programming languages. Each SDK provides an API, code examples, and documentation that make it easier for developers to build applications in their preferred language.

SDK documentation	Code examples
AWS SDK for C++	AWS SDK for C++ code examples
AWS CLI	AWS CLI code examples
AWS SDK for Go	AWS SDK for Go code examples
AWS SDK for Java	AWS SDK for Java code examples
AWS SDK for JavaScript	AWS SDK for JavaScript code examples

SDK documentation	Code examples
AWS SDK for Kotlin	AWS SDK for Kotlin code examples
AWS SDK for .NET	AWS SDK for .NET code examples
AWS SDK for PHP	AWS SDK for PHP code examples
AWS Tools for PowerShell	AWS Tools for PowerShell code examples
AWS SDK for Python v4	AWS SDK for Python v4 code examples
AWS SDK for Python (Boto3)	AWS SDK for Python (Boto3) code examples
AWS SDK for Ruby	AWS SDK for Ruby code examples
AWS SDK for Rust	AWS SDK for Rust code examples
AWS SDK for SAP ABAP	AWS SDK for SAP ABAP code examples
AWS SDK for Swift	AWS SDK for Swift code examples

Example availability

Can't find what you need? Request a code example by using the **Provide feedback** link at the bottom of this page.

Getting started with AWS End User Messaging SMS

This topic shows you how to use the AWS End User Messaging SMS console to manage phone numbers, sender IDs, pools, and configuration sets, and then send test SMS messages. We recommend you use simulator phone numbers to test both sending and receiving an SMS message. The workshop is targeted for developers and technical individuals who are comfortable using the AWS Command Line Interface (AWS CLI) to run API commands. For more information about SMS, MMS, or origination identity pricing, see AWS End User Messaging Pricing.

Note

When you set up a new AWS End User Messaging SMS account, it is placed in a sandbox for SMS, MMS, and voice message channels until you request production access. In the sandbox, you can access all of features of AWS End User Messaging SMS, with restrictions on your SMS, MMS, and voice messages.

- For information about the SMS/MMS sandbox restrictions, see The AWS End User Messaging SMS SMS/MMS sandbox.
- For information about the voice sandbox restrictions, see AWS End User Messaging SMS Voice sandbox.

When you're ready to move from the sandbox to production, create an AWS Support case for a **Service limit increase** request for each channel that you want to move.

Tip

If you want to send OTP or verification messages without managing phone numbers, you can use Notify. Notify lets you send templated messages using AWS-managed origination identities. For more information, see What is AWS End User Messaging Notify?.

Tip

To send rich, interactive messages over RCS (Rich Communication Services), including rich cards, carousels, media files, and interactive suggestions, set up an RCS agent and use the

SendRcsMessage API action. For more information, see Getting started with RCS and Sending rich RCS messages.

Topics

- Tutorial for sending a message using AWS End User Messaging SMS
- Add a destination phone number while in the AWS End User Messaging SMS sandbox
- SMS/MMS and Voice sandbox in AWS End User Messaging SMS
- Message part preview
- Simulator phone numbers in AWS End User Messaging SMS
- Set an SMS, MMS or voice spending limit in AWS End User Messaging SMS

Tutorial for sending a message using AWS End User Messaging SMS

This section provides an overview of the tutorial designed to help you start using AWS End User Messaging SMS.

Intended Audience

This tutorial is designed for system administrators and developers responsible for setting up, testing, and deploying AWS End User Messaging SMS.

Features Used

This tutorial shows you how to use the AWS End User Messaging SMS console to:

- Create and configure a phone pool.
- Request an origination identity, which is either a phone number or sender ID.
- Create and configure a protect configuration.
- Send a test SMS message with the SMS simulator.

Time Required

It should take about 10–15 minutes to complete this tutorial.

Regional Restrictions

There are no country or regional restrictions associated with using this solution.

Resource Usage Costs

There's no charge for creating an AWS account. However, by implementing this solution, you might incur some or all of the costs that are listed in the following table.

Description	Cost (US dollars)
Message sending costs	You pay for each SMS message part that you send through AWS End User Messaging SMS. For more information about pricing, see AWS End User Messaging Pricing.
Monthly phone number lease cost	You pay a recurring monthly fee to lease each phone number or sender ID. The monthly fee varies depending on the type of phone number and sender ID. For more information about pricing, see AWS End User Messaging Pricing.

AWS account permissions

The account that you use to sign in to the AWS Management Console has to be able to perform the following tasks:

- Create a pool
- Create a configuration set
- Create an event destination
- Send SMS messages

For more information about account permissions, see Identity and access management for AWS End User Messaging SMS.

Step 1: Create a pool

The procedures in this section show you how to create a pool and add either a phone number or sender ID to the pool.

To create a pool

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Overview**, in the **Quick start** section, choose **Create pool**.
3. Under the **Pool setup** section, enter a name for your pool in **Pool name**.
4. Choose one of the following options:

   - **Phone number** – If you choose this option, under **Phone numbers available for association**, choose either:
     - **Request simulator number**, and in the **Country** dropdown list, choose the destination country and then **Request number**.

       > **Note**
       >
       > A simulated phone number doesn't require registration. It generates realistic events and is used for testing. Messages sent from a simulator number can only be sent to other simulator destination numbers and aren't sent over the carrier network.

     - Choose a phone number that you've previously purchased.

   - **Sender ID** – If you choose this option, choose a sender ID from **Sender IDs available for association**.
5. Choose **Create phone pool**.

Step 2: Create a configuration set

The procedures in this section show you how to create a configuration set, add a CloudWatch Events, Amazon Data Firehose, or Amazon SNS destination and choose the event types.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Overview**, in the **Quick start** section, choose **Create set**.
3. Under the **Configuration set details** section, enter a name in **Configuration set name**.
4. For **Event destination setup**, choose either:

- **Set up CloudFormation** (Recommended) to have CloudFormation create and configure CloudWatch, Amazon Data Firehose and Amazon SNS to log all events.
  - For **Event destination name** enter a name for the event destination.
  - Choose **Launch stack**.
  - A new browser window will open. Review the **Quick create stack** form and check any acknowledgements. Choose **Create stack**.

    > **Note**
    >
    > Creating the CloudFormation stack can take up to five minutes.

  - When the status indicator for the CloudFormation stack on the **Create configuration set** page is **Stack created**, choose **Create**.
- **Setup event destination** to manually set up the configuration set and event destination.
  - For **Event destination name**, enter a name for the event destination.
  - For **Destination type**, choose either CloudWatch, Amazon Data Firehose or Amazon SNS. For more information on how to setup these event destinations see Set up Amazon CloudWatch event destination, Set up Amazon Data Firehose event destination and Set up an Amazon SNS event destination
  - Under **Event types**, choose the appropriate option:
    - **All SMS events (Recommended)** – Send all SMS events listed in Event types to the event destination.
    - **Custom SMS events** – Choose specific SMS events to send to the event destination. To edit the list of events choose **Edit SMS event selection**. In the **Edit SMS event selection** window choose only the events that you want to log. Choose **Save selection**.
    - **All MMS events (Recommended)** – Send all MMS events listed in Event types to the event destination.
    - **Custom MMS events** – Choose specific MMS events to send to the event destination. To edit the list of events choose **Edit MMS event selection**. In the **Edit MMS event selection** window choose only the events that you want to log. Choose **Save selection**.
    - **All voice events (Recommended)** – Send all voice events listed in Event types to the event destination.

- **Custom voice events** – Choose specific voice events to send to the event destination. To edit the list of events, choose **Edit voice event selection**. In the **Edit voice event selection** window choose only the events the you want to log. Choose **Save selection**.

- Choose **Create**.

5. Choose **Create configuration set**

Step 3: Create a protect configuration

The procedures in this section show you how to create a protect configuration to specify which countries AWS End User Messaging SMS can send messages to.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Overview**, in the **Quick start** section, choose **Create configuration**.
3. Under **Protect configuration details** enter a friendly name for your protect configuration in **Protect configuration name**.
4. Under Country rules, select the countries you want to set rules for. For each country, choose whether to block, filter, or allow message sending. We recommend:

   - Setting block rules for countries you don't do business in.
   - Using filter rules for countries with high per-message costs or where you have SMS pumping concerns.
   - Setting allow rules for countries where you do not wish to use filter.

   > **Note**
   >
   > Do not block the country that you are going to send a test message to in the next step.

5. In **Protect configuration associates** under **Association type**, choose **Configuration set association**. Under **Configuration sets available for association**, choose the configuration set you created in step 2.
6. Choose **Create configuration**.

Step 4: Send a test message with the SMS simulator

> **Note**
>
> To add a verified destination phone number you must have an originator that's status is *Active*, see View a phone number status and capabilities in AWS End User Messaging SMS. If you don't have an *Active* originator then use a simulator phone number and a simulator destination phone number to send and receive the test SMS message.

The procedures in this section show you how to send a test SMS message to verify your environment is correctly configured.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Overview**, in the **Quick start** section, choose **Test SMS sending**.
3. For **Originator**, choose either **Phone pool**, **Phone number** or **Sender ID** as the type of originator to send the test message. You then need to select the originator identity from the dropdown list.

   - (Optional) If you need a simulator phone number then choose **Request simulator number**. In the **Request simulator number** window choose a **Country** from the dropdown list and then choose **Request number**.

     > **Important**
     >
     > Simulator phone numbers can only send to other simulator destination phone numbers however they behave like actual phone numbers without sending over the carrier network. You can not use a simulator phone number to verify a destination phone number. For example, US simulator phone numbers can only send to US destination simulator phone numbers.

4. In the **Destination number** section, choose either **Simulator number** or **Verified number** and then select the number from the dropdown list.

   To view your current list of verified destination numbers choose **Verified number** then expand **Manage verified destination number**. If you don't have any verified destination phone numbers, or need to add a new verified destination phone number, do the following:

a. To verify a new destination phone number, choose **Verify new number**.

b. In the **Add phone number** window for **Destination phone number**, enter the phone number of the device to receive the test message. The phone number must start with a '+' and can't contain any spaces, hyphens, or parentheses. For example, `+1 (206) 555-0142` is not in the correct format, but `+12065550142` is.

c. Choose **Send verification code**.

d. The destination device will receive a verification code that is valid for 15 minutes. Enter the code the device received into the **Verification code** field.

e. Choose **Verify number**.

5. For **Configuration set**, choose the event destination to receive the event data.
6. For **Message body**, enter a custom SMS message.
7. Choose **Send test message**.
8. For **Event logs: CloudWatch**, choose the refresh button to display the event log of the test message.

> **Tip**
>
> Wait at least at 10 seconds after sending the test SMS message before refreshing.

Next steps: Move from sandbox to production

After fully testing your SMS environment in the SMS sandbox, you can request to move to production.

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. Choose the **Looking for service limit increases?** link, then complete the following:

   - For **Service**, choose **AWS End User Messaging SMS (Pinpoint)**.
   - For **Provide a link to the site or app which will be sending SMS messages**, provide information about the website, application, or service that will send SMS messages.
   - For **What type of messages do you plan to send**, choose the type of message that you plan to send by using your origination identity:

- **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
- **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
- **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.

- For **Which AWS Region will you be sending messages from**, choose the AWS Region that you will be sending messages from.
- For **Which countries do you plan to send messages to**, enter the country or region that you want to purchase short codes in.
- For **How do your customers opt to receive messages from you**, provide details about your opt-in process.
- For **Please provide the message template that you plan to use to send messages to your customers**, include the template that you will be using.

3. Under **Requests**, complete the following sections:

- For the **Region**, choose the AWS Region from which you will be sending messages.

> **Note**
>
> The Region is required in the **Requests** section. Even if you provided this information in the **Case details** section, you must also include it here.

- For **Resource Type**, choose **General Limits**.
- For the **Quota**, choose **SMS Production Access**.
- For **New quota value**, enter 1.

4. Under **Case description**, for **Use case description**, enter any relevant details about this request.
5. (Optional) If you want to submit any further requests, choose **Add another request**.
6. Under **Contact options**, for **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
7. When you finish, choose **Submit**.

Add a destination phone number while in the AWS End User Messaging SMS sandbox

> **Note**
>
> Verified destination phone numbers are only required for testing while your account is in the sandbox. If your account is in production, you don't need to add verified destination phone numbers.

When your account is in the SMS/MMS or voice sandbox you can only send messages to verified destination phone numbers. You can add up to 10 verified destination phone numbers to your account. Adding a verified destination phone number requires you to send a text or voice message to the destination phone number and then entering the code the device received.

Before you begin you need an origination identity in your account that is active and has text or voice message capabilities. If you don't have an origination identity available you can use **Origination simulator phone numbers** and **Destination simulator phone numbers** to test sending and receiving messages. For more information about simulated phone numbers, see Simulator phone numbers. The origination identity can only send messages within its country or region. For example, an origination identity for the United States can only send verification messages to destination phone numbers in the United States.

> **Important**
>
> Simulator phone numbers can only send to other simulator destination phone numbers however they behave like actual phone numbers without sending over the carrier network. You can not use a simulator phone number to verify a destination phone number. For example, US simulator phone numbers can only send to US destination simulator phone numbers.

For more information about installing and configuring the AWS CLI, see the AWS Command Line Interface User Guide.

1. Add the phone number to your account by using the create-verified-destination-number CLI command.

At the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 create-verified-destination-number --destination-phone-number PhoneNumber
```

In the preceding command, make the following changes:

- Replace *PhoneNumber* with the E.164 formatted phone number to send the message to. For example, `+1 (206) 555-0142` is not in the correct format, but `+12065550142` is.

On completion the command will return the verified phone numbers `VerifiedDestinationNumberId` which is needed in the next steps.

2. Use the send-destination-number-verification-code CLI command to send a verification message to the device. Only the first verification code is free.

   At the command line, enter the following command:

   ```
   aws pinpoint-sms-voice-v2 send-destination-number-verification-code --verified-destination-number-id PhoneNumberID --verification-channel Channel
   ```

   In the preceding command, make the following changes:

   - Replace *PhoneNumberID* with the `VerifiedDestinationNumberId` you received in the previous step.
   - Replace *Channel* with the channel to use to send the message. You need to have an origination identity that supports the channel you use. This can be `TEXT` or `VOICE` and is case sensitive.

   The device should receive a message with a randomly generated code. You will need this code in the next step.

3. Use the verify-destination-number CLI command to send a verification message.

   At the command line, enter the following command:

   ```
   aws pinpoint-sms-voice-v2 verify-destination-number --verified-destination-number-id PhoneNumberID --verification-code Code
   ```

In the preceding command, make the following changes:

- Replace *PhoneNumberID* with the `VerifiedDestinationNumberId` you received in the previous step.
- Replace *Code* with the verification code the destination device received.

Upon successful completion the status of the verified destination phone number is `VERIFIED`. You can now send messages to the verified destination phone number while you are in the sandbox.

SMS/MMS and Voice sandbox in AWS End User Messaging SMS

New AWS End User Messaging SMS accounts are placed into an SMS/MMS or voice sandbox. The sandbox protects both AWS customers and recipients from fraud and abuse. It creates a safe environment for test and development.

Topics

- The AWS End User Messaging SMS SMS/MMS sandbox
- Moving from the AWS End User Messaging SMS MMS and Voice sandbox to production
- AWS End User Messaging SMS Voice sandbox

The AWS End User Messaging SMS SMS/MMS sandbox

While your account is in the sandbox, you can use all of the SMS sending methods in the AWS End User Messaging SMS console or the `SendTextMessages` API. To send an MMS message you must use the `SendMediaMessage` API. However, the following restrictions are in place while your account is in the sandbox:

- You have a monthly SMS spending limit of $1.00 (USD).
- You have a monthly MMS spending limit of $1.00 (USD).
- You can send SMS and MMS messages only to verified destination phone numbers. You can add up to 10 verified numbers.

- The rules and restrictions for sending SMS and MMS messages to each destination country apply. For example, to send a message to a recipient in the United States, you must first request and register a US number.
- To verify that you own a phone number, we send a verification code to that number. While the standard fees for each SMS message typically apply, we waive the fee for the first verification code for each phone number. For more information about SMS pricing, see the AWS End User Messaging Pricing page.

  > **Note**
  >
  > Message and data rates apply for messages that you receive. We send one message per verification request.

- You can delete a destination phone number. However, you must wait 24 hours after adding a phone number before you can delete it.
- You can send SMS and MMS messages only to verified destination numbers. For more information about how to add a verified destination phone number, see Add a verified destination phone number.

You can remove these restrictions by requesting production access. For more information, see Moving from the AWS End User Messaging SMS MMS and Voice sandbox to production.

> **Note**
>
> If your account is observed to be sending suspicious SMS/MMS traffic, your account's ability to send messages may be paused. If this occurs, please follow the steps in Moving from the AWS End User Messaging SMS MMS and Voice sandbox to production to gain production access.

Moving from the AWS End User Messaging SMS MMS and Voice sandbox to production

After fully testing your SMS/MMS environment in the SMS/MMS sandbox, you can request to move to production. Moving from the SMS sandbox to production also applies to MMS capability.

> **Note**
>
> If your account is in multiple AWS Regions, you must submit a support request for each Region.
> Complete all fields in the support case, even if they are labeled as optional.

To move to production from the SMS sandbox

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. On the **Create Case** page, complete the following:
   - Select **Account and Billing**.
   - For **Service**, choose **Service Quotas**.
   - For **Category** choose either **AWS End User Messaging SMS (Pinpoint)** or **AWS End User Messaging Voice (Pinpoint)**, depending on your request.
   - For **Severity**, choose **General Limits**.
3. Under **Requests**, complete the following sections:
   - For the **Region**, choose the AWS Regions from which you will be sending messages.

     > **Note**
     >
     > The AWS Regions is required in the **Requests** section. Even if you provided this information in the **Case details** section, you must also include it here.

   - For **Resource Type**, choose **General Limits**.
   - For the **Quota**, choose **SMS Production Access**.
   - For **New quota value**, enter 1.
4. Under **Description**, for **Use case description**, enter any relevant details about this request. Include answers to the following:
   - For **Provide a link to the site or app which will be sending SMS messages**, provide information about the website, application, or service that will send SMS/MMS messages.

- For **What type of messages do you plan to send**, choose the type of message that you plan to send by using your long code:
  - **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
  - **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
  - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
- For **Which countries do you plan to send messages to**, enter the country or region that you want to purchase short codes in.
- In the **How do your customers opt to receive messages from you**, provide details about your opt-in process.
- In the **Please provide the message template that you plan to use to send messages to your customers** field, include the template that you will be using.

5. (Optional) If you want to submit any further requests, choose **Add another request**.
6. Choose **Next Step: Solve now or Contact us**. For **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
7. When you finish, choose **Submit**.

After we receive your request, we provide an initial response within 24 hours. We might contact you to request additional information.

AWS End User Messaging SMS Voice sandbox

To help protect our customers from fraud and abuse, we place your account in a sandbox environment when you first create it. The sandbox environment also helps you test the channel to help establish your reputation. While your account is in the sandbox, you have full access to AWS End User Messaging SMS voice messaging, with the following restrictions:

- You have a daily limit of 20 messages.
- You can send a maximum of five voice messages to a single recipient during a 24-hour period.
- You can send a maximum of five calls per minute.
- The maximum voice message length is 30 seconds.

- You can send voice messages only to specific countries. For more information, see Voice quotas.
- For more information on how to add a verified destination phone number, see Add a verified destination phone number.

When you're ready to move your account out of the voice sandbox, create an AWS Support case for a **Service limit increase** request. For more information, see SMS/MMS and Voice sandbox in AWS End User Messaging SMS.

> **Note**
>
> Before you request production access, you must send at least one voice message from your AWS End User Messaging SMS account. You can send a voice message by using the SendVoiceMessage API.

Message part preview

A single SMS message can contain up to 140 bytes of information. When a message contains more than the maximum number of characters, the message is split into multiple parts. Depending on the recipient's mobile carrier and device, multiple messages might be displayed as a single message, or as a sequence of separate messages.

If your message uses only characters in the GSM 03.38 character set, also known as the GSM 7-bit alphabet, it can contain up to 160 characters. If your message contains any characters that are outside the GSM 03.38 character set, it can have up to 70 characters. When you send an SMS message, AWS End User Messaging SMS automatically determines the most efficient encoding to use.

You are billed for each message part that is sent. Phone numbers have a limit on the number of message parts they can send each second. If your message is split into two message parts, you are billed for each message part. Use the message part preview before you send your SMS message to see how many message parts it is. For more information about supported character sets, see SMS character limits. For more information about message size and throughput, see What are the Message Parts per Second (MPS) limits.

Using the message part preview

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Shortcuts**, choose **Message part preview**.
3. In the **SMS message** section, enter your SMS message. As you enter the message, the **Part preview** displays the encoding, number of characters, and SMS message parts.

Simulator phone numbers in AWS End User Messaging SMS

You can use the SMS simulator that is included with AWS End User Messaging SMS to send text messages and receive realistic event records. The SMS simulator is also useful for:

- Viewing actual SMS event records.
- Testing applications that use AWS End User Messaging SMS to send SMS messages.

When using the SMS simulator, messages originate from a origination simulator phone number, and messages are sent to destination simulator phone numbers that you request. The simulator phone numbers are designed to stay within AWS End User Messaging SMS, so that messages are not sent over the carrier network. Origination and destination simulator phone numbers work with SMS and MMS.

Topics

- Origination simulator phone numbers
- Destination simulator phone numbers

Origination simulator phone numbers

You can request a simulator phone number to use as your origination identity to send test SMS and MMS messages. The simulator phone number will have a country code from the country that you choose. When you use a simulator phone number as the origination identity you can only send messages to the destination simulator phone number from the same country. If you try to send to a different country the message will fail. For example, if you use a simulator phone number from the United States and try to send a message to United Kingdoms success simulator phone number an error is returned.

> **Note**
>
> AWS End User Messaging SMS currently supports origination simulator phone numbers in the United States.

You can request an origination simulator phone number through the SMS simulator in the AWS End User Messaging SMS console or with the AWS CLI. To request an origination simulator phone number in the AWS CLI follow the directions in Request a phone number (AWS CLI) tab and use `SIMULATOR` for the number type.

Request an origination simulator phone number

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Choose **Shortcuts** and then **Test SMS sending with SMS simulator**.
3. Under **Originator** choose **Phone number** and then choose the **request a simulator number** link.
4. In the **Request simulator number** window, for **Country** choose a country from the drop down list. Choose **Request number**.

Destination simulator phone numbers

Destination simulator phone numbers are available in several countries and regions. For each country and region, there are phone numbers that generate message success events, and numbers that generate message failure events. The following table contains SMS/MMS simulator phone numbers for all of the countries and regions in which the simulator is available.

Country	Event type	Phone number
Australia	Success	+61455944038
Australia	Failure	+61455944039
Austria	Success	+43676800442031
Austria	Failure	+43676800442032

Country	Event type	Phone number
Belgium	Success	+32460213922
Belgium	Failure	+32460213923
Chile	Success	+56229140630
Chile	Failure	+56229140631
Czech Republic	Success	+420790542286
Czech Republic	Failure	+420790542287
Denmark	Success	+4525919410
Denmark	Failure	+4525919215
Estonia	Success	+37282720792
Estonia	Failure	+37282720793
Finland	Success	+3584573979110
Finland	Failure	+3584573979111
France	Success	+33755512501
France	Failure	+33755512502
Hong Kong	Success	+85257048426
Hong Kong	Failure	+85257048854
Hungary	Success	+36707178770
Hungary	Failure	+36707178772
Italy	Success	+394390009172
Italy	Failure	+394390009174

Country	Event type	Phone number
Jersey	Success	+447937404990
Jersey	Failure	+447937404992
Luxembourg	Success	+352691385880
Luxembourg	Failure	+352691385882
Netherlands	Success	+3197008100148
Netherlands	Failure	+3197008100150
Norway	Success	+4759449384
Norway	Failure	+4759449387
Poland	Success	+48732141440
Poland	Failure	+48732141442
Portugal	Success	+351927946948
Portugal	Failure	+351927946950
Romania	Success	+40783900330
Romania	Failure	+40783900332
Spain	Success	+34683783440
Spain	Failure	+34683783442
Sweden	Success	+46790645100
Sweden	Failure	+46790645102
Switzerland	Success	+41798075872
Switzerland	Failure	+41798075874

Country	Event type	Phone number
Taiwan	Success	+886903444630
Taiwan	Failure	+886903444632
United Kingdom	Success	+447860019066
United Kingdom	Failure	+447860019067
United States	Success	+14254147755
United States	Failure	+14254147167

Set an SMS, MMS or voice spending limit in AWS End User Messaging SMS

In AWS End User Messaging SMS there are spending limits for each messaging channel.

The *account limit* is the maximum amount, in US dollars, that you can spend each month sending messages through a channel. When you reach your account limit, AWS End User Messaging SMS stops sending your messages and, to send more messages that month, you need to request a spending limit increase. When you request a spending limit change to either your SMS or MMS *account limit* both your SMS and MMS *account limit* are set to the new requested limit. MMS and SMS have separate *enforced limit*. For example you could set you MMS *enforced limit* to $10 and SMS *enforced limit* to $5. To change your *account limit*, see Requesting a spending quota change.

The *enforced limit* is an optional spending limit, in US dollars, between $1 and the account limit. If you don't specify an enforced limit, you can spend up to your account limit. When you reach your enforced limit, AWS End User Messaging SMS stops sending your messages. To resume sending messages, you can adjust your enforced limit through the console or AWS CLI. For example, if you set your SMS account limit to $100 and your enforced limit to $50, then once you've spent $50, AWS End User Messaging SMS stops sending your messages until you raise your enforced limit.

The *remaining limit* is how much you have spent for the current month sending messages.

You can adjust your enforced limit to increase or decrease your spending without having to contact Support.

To set up billing alarms for your spending, see Monitoring spending. For more information about configuring the AWS CLI, see Configure the AWS CLI in the AWS Command Line Interface User Guide. For more information about SMS, MMS, or origination identity pricing, see AWS End User Messaging Pricing.

View your spending limits (console)

View all of your spending limits

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. On the **Overview** page, navigate to **SMS Spending status**.
3. In the **SMS Spending status** pane, you can view your **Account limit**, **Enforced limit**, and **Remaining limit**.

   If your **Enforced limit** displays a –, it means the limit is not set.

View your enforced spending limit (AWS CLI)

You can use the `describe-spend-limits` command to view all of your channel spending limits.

```
aws pinpoint-sms-voice-v2 describe-spend-limits
```

When the command completes, it returns the **Account limit** and **Enforced limit** for each channel.

Change your enforced spending limit (Console)

Change a spending limit

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. On the **Overview** page, navigate to **SMS Spending status**.
3. In the **SMS Spending status** pane, choose **Edit** for the channel for which you want to change the **Enforced limit**.
4. In the **Edit spending limits** window, choose:

- **Update enforced spend limit** – Enter a new **Enforced limit** between one and your account limit.
- **Default to the max send limit** – Choose this option to adjust your enforced limit to your account limit.

5. Choose **Save changes**.

Set enforced spending limit (AWS CLI)

You can use the `set-text-message-spend-limit-override` command to set the enforced limit for the SMS channel. For the voice channel, use the `set-voice-message-spend-limit-override` command.

The following command shows how to increase the enforced limit for the SMS channel.

```
aws pinpoint-sms-voice-v2 set-text-message-spend-limit-override --monthly-
limit NewEnforcedLimit
```

Replace *NewEnforcedLimit* with a value between one and the account limit of the SMS channel.

When the command completes, it returns the value of your new set limit.

Remove an enforced spending limit (AWS CLI)

You can use the `delete-text-message-spend-limit-override` command to set your enforced limit to the account limit for the SMS channel. For the voice channel, use the `delete-voice-message-spend-limit-override` command.

The following command shows how to remove the enforced limit for the SMS channel.

```
aws pinpoint-sms-voice-v2 delete-text-message-spend-limit-override
```

When the command completes, it returns the value of your enforced limit.

> **Note**
>
> Notify has a separate spend limit that is independent of your SMS, MMS, and voice spend limits. For information about managing Notify spend limits, see Notify spend limits.

AWS End User Messaging SMS Best Practices

For the best results for creating and sending messages, we recommend that you perform the following best practices.

> **Note**
>
> For best practices specific to RCS rich messaging, including conversational design, suggestion strategy, rich card and carousel design, media optimization, message expiration, SMS or MMS fallback, and monitoring, see RCS best practices.

Topics

- SMS and MMS best practices
- Voice best practices

SMS and MMS best practices

Additionally, mobile phone carriers continuously audit bulk SMS and MMS senders and throttle or block messages from originators that they determine to be sending unsolicited messages.

Sending unsolicited content is also a violation of the AWS acceptable use policy. The AWS End User Messaging SMS team routinely audits SMS and MMS message, and might throttle or block your ability to send messages if it appears that you're sending unsolicited messages.

In many countries, regions, and jurisdictions, there are severe penalties for sending unsolicited SMS or MMS messages. For example, in the United States, the Telephone Consumer Protection Act (TCPA) states that consumers are entitled to $500–$1,500 in damages (paid by the sender) for each unsolicited message that they receive.

> **Important**
>
> This section describes several best practices that might help you improve your customer engagement and avoid costly penalties. However, note that this section doesn't contain legal advice. Always consult an attorney to obtain legal advice.

Before creating message content you should review the SMS protocol security considerations and SMS protocol security best practices to ensure the SMS channel is appropriate for your use case.

Topics

- Comply with laws, regulations, and carrier requirements
- Prohibited message content
- Obtain permission
- Don't send messages to old lists
- Audit your customer lists
- Keep records
- Make your messages clear, honest, and concise
- Respond appropriately
- Adjust your sending based on engagement
- Send at appropriate times
- Avoid cross-channel fatigue
- Use dedicated short codes
- Verify your destination phone numbers
- Design with redundancy in mind
- Handling deactivated phone numbers

Comply with laws, regulations, and carrier requirements

You can face significant fines and penalties if you violate the laws and regulations of the places where your customers reside. For this reason, it's vital to understand the laws related to SMS and MMS messaging in each country or region where you do business.

Important

In many countries, the local carriers ultimately have the authority to determine what kind of traffic flows over their networks. This means that the carriers might impose restrictions on SMS and MMS content that exceed the minimum requirements of local laws.

The following list includes links to key laws that apply to SMS and MMS communications in some of the major markets around the world. This guide doesn't cover the laws for all locales, so it's important that you research them.

- **United States**: The Telephone Consumer Protection Act of 1991, also known as TCPA, applies to certain types of SMS messages. For more information, see the rules and regulations at the Federal Communications Commission website.
- **United Kingdom**: The Privacy and Electronic Communications (EC Directive) Regulations 2003, also known as PECR, applies to certain types of SMS messages. For more information, see What are PECR? at the website of the UK Information Commissioner's Office.
- **European Union**: The Privacy and Electronic Communications Directive 2002, sometimes known as the ePrivacy Directive, applies to some types of SMS messages. For more information, see the full text of the law at the Europa.eu website.
- **Canada**: The Fighting Internet and Wireless Spam Act, more commonly known as Canada's Anti-Spam Law or CASL, applies to certain types of SMS messages. For more information, see the full text of the law at the website of the Parliament of Canada.
- **Japan**: The Act on Regulation of Transmission of Specific Electronic Mail can apply to certain types of SMS messages.

As a sender, these laws can apply to you even if your company or organization isn't based in one of these countries. Some of the laws in this list were originally created to address unsolicited email or telephone calls, but have been interpreted or expanded to apply to SMS and MMS messages as well. Other countries and regions have their own laws related to the transmission of SMS and MMS messages. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Prohibited message content

The following are general prohibited content categories for all message types globally. Some countries might allow content on the list in the following table, but no country actively allows unsolicited content. Some countries or mobile carriers require that you register your number or sender ID with them before live messaging will be enabled. When using or registering a number as an originator, follow these guidelines:

- Because regulators have a high bar for number registration, you must provide a valid opt-in workflow to register the number. For more information, see SMS Best Practices: Obtain Permission.

- Don't use shortened URLs created from third-party URL shorteners, as these messages are more likely to be filtered as spam. If you want to use a shortened URL, use a 10LDC phone number or short code. Using either of these number types requires that you register your message template, which can then include a shortened URL in the message.
- For toll-free numbers, the keyword opt-out and opt-in responses are set at the carrier level, using STOP and UNSTOP. These are the only keywords that you can use, and you cannot modify them. Response messages when a user replies with STOP and UNSTOP are also managed by the carrier and you cannot modify them.
- Don't send the same or similar message contents using multiple numbers. This is considered *snowshoe spamming*, which is a practice used by spammers to avoid number rate and volume limitations.
- Any messages related to these industries could be considered restricted, and are subject to heavy filtering or being blocked outright. This can include one-time passwords and multi-factor authentication for services related to restricted categories.

  If you had a registration denied for a noncompliant use case and you feel that this designation is incorrect, you can submit a request through AWS support.

  The following table describes the types of restricted content.

Category	Examples
Gambling	• Casinos • Sweepstakes • App/Websites the offer gambling • 50/50 Raffles • Betting/Sports picks
High-risk financial services	• Payday loans • Short-term high-interest loans • Auto loans • Mortgage loans • Student loans • Debt collection • Stock alerts

Category	Examples
	• Cryptocurrency
Debt forgiveness	• Debt consolidation • Debt reduction • Credit repair programs • Debt relief • Third-party debt collection
Get-rich-quick schemes	• Work-from-home programs • Risk-investment opportunities • Pyramid or multi-level marketing schemes • Mystery shopping
Illegal substances	• Cannabis/CBD • Kratom • Paraphernalia products • Fireworks • Vape/E-cig
Prescription drugs	• Drugs that require a prescription
Phishing/smishing	• Attempts to get users to reveal personal information or website login information. • Security awareness training that simulates phishing or smishing attacks. Even if the intended use is only for employee training purposes, these messages are not permitted via SMS.

Category	Examples
S.H.A.F.T.	• Sex • Hate • Alcohol • Firearms • Tobacco/Vape
Third-Party Lead Generation	• Companies that buy, sell, or share consumer information • Affiliate lending • Affiliate marketing • deceptive marketing

Obtain permission

Never send messages to recipients who haven't explicitly asked to receive the specific types of messages that you plan to send. Don't share opt-in lists, even among organizations within the same company.

If recipients can sign up to receive your messages by using an online form, add systems that prevent automated scripts from subscribing people without their knowledge. You should also limit the number of times a user can submit a phone number in a single session.

When you receive an SMS or MMS opt-in request, send the recipient a message that asks them to confirm that they want to receive messages from you. Don't send that recipient any additional messages until they confirm their subscription. A subscription confirmation message might resemble the following example:

```
Text YES to join ExampleCorp alerts. 2 msgs/month. Msg & data rates may
apply. Reply HELP for help, STOP to cancel.
```

Maintain records that include the date, time, and source of each opt-in request and confirmation. This might be useful if a carrier or regulatory agency requests it, and can also help you perform routine audits of your customer list.

Opt-in workflow

In some cases, such as US toll-free or short code registration, mobile carriers require you to provide mockups or screenshots of your entire opt-in workflow. The mockups or screenshots must closely resemble the opt-in workflow that your recipients will complete.

Your mockups or screenshots should include all of the following required disclosures to maintain the highest level of compliance.

Required disclosures for your opt-in

- A description of the messaging use case that you will send through your program.
- The phrase “Message and data rates may apply.”
- An indication of how often recipients will get messages from you. For example, a recurring messaging program might say “one message per week.” A one-time password or multi-factor authentication use case might say “message frequency varies” or “one message per login attempt.”
- Publicly accessible links to your Terms and Conditions and Privacy Policy documents.

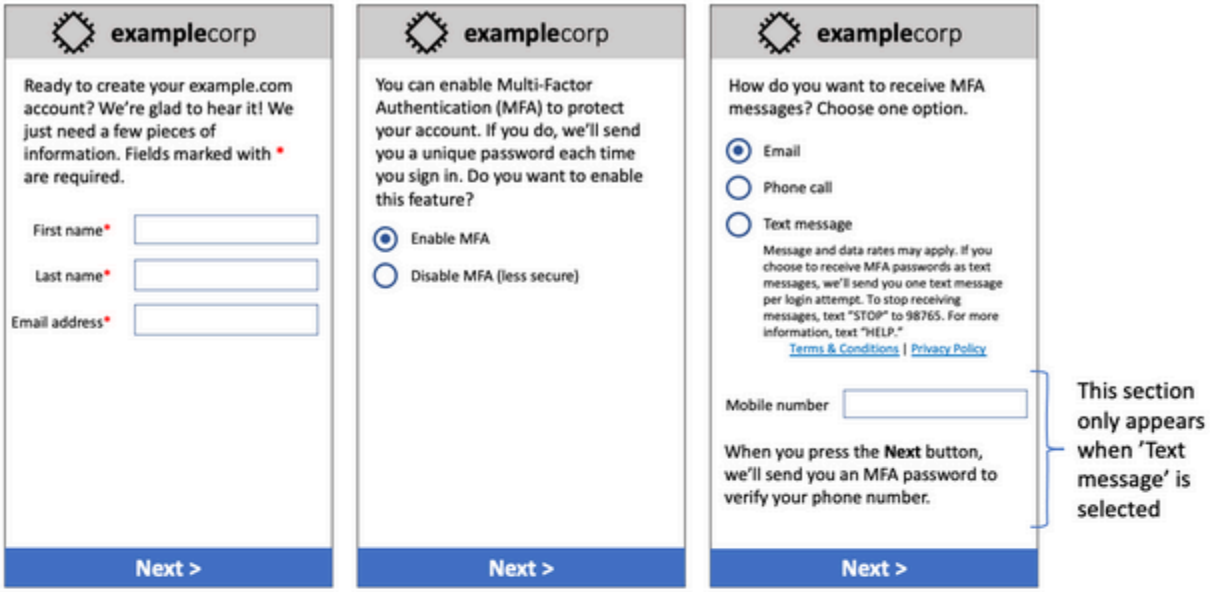
> **Note**
>
> If you don't have publicly accessible links to your Terms and Conditions and Privacy Policy documents then you can alternatively attach them to the registration form or another method like an Amazon S3 presigned URL.

Common rejection reasons for noncompliant opt-ins

- If the provided company name does not match what is provided in the mockup or screenshot. Any relationships that are not obvious should be explained in the opt-in workflow description.
- If it appears that a message will be sent to the recipient, but no consent is explicitly gathered before doing so. Explicit consent from the intended recipient is a requirement of all messaging.
- If it appears that receiving a text message is required to sign up for a service. This is not compliant if the workflow doesn’t provide any alternative to receiving an opt-in message in another form, such as an email or a voice call.
- If the opt-in language is presented entirely in the Terms of Service. The disclosures should always be presented to the recipient at time of opt-in rather than housed inside of a linked policy document.

- If a customer provided consent to receive one type of text message from you and you send them other types of text messages. For example, they consent to receive one-time passwords, but are also sent polling and survey messages.
- If the previously listed required disclosures are not presented to the recipients.

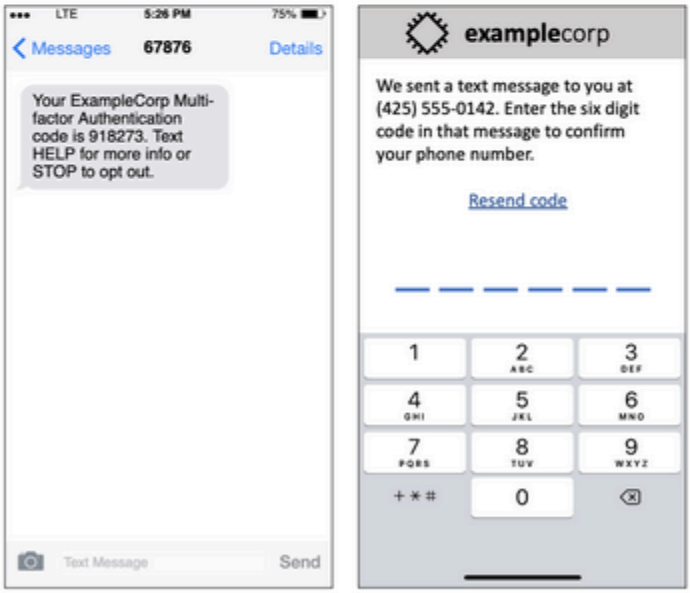
The following example complies with the mobile carriers' requirements for a multi-factor authentication use case.



1. User provides basic account information.

2. User decides whether to enable MFA.

3. If MFA enabled, user chooses how to receive MFA token.



4. If user chooses to receive MFA token by text, send a token.

5. User enters MFA token to verify phone number.

It contains finalized text and images, and it shows the entire opt-in flow, complete with annotations. In the opt-in flow, the customer must take distinct, intentional actions to provide their consent to receive text messages and contains all of the required disclosures.

Other opt-in workflow types

Mobile carriers will also accept opt-in workflows outside of applications and websites, such as verbal or written opt-in if it complies with what has been described in the previous section. A compliant opt-in workflow and verbal or written script will gather explicit consent from the recipient to receive a specific message type. For example, a verbal script that a support agent uses to gather consent before recording into a service database, or a phone number listed on a promotional flyer. To provide a mockup of these opt-in workflow types, you can provide a screenshot of your opt-in script, marketing material, or database where numbers are collected. Mobile carriers might have additional questions around these use cases if an opt-in is not clear or the use case exceed certain volumes.

SMS and MMS specific Terms and Conditions page

Mobile carriers also require that you make a specific set of SMS and MMS Terms and Conditions available to your customers. The following terms and conditions comply with the mobile carriers' requirements. You can copy these terms and modify them to fit your use case.

> **Important**
>
> If you copy these terms, be sure to replace all of the items shown in {curly braces} with the appropriate values for your use case. Your legal department should also want to review these terms before you publish them, so plan accordingly.

- When you opt in to the service, we will send you {description of the messages that you plan to send}.
- You can cancel the SMS or MMS service at any time by texting "STOP" to {short code or phone number}. When you send the SMS message "STOP" to us, we reply with an SMS message that confirms that you have been unsubscribed. After this, you won't receive SMS any additional messages from us. If you want to join again, sign up as you did the first time and we will start sending SMS and MMS messages to you again.
- You can get more information at any time by texting "HELP" to {short code or phone number}. When you send the SMS message "HELP" to us, we respond with instructions on how to use our service and how to unsubscribe.
- We are able to deliver messages to the following mobile phone carriers: Major carriers: AT&T, Verizon Wireless, Sprint, T-Mobile, MetroPCS, US Cellular, Alltel, Boost Mobile, Nextel, and Virgin Mobile. Minor carriers: Alaska Communications Systems (ACS), Appalachian Wireless (EKN),

Bluegrass Cellular, Cellular One of East Central IL (ECIT), Cellular One of Northeast Pennsylvania, Cincinnati Bell Wireless, Cricket, Coral Wireless (Mobi PCS), COX, Cross, Element Mobile (Flat Wireless), Epic Touch (Elkhart Telephone), GCI, Golden State, Hawkeye (Chat Mobility), Hawkeye (NW Missouri), Illinois Valley Cellular, Inland Cellular, iWireless (Iowa Wireless), Keystone Wireless (Immix Wireless/PC Man), Mosaic (Consolidated or CTC Telecom), Nex-Tech Wireless, NTelos, Panhandle Communications, Pioneer, Plateau (Texas RSA 3 Ltd), Revol, RINA, Simmetry (TMP Corporation), Thumb Cellular, Union Wireless, United Wireless, Viaero Wireless, and West Central (WCC or 5 Star Wireless). Carriers are not liable for delayed or undelivered messages.

- Message and data rates may apply for any messages that we send to you or you send to us. You will receive {message frequency} messages per {time period}. Contact your wireless provider for more information about your text plan or data plan. If you have questions about the services provided by this short code, email us at {support email address}.
- If you have any questions regarding privacy, read our privacy policy at {link to privacy policy}

> **Important**
>
> If you don’t provide your customers with a copy of these terms, the carriers won’t approve your short code application. When these terms have been reviewed, plan to host them in a publicly accessible location. A URL that links to these terms is a required part of every short code application. If this URL isn’t live when you submit your short code request, determine what the URL will be, and include a copy of the Terms and Conditions in a file that you include with your request.

Don't send messages to old lists

People change phone numbers often. A phone number that you gathered consent to contact two years ago might belong to somebody else today. Don't use an old list of phone numbers for a new messaging program. If you do, you're likely to have some messages fail because the number is no longer in service, or because some people opted out because they didn't remember giving you their consent in the first place.

Audit your customer lists

If you send recurring SMS or MMS messsages, audit your customer lists on a regular basis. Auditing your customer lists helps to make sure that the only customers who receive your messages are those who are interested in receiving them.

When you audit your list, send each opted-in customer a message that reminds them that they're subscribed, and provides them with information about unsubscribing. A reminder message might resemble the following example:

```
You're subscribed to ExampleCorp alerts. Msg & data rates may apply. Reply
HELP for help, STOP to unsubscribe.
```

Keep records

Keep records that show when each customer requested to receive SMS and MMS messages from you, and which messages you sent to each customer. Many countries and regions around the world require SMS and MMS senders to maintain these records in a way that can be easily retrieved. Mobile carriers might also request this information from you at any time. The exact information that you must provide varies by country or region. For more information about record-keeping requirements, review the regulations about commercial SMS messaging in each country or region where your customers are located.

Occasionally, a carrier or regulatory agency asks us to provide proof that a customer opted to receive messages from you. In these situations, Support contacts you with a list of the information that the carrier or agency requires. If you can't provide the necessary information, we may pause your ability to send additional SMS and MMS messages.

Make your messages clear, honest, and concise

SMS is a unique medium. The 160-character-per-message limit means that your messages must be concise. Techniques that you might use in other communication channels, such as email, might not apply to the SMS channel, and might even seem dishonest or deceptive when used with SMS messages. If the content in your messages doesn't align with best practices, recipients might ignore your messages. In the worst case scenario, the mobile carriers might identify your messages as spam and block future messages from your phone number.

MMS has a 1,600 character limit for the message body. Your message doesn’t have to be concise, but it should still follow the best practices.

The following section provides some tips and ideas for creating an effective SMS message body.

Identify yourself as the sender

Your recipients should be able to immediately identify that a message is from you. Senders who follow this best practice include an identifying name ("program name") at the beginning of each message.

Don't do this:

```
Your account has been accessed from a new device. Reply Y to confirm.
```

Try this instead:

```
ExampleCorp Financial Alerts: You have logged in to your account from a
new device. Reply Y to confirm, or STOP to opt-out.
```

Don't try to make your message look like a person-to-person message

Some marketers are tempted to add a personal touch to their messages by making their messages appear to come from an individual. However, this technique might make your message seem like a phishing attempt.

Don't do this:

```
Hi, this is Jane. Did you know that you can save up to 50% at
Example.com? Click here for more info: https://www.example.com.
```

Try this instead:

```
ExampleCorp Offers: Save 25-50% on sale items at Example.com. Click here
to browse the sale: https://www.example.com. Text STOP to opt-out.
```

Be careful when talking about money

Scammers often prey upon people's desire to save and receive money. Don't make offers seem too good to be true. Don't use the lure of money to deceive people. Don't use currency symbols to indicate money.

Don't do this:

```
Save big $$$ on your next car repair by going to https://
www.example.com.
```

Try this instead:

```
ExampleCorp Offers: Your ExampleCorp insurance policy gets you discounts
at 2300+ repair shops nationwide. More info at https://www.example.com.
Text STOP to opt-out.
```

Use only the necessary characters

Brands are often inclined to protect their trademarks by including trademark symbols such as ™ or ® in their messages. However, these symbols are not part of the standard set of characters that can be included in a 160-character SMS message. These characters are known as the GSM alphabet. When you send a message that contains one of these characters, your message is automatically sent using a different character encoding system, which supports only 70 characters for each message part. As a result, your message could be broken into several parts. Because you're billed for each message part that you send, it could cost you more than you expect to spend to send the entire message. Additionally, your recipients might receive several sequential messages from you, rather than one single message. For more information about SMS character encoding, see SMS character limits.

Don't do this:

```
ExampleCorp Alerts: Save 20% when you buy a new ExampleCorp Widget® at
example.com and use the promo code WIDGET.
```

Try this instead:

```
ExampleCorp Alerts: Save 20% when you buy a new ExampleCorp Widget(R) at
example.com and use the promo code WIDGET.
```

> **Note**
>
> The two preceding examples are almost identical, but the first example contains a Registered Trademark symbol (®), which is not part of the GSM alphabet. As a result, the first example is sent as two message parts, while the second example is sent as one message part.

Use valid, safe links

If your message includes links, double-check the links to make sure that they work. Test your links on a device outside of your internal network to confirm that links resolve properly. Because of the 160-character limit of SMS messages, very long URLs could be split across multiple messages. You should use redirect domains to provide shortened URLs. However, you shouldn't use free link-shortening services such as tinyurl.com or bitly.com, because carriers tend to filter messages that include links on these domains. However, you can use paid link-shortening services as long as your links point to a domain that is dedicated to the exclusive use of your company or organization.

Don't do this:

```
Go to https://tinyurl.com/4585y8mr today for a special offer!
```

Try this instead:

```
ExampleCorp Offers: Today only, get an exclusive deal on an ExampleCorp
Widget. See https://a.co/cFKmaRG for more info. Text STOP to opt-out.
```

Limit the number of abbreviations that you use

The 160-character limitation of the SMS channel leads some senders to believe that they need to use abbreviations extensively in their messages. However, the overuse of abbreviations can seem unprofessional to many readers, and could cause some users to report your message as spam. It's completely possible to write a coherent message without using an excessive number of abbreviations.

Don't do this:

```
Get a gr8 deal on ExampleCorp widgets when u buy a 4-pack 2day.
```

Try this instead:

```
ExampleCorp Alerts: Today only—an exclusive deal on ExampleCorp Widgets
at example.com. Text STOP to opt-out.
```

Respond appropriately

When a recipient replies to your messages, make sure that you respond with useful information. For example, when a customer responds to one of your messages with the keyword "HELP", send them information about the program that they're subscribed to, the number of messages you will send each month, and the ways that they can contact you for more information. A HELP response might resemble the following example:

```
HELP: ExampleCorp alerts: email help@example.com or call 425-555-0199. 2
msgs/month. Msg & data rates may apply. Reply STOP to cancel.
```

When a customer replies with the keyword "STOP", let them know that they won't receive any further messages. A STOP response might resemble the following example:

```
You're unsubscribed from ExampleCorp alerts. No more messages will be sent.
Reply HELP, email help@example.com, or call 425-555-0199 for more info.
```

Adjust your sending based on engagement

Your customers' priorities can change over time. If customers no longer find your messages to be useful, they might opt out of your messages entirely, or even report your messages as unsolicited. For these reasons, it's important that you adjust your sending practices based on customer engagement.

For customers who rarely engage with your messages, you should adjust the frequency of your messages. For example, if you send weekly messages to engaged customers, you could create a separate monthly digest for customers who are less engaged.

Finally, remove customers who are completely unengaged from your customer lists. This step prevents customers from becoming frustrated with your messages. It also saves you money and helps protect your reputation as a sender.

Send at appropriate times

Send messages during normal daytime business hours. If you send messages at dinner time or in the middle of the night, there's a good chance that your customers will unsubscribe from your lists to avoid being disturbed. You might want to avoid sending SMS or MMS messages when your customers can't respond to them immediately.

If you send campaigns or journeys to very large audiences, double-check the throughput rates for your originator phone numbers. Divide the number of recipients by your throughput rate to determine how long it will take to send messages to all of your recipients.

Avoid cross-channel fatigue

In your campaigns, if you use multiple communication channels (such as email, SMS, MMS, and push messages), don't send the same message in every channel. When you send the same message at the same time in more than one channel, your customers will probably perceive your sending behavior to be annoying rather than helpful.

Use dedicated short codes

If you use short codes, maintain a separate short code for each brand and each type of message. For example, if your company has two brands, use a separate short code for each one. Similarly, if you send both transactional and promotional messages, use a separate short code for each type of message or register the short code once for transactional and create another registration for promotional. For more information about requesting short codes, see Request a phone number in AWS End User Messaging SMS.

Verify your destination phone numbers

When you send SMS and MMS messages through AWS End User Messaging SMS, you're billed for each message part that you send. The price you pay per message part varies on the recipient's country or region. For more information about SMS and MMS pricing, see AWS End User Messaging Pricing.

When AWS End User Messaging SMS accepts a request to send an SMS or MMS message, you're charged for sending that message. This statement is true even if the intended recipient doesn't actually receive the message. For example, if the recipient's phone number is no longer in service, or if you sent the message to mobile phone number that wasn't valid, you're still billed for sending the message.

AWS End User Messaging SMS accepts valid requests to send SMS messages and attempts to deliver them. For this reason, you should validate that the phone numbers that you send messages to are valid mobile numbers. You can use the Amazon Pinpoint phone number validation service to determine if a phone number is valid and what type of number it is (such as mobile, landline, or VoIP). For more information, see Validating phone numbers in the *Amazon Pinpoint Developer Guide*.

Design with redundancy in mind

For mission-critical messaging programs, we recommend that you configure AWS End User Messaging SMS in more than one AWS Region. AWS End User Messaging SMS is available in several AWS Regions. For a complete list of Regions where AWS End User Messaging SMS is available, see the AWS General Reference.

The phone numbers that you use for SMS or MMS messages—including short codes, long codes, toll-free numbers, and 10DLC numbers—can't be replicated across AWS Regions. So to use AWS End User Messaging SMS in multiple Regions, you must request separate phone numbers in each Region where you want to use AWS End User Messaging SMS. For example, if you use a short code to send text messages to recipients in the United States, you must request separate short codes in each AWS Region that you plan to use.

In some countries, you can also use multiple types of phone numbers for added redundancy. For example, in the United States, you can request short codes, 10DLC numbers, and toll-free numbers. Each of these phone number types takes a different route to the recipient. Having multiple phone number types available—either in the same AWS Region or spread across multiple AWS Regions—provides an additional layer of redundancy, which can help improve resiliency.

You can further improve delivery resilience by configuring phone pools that contain multiple origination identities. The service monitors delivery receipts (DLRs) for each identity in a pool and automatically routes messages away from identities that are experiencing delivery failures. When the affected identity recovers, normal routing resumes without manual intervention. For the broadest coverage, include different number types in the same pool, such as a short code and a toll-free number. For more information about phone pools, see Phone pools in AWS End User Messaging SMS.

Handling deactivated phone numbers

A deactivated phone number means that the mobile subscriber has terminated their service or transferred their phone number to a different mobile network provider. Eventually, deactivated numbers are recycled and reassigned to new subscribers. Therefore, it’s possible to mistakenly send an SMS or MMS message to a phone number that now belongs to a different subscriber who has not opted in to your SMS or MMS message program.

Mobile network providers frequently publish deactivation reports that contain a current list of deactivated phone numbers in their networks. These reports are published to help keep your SMS and MMS sending list current and compliant.

> **Note**
>
> Many of the mobile phone numbers on deactivation reports are numbers that have been transferred to a different mobile network provider by the subscriber. Changing mobile network providers requires an opt-in from the new mobile network provider. There is a risk of removing a deactivated number that your end user believes should still receive messages. You can engage with your end users through different channels, such as email or voice calls, if you find their phone number is deactivated.

Why is handling deactivated phone numbers important?

In the US, the Federal Communications Commission (FCC) considers sending messages to a phone number that belongs to a subscriber who has not opted in to your projects as spam. This stance can result in end-user and mobile network provider complaints, which can then lead to audits, and put your SMS and MMS message sending at risk of being entirely blocked by mobile network providers. In the worst-case scenarios, the FCC can impose fines, or you could be subject to a class-action lawsuit.

Additionally, when you send SMS or MMS messages through AWS End User Messaging SMS, you're billed for each message that you send. By keeping your end-users lists up to date, you can prevent charges on unnecessary messages.

AWS End User Messaging SMS provides a copy of the deactivation reports to allow you to keep all of your end-users lists up to date periodically. These reports originate from mobile network providers and are processed daily. Each report contains a list of phone numbers that have been deactivated on the mobile network provider networks. You should download and compare them to your existing end-users list. Delete all phone numbers from your end-users lists that have been deactivated.

Requesting deactivation reports

Before you can obtain a copy of a deactivation report, you must first request a deactivation report through an Amazon S3 GET OBJECT API request using the REQUESTER PAYS buckets option to download a file. For more information about Requester Pays buckets, see Downloading objects in Requester Pays buckets in the *Amazon S3 User Guide*.

You pay for requests made against S3 buckets and objects requiring the Requester pays option. S3 request costs are based on the request type, and are charged on the quantity of requests. For more information about S3 request costs, see Amazon S3 pricing.

> **Note**
>
> The deactivation reports retrieve only United States phone numbers.

AWS End User Messaging SMS provides two types of deactivation reports. For ease of use, if you want the most recent deactivation report, you can submit a request using the latest object format. If you want a deactivation report for a specific date, you can submit a request using the date specific object format.

> **Note**
>
> AWS End User Messaging SMS stores only the last 90 days of date-specific objects.

You can use the following template example to request a deactivation report through the AWS CLI. For more information about configuring the AWS CLI, see Configure the AWS CLI in the AWS Command Line Interface User Guide.

```
Bucket name format: {region}-pinpoint-sms-voice/

Latest object format: /sms-deact-reports/{iso2}/latest-deact-report.csv

Date specific object format: /sms-deact-reports/{iso2}/{YYYY}-{MM}-{DD}-
deact-report.csv
```

In the preceding examples, make the following changes:

- Replace *{region}* with the AWS Region that host the report, for example `us-east-1`. For a list of supported AWS Regions for bucket name, see Endpoints and quotas in the *AWS General Reference*.
- Replace *{iso2}* with the two-letter ISO-3166 alpha-2 code for the country .
- Replace *{YYYY}* with the four digit year.
- Replace *{MM}* with the two digit month.

- Replace *{DD}* with the two digit day.

The following example shows you how to request the latest deactivation report using AWS CLI command.

```
aws s3api get-object --bucket us-east-1-pinpoint-sms-voice --key sms-deact-reports/us/latest-deact-report.csv OUTFILE.csv --request-payer requester
```

The following example shows you how to request a date-specific deactivation report using AWS CLI command.

```
aws s3api get-object --bucket us-east-1-pinpoint-sms-voice --key sms-deact-reports/US/2023-09-28-deact-report.csv OUTFILE.csv --request-payer requester
```

After the Amazon S3 GET OBJECT API request is submitted, the deactivation report is downloaded to the OUTFILE.csv specified in the command.

Using the Amazon S3 API, you can get a list of deactivation reports. You can list the deactivation reports only within the embedded `sms-deact-reports/us/` folder.

The following example shows you how to get the list of deactivation reports available.

```
aws s3api list-objects-v2 --bucket us-east-1-pinpoint-sms-voice --prefix "sms-deact-reports/us/" --request-payer requester
```

Voice best practices

This section contains several best practices related to sending voice messages using AWS End User Messaging SMS. These practices can help with the satisfaction of your recipients, and can protect you from unexpected charges.

Topics in this section:

- Comply with laws and regulations
- Send at appropriate times
- Avoid cross-channel fatigue
- Protect yourself against voice fraud

Comply with laws and regulations

You can face significant fines and penalties if you violate the laws and regulations of the places where your customers reside. For this reason, it's vital to understand the laws related to automated voice calls in each country where you do business. As a sender, these laws might apply to you even if you don't reside in one of these countries. You are responsible for complying with all applicable laws. Note that some national subdivisions have stricter rules than their parent countries. For example, several US states have rules that are more strict than the US Federal laws concerning voice calls. This information is not intended to be legal advice. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Send at appropriate times

Only send messages during normal daytime business hours in each recipient's time zone. If you send messages at dinner time or in the middle of the night, there's a good chance that your customers will unsubscribe from your lists to avoid being disturbed again in the future. Additionally, many countries and regions restrict the days and times at which people can receive automated messages. Although regulations vary by country, it's a good idea to not send messages before 9 AM or after 8 PM. Many countries also prohibit sending messages on Sundays and national holidays. This information is not intended to be legal advice. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Avoid cross-channel fatigue

If you use multiple communication channels (such as voice, email, SMS, and push messages), don't send the same message across multiple channels unless there's a good reason for doing so. If you send the same message at the same time in more than one channel, your customers are likely to perceive this behavior as annoying rather than helpful.

Protect yourself against voice fraud

Because voice calls can be expensive, it's important to secure your AWS account against unauthorized access, and to monitor the destinations of the messages that you send.

Carefully manage IAM roles, policies, and users

In general, the IAM policies of your users should grant *least privilege*—that is, only the permissions that are required to do a task, and nothing more. You can restrict these permissions

so that only a small number of users have them. For more information, see Security best practices in IAMin the *IAM User Guide*.

Additionally, you should change the passwords and access keys for your users regularly. The process of changing passwords and access keys is known as *credential rotation*. For more information, see Security best practices in IAM

Know which country you're sending to

The per-minute price that you pay for sending voice messages depends on the recipient's country. The country code of the recipient's phone number isn't always the best way to tell which country they're in. For example, many senders realize that the United States and Canada both use the same country code (+1). However, they might not realize that 23 other countries and territories (mainly in the Pacific and Caribbean) also use this country code. Sending voice messages to some of these countries can be significantly more expensive than for others. For example, sending messages to recipients in the US and Canada costs $0.013 per minute, but sending to Jamaica costs $0.564 per minute[1]. Phone numbers in all three of these countries begin with +1 followed by 10 digits, so to the untrained eye they can be difficult to distinguish.

You can use the Amazon Pinpoint phone number validation service to verify the country of each phone number that you send messages to.

Limit your sending to specific countries

If you plan to send messages only to recipients in specific countries, configure your message-sending applications to send messages only to those countries.

Limit the number of messages that you send to a single number

Configure your applications so that they can only send a certain number of voice messages to the same recipient each day.

[1] Prices quoted are accurate as of December 2021. Per-minute rates are subject to change. For current pricing, see AWS End User Messaging Pricing.

Messaging limits and restrictions

The SMS protocol is subject to several limitations and restrictions. For example, there are technical limitations that limit the length of each SMS message and MMS has limitations on the size of the media file and length of the message body. There are also restrictions on the type of content that you can send using SMS and MMS. This topic discusses several of these limitations and restrictions.

When you're setting up SMS and MMS messaging in AWS End User Messaging SMS, you must consider these limitations and restrictions. As a best practice, you should also implement the techniques discussed in SMS and MMS best practices.

Topics

- SMS character limits
- MMS file types, size and character limits
- RCS limits and restrictions
- What are the Message Parts per Second (MPS) limits
- Differences between message type and message routes

SMS character limits

A single SMS message can contain up to 140 bytes of information. The number of characters you can include in a single SMS message depends on the type of characters the message contains.

If your message uses only characters in the GSM 03.38 character set, also known as the GSM 7-bit alphabet, it can contain up to 160 characters. If your message contains any characters that are outside of the GSM 03.38 character set, it can have up to 70 characters. When you send an SMS message, AWS End User Messaging SMS automatically determines the most efficient encoding to use.

When a message contains more than the maximum number of characters, the message is split into multiple parts. When messages are split into multiple parts, each part contains additional information about the message part that precedes it. When the recipient's device receives message parts that are separated in this way, it uses this additional information to confirm that all of the message parts are displayed in the correct order. Depending on the recipient's mobile carrier and device, multiple messages might be displayed as a single message, or as a sequence of

separate messages. As a result, the number of characters in each message part is reduced to 153 for messages that only contain GSM 03.38 characters, or 67 for messages that contain other characters. You can estimate how many message parts your message contains before you send it by using SMS length calculator tools, several of which are available online. The maximum supported size of any message is 1530 GSM characters or 630 non-GSM characters. If the message size is greater than the supported size, the message will fail and AWS End User Messaging SMS will return an **Invalid Message Exception**. For more information about throughput and message size, see What are the Message Parts per Second (MPS) limits.

AWS End User Messaging SMS does support all languages, however, depending on the recipient's mobile carrier and their regulations, certain symbols may be restricted on a case to case basis. When sending messages in languages that contain characters outside of the GSM 03.38 alphabet, the characters in each message part are reduced to 67.

> **Important**
>
> When you send a message that contains more than one message parts, you're charged for the number of message parts contained in the message. For more information about throughput and message size, see What are the Message Parts per Second (MPS) limits.

GSM 03.38 character set

The following table lists all of the characters that are present in the GSM 03.38 character set. If you send a message that includes only the characters shown in the following table, then the message can contain up to 160 characters.

GSM 03.38 standard characters												
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
à	Å	å	Ä	ä	Ç	É	é	è	ì	Ñ	ñ	ò

GSM 03.38 standard characters												
Ø	ø	Ö	ö	ù	Ü	ü	Æ	æ	ß	0	1	2
3	4	5	6	7	8	9	&	*	@	:	,	¤
$	=	!	>	#	-	¡	¿	(	<	%	.	+
£	?	"	)	§	;	'	/	_	¥	Δ	Φ	Γ
Λ	Ω	Π	Ψ	Σ	Θ	Ξ						

The GSM 03.38 character set includes several symbols in addition to those shown in the preceding table. However, each of these characters is counted as two characters because it also includes an invisible escape character:

- ^
- {
- }
- \
- [
-]
- ~
- |
- €

Finally, the GSM 03.38 character set also includes the following nonprinted characters:

- A space character.
- A line feed control, which signifies the end of one line of text and the beginning of another.
- A carriage return control, which moves to the beginning of a line of text (usually following a line feed character).
- An escape control, which is automatically added to the characters in the preceding list.

Example messages

This section contains several example SMS messages. For each example, this section shows the total number of characters, and the number of message parts for the message.

Example 1: A long message that only contains characters in the GSM 03.38 alphabet

The following message contains only characters that are in the GSM 03.38 alphabet.

```
Hello Carlos. Your Example Corp. bill of $100 is now available. Autopay is scheduled for next Thursday, April 9. To view the details of your bill, go to https://example.com/bill1.
```

The preceding message contains 180 characters, so it has to be split into multiple message parts. When a message is split into multiple message parts, each part can contain 153 GSM 03.38 characters. As a result, this message is sent as two message parts.

Example 2: A message that contains multi-byte characters

The following message contains several Chinese characters, all of which are outside of the GSM 03.38 alphabet.

```
##################################################·####1994#7#########
```

The preceding message contains 71 characters. However, because almost all of the characters in the message are outside of the GSM 03.38 alphabet, it's sent as two message parts. Each of these message parts can contain a maximum of 67 characters.

Example 3: A message that contains a single non-GSM character

The following message contains a single character that isn't part of the GSM 03.38 alphabet. In this example, the character is a closing single quote (’), which is a different character from a regular apostrophe ('). Word processing applications, such as Microsoft Word, often automatically replace apostrophes with closing single quotes. If you draft your SMS messages in Microsoft Word and paste them into AWS End User Messaging SMS, remove these special characters and replace them with apostrophes.

```
John: Your appointment with Dr. Salazar’s office is scheduled for next Thursday at 4:30pm. Reply YES to confirm, NO to reschedule.
```

The preceding message contains 130 characters. However, because it contains the closing single quote character, which isn't part of the GSM 03.38 alphabet, it's sent as two message parts.

If you replace the closing single quote character in this message with an apostrophe, which is part of the GSM 03.38 alphabet, then the message is sent as a single message part.

MMS file types, size and character limits

A single MMS media file can be up to 2 MB for all image types (gif, jpeg, png) and 600 KB in size for all audio and video media file types. The text message body of an MMS can contain 1600 from any character set. Unlike SMS, MMS message are not broken into multiple parts when they are sent. If you are sending large text message you may get better throughput sending an MMS message since they are not broken into multiple parts.

File type	MIME types	Maximum file size
Graphics Interchange Format	`image/gif`	2 MB
Joint Photographic Experts Group	`image/jpeg`	2 MB
Portable Network Graphics	`image/png`	2 MB
Tag image file format	`image/tiff`	600 KB
Third generation partnership project	`audio/3gpp` , `video/3gpp`	600 KB
Third generation partnership project 2	`audio/3gpp2` , `video/3gpp2`	600 KB
Adaptive Multi-Rate	`audio/amr`	600 KB
MPEG-4	`audio/mp4` , `video/mp4`	600 KB
Moving picture experts group	`audio/mpeg` Only MP3 files are supported for `audio/mpeg`	600 KB

File type	MIME types	Maximum file size
Ogg	`audio/ogg`	600 KB
QuickTime	`video/quicktime`	600 KB
WebM	`video/webm`	600 KB
iCalendar	`text/calendar`	600 KB
vCard	`text/vcard ,text/x-vcard`	600 KB
Portable Document Format	`application/pdf`	600 KB

RCS limits and restrictions

RCS messages are subject to the following limits. RCS messaging, including rich cards, carousels, file messages, suggestions, per-message fallback, and message expiration, is available in all countries where RCS is supported. For more information, see Sending rich RCS messages.

RCS message limits

Limit	Value
Text message body	3,072 characters
Rich card title	200 characters
Rich card description	2,000 characters
Carousel cards	2 to 10 cards
Suggestions per message	11
Suggestions per card	4
Suggestion display text	25 characters
Postback data	2,048 characters

Limit	Value
Media file size	100 MB (carriers commonly limit video to 5 MB)
Media URL length	2,000 characters
Total message payload	250 KB
Message expiration (time-to-live)	1 second to 172,800 seconds (48 hours)
Per-message fallback body (SMS or MMS)	1,600 characters

What are the Message Parts per Second (MPS) limits

SMS messages are delivered in 140-byte sections known as *message parts*. Messages that are very long, or that contain many multi-byte characters, are split into several message parts. These messages are usually re-assembled on the recipient's device, appearing as a single long message rather than several small ones. For more information about SMS character limits, see SMS character limits.

For this reason, SMS throughput limits, also referred to as throttling, are measured in *Message Parts per Second* (MPS)—that is, the maximum number of message parts that you can send in a second. Your MPS limit depends on the destination country of your messages, and the type of phone number, known as the *origination number*, that you use to send the message. For example, if you use a United States short code to send messages to recipients in the US, you can send 100 MPS. However, if you use a US toll-free number to send to US recipients, you are throttled to only send 3 MPS.

MMS message are delivered as a single *message part* and are not broken into multiple *message parts*. The maximum media file size can be up to 2MB for gif, jpeg, png, and 600KB in size for all other media file types and can contain up to 1600 characters, from any character set, in the message body, see MMS file types, size and character limits. If you are sending SMS messages that have more than 3 *message parts* you should consider sending an MMS message instead. For example if you send an SMS message with 481 GSM 03.38 characters then the SMS message will be split into 4 *message parts*. You are billed for each of those *message parts*. If you send the 481 GSM 03.38 characters in the MMS message body you are only billed for one *message parts*. Also

only sending 1 MMS *message part* instead of 4 SMS *message parts* will increase your message throughput. For more information on pricing, see AWS End User Messaging Pricing.

The following sections describe the MPS for various types of origination numbers and for various countries.

Short codes

The following table shows general MPS limits for dedicated short codes.

Geographic area	SMS MPS	MMS MPS
United States (US)	100 MPS	40 MPS
Canada (CA)	100 MPS	40 MPS
All other countries and regions	Varies by country or region.	N/A

Long codes

The following table shows general MPS limits for dedicated long codes.

Geographic area	SMS MPS	MMS MPS
United States (US) (10DLC)	The send rate is determined by your approved 10DLC campaign and is applied automatically to the numbers associated with the campaign. The limit is shared across all numbers on the campaign. Final eligible rates are carrier-dependent, based on your campaign's throughput tier and campaign type. See 10DLC capabilities.	1 MPS
Canada (CA)	1 MPS	1 MPS
All other countries and regions	10 MPS	N/A

Toll-free numbers

Toll-free numbers are currently only available in the United States. US toll-free numbers support 3 MPS and require that you register the toll-free number. For more information about registering a toll-free number, see US toll-free number registration form.

Geographic area	SMS MPS	MMS MPS
United States (US)	3 MPS	3 MPS

Important

If your throughput requirements exceed 3 MPS, you should use a 10DLC number or a short code. If you purchase multiple toll-free numbers and attempt to distribute your throughput across them, the mobile carriers are likely to identify this as "snowshoeing" and filter all of your messages from their networks. For more information about "snowshoeing", see Prohibited message content

Sender IDs

The following table shows general MPS limits for sender IDs.

Sender ID type	SMS MPS	MMS MPS
Customer-defined using the AWS End User Messaging SMS API or from the AWS End User Messaging SMS console	10 MPS	N/A

Shared routes

The following table shows general MPS limits for shared routes.

Sender ID type	SMS MPS	MMS MPS
Shared routes/ customer-owned number	20 MPS	N/A

View your current messaging limits

The preceding tables show the general message parts per second (MPS) limits by origination number type and country. You can also view the messaging limits that apply to a specific origination identity, such as a phone number, sender ID, or RCS agent. The messaging limits include the following:

- **Send rate limits** – The maximum send rate for each supported capability, in message parts per second. A capability can be `SMS`, `MMS`, `VOICE`, or `RCS`.
- **Daily message caps** – An advisory maximum number of messages that can be sent per day, listed by provider (for example, `T-MOBILE`). Daily message caps apply to 10DLC phone numbers and are not shown when no daily cap applies.

To request an increase to these limits, open a case in the Support Center Console. For more information, see Requesting a quota increase with Support.

To view the messaging limits for a phone number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. Choose the phone number that you want to view.
4. Choose the **Messaging limits** tab to view the current send rate limits for the phone number.

To view the messaging limits for a sender ID (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender IDs**.
3. Choose the sender ID that you want to view.
4. Choose the **Messaging limits** tab to view the current send rate limits for the sender ID.

To view the messaging limits for an RCS agent (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **RCS agents**.
3. Choose the RCS agent that you want to view.
4. Choose the **Messaging limits** tab to view the current send rate limits for the RCS agent.

To view the messaging limits programmatically, use the `DescribePhoneNumbers`, `DescribeSenderIds`, or `DescribeRcsAgents` operation in the AWS End User Messaging SMS API. The response includes a `MessagingLimits` field that contains the send rate limits and, for supported phone numbers, any advisory daily message caps.

Differences between message type and message routes

Messages sent through AWS End User Messaging SMS can either be promotional or transactional. A promotional message type is typically comprised of marketing or sales-related messages. Some countries or regions have quiet time hours when you're not permitted to send promotional messages. A transactional message type is for more time-sensitive messages, such as password resets or one-time passwords.

You pass the message type as an optional parameter using the SendTextMessage operation of the AWS End User Messaging SMS and voice v2 API. In some cases you might use a sender ID as the originator, or you might have a shared pool of numbers. If you have both transactional and promotional numbers associated with your account for the destination country, AWS End User Messaging SMS chooses a transactional number by default. Delivery receipts and the Delivery dashboard show the route as either promotional or transactional, based on the chosen number.

Choosing an origination identity

Dedicated phone numbers are country-specific. You can't request a dedicated phone number for one country but then use it as an identity for another country.

When you send SMS or MMS messages using AWS End User Messaging SMS, you can identify yourself to your recipients by using a sender ID, long code, 10 digit long code(10DLC), short code or toll-free number. Each of these types of identities has its own advantages and disadvantages, which are discussed in the following sections. Origination identities are resources that are unique to each AWS Region, so they can't be shared across AWS Regions. You can grant cross AWS account and AWS Region access to your origination identities.

For example if your use case requires you to send message to the United States and Canada you have to provision origination identities for both of those countries. You do not need to provision the origination identities in AWS Regions that are local to that country. You could provision both origination identities in US West (Oregon). As another example if your use case requires you to send message to the United States and India you might want to provision the origination identities in AWS Regions that are geographically close to their message destinations to reduce latency. For more information see the Amazon Pinpoint Resilient Architecture Guide.

Using the AWS End User Messaging SMS console, we'll recommend one of the below origination identities depending on your use-case. Recommendations are based on your input criteria including if you require SMS and/or voice capabilities, a two-way number, and estimate monthly messages.

Topics

- Sender ID
- Long codes
- 10 digit long code (10DLC)
- Short codes
- Toll-free number (TFN)
- AWS RCS Agent
- General considerations for choosing an origination identity
- Choosing an origination identity for one-way messaging use cases
- Choosing an origination identity for two-way messaging use cases

Sender ID

A sender ID is an alphanumeric name that identifies the sender of an SMS message. When you send an SMS message using a sender ID, and the recipient is in an area where sender ID authentication is supported, your sender ID appears on the recipient's device instead of a phone number. A sender ID provides SMS recipients with more information about the sender than a phone number or short code provides.

Sender IDs are supported in several countries and regions around the world. In some places, if you're a business that sends SMS messages to individual customers, you must use a sender ID that's pre-registered with a regulatory agency or industry group. For a complete list of countries and regions that support or require sender IDs, see SMS and MMS country capabilities and limitations.

Advantages

Sender IDs provide the recipient with more information about the message sender. It's easier to establish your brand identity by using a sender ID than by using a short or long code. There's no additional charge for using a sender ID.

Disadvantages

Support and requirements for sender ID authentication aren't consistent across all countries or regions. Several major markets (including Canada, China, and the United States) don't support sender ID. In some areas, you must have your sender IDs pre-approved by a regulatory agency before you can use them. Sender IDs do not support two-way SMS messaging.

Long codes

Long codes are phone numbers that use the number format of the country or region where your recipients are located. Long codes are also referred to as long numbers or virtual mobile numbers. For example, in the United States and Canada, long codes contain 11 digits: the number 1 (the country code), a three-digit area code, and a seven-digit phone number. Long codes support MMS in the United States and Canada.

Advantages

Dedicated long codes are reserved for use by your AWS End User Messaging SMS account only—they aren't shared with other users. When you use dedicated long codes, you can specify which long code you want to use when you send each message. If you send multiple messages to the same customer, each message appears to be sent from the same phone number. For this reason,

dedicated long codes can be helpful in establishing your brand or identity. Dedicated long codes support two-way SMS messages and you can receive incoming messages from your customers.

Disadvantages

If you send several hundred messages per day from a dedicated long code, mobile carriers might identify your number as one that sends unsolicited messages. If your long code is flagged, your messages might not be delivered to your recipients.

Long codes also have limited throughput. In the United States and Canada, where long codes are most commonly used, you can send a maximum of one message per second. The maximum sending rates for other countries vary. Contact AWS Support for more information. If you plan to send large volumes of SMS messages, or you plan to send at a rate greater than one message per second, you should purchase a dedicated short code.

In the United States, local long codes cannot be used for A2P SMS messages. For more information see 10 digit long code (10DLC).

10 digit long code (10DLC)

If you want to use local long codes in the United States to send SMS or MMS messages you need to request a 10DLC, which is a ten-digit long code dedicated only for use in the United States.

Many jurisdictions have restrictions related to using long codes to send Application-to-Person (A2P) SMS messages. An A2P SMS or MMS is a message that's sent to a customer's mobile device when that customer submits his or her mobile number to an application. A2P messages are one-way conversations, such as marketing messages, one-time passwords, and appointment reminders. If you plan to send A2P messages, you should purchase a dedicated short code (if your customers are in the United States or Canada), request a 10DLC (only if your customers are in the United States), or use a sender ID (if your recipients are in a country or region where sender IDs are supported).

A 10DLC number is used only for sending messages within the US. Using a 10DLC number requires that you register your company brand and the campaign that you want to associate the number with. After approval you can request a 10DLC phone number. Once requested, the time to receive approval is 7-10 days. The number can't be used with any other campaigns.

Short codes

Short codes are numeric sequences that are shorter than a regular phone number. For example, in the United States and Canada, standard phone numbers (long codes) contain 11 digits, while short

codes typically contain five to seven digits. If you send a large volume of SMS or MMS messages to recipients in the United States or Canada, you can purchase a short code. This short code is reserved for your exclusive use. Short codes support MMS in the United States and Canada.

Advantages

Using a memorable short code can help build trust. If you need to send sensitive information, such as one-time passwords, it's a good idea to send it using a short code so that your customer can quickly determine whether a message is actually from you.

If you're running a new customer acquisition campaign, you can invite potential customers to send a keyword to your short code (for example, "Text FOOTBALL to 10987 for football news and information"). Short codes are easier to remember than long codes, and it's easier for customers to enter short codes into their devices. By reducing the amount of difficulty that customers encounter when they sign up for your marketing programs, you can increase the effectiveness of your campaigns.

Because mobile carriers must approve new short codes before making them active, they are less likely to flag messages sent from short codes as unsolicited.

When you use short codes to send SMS or MMS messages, you can send a higher volume of messages per 24-hour period than you can when you use other types of originating identities. In other words, you have a much higher *sending quota*. You can also send a much higher volume of messages per second. That is, you have a much higher *sending rate*.

Disadvantages

There are additional costs to acquire short codes, and they can take a long time to implement. For example, in the United States, there's a one-time setup fee for each short code, plus an additional recurring charge per month for each short code. It can take 8–12 weeks for short codes to become active on all carrier networks. For more information on pricing, see AWS End User Messaging Pricing.

Toll-free number (TFN)

Toll-free numbers are typically used for transactional messaging, such as registration confirmation or for sending one-time passwords and only used within the US. They can be used for voice, SMS and MMS messaging. Average throughput is three message parts per second (MPS); however, this throughput is affected by character encoding. For more information about how character encoding affects message parts, see Messaging limits and restrictions.

US mobile carriers require that you register your toll-free number before live messaging will be enabled, see Registrations. When using or registering a toll-free number, it's best to follow the guidelines in the Best Practices section for Prohibited message content.

AWS RCS Agent

An AWS RCS Agent is the origination identity that you use to send RCS (Rich Communication Services) messages. An RCS agent represents your brand in the recipient's messaging app, including your brand name, logo, and color. To send RCS messages, your agent must be registered and in the *Active* state. For information about creating and managing agents, see Getting started with RCS.

You can use an RCS agent as the origination identity in two ways:

- Specify the agent directly to send rich RCS content (text, files, rich cards, carousels, and suggestions) with the `SendRcsMessage` API action. For more information, see Sending rich RCS messages.
- Add the agent to a phone pool that also contains an SMS-capable identity. When you send with `SendTextMessage`, the pool delivers over RCS to capable devices and falls back to SMS automatically. For more information, see RCS to SMS fallback using phone pools.

You can use RCS messaging with `SendRcsMessage` in all countries where RCS is supported. For more information, see What is RCS?.

General considerations for choosing an origination identity

There are several guidelines to consider when you're deciding what type of origination identity to use:

- Sender IDs are a great option for one-way use cases. However, they're not available in all countries.
- Short codes are a great option for two-way use cases. If you have to choose between using a short code or a long code, you should choose the short code.
- In some countries (such as India and Saudi Arabia), long codes can be used to receive incoming messages, but can't be used to send outgoing messages. You can use these inbound-only long codes to provide your recipients with a way to opt out of messages that you send using a Sender ID.

- In some countries, we maintain a pool of shared origination identities. If you send messages to recipients in a particular country, but you don't have a dedicated origination identity in that country, we make an effort to deliver your message using one of these shared identities. Shared identities are unavailable in some countries, including the United States and China.
- The mobile industry changes rapidly. In many countries, there is a trend toward increased regulation of commercial SMS messages. Carriers can, with little or no warning, decide to disallow messages sent from shared origination identities. If this happens, we will attempt to tell you about these changes with as much advance warning as possible. However, carriers generally provide us with little advance notice of these changes. For these reasons, dedicated origination identities are always preferred to shared ones.

Choosing an origination identity for one-way messaging use cases

A *one-way messaging* use case is a use case that only involves sending outgoing SMS messages to your recipients. This section provides information about choosing the right type of origination identity for your one-way messaging use case. If your use case requires two-way messaging—that is, the ability to both send outgoing messages and receive incoming messages—answer the questions in Choosing an origination identity for two-way messaging use cases instead.

One-way messaging use cases can use short codes, long codes, toll-free numbers, or alphanumeric Sender IDs as their origination identity. The right kind of origination identity to use depends on your specific needs, and on the countries that your recipients are located in.

Answer the following questions to determine the right type of origination identity for your needs. If you have recipients in multiple countries, answer these questions for each country that your recipients are located in.

1. Are you planning to send messages to recipients in the United States?
   - If you answered **Yes**, proceed to question 2.
   - If you answered **No**, proceed to question 3.
2. Which of the following throughput rates best fits your use case? Your throughput rate is the number of message parts that you can send each second.
   - **1–3 message parts per second**: Use a toll-free number. You can also use 10DLC numbers or short codes. These number types provide plenty of room for growth, but also cost more and take longer to obtain than a toll-free number.

For more information about requesting a toll-free number, see Request a phone number.

If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.

- **10–75 message parts per second**: Use a 10DLC number. You can also use a short code, which would provide additional room for growth, but would also cost more.

  For more information about setting up 10DLC, see United States 10DLC registration.

  If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.
- **100 message parts per second or more**: Use a short code. When you create your request in the AWS Support Center Console, specify the throughput rate that you want your short code to support. US short codes support 100 message parts per second by default, but the throughput rate can be increased beyond that rate for an additional monthly fee.

  For more information about requesting a short code, see Requesting dedicated short codes.

  If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.

3. Is it important for all of your messages to come from the same origination identity?
   - If you answered **Yes**, proceed to question 4.
   - If you answered **No**, proceed to question 6.
4. Are Sender IDs supported in the country that you plan to send messages to? For a list of countries that support Sender IDs, see Supported countries and regions for SMS.
   - If you answered **Yes**, proceed to question 5.
   - If you answered **No**, proceed to question 7.
5. Does the country that you plan to send messages to require pre-registration of Sender IDs? For a list of countries that require Sender ID registration, see Supported countries and regions for SMS.
   - If you answered **Yes**, complete the Sender ID process for the destination country. When the registration process is complete, you can use your Sender ID to send messages.

     If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.
   - If you answered **No**, you can specify your Sender ID when you send your messages.

If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.

6. Are you planning to send messages to recipients in India?

   - If you answered **Yes**, you can start sending immediately using international (ILDO) routes from any AWS Region. However, the messages that you send are charged at the International Long-Distance Operator (ILDO) rate, which costs significantly more than messages sent using a registered Sender ID. If costs are an important factor, you should consider registering your company and use case in India. When you complete this registration process, you can send messages at the less-expensive local rate. Note that local routes using DLT-registered sender IDs are only supported from the AP-SOUTH-1 Asia Pacific (Mumbai) and AP-SOUTH-2 Asia Pacific (Hyderabad) regions. For more information, see India sender ID registration process in AWS End User Messaging SMS.

     If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.

   - If you answered **No**, you can start sending without obtaining an origination identity. Your messages are sent using an origination identity that is shared with other AWS End User Messaging SMS users. The capabilities of the mobile networks in the destination country determine what identity is shown to recipients when they receive a message from you. In countries that support unregistered Sender IDs, your messages are sent using a generic Sender ID (such as "NOTICE"). In countries that don't support Sender IDs, your messages are sent from a random long code or short code.

     If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.

7. Are dedicated short codes available in the country that you plan to send messages to? For a list of countries that support dedicated short codes, see Supported countries and regions for SMS.

   - If you answered **Yes**, you should use a **short code**.
   - If you answered **No**, proceed to question 8.

8. Are dedicated long codes available in the country that you plan to send messages to? For a list of countries that support dedicated long codes, see Supported countries and regions for SMS.

   - If you answered **Yes**, you can use a dedicated long code. However, if any other type of dedicated identity is available in that country (such as Sender IDs or short codes), you should use the other identity type instead. Carriers are more likely to block messages that are sent using long codes if other origination identity types are also available.

For more information about requesting dedicated SMS long codes, see Requesting dedicated long codes.

If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.

- If you answered **No**, you can start sending without obtaining an origination ID. Your messages are sent using an origination identity that is shared with other users. The capabilities of the mobile networks in the destination country determine what identity is shown to recipients when they receive a message from you. In countries that support unregistered Sender IDs, your messages are sent using a generic Sender ID (such as "NOTICE"). In countries that don't support Sender IDs, your messages are sent from a random long code or short code.

  If you want to determine what kind of origination identity to use for another country, return to question 1. Otherwise, **stop here**.

Choosing an origination identity for two-way messaging use cases

A *two-way messaging* use case is a use case that involves both sending outgoing SMS messages to your customers and receiving incoming SMS messages from them. This section provides information about choosing the right type of origination identity for your two-way messaging use case. If your use case requires one-way messaging—that is, only the ability to send outgoing messages—answer the questions in Choosing an origination identity for one-way messaging use cases instead.

If you plan to receive incoming SMS messages, you must have a dedicated phone number. There are different types of dedicated phone numbers depending on the country where your customers are located.

Answer the following questions to determine the right type of origination identity for your needs. If you have recipients in multiple countries, answer these questions for each country that your recipients are located in.

1. Is two-way messaging supported in the country that you plan to send messages to? For a full list of countries that support two-way messaging, see Supported countries and regions for SMS.
   - If you answered **Yes**, proceed to question 2.

- If you answered **No**, your two-way messaging use case isn't supported, but you can still send one-way messages. To find an origination ID for sending one-way messages, see Choosing an origination identity for one-way messaging use cases.

2. Are you planning to send messages to recipients in the United States?
   - If you answered **Yes**, proceed to question 3.
   - If you answered **No**, proceed to question 4.
3. Which of the following throughput rates best fits your requirements? Your throughput rate is the number of message parts that you can send each second.
   - **1–3 message parts per second**: Use a toll-free number. You can also use 10DLC numbers or short codes. These number types will provide plenty of room for growth, but will also cost more and take longer to obtain.

     For more information about requesting a toll-free number, see Request a phone number.

     If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.
   - **10–75 message parts per second**: Use a 10DLC number. A short code will also work for your use case, and will provide additional room for growth, but it will also cost more.

     For more information about setting up 10DLC, see United States 10DLC registration.

     If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.
   - **100 message parts per second or more**: Use a short code. When you create your request in the AWS Support Center Console, specify the throughput rate that you want your short code to support. US short codes support 100 message parts per second by default, but the throughput rate can be increased beyond that rate for an additional monthly fee.

     For more information about requesting a short code, see Requesting dedicated short codes.

     If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.
4. Are dedicated short codes available in the country that you plan to send messages to? For a list of countries where short codes are available, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

- If you answered **Yes**, use a dedicated short code. For more information about requesting a short code, see Requesting dedicated short codes.

  If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.
- If you answered **No**, use a dedicated long code. For more information about requesting dedicated SMS long codes, see Requesting dedicated long codes.

  > **Note**
  >
  > If both dedicated short codes and dedicated long codes are available in the destination country, you should use a dedicated short code. Mobile carriers are more likely to block or limit the messages that are sent from long codes if short codes are also available.

  If you want to determine what kind of origination number to use for another country, return to question 1. Otherwise, **stop here**.

RCS messaging

Rich Communication Services (RCS) for business in AWS End User Messaging lets you send verified, branded text messages to recipients in 22 supported countries. RCS is the next evolution of SMS — not a separate channel. RCS messages are delivered to the same native messaging app that recipients already use for SMS, making it an in-place upgrade rather than a new app to install. Verified brand identities inspire trust, encourage conversations, and drive better business results. When RCS delivery is not possible, AWS End User Messaging can automatically fall back to SMS.

Topics

- What is RCS?
- Supported countries for RCS
- Getting started with RCS
- Managing RCS agents
- Testing RCS messages
- RCS to SMS fallback using phone pools
- Sending RCS messages
- Sending rich RCS messages
- Receiving inbound RCS messages
- Launching RCS in countries
- RCS CloudWatch metrics and monitoring
- RCS billing and pricing model

What is RCS?

Rich Communication Services (RCS) for business is a messaging protocol that enhances traditional SMS with verified brand identity. With AWS End User Messaging, you can send RCS text messages to recipients in 22 supported countries, with automatic SMS fallback for devices or carriers that don't support RCS.

RCS messages appear in the same messaging app that recipients use for SMS, but include your verified brand name, logo, and colors. This makes RCS an in-place upgrade rather than a new channel to adopt. Customers using the `SendTextMessage` API can start using RCS with minimal to

no code changes, and end users don't change their messaging flow. Verified identities inspire trust, encourage conversations, enhance existing messaging use cases, and open the door for new use cases like conversational experiences.

> **Important**
>
> Google is part of the message delivery chain for delivering your RCS messages. Accordingly, your use of the RCS messaging channel in AWS End User Messaging is also subject to the Google RCS for Business Terms of Service, which includes information on how Google may use your RCS message content.

Topics

- Key benefits of RCS
- How RCS differs from SMS
- Why SMS fallback is essential
- Supported RCS capabilities
- Understanding the two-level identity model

Key benefits of RCS

RCS messaging through AWS End User Messaging provides the following benefits over traditional SMS:

Verified brand identity

RCS messages display your brand logo, name, and colors alongside a verified badge on Android devices. Recipients can confirm that the message is from your organization, which reduces the risk of phishing and improves engagement.

Delivery receipts (DLRs)

RCS provides device-level delivery receipts that confirm when a message has been delivered to the recipient's device. Unlike SMS, where delivery confirmation comes from the carrier network, RCS DLRs report directly from the device, giving you stronger assurance of actual delivery. This is also tied to billing. With RCS, you only pay for messages that are confirmed delivered to the device, whereas SMS charges are incurred when the message is accepted by the carrier.

Improved messaging performance

Messages delivered via RCS tend to achieve better business results compared to SMS because verified brand identity increases recipient trust and engagement. While RCS is not yet as universally available as SMS, the subset of messages delivered via RCS typically sees higher open rates and conversions. For recipients whose devices or carriers do not support RCS, automatic SMS fallback ensures your messages still reach them.

Automatic SMS fallback

When you send messages through a phone pool that contains both an AWS RCS Agent and SMS phone numbers, AWS End User Messaging automatically falls back to SMS if RCS delivery is not possible. This ensures your messages reach recipients regardless of their device or carrier support for RCS.

How RCS differs from SMS

The following table compares RCS and SMS messaging capabilities in AWS End User Messaging.

RCS compared to SMS

Feature	RCS	SMS
Brand identity	Verified brand name, logo, colors, and badge	Phone number or sender ID only
Delivery confirmation	Device-level delivery receipts: the recipient's device reports back directly, confirming actual delivery. You are only billed for confirmed deliveries.	Carrier-level confirmation: the carrier network acknowled ges receipt, but this does not guarantee the message reached the device. You are billed when the carrier accepts the message.
Message content	Text messages, plus rich content (rich cards, carousels, media files, and interactive suggestions), in all countries where RCS is supported.	Text messages, MMS for media
Rich media and interactivity	Rich cards, carousels, image, video, audio, and PDF files, and	MMS media only. No interactive elements.

Feature	RCS	SMS
	interactive suggestions (suggested replies and actions). Available in all countries where RCS is supported, with the `SendRcsMessage` API.	
Device support	Android devices with RCS enabled, iPhone with iOS 18 or later	All mobile devices
Supported countries	22 countries including the United States, Canada, United Kingdom, Germany, France, Brazil, and more	Over 200 countries and regions

Why SMS fallback is essential

Not all mobile devices and carriers support RCS. For example, older Android devices, some carriers, and iPhones running iOS versions earlier than 18 cannot receive RCS messages. For most use cases, you need a reliable way to reach all recipients regardless of their device or carrier.

Phone pools solve this problem. A pool is a container of messaging identities that provides an abstraction layer between your API requests and your origination identities. Instead of putting SMS fallback number selection logic in your application, you add RCS agents and phone numbers to a pool and AWS End User Messaging handles the rest. This gives you three advantages:

- Easy RCS-to-SMS fallback without worrying about which numbers work in which country. Add your identities to a pool and the service selects the right one automatically.
- Number and agent selection logic stays out of your application code and in easy-to-manage configuration. You can add or remove identities without changing your sending integration.
- While simple to set up, pools also allow complete control over how you use numbers and RCS agents together, including per-use-case pools for compliance-safe routing.

To use SMS fallback, create a phone pool that contains both your AWS RCS Agent and one or more SMS phone numbers. When you send a message using the pool, AWS End User Messaging attempts RCS delivery first and automatically falls back to SMS if needed. We recommend pool-

based sending for all messaging use cases, not just RCS, because it provides flexibility to add or change origination identities without modifying your application code.

> **Note**
>
> If you send a message directly to an AWS RCS Agent (without using a pool), SMS fallback is not available. Use direct sending only when you require RCS-or-nothing delivery or when you manage fallback logic outside of AWS End User Messaging.

Supported RCS capabilities

RCS in AWS End User Messaging supports both text and rich, interactive messaging in all countries where RCS is supported. You send and receive plain text RCS messages using the same `SendTextMessage` API that you use for SMS. To send rich content such as rich cards, carousels, media files, and suggestions, use the `SendRcsMessage` API. For more information, see Sending rich RCS messages.

> **Important**
>
> RCS messaging with `SendRcsMessage`, including rich cards, carousels, file messages, suggestions, per-message SMS or MMS fallback, and message expiration, works in all countries where RCS is supported.

RCS in AWS End User Messaging currently supports the following:

- Sending and receiving text messages through RCS
- Sending rich content with the `SendRcsMessage` API, including rich cards, carousels, and file messages (image, video, audio, and PDF), in all countries where RCS is supported
- Interactive suggestions (suggested replies and actions) on any message type
- Per-message SMS or MMS fallback and message expiration (time-to-live)
- Receiving inbound RCS media, and message events such as delivery, read, and suggestion-tap (postback) events
- Verified brand identity (logo, name, colors, and verified badge)
- Delivery receipts (DLRs)

- Automatic SMS fallback with pool-based sending
- Two-way messaging (receiving inbound RCS text messages)
- Keyword management for auto-responses
- CloudWatch metrics for RCS message monitoring
- Country launches in 22 supported countries across North America, South America, Europe, and Asia Pacific
- RCS testing agents for testing without carrier approval
- Phone mockups in the console to preview how your brand appears on devices
- A single AWS RCS Agent resource that manages country-specific registrations across all supported countries
- Shared registration details across countries, with per-country customization
- All AWS End User Messaging capabilities including configuration sets, phone pools, opt-out lists, and keywords

> **Note**
>
> RCS testing agents are typically created and approved within minutes, compared to SMS phone number registrations which can take days or weeks. This allows you to start testing RCS messaging quickly.

Understanding the two-level identity model

RCS in AWS End User Messaging uses a two-level identity model: the **AWS RCS Agent** (a container you create and manage) and one or more **RCS for Business IDs** (per-country agent identities created during registration). For complete details on how these identities relate, including lifecycle states and the comparison table, see Understanding the two-level identity model.

Supported countries for RCS

AWS End User Messaging supports RCS country launches in the following countries. Each country has a specific registration type that you use when submitting a country launch registration. Some countries have additional requirements beyond the standard registration form — see the country-specific sections for details.

Supported RCS launch countries

Country	Registration type	Notes
Austria (AT)	AT_RCS_LAUNCH_REGISTRATION	Launching RCS in Austria
Brazil (BR)	BR_RCS_LAUNCH_REGISTRATION	Launching RCS in Brazil
Canada (CA)	CA_RCS_LAUNCH_REGISTRATION	Launching RCS in Canada
Colombia (CO)	CO_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Czech Republic (CZ)	CZ_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Denmark (DK)	DK_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Dominican Republic (DO)	DO_RCS_LAUNCH_REGISTRATION	Standard country launch registration
France (FR)	FR_RCS_LAUNCH_REGISTRATION	Launching RCS in France
Germany (DE)	DE_RCS_LAUNCH_REGISTRATION	Launching RCS in Germany
Guatemala (GT)	GT_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Italy (IT)	IT_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Mexico (MX)	MX_RCS_LAUNCH_REGISTRATION	Launching RCS in Mexico

Country	Registration type	Notes
Netherlands (NL)	NL_RCS_LAUNCH_REGISTRATION	Launching RCS in the Netherlands
Norway (NO)	NO_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Peru (PE)	PE_RCS_LAUNCH_REGISTRATION	Launching RCS in Peru
Poland (PL)	PL_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Singapore (SG)	SG_RCS_LAUNCH_REGISTRATION	Launching RCS in Singapore
Slovakia (SK)	SK_RCS_LAUNCH_REGISTRATION	Standard country launch registration
Spain (ES)	ES_RCS_LAUNCH_REGISTRATION	Launching RCS in Spain
Sweden (SE)	SE_RCS_LAUNCH_REGISTRATION	Standard country launch registration
United Kingdom (GB)	GB_RCS_LAUNCH_REGISTRATION	Launching RCS in the United Kingdom
United States (US)	US_RCS_LAUNCH_REGISTRATION	Launching RCS in the United States

Countries that link to the standard country launch registration page use the same baseline registration fields (brand information, use case, screen recording, privacy policy, and terms of service). Countries with custom forms or out-of-band requirements have additional steps documented in their country-specific pages.

Getting started with RCS

This guide walks you through setting up your first RCS agent in AWS End User Messaging, and sending and receiving your first RCS message. By the end, you will have a working RCS testing environment. Estimated time to complete: 15–30 minutes.

Here is what this guide covers:

1. Create an AWS RCS Agent and submit a testing registration
2. Add a test device and accept the tester invitation
3. Send your first outbound RCS message
4. Test inbound (two-way) messaging with keywords

For background on how RCS works in AWS End User Messaging, including the two-level identity model (AWS RCS Agent and RCS for Business IDs), see What is RCS?.

Setting up and testing RCS

This section guides you through creating an AWS RCS Agent, registering a test device, sending your first RCS message, and verifying delivery. After completing these steps, you can proceed to launch RCS in production countries.

Prerequisites

Before you begin, make sure you have the following:

- **An AWS account with AWS End User Messaging access** — You need an AWS account with permissions to use AWS End User Messaging. If you don't have an account, see the AWS account setup guide.
- **A phone with RCS enabled** — You need an Android phone with RCS messaging enabled in the default messaging app, or an iPhone running iOS 18 or later. This phone serves as your test device for receiving RCS messages.
- **(Optional) AWS CLI configured** — If you want to test using the API instead of the console, install and configure the AWS CLI or use an AWS SDK such as boto3 for Python.

Step 1: Create your AWS RCS Agent and submit a testing registration

The first step is to create an AWS RCS Agent and submit a testing registration. The testing registration creates an RCS for Business ID (testing agent) that you can use to send messages to registered test devices without carrier approval.

For full details on AWS RCS Agent management, including the agent lifecycle and API operations, see Managing RCS agents.

Creating an AWS RCS Agent (console)

To create an AWS RCS Agent and submit a testing registration

1. Open the AWS End User Messaging console.
2. In the navigation pane, under **Configurations**, choose **RCS agents**.
3. Choose **Create RCS Agent**. This creates an AWS RCS Agent and then immediately guides you through creating a testing registration in a single workflow.
4. The next screen shows an introduction to RCS and explains the setup process. Review the information and choose **Next** to continue.
5. On the **Agent details** page, set the following:
   - **Friendly name** — A console-only label for your AWS RCS Agent. This is an internal name for your reference (stored as a tag) and is not the name displayed on recipients' phones. The friendly name is not available through the API.
   - **Deletion protection** — (Optional) Enable to prevent accidental deletion of the agent.
   - **Tags** — (Optional) Add tags to organize and identify your agent.
6. In the **Brand information** section of the same page, enter the following:
   - **Display name** — The brand name that recipients see alongside your RCS messages.
   - **Description** — A brief description of your brand or business.
   - **Use case** — Select the primary use case for your RCS messaging (for example, transactional notifications, marketing, or customer support).
7. In the **Brand assets** section of the same page, upload the following:
   - **Logo** — 224 × 224 pixels, PNG with transparency, under 50 KB.
   - **Banner image** — 1440 × 448 pixels, PNG or JPEG, under 200 KB.

- **Brand color** — A hex color code (for example, #1A73E8) with a minimum contrast ratio of 4.5:1 against a white background.

> **Important**
>
> Some brand assets cannot be changed after the agent is submitted for registration. Prepare your final brand assets before creating the agent. If you want to experiment first, you can quickly create a test agent using this flow, then create a fresh AWS RCS Agent with finalized brand assets later.

8. On the **Compliance keywords** page, configure your keywords and auto-response messages.
9. On the **Review** page, verify all your settings.
10. Choose **Validate and submit** to create the AWS RCS Agent and submit the testing registration.

> **Note**
>
> You have successfully created an AWS RCS Agent and submitted a testing registration. Your testing agent is typically approved within minutes. Now let's enable test messaging to your device.

Creating an AWS RCS Agent (CLI)

You can also create an AWS RCS Agent using the AWS CLI. First, create the agent, then submit a testing registration.

Step 1: Create the AWS RCS Agent:

```
aws pinpoint-sms-voice-v2 create-rcs-agent \
    --deletion-protection-enabled
```

Step 2: Submit a testing registration for the agent. Use the `CreateRegistration` API with the registration type for RCS testing. You can use the `DescribeRegistrationFieldDefinitions` API to programmatically retrieve all available registration form fields before submitting. Provide your brand assets, description, and contact details as part of the registration form fields.

For details on the registration API, see Managing RCS agents.

Step 2: Add a test device

After your testing registration is approved, add your phone as a test device so you can receive RCS messages from your testing agent.

> **Note**
>
> After you add a test device, the tester invitation is not sent immediately. The system delays activation for at least 120 seconds, and it can take up to 20 minutes for the invitation to arrive. The console shows an approximate activation time. You do not need to wait before adding the device — the system handles the delay automatically.

Console

To add a test device

1. In the AWS End User Messaging console, navigate to your AWS RCS Agent and choose the **Testing** tab.
2. Choose the **RBM tester management** sub-tab.
3. Choose **Add RBM tester**.
4. Enter the phone number of your test device in E.164 format (for example, `+12065550100`).
5. Choose **Send verification code**.

AWS CLI

Use the `CreateVerifiedDestinationNumber` API with the `--rcs-agent-id` parameter to register a test device for your AWS RCS Agent:

```
aws pinpoint-sms-voice-v2 create-verified-destination-number \
    --destination-phone-number +12065550100 \
    --rcs-agent-id rcs-a1b2c3d4
```

After you add the test device, AWS End User Messaging sends a tester invitation to the phone number. The invitation comes from an RCS agent called **RBM Tester Management** and contains two buttons to accept or decline: **Make me a tester** and **Decline**. The recipient must tap **Make me a tester** to complete verification.

> **Note**
>
> On iOS devices (iPhone with iOS 18 or later), the tester invitation may appear in the **Unknown Senders** folder in the Messages app rather than the main inbox. If you don't see the invitation, check the Unknown Senders folder.

For more details on managing test devices, including the API approach and troubleshooting, see Testing RCS messages.

Step 3: Send your first RCS message

After your test device has accepted the tester invitation, you can send your first RCS message. You can use the AWS End User Messaging console or the API.

Console

To send a test message using the console

1. In the AWS End User Messaging console, navigate to your AWS RCS Agent and choose the **Testing** tab.
2. Choose **Outbound test messages**. The console displays a preview of how your message will render on the recipient's device, along with the JSON request body and CLI command.
3. Choose a verified test device from the list.
4. Enter your message text.
5. Choose **Send test message**.

> **Note**
>
> You can optionally set a configuration set for message events. Configuration sets let you consume granular delivery receipts (DLRs) and other message events in the event destination of your choice. This is optional for testing but recommended for production use. For details, see RCS CloudWatch metrics and monitoring.

AWS CLI

Use the `send-text-message` command to send a test message. Specify your AWS RCS Agent ARN as the origination identity:

```
aws pinpoint-sms-voice-v2 send-text-message \
    --destination-phone-number +12065550100 \
    --origination-identity arn:aws:sms-voice:us-east-1:123456789012:rcs-agent/rcs-
a1b2c3d4 \
    --message-body "Hello from RCS! This is my first test message."
```

The `send-text-message` command is the same command you use for SMS. When you specify an AWS RCS Agent ARN as the origination identity, AWS End User Messaging delivers the message via RCS.

Step 4: Test inbound (two-way) messaging

You can test inbound RCS messaging by configuring a keyword with an auto-response and then sending a message from your test device that matches that keyword.

To test inbound messaging with auto-response keywords

1. In the AWS End User Messaging console, navigate to your AWS RCS Agent and configure a keyword. For example, set the keyword `RCSINBOUNDTESTING` with an auto-response message such as "Inbound test successful! Your message was received."
2. On the **Testing** tab, choose **Inbound deep link**.
3. In the **Default message body** field, enter the keyword you configured (for example, `RCSINBOUNDTESTING`).
4. Choose **Generate link**. The console generates an inbound deep link URL using the GSMA standard `sms:` URI scheme. This deep link is embedded in the QR code displayed on the screen.
5. Scan the QR code with your verified tester phone. This opens the native messaging app with a pre-populated message addressed to your AWS RCS Agent.
6. Send the message from your test device.
7. Verify that you receive the auto-response message on your test device.

Testing auto-response keywords does not require setting up an event destination or Amazon SNS topic. The auto-response is handled entirely by AWS End User Messaging based on the keyword configuration on your AWS RCS Agent.

To receive and process arbitrary inbound messages (not just keyword matches), you need to configure an Amazon SNS topic for two-way messaging. For details, see Receiving inbound RCS messages.

What you accomplished

By completing the steps in this guide, you have:

- Created an AWS RCS Agent with your brand assets and submitted a testing registration
- Registered a test device and accepted the tester invitation
- Sent your first RCS message and verified delivery
- Tested inbound messaging using auto-response keywords

Your testing environment is now ready. Here are ways to integrate RCS messaging into your application or fine-tune how RCS messaging works:

- **Receive and process inbound messages**: Configure an Amazon SNS topic to receive inbound RCS messages and process them with Lambda functions. See Receiving inbound RCS messages.
- **Track delivery events**: Set up configuration sets to consume granular delivery receipts (DLRs) and other message events in the event destination of your choice. See RCS CloudWatch metrics and monitoring.
- **Enable SMS fallback**: Create a phone pool with your AWS RCS Agent and SMS phone numbers to automatically fall back to SMS when RCS delivery is not possible. See RCS to SMS fallback using phone pools.
- **Launch in production countries**: Submit country launch registrations to send RCS messages to all recipients in supported countries. See Launching RCS in countries.

AI agent prompt for RCS setup

If you use a generative AI coding assistant or AI agent, you can use the following prompt to get help creating an AWS RCS Agent, submitting a testing registration, and sending your first test message using the AWS CLI.

Note

Copy the following prompt and paste it into your AI agent or coding assistant:

```
## RCS Setup Assistant Prompt

Help me set up RCS messaging in AWS End User Messaging using the AWS CLI.
The service is `pinpoint-sms-voice-v2`. Walk me through each step with exact
CLI commands. Ask me for all required details before generating any commands.

**Important rules for generating commands:**
- All commands use the `pinpoint-sms-voice-v2` service.
- Use `create-rcs-agent` exactly as spelled — NOT `create-r-c-s-agent`.
- Use the term "testing" — NOT "sandbox".
- There is NO `describe-messages` API. Do not generate it.
- `create-rcs-agent` does NOT accept brand asset parameters (no display name,
  no logo, no banner, no color). Brand assets are registration fields only.
- `create-verified-destination-number` uses `--rcs-agent-id`, NOT
  `--origination-identity`.

### Step 1: Create an RCS Agent

Use `create-rcs-agent`. This creates the agent resource only.
Optional parameters: `--deletion-protection-enabled`, `--opt-out-list-name`,
`--tags`.
The response returns `RcsAgentId` and `RcsAgentArn` — save both.

### Step 2: Create and submit a testing registration

This configures brand assets and submits for approval. It requires multiple
API calls in sequence:

a. `create-registration --registration-type TEST_RCS_LAUNCH_REGISTRATION`
   # returns `RegistrationId`. Save it.

b. `create-registration-association --registration-id <id> --resource-id <agent-
id>`
   # links the registration to the agent.

c. Upload images as attachments (two calls):
   `create-registration-attachment --attachment-body fileb://<logo-path>`
   `create-registration-attachment --attachment-body fileb://<banner-path>`
```

```
   # each returns `RegistrationAttachmentId`. Save both.

d. Set ALL required registration fields using `put-registration-field-value`
   with `--registration-id`, `--field-path`, and the appropriate value flag
   (`--text-value`, `--select-choices`, or `--registration-attachment-id`).

   Required fields (ALL must be set or registration will be DENIED):
   - `agentDetails.brandName` (text, 2-65 chars)
   - `agentDetails.serviceName` (text, 1-100 chars)
   - `agentDetails.senderDisplayName` (text, 1-40 chars)
   - `agentDetails.useCase` (select: OTP, TRANSACTIONAL, PROMOTIONAL, MULTI_USE)
   - `agentDetails.agentDescription` (text, 1-100 chars)
   - `agentDetails.logoImage` (attachment ID from step c, 224x224 PNG)
   - `agentDetails.bannerImage` (attachment ID from step c, 1440x448 PNG/JPEG)
   - `agentDetails.accentColor` (text, hex code e.g. #0066CC)
   - `agentDetails.privacyPolicyUrl` (text, valid URL)
   - `agentDetails.termsAndConditionsUrl` (text, valid URL)
   - `agentDetails.averageMonthlyRcsFrequency` (select: 10, 100, 1000+)
   - `agentDetails.monthlyRcsVolume` (text, 1-100000)
   - At least ONE contact method WITH its label:
     agentDetails.contactWebsite + agentDetails.contactWebsiteLabel, OR
     agentDetails.contactPhoneNumber + agentDetails.contactPhoneLabel, OR
     agentDetails.contactEmailAddress + agentDetails.contactEmailLabel

e. Verify all fields: `describe-registration-field-values --registration-id
 <id>`
   Any field showing `DeniedReason: MISSING_REQUIRED_FIELD` must be set.

f. Submit: `submit-registration-version --registration-id <id>`

g. Poll status: `describe-registrations --registration-ids <id>`
   Wait for `RegistrationStatus: COMPLETE`.

**Error recovery:** If registration is DENIED, you must:
1. `create-registration-version --registration-id <id>` (creates new draft)
2. Re-populate ALL fields from scratch (new versions do NOT inherit values)
3. Fix the issue noted in `DeniedReasons`
4. Re-submit

### Step 3: Add a test device

**Prerequisite:** Step 2 must be COMPLETE and the agent's `TestingAgent.Status`
must be `ACTIVE` (check with `describe-rcs-agents`). Then wait at least 120
seconds after the agent becomes ACTIVE.
```

```
Use `create-verified-destination-number --destination-phone-number <E.164>
--rcs-agent-id <agent-id>`.

The device status will be `PENDING`. The user must accept the RCS tester
invitation on their physical device. Check status with
`describe-verified-destination-numbers` — wait for `VERIFIED`.

### Step 4: Send a test RCS message

**Prerequisite:** Step 3 device must be `VERIFIED`.

Use `send-text-message --destination-phone-number <E.164>
--origination-identity <agent-arn> --message-body "<text>"
--message-type TRANSACTIONAL`.

Returns `MessageId`.

### Step 5: Verify delivery

For testing: check the test device — the message appears from the branded
RCS agent.

For production monitoring: set up event destinations BEFORE sending messages
using `create-event-destination` (SNS, CloudWatch Logs, or Firehose). Event
destinations do not retroactively capture events for already-sent messages.
CloudWatch metrics in the `AWS/SMSVoice` namespace provide aggregate stats.

---

**Before generating commands, ask me for:**
- Brand name, service name, and sender display name
- Agent description (what the agent does, what messages users receive)
- Use case type: OTP, TRANSACTIONAL, PROMOTIONAL, or MULTI_USE
- Logo file path (224x224 PNG) and banner file path (1440x448 PNG/JPEG)
- Brand accent color hex code (e.g. #0066CC)
- Privacy policy URL and terms & conditions URL
- One contact method with label: website URL, phone number, or email
- Estimated monthly RCS volume and per-user message frequency
- Test device phone number in E.164 format (e.g. +12065550100)
```

Managing RCS agents

An AWS RCS Agent is the top-level resource in AWS End User Messaging that represents your brand for RCS messaging. It serves as the unified resource that binds together your testing agent and country launch agents (RCS for Business IDs). Keywords and two-way messaging configuration are defined on the AWS RCS Agent. Brand assets are defined on each registration (testing agent or country launch agent). For an overview of how the AWS RCS Agent relates to RCS for Business IDs, see What is RCS?.

The AWS RCS Agent follows this lifecycle:

1. **Create** the AWS RCS Agent.
2. **Add a testing agent** (included in the console create flow; optional via CLI).
3. **Test** your RCS messaging with registered test devices. No carrier approval is required for testing.
4. **Submit a country launch** registration for each country where you want to send production RCS messages.
5. **Partially approved**: at least one carrier has approved your agent. You can start sending to recipients on approved carriers.
6. **Fully approved**: all carriers in the country have approved your agent. Full reach in that country.

One AWS RCS Agent maps to one testing agent (an RCS for Business ID) plus multiple country launch agents (one RCS for Business ID per country). When you create an AWS RCS Agent in the console, the workflow immediately guides you to create a testing agent. The testing agent's brand configuration is then used to pre-populate country launch registration forms, reducing duplicative data entry.

Topics

- Understanding the AWS RCS Agent
- Understanding the two-level identity model
- Creating an AWS RCS Agent
- Updating an AWS RCS Agent
- Viewing AWS RCS Agents
- Reviewing your testing agent
- Viewing country launch status
- Deleting an AWS RCS Agent

Understanding the AWS RCS Agent

The AWS RCS Agent is distinct from the RCS for Business IDs that it manages. The following table summarizes the differences:

AWS RCS Agent compared to RCS for Business ID

Attribute	AWS RCS Agent	RCS for Business ID
Managed by	You, through AWS End User Messaging console or API	AWS End User Messaging, during the registration process
Scope	One per brand or per use case	One per country launch, plus one testing agent
Configuration	Friendly name, deletion protection, opt-out list, tags, keywords, two-way messaging destination	Brand assets and other settings defined during registration
Identifier	`rcs-a1b2c3d4` format	Managed internally by the RCS infrastructure provider

Agent ID and ARN

Each AWS RCS Agent has a unique identifier in the format `rcs-a1b2c3d4` (the prefix `rcs-` followed by a hexadecimal string). You use this ID when calling API operations such as `UpdateRcsAgent` and `DeleteRcsAgent`.

Each AWS RCS Agent also has an AWS resource ARN in the following format:

```
arn:aws:sms-voice:region:account-id:rcs-agent/rcs-agent-id
```

You can use the ARN when specifying the AWS RCS Agent as an origination identity in the `SendTextMessage` API or when adding the agent to a phone pool.

Lifecycle states

An AWS RCS Agent transitions through the following lifecycle states:

CREATED

The AWS RCS Agent resource has been created in AWS End User Messaging, but no registration has been submitted yet. You can update brand assets and configuration in this state.

PENDING

A registration has been submitted and is awaiting processing. The agent is not yet available for sending messages.

TESTING

The testing registration has been approved. The agent has a testing agent (RCS for Business ID) and can send messages to registered test devices. No country launch registrations have been completed.

PARTIAL

At least one country launch registration has been completed, but not all submitted country launches are active. The agent can send messages in countries where it has been approved, but only to recipients on the specific carrier(s) that have approved the agent. The `CountryStatus` for a country moves to PARTIAL as soon as at least one carrier in that country is active.

ACTIVE

All submitted country launch registrations are complete and active. The agent is fully operational in all registered countries. Note that an ACTIVE agent can return to PARTIAL status when a new country launch registration is submitted, because the new country is not yet approved.

DELETED

The AWS RCS Agent has been deleted. All associated RCS for Business IDs (testing and country launch agents) are deactivated. This action cannot be undone.

Understanding the two-level identity model

RCS in AWS End User Messaging uses a two-level identity model: the **AWS RCS Agent** and one or more **RCS for Business IDs**.

AWS RCS Agent

The AWS RCS Agent is the top-level resource that you create and manage in AWS End User Messaging. It serves as the unified resource that binds together your testing agent and country

launch agents. Keywords and two-way messaging configuration are defined on the AWS RCS Agent. Brand assets are defined on each registration. Each AWS RCS Agent has a unique identifier in the format `rcs-a1b2c3d4` and an AWS resource ARN. Think of the AWS RCS Agent as the unified identity for your brand across all countries where you launch RCS.

RCS for Business ID

An RCS for Business ID is the per-country agent identity that is created with the RCS infrastructure provider during the registration process. Each country launch creates a separate RCS for Business ID under your AWS RCS Agent. You don't manage RCS for Business IDs directly. AWS End User Messaging handles the creation and lifecycle as part of the registration process.

One AWS RCS Agent can have the following RCS for Business IDs:

- **One testing agent** — An RCS for Business ID created during the testing registration phase. The testing agent works with registered test devices and allows you to validate your RCS integration before launching in production. Testing messages are charged at standard rates.
- **Multiple country launch agents** — Each country where you launch RCS creates a separate RCS for Business ID. For example, if you launch in multiple countries, your AWS RCS Agent has one country launch agent per country in addition to the testing agent.

The following diagram shows the relationship between these identities:

```
AWS RCS Agent (rcs-a1b2c3d4)
### Testing agent (RCS for Business ID)
### US country launch agent (RCS for Business ID)
### ...additional country launch agents
### [Country N] country launch agent (RCS for Business ID)
```

Keywords and two-way messaging destinations are configured on the AWS RCS Agent and apply to all associated RCS for Business IDs. Brand assets are specific to each registration (testing agent or country launch agent). The AWS RCS Agent also holds account-level settings such as the friendly name, deletion protection, and opt-out list.

Creating an AWS RCS Agent

You can create an AWS RCS Agent using the AWS End User Messaging console or the `CreateRcsAgent` API. When you create an agent, you provide a friendly name in the console (a console-only label stored as a tag, not visible through the API or displayed on recipients' phones) and configure optional settings such as deletion protection and opt-out list association. Brand assets are defined on the registration, not on the AWS RCS Agent itself.

Brand asset requirements

Your brand assets are displayed to recipients alongside your RCS messages. Brand assets are submitted as part of the testing registration, which the console presents as a continuation of the agent creation workflow. The following assets are required when creating an AWS RCS Agent:

Logo

A square image that represents your brand. The logo appears in the messaging app alongside your messages.

- Dimensions: 224 × 224 pixels
- Format: PNG with transparency
- Maximum file size: 50 KB

Banner image

A wide image that appears at the top of your agent's profile in the messaging app. The banner image is only displayed on Android devices.

- Dimensions: 1440 × 448 pixels
- Format: PNG or JPEG
- Maximum file size: 200 KB

Brand color

A hex color code (for example, #1A73E8) used as an accent color in the messaging app. The color must have a minimum contrast ratio of 4.5:1 against a white background to meet accessibility requirements. If the contrast ratio is not set properly, your agent may not be approved.

> **Important**
>
> Brand assets have limitations on changes after the agent is created. Some brand assets cannot be modified once the agent has been submitted for registration. Prepare your final brand assets before creating your AWS RCS Agent.

Console

The AWS End User Messaging console presents AWS RCS Agent creation and testing registration as a single guided workflow. For step-by-step console instructions, see Step 1: Create your AWS RCS Agent and submit a testing registration.

AWS CLI

Use the `create-rcs-agent` command to create an AWS RCS Agent. Brand assets (display name, description, logo, banner, and brand color) are not parameters of this command. They are submitted as registration fields when you create a testing registration.

```
aws pinpoint-sms-voice-v2 create-rcs-agent \
    --deletion-protection-enabled
```

The following optional parameters are available:

- `--deletion-protection-enabled` — Prevents the agent from being deleted until deletion protection is disabled.
- `--opt-out-list-name` — Associates an existing opt-out list with the agent.
- `--tags` — Key-value pairs to organize and identify your AWS RCS Agent.

Updating an AWS RCS Agent

Use the `UpdateRcsAgent` API to modify the settings of an existing AWS RCS Agent. You can update the following settings:

- **Deletion protection** — Enable or disable deletion protection for the agent.
- **Opt-out list** — Associate or disassociate an opt-out list with the agent.
- **Two-way messaging destination** — Configure the Amazon SNS topic and IAM role where inbound messages are delivered. Two-way messaging is always enabled for RCS. Customers are

charged for all inbound RCS messages at standard rates. This setting controls where inbound messages are delivered, not whether they are received.

> **Note**
>
> Changes to your AWS RCS Agent settings through the API are available immediately. However, updates to brand assets (registration fields such as logo, banner, and display name) are reviewed by the RCS infrastructure provider and may take time to appear on recipients' devices. To verify that your API changes have been applied, use the `DescribeRcsAgents` API to confirm the current agent configuration in AWS End User Messaging.

Viewing AWS RCS Agents

You can view your AWS RCS Agents using the AWS End User Messaging console or the `DescribeRcsAgents` API.

Console

To view your AWS RCS Agents in the console, navigate to the **RCS agents** page under **Configurations** in the navigation pane. The list page displays all AWS RCS Agents in your account, including their current lifecycle state, agent ID, and display name.

Choose an agent to view its details, including brand assets, configuration settings, and associated registrations.

AWS CLI

Use the `describe-rcs-agents` command to list all AWS RCS Agents in your account:

```
aws pinpoint-sms-voice-v2 describe-rcs-agents
```

To retrieve details for a specific agent, use the `--rcs-agent-ids` parameter:

```
aws pinpoint-sms-voice-v2 describe-rcs-agents \
    --rcs-agent-ids rcs-a1b2c3d4
```

Reviewing your testing agent

Before submitting a country launch registration, review your testing agent configuration to ensure your brand assets, keywords, and messaging settings are correct. The testing agent serves as the template for country launch registrations, so any issues should be resolved before proceeding.

To review your testing agent, navigate to your AWS RCS Agent in the AWS End User Messaging console and choose the **Registrations** tab. The testing registration shows your current brand configuration, including the logo, banner image, brand color, and display name as they appear on recipients' devices.

You can also use the `DescribeRegistrationFieldValues` API to retrieve the current field values for your testing registration programmatically.

Viewing country launch status

After you submit a country launch registration for your AWS RCS Agent, you can track the approval status for each carrier in that country.

Console

To view the country launch status in the console, navigate to the details page for your AWS RCS Agent and choose the **Country launch status** tab. This tab displays the approval status for each carrier in each country where you have submitted a launch registration.

AWS CLI

Use the `describe-rcs-agent-country-launch-status` command to retrieve the per-carrier launch status:

```
aws pinpoint-sms-voice-v2 describe-rcs-agent-country-launch-status \
    --rcs-agent-id rcs-a1b2c3d4
```

The response includes the approval status for each carrier in each country where you have submitted a launch registration.

Each carrier independently reviews and approves your agent. Your AWS RCS Agent can send messages in a country as soon as at least one carrier in that country has approved the agent. You do not need to wait for all carriers to approve before you can start sending RCS messages. As additional carriers approve your agent, your reach in that country increases.

> **Note**
>
> You can request additional country launches from the country launch status screen. Each new country launch creates a separate registration and goes through its own carrier approval process.

Deleting an AWS RCS Agent

Use the `DeleteRcsAgent` API to permanently delete an AWS RCS Agent. When you delete an agent, all associated RCS for Business IDs (including the testing agent and all country launch agents) are deactivated.

> **Warning**
>
> Deleting an AWS RCS Agent is permanent and cannot be undone. All registrations, country launches, and testing configurations associated with the agent are lost.

Before you can delete an AWS RCS Agent, you must first delete all associated registrations (both testing and country launch registrations), and then disable deletion protection. If deletion protection is enabled, the `DeleteRcsAgent` API returns an error. To disable deletion protection, use the `UpdateRcsAgent` API with deletion protection set to `false`.

To delete an AWS RCS Agent

1. If deletion protection is enabled, disable it by calling the `UpdateRcsAgent` API with deletion protection set to `false`.
2. Call the `DeleteRcsAgent` API with the agent ID or ARN of the AWS RCS Agent that you want to delete.
3. Verify that the agent has been deleted by calling the `DescribeRcsAgents` API. The agent should no longer appear in the results, or its status should be DELETED.

Testing RCS messages

Before you launch RCS messaging in production, you can test your integration using a testing agent. The testing agent is an RCS for Business ID that is created when you submit a testing

registration for your AWS RCS Agent. It provides full API access identical to production, but restricts message delivery to registered test devices only. No carrier approval is needed for testing.

This chapter focuses on the testing agent itself, including how to manage test devices and how to troubleshoot common issues. For a step-by-step walkthrough of creating your first AWS RCS Agent and sending a test message, see Getting started with RCS. For details on creating an AWS RCS Agent and submitting a testing registration, see Managing RCS agents.

> **Important**
>
> Testing messages are charged at standard RCS rates. The testing agent provides a testing environment for validating your integration, but message delivery to test devices incurs the same charges as production messages.

Topics

- What is a testing agent?
- Adding test devices
- Tester invitation flow
- Viewing test devices
- Sending test messages
- Testing SMS fallback
- Troubleshooting RCS testing

What is a testing agent?

A testing agent is an RCS for Business ID that AWS End User Messaging creates when you submit a testing registration for your AWS RCS Agent. The testing agent allows you to:

- Send RCS messages to registered test devices without carrier approval
- Use the `SendTextMessage` API to send test messages, the same API you use in production
- Configure pools, configuration sets, opt-out lists, keywords, and other AWS End User Messaging capabilities for your testing workflow
- Test two-way messaging by sending messages with auto-response keywords
- Test SMS fallback behavior with or without an approved SMS phone number

Test devices that you register for a testing agent work across all countries for that AWS RCS Agent. You do not need to register test devices separately for each country. Conversely, the testing agent can send messages to test devices in any country, regardless of whether you have submitted a country launch registration for that country.

Adding test devices

Before you can send test RCS messages, you must register one or more test devices as verified destination numbers. You can add test devices using the AWS End User Messaging console or the `CreateVerifiedDestinationNumber` API.

Console

In the console, test devices are managed on the **RBM tester management** sub-tab within the **Testing** tab of your AWS RCS Agent. For step-by-step console instructions, see Step 2: Add a test device.

AWS CLI

Use the `create-verified-destination-number` command with the `--rcs-agent-id` parameter to register a test device for your AWS RCS Agent:

```
aws pinpoint-sms-voice-v2 create-verified-destination-number \
    --destination-phone-number +12065550100 \
    --rcs-agent-id rcs-a1b2c3d4
```

Note

The `--origination-identity` parameter is not required. When you specify `--rcs-agent-id`, the command registers the phone number for RCS testing with that agent. When you omit `--rcs-agent-id` and use `--origination-identity` instead, the command sends an OTP SMS for SMS verification. The two parameters are mutually exclusive.

Tester invitation flow

After you add a test device, AWS End User Messaging sends a tester invitation from an RCS agent called RBM Tester Management. The invitation contains buttons to accept or decline. For details on

the tester invitation flow, including the 120-second wait requirement and iOS-specific behavior, see Step 2: Add a test device.

Viewing test devices

You can view the test devices registered for your AWS RCS Agent using the AWS End User Messaging console or the `DescribeVerifiedDestinationNumbers` API.

Console

To view your registered test devices in the console, navigate to the details page for your AWS RCS Agent and choose the **Testing** tab. Choose the **RBM tester management** sub-tab to see all verified destination numbers associated with the agent, including their verification status and phone number.

AWS CLI

Use the `describe-verified-destination-numbers` command to list test devices for your AWS RCS Agent. Use the `--filters` parameter with `rcs-agent-id` to show only RCS test devices:

```
aws pinpoint-sms-voice-v2 describe-verified-destination-numbers \
    --filters Name=rcs-agent-id,Values=rcs-a1b2c3d4
```

Test devices that you register for a testing agent work globally for that AWS RCS Agent. A test device registered in one AWS Region can receive test messages sent from any AWS Region where your AWS RCS Agent is available.

Sending test messages

After a test device has accepted the tester invitation, you can send RCS messages to it. You can send test messages using the AWS End User Messaging console or the `SendTextMessage` API.

Console

To send a test message using the console

1. Open the AWS End User Messaging console.
2. In the navigation pane, under **Configurations**, choose **RCS agents**.
3. Choose the AWS RCS Agent that you want to test.

4. Choose the **Testing** tab.
5. In the **Send test message** section, choose a verified test device from the list.
6. Enter your message text.
7. Choose **Send test message**.

AWS CLI

Use the `send-text-message` command to send a test message to a verified destination number. Specify the AWS RCS Agent ARN as the origination identity:

```
aws pinpoint-sms-voice-v2 send-text-message \
    --destination-phone-number +12065550100 \
    --origination-identity arn:aws:sms-voice:us-east-1:123456789012:rcs-agent/rcs-
a1b2c3d4 \
    --message-body "Hello from RCS testing!"
```

Testing SMS fallback

You can test SMS fallback behavior to verify that your messages are delivered via SMS when RCS delivery is not possible. For complete instructions on testing SMS fallback, including testing without an approved SMS number and the full end-to-end flow, see Testing SMS fallback.

Troubleshooting RCS testing

The following sections describe common issues that you might encounter when testing RCS messages and how to resolve them.

Test device is not receiving RCS messages

If your test device is not receiving RCS messages, check the following:

- Verify that the test device has accepted the tester invitation. Use the `DescribeVerifiedDestinationNumbers` API with the `rcs-agent-id` filter to check the verification status of the device.
- Verify that the test device has RCS enabled. On Android, check the messaging app settings for RCS or Chat features. On iPhone, RCS requires iOS 18 or later.
- Verify that the test device has an active data connection. RCS messages are delivered over data, not the SMS channel.

- Verify that you are sending to the correct phone number in E.164 format.

Message delivered as SMS instead of RCS

If your test message is delivered as SMS instead of RCS, check the following:

- Verify that you are sending the message using the AWS RCS Agent ARN or a pool that contains the AWS RCS Agent as the origination identity. If you specify only an SMS phone number, the message is sent via SMS.
- Verify that the test device has accepted the tester invitation and is registered as a verified destination number for the correct AWS RCS Agent.
- Check the delivery event to determine whether the message was initially attempted via RCS and fell back to SMS, or whether it was sent directly via SMS.

Tester invitation not received

If a test device does not receive the tester invitation, check the following:

- The tester invitation can take up to 20 minutes to arrive after adding a test device. If the invitation has not arrived after 20 minutes, remove the test device and add it again.
- Verify that the phone number is in the correct E.164 format and is a valid mobile number.
- Verify that the test device has an active data connection and RCS is enabled.

iOS: Tester invitation in Unknown Senders

On iOS devices (iPhone with iOS 18 or later), the tester invitation from RBM Tester Management may be filtered into the **Unknown Senders** folder in the Messages app. This is a default iOS behavior for messages from unknown contacts.

To find the invitation:

To find the tester invitation on iOS

1. Open the Messages app on the iPhone.
2. Tap **Filters** in the upper-left corner (or swipe right from the message list).
3. Tap **Unknown Senders**.

4. Look for the RBM Tester Management message and tap **Make me a tester** to accept the invitation.

RCS to SMS fallback using phone pools

A phone pool is a container of messaging identities, such as AWS RCS Agents and SMS phone numbers, that provides an abstraction layer between your API requests and the underlying origination identities. Pools simplify configuration changes, number type migration, and RCS-to-SMS fallback. You send a single API call to the pool, and AWS End User Messaging handles channel selection for you.

This chapter explains how RCS delivery can fail, what makes SMS fallback possible, the fallback logic and priority order, and billing implications. It also covers pool-per-use-case best practices and how to add and remove AWS RCS Agents from pools. For general information about phone pools, see Phone pools in AWS End User Messaging SMS. For information about managing AWS RCS Agents, see Managing RCS agents.

Topics

- How RCS delivery can fail
- What makes SMS fallback possible
- Why use pools
- Pool-per-use-case model
- Compliance risk with account-level sending
- Fallback logic and priority order
- Billing implications of SMS fallback
- Testing SMS fallback
- Managing AWS RCS Agents in pools

How RCS delivery can fail

RCS delivery can fail for several reasons. Understanding these failure modes helps you plan your fallback strategy:

- **Carrier does not support RCS** — The recipient's mobile carrier has not enabled RCS messaging on their network.

- **Device does not support RCS** — The recipient's device does not have RCS capability (for example, an older Android device or an iPhone running iOS earlier than 18).
- **Agent not active on carrier** — Your AWS RCS Agent has not yet been approved by the recipient's carrier, or the agent is in PARTIAL status for that country.
- **Device temporarily unreachable** — The recipient's device supports RCS but is temporarily offline or has no data connection. RCS messages require a data connection for delivery.

When any of these conditions occur and you are using pool-based or account-level sending, AWS End User Messaging automatically falls back to SMS delivery using a dedicated phone number or sender ID from the same pool or account. Shared SMS routes are not supported as a fallback for RCS sending. If the pool or account does not contain a dedicated originator (phone number or sender ID) that is valid for the destination country, the message fails.

What makes SMS fallback possible

SMS fallback requires both an AWS RCS Agent and at least one dedicated SMS phone number or sender ID in the same pool. When you send a message to the pool, AWS End User Messaging attempts RCS delivery first. If RCS delivery fails, the service retries the message via SMS using a dedicated phone number from the same pool. Shared SMS routes are not supported for RCS fallback. A pool with only an AWS RCS Agent (and no dedicated phone numbers or sender IDs) does not support SMS fallback. If RCS fails in that configuration, the message is not delivered.

> **Important**
>
> For SMS fallback to work, your pool must contain both an AWS RCS Agent and one or more dedicated SMS phone numbers or sender IDs. A pool with only a single identity type does not provide cross-channel fallback. Shared routes are not used for RCS-to-SMS fallback, even if shared routes are enabled on the pool.

Why use pools

We recommend using a phone pool for all messaging use cases, not just RCS. Pools provide the following advantages:

- **Automatic SMS fallback** — When a pool contains both an AWS RCS Agent and SMS phone numbers, AWS End User Messaging attempts RCS delivery first. If RCS delivery fails (for example,

the recipient's device or carrier does not support RCS), the service automatically retries the message via SMS using a phone number from the same pool. You do not need to implement fallback logic in your application.

- **Intelligent routing** — The service selects the best origination identity from the pool based on the destination, channel availability, and sticky sending history. This routing happens transparently with each `SendTextMessage` call.
- **Single API call** — You specify the pool ID as the origination identity in your `SendTextMessage` request. The service determines whether to deliver via RCS or SMS without any additional logic on your side.
- **Flexibility for future changes** — You can add or remove phone numbers and AWS RCS Agents from a pool at any time without changing your application code. For example, you can add a toll-free number for SMS fallback or swap out a 10DLC number without modifying your sending integration.
- **No cost or downside** — Creating a pool and adding origination identities to it does not incur additional charges. Even with a single phone number or a single AWS RCS Agent, using a pool gives you the flexibility to add more identities later without application changes.

> **Note**
>
> We recommend always using a pool for messaging. There is no cost or downside to using a pool, even with a single origination identity. For RCS-to-SMS fallback, the pool must contain both an AWS RCS Agent and at least one SMS phone number. Starting with a pool from the beginning means you can add SMS fallback numbers or additional AWS RCS Agents later without modifying your sending code.

Pool-per-use-case model

We recommend creating one pool per use case. Each pool should contain all of the phone numbers and the AWS RCS Agent that serve a single messaging purpose. For example:

- A **transactional pool** for OTP codes and account notifications, containing your AWS RCS Agent and a 10DLC number registered for transactional messaging.
- A **marketing pool** for promotional messages, containing the same AWS RCS Agent (or a different one) and a toll-free number registered for marketing.

- An **appointment reminders pool** for scheduling notifications, containing your AWS RCS Agent and a dedicated phone number for appointment-related messages.

This model ensures that when RCS delivery fails and the service falls back to SMS, the fallback message is sent from a phone number that is registered and approved for the same use case. This keeps your messaging compliant with carrier requirements and registration terms.

Compliance risk with account-level sending

When you send messages at the account level (without specifying a pool or origination identity), AWS End User Messaging selects an origination identity from all available identities in your account. If your account has multiple phone numbers registered for different use cases, the service may select a phone number that does not match the content of your message.

> **Important**
>
> Account-level sending with mixed use cases creates a compliance risk. For example, if your account has a 10DLC number registered for OTP messages and a toll-free number registered for appointment reminders, an OTP message that falls back to SMS could be sent from the appointment reminders toll-free number. This violates the registration terms for that number and can result in carrier filtering or number suspension.

To avoid this risk, use pool-based sending with one pool per use case. When you specify a pool ID in your `SendTextMessage` request, the service only selects origination identities from that pool. Because all identities in the pool are registered for the same use case, the fallback message is always sent from an appropriate number.

Sending approach compliance comparison

Sending approach	SMS fallback behavior	Compliance risk
Pool-based (recommended)	Falls back to a phone number in the same pool, registered for the same use case	Low — fallback number matches the message use case
Account-level	Falls back to any available dedicated phone number or	High — fallback number may not match the message use case

Sending approach	SMS fallback behavior	Compliance risk
	sender ID in the account. Does not fall back to shared routes.	if multiple use cases share the account
Direct (AWS RCS Agent ARN)	No SMS fallback	None — message is delivered via RCS only or not at all

Fallback logic and priority order

When AWS End User Messaging selects an origination identity for a message (either from a pool or from all account identities), it evaluates identities in the following priority order:

1. **Sticky identity** — If a sticky sending pairing exists for the destination phone number and the identity is still available, the service uses that identity.
2. **AWS RCS Agent** — If no sticky pairing exists, the service attempts RCS delivery through an available AWS RCS Agent.
3. **SMS Short Code** — If RCS is not available, the service selects an SMS short code.
4. **SMS 10DLC** — If no short code is available, the service selects a 10DLC number.
5. **SMS Toll-Free Number** — If no 10DLC number is available, the service selects a toll-free number.
6. **SMS Sender ID** — If no other identity is available, the service selects a sender ID.

This priority order applies within the scope of the sending pattern you use. For pool-based sending, the service only considers identities in the specified pool. For account-level sending, the service considers all identities in your account.

Automatic SMS fallback

When you send a message through a pool or at the account level, AWS End User Messaging automatically falls back to SMS if RCS delivery is not possible. Fallback is asynchronous:

If AWS End User Messaging successfully submits the RCS message but does not receive a delivery confirmation or failure signal within 25 seconds, the service falls back to SMS. This handles cases where the RCS infrastructure accepts the message but delivery stalls (for example, the recipient's device is temporarily unreachable, the carrier does not support RCS, or the device is not RCS-capable).

Note

Direct sending (specifying an AWS RCS Agent ARN as the origination identity) does not support automatic SMS fallback. If you need SMS fallback, use pool-based sending.

Sticky sending

Sticky sending is a routing optimization that improves delivery consistency. When AWS End User Messaging successfully delivers a message to a destination phone number using a specific origination identity, the service remembers that pairing for 25 hours. Subsequent messages to the same destination within the 25-hour window are routed through the same origination identity, provided it is still available in the pool or account.

Sticky sending applies to both RCS and SMS delivery. For example, if a message is delivered via RCS through your AWS RCS Agent, the next message to the same destination within 25 hours is also attempted via RCS through the same agent. If the previous message was delivered via SMS (after RCS fallback), the next message is attempted via SMS through the same phone number.

The service periodically retries RCS delivery even when the sticky identity is an SMS phone number. This ensures that recipients whose devices gain RCS support (for example, after a carrier rollout or device upgrade) begin receiving RCS messages without manual intervention.

Key characteristics of sticky sending:

- **25-hour TTL** — The sticky pairing expires 25 hours after the last successful delivery. After expiration, the service re-evaluates the origination identity priority order for the next message.
- **Automatic RCS retry** — Even when the sticky identity is an SMS phone number, the service periodically attempts RCS delivery to check whether the recipient now supports RCS.
- **No manual flushing** — You cannot manually flush or reset sticky sending pairings. The pairing expires automatically after the 25-hour TTL.

Delivery receipts during fallback

When SMS fallback occurs, AWS End User Messaging generates a single delivery receipt for the final channel that delivered the message. If the message is delivered via SMS after RCS fallback, the delivery receipt indicates SMS as the delivery channel. You can determine the delivery channel

by inspecting the `originationPhoneNumber` field in the event. If the value is an RCS agent ID, the message was delivered via RCS. If the value is an E.164 phone number or short code, the message was delivered via SMS. For more information about event fields, see Example AWS End User Messaging SMS event data.

Under normal circumstances, AWS End User Messaging revokes the RCS message before the SMS fallback message is delivered. This prevents the recipient from receiving the same message twice. However, in rare cases, both the RCS message and the SMS fallback message may be delivered. This can happen if the RCS message is delivered after the 25-second timeout but before the revocation completes. In these rare dual-delivery scenarios, you may receive delivery receipts for both channels.

For information about how dual delivery affects billing, see RCS billing and pricing model.

Billing implications of SMS fallback

When a message falls back from RCS to SMS, you are charged for the SMS delivery, not the failed RCS attempt. RCS messages are billed only when successfully delivered to the recipient's device. If RCS delivery fails and the message falls back to SMS, you pay the SMS rate for that message.

In rare dual-delivery scenarios (where both the RCS message and the SMS fallback message are delivered), you may be charged for both deliveries. For complete billing details, see RCS billing and pricing model.

Testing SMS fallback

You can test SMS fallback behavior to verify that your messages are delivered via SMS when RCS delivery is not possible. There are two approaches to testing SMS fallback, depending on whether you have an approved SMS phone number.

Testing without an approved SMS number

You can verify that AWS End User Messaging correctly triggers the fallback mechanism without an approved SMS phone number. Even without an approved number, you can see the retry and failure events via SMS, which confirms that fallback is working.

To test SMS fallback without an approved SMS number

1. Take your test device offline by disabling mobile data and Wi-Fi, or enable airplane mode.

2. Send an RCS message to the test device using the `SendTextMessage` API with your AWS RCS Agent ARN as the origination identity.
3. Check the message event in CloudWatch or your event destination. You should see a failed delivery event indicating that RCS delivery was not possible and that the service attempted SMS fallback.

Because there is no SMS phone number available for fallback, the SMS delivery also fails. However, the event confirms that AWS End User Messaging correctly triggered the fallback mechanism.

Testing with an approved SMS number

For a complete end-to-end SMS fallback test, add an approved SMS phone number and your AWS RCS Agent to the same phone pool. This allows you to verify that messages are delivered via SMS when RCS is not available.

To test SMS fallback with an approved SMS number

1. Create a phone pool that contains both your AWS RCS Agent and an approved SMS phone number (such as a 10DLC, toll-free, or short code number).
2. Take your test device offline by disabling mobile data and Wi-Fi, or enable airplane mode.
3. Send a message using the `SendTextMessage` API with the pool ID as the origination identity.
4. Verify that the message is delivered via SMS to your test device.
5. Check the delivery event to confirm that the message was delivered through the SMS channel after RCS fallback.

Managing AWS RCS Agents in pools

For step-by-step instructions on creating pools with AWS RCS Agents, adding agents to existing pools, understanding pool configuration requirements, and removing agents from pools, see Managing AWS RCS Agents in pools.

Sending RCS messages

AWS End User Messaging uses the same `SendTextMessage` API for both RCS and SMS delivery. How the service routes your message depends on the origination identity you specify in the

request. You can send messages through a phone pool (recommended), at the account level, or directly through an AWS RCS Agent ARN.

This section explains the three sending patterns, how to interpret delivery receipts, and provides code examples. For details on sticky sending, origination identity priority order, and automatic SMS fallback, see RCS to SMS fallback using phone pools. For details on managing AWS RCS Agents, see Managing RCS agents.

> **Note**
>
> This page describes sending text messages over RCS and SMS with the `SendTextMessage` API. To send rich RCS content, such as rich cards, carousels, media files, and interactive suggestions, use the `SendRcsMessage` API instead. For a comparison of the two API actions and guidance on which to choose, see Choosing between SendTextMessage and SendRcsMessage.

Topics

- Sending patterns
- Sticky sending, priority order, and SMS fallback
- Code examples
- AI agent prompt for sending RCS messages
- Delivery receipt handling

Sending patterns

AWS End User Messaging supports three patterns for sending RCS messages. Each pattern determines how the service selects an origination identity and whether automatic SMS fallback is available.

RCS sending patterns

Pattern	How it works	SMS fallback	When to use
Pool-based (recommended)	Specify a pool ID as the origination identity. The	Yes	All use cases. Provides automatic channel

Pattern	How it works	SMS fallback	When to use
	service selects the best identity from the pool.		selection and SMS fallback with compliance-safe routing.
Account-level	Omit the origination identity. The service selects from all available identities in your account.	Yes	Simple setups with a single use case. Not recommended for accounts with multiple use cases.
Direct send	Specify an AWS RCS Agent ARN as the origination identity. The message is sent via RCS only.	No	RCS-or-nothing use cases, or when you manage SMS fallback outside of AWS End User Messaging.

Pool-based sending (recommended)

Pool-based sending is the recommended approach for all RCS use cases. When you specify a pool ID as the origination identity in your `SendTextMessage` request, AWS End User Messaging selects the best origination identity from the pool based on the destination, channel availability, and sticky sending history.

If the pool contains both an AWS RCS Agent and SMS phone numbers, the service attempts RCS delivery first. If RCS delivery fails, the service automatically falls back to SMS using a phone number from the same pool. Because all identities in the pool are registered for the same use case, the fallback message is always sent from an appropriate number.

For details on creating and configuring pools with AWS RCS Agents, see RCS to SMS fallback using phone pools.

Account-level sending

When you omit the origination identity from your `SendTextMessage` request, AWS End User Messaging selects an origination identity from all available identities in your account. If your account has an active AWS RCS Agent, the service attempts RCS delivery first. If RCS delivery fails,

the service falls back to a dedicated phone number or sender ID in the account. Shared SMS routes are not supported for RCS fallback. If the account does not contain a dedicated originator valid for the destination country, the message fails. The service uses the origination identity priority order to determine which identity to use. For details, see Fallback logic and priority order.

Important

Account-level sending creates a compliance risk if your account contains phone numbers registered for different use cases. When RCS delivery fails and the service falls back to SMS, it may select a phone number that does not match the content of your message. For example, an OTP message could fall back to a toll-free number registered for appointment reminders, violating the registration terms for that number. To avoid this risk, use pool-based sending with one pool per use case. For details, see Compliance risk with account-level sending.

Direct send (RCS only)

When you specify an AWS RCS Agent ARN as the origination identity in your `SendTextMessage` request, AWS End User Messaging sends the message via RCS only. There is no automatic SMS fallback. If RCS delivery fails, the message is not retried on another channel.

Use direct sending when:

- You want RCS-or-nothing delivery. The message should only be delivered via RCS, and you prefer no delivery over SMS delivery.
- You manage SMS fallback outside of AWS End User Messaging. Your application handles fallback logic independently, for example by detecting RCS delivery failure and sending a separate SMS through a different system or provider.

Note

Direct sending bypasses all SMS fallback logic. If the recipient's device or carrier does not support RCS, the message is not delivered. For most use cases, pool-based sending is recommended because it provides automatic SMS fallback at no additional cost.

Sticky sending, priority order, and SMS fallback

When you send messages through a pool or at the account level, AWS End User Messaging uses sticky sending (a 25-hour routing optimization), an origination identity priority order, and automatic SMS fallback to select the best channel and identity for each message. For complete details on how these mechanisms work, including automatic fallback, delivery receipts during fallback, and billing implications, see RCS to SMS fallback using phone pools.

Code examples

The following Python examples demonstrate how to send RCS messages using each of the three sending patterns. All examples use the boto3 `pinpoint-sms-voice-v2` client and the `SendTextMessage` API.

Pool-based sending example

The following example sends a message through a phone pool. The service selects the best origination identity from the pool and automatically falls back to SMS if RCS delivery is not possible.

```
import boto3

client = boto3.client('pinpoint-sms-voice-v2')

response = client.send_text_message(
    DestinationPhoneNumber='+12065550100',
    OriginationIdentity='pool-a1b2c3d4e5f6g7h8i',
    MessageBody='Your appointment is confirmed for tomorrow at 2:00 PM.',
    MessageType='TRANSACTIONAL'
)

print(f"Message ID: {response['MessageId']}")
```

Account-level sending example

The following example sends a message at the account level by omitting the origination identity. The service selects an identity from all available identities in your account using the priority order.

```
import boto3

client = boto3.client('pinpoint-sms-voice-v2')

response = client.send_text_message(
    DestinationPhoneNumber='+12065550100',
    MessageBody='Your verification code is 123456.',
    MessageType='TRANSACTIONAL'
)

print(f"Message ID: {response['MessageId']}")
```

Important

If your account contains phone numbers registered for different use cases, account-level sending may route SMS fallback through a number that does not match your message content. Use pool-based sending with one pool per use case to avoid compliance risk.

Direct send example

The following example sends a message directly through an AWS RCS Agent ARN. The message is delivered via RCS only, with no SMS fallback.

```
import boto3

client = boto3.client('pinpoint-sms-voice-v2')

response = client.send_text_message(
    DestinationPhoneNumber='+12065550100',
    OriginationIdentity='arn:aws:sms-voice:us-east-1:123456789012:rcs-agent/rcs-
a1b2c3d4',
    MessageBody='Welcome to our RCS channel! Reply HELP for assistance.'
)

print(f"Message ID: {response['MessageId']}")
```

Note

If the recipient's device or carrier does not support RCS, the message is not delivered. No SMS fallback is attempted. Use this pattern only when you want RCS-or-nothing delivery or when you manage SMS fallback outside of AWS End User Messaging.

AI agent prompt for sending RCS messages

If you use a generative AI coding assistant or AI agent, you can use the following prompt to get help sending RCS messages using the AWS CLI or SDK.

Note

Copy the following prompt and paste it into your AI agent or coding assistant:

```
## RCS Messaging Assistant Prompt

Help me send RCS messages using AWS End User Messaging SMS with the
`pinpoint-sms-voice-v2` service. Show me exact CLI commands and Python/boto3
examples. Ask me for my details before generating any commands.

**Important rules for generating commands:**
- The API is `send-text-message` — the same command used for SMS. There is
  NO separate RCS send API.
- There is NO `describe-messages` API. Do not generate it.
- The boto3 method is `send_text_message` on the
  `pinpoint-sms-voice-v2` client.
- Use the term "testing" — NOT "sandbox".

**Prerequisites:** I have an existing RCS agent (created via the setup process)
and a verified test device.

### Pattern 1: Direct RCS sending (simplest, good for testing)

Send directly through my RCS Agent ARN. RCS-only delivery, no SMS fallback.
If the recipient's device doesn't support RCS, the message is not delivered.

CLI: `send-text-message --destination-phone-number <E.164>
--origination-identity <agent-arn> --message-body "<text>"
--message-type <TRANSACTIONAL|PROMOTIONAL>`
```

```
Returns `MessageId`.

### Pattern 2: Pool-based sending (recommended for production)

Send through a phone pool containing my RCS agent (and optionally SMS phone
numbers for fallback). The service tries RCS first, then falls back to SMS
asynchronously if no RCS signal within 25 seconds. This is NOT synchronous
fallback — the SMS is sent as a separate attempt after the timeout.

To set up a pool:
- `create-pool --origination-identity <rcs-agent-id> --message-type
 TRANSACTIONAL` # returns `PoolId`
- Optionally add SMS numbers: `associate-origination-identity --pool-id <id>
  --origination-identity <phone-number-id>`

CLI: `send-text-message --destination-phone-number <E.164>
--origination-identity <pool-id> --message-body "<text>"
--message-type <TRANSACTIONAL|PROMOTIONAL>`

### Pattern 3: Account-level sending

Send without specifying `--origination-identity`. The service auto-selects
the best identity from the account.

CLI: `send-text-message --destination-phone-number <E.164>
--message-body "<text>" --message-type <TRANSACTIONAL|PROMOTIONAL>`

**Compliance warning:** If the account has multiple RCS agents, SMS numbers,
or different use cases, the service picks an identity automatically — which
may not be the intended one. Use pool-based or direct sending for explicit
control over which identity is used.

### Delivery verification

- For testing: check the test device directly — the message appears from
  the branded RCS agent.
- For production: configure event destinations BEFORE sending using
  `create-event-destination` (SNS, CloudWatch Logs, or Firehose). Event
  destinations do not retroactively capture events for already-sent messages.
- CloudWatch metrics in `AWS/SMSVoice` namespace provide aggregate delivery
  statistics.

### Behavioral notes
```

```
- Sticky sending: the service remembers the last successful identity per
  destination number for 25 hours.
- Pool-based sending is recommended for production because it provides
  automatic SMS fallback.
- All three patterns use the same `send-text-message` API — the only
  difference is what you pass (or don't pass) as `--origination-identity`.

---

**Before generating commands, ask me for:**
- Which sending pattern I want to use (direct, pool-based, or account-level)
- My RCS Agent ARN
- My pool ID (if using pool-based sending)
- Destination phone number in E.164 format
- Message type (TRANSACTIONAL or PROMOTIONAL)
- Message text
```

Delivery receipt handling

AWS End User Messaging provides delivery receipts for RCS messages through Amazon EventBridge and configuration set event destinations. Delivery receipts indicate the final status of your message and which channel was used for delivery. To learn how to set up event destinations to capture delivery receipts and other message events, see Event destinations in AWS End User Messaging SMS.

Delivery status values

The following delivery status values apply to RCS messages:

DELIVERED

The message was successfully delivered to the recipient's device.

PENDING

The message has been accepted by the RCS infrastructure but delivery confirmation has not yet been received. The message may still be delivered.

EXPIRED

The message was not delivered within the allowed time window. For RCS messages with SMS fallback, this status applies to the RCS attempt before fallback occurs.

UNDELIVERABLE

The message could not be delivered. This can occur when the recipient's device is permanently unreachable or the phone number is invalid.

REJECTED

The message was rejected by the RCS infrastructure or carrier. This can occur due to content policy violations or carrier-level filtering.

Channel attribution

Delivery receipts include channel attribution that indicates whether the message was delivered via RCS or SMS. This is important for understanding your delivery mix and for billing purposes.

- When a message is delivered via RCS, the delivery receipt indicates RCS as the delivery channel and includes the AWS RCS Agent identity.
- When a message falls back to SMS, the delivery receipt indicates SMS as the delivery channel and includes the SMS phone number identity that was used for delivery.
- When a direct send (AWS RCS Agent ARN) fails, the delivery receipt indicates RCS as the attempted channel with a failure status. No SMS fallback receipt is generated.

For details on RCS CloudWatch metrics and monitoring delivery patterns, see RCS CloudWatch metrics and monitoring. For information about how delivery channel affects billing, see RCS billing and pricing model.

Sending rich RCS messages

With the `SendRcsMessage` API action in AWS End User Messaging, you can send rich, interactive content to recipients over RCS (Rich Communication Services). Rich RCS messages go beyond plain text to include rich cards, carousels, media files, and suggestions that recipients choose to take action. These interactive elements turn one-way notifications into two-way conversational experiences, such as letting a recipient confirm an appointment, browse a product catalog, or share their location without leaving the conversation.

Use SendRcsMessage when you need to deliver visually rich, interactive content, such as product cards with images and action buttons, appointment confirmations with a calendar suggestion, file attachments, or multi-item carousels that recipients scroll through. Each SendRcsMessage request includes a separate text body for any text content, and can include an optional SMS or MMS fallback for recipients whose devices do not support RCS.

For plain-text messages that do not require rich formatting, use the SendTextMessage API action instead. SendTextMessage accepts only text content, which makes the request simpler, and it works with messaging pools that automatically select between RCS and SMS based on recipient capability. For details, see Sending RCS messages.

> **Important**
>
> You can use RCS messaging with SendRcsMessage in all countries where RCS is supported. For the current list, see Supported countries for RCS.

Topics

- Prerequisites
- Choosing between SendTextMessage and SendRcsMessage
- Content types
- Suggestions
- SendRcsMessage request overview
- Message size and count limits
- Delivery events and recipient actions
- Best practices
- Sending RCS text messages
- Sending RCS file messages
- Sending RCS rich cards
- Sending RCS carousels
- Configuring RCS suggestions
- Configuring RCS message expiration
- Configuring per-message SMS or MMS fallback

- RCS message events
- Receiving inbound RCS media
- RCS best practices
- Sending rich RCS messages from the console

Prerequisites

Before you send rich RCS messages, complete the RCS setup steps in Getting started with RCS. In addition to a registered AWS RCS Agent in the **Active** state, confirm the following:

- To validate rich content before you send to production recipients, add a registered test device to your testing agent and send test messages to it. For details, see Testing RCS messages.
- Configure an event destination (an Amazon SNS topic or Amazon Data Firehose delivery stream) to receive delivery status events. An event destination is required if your messages include interactive elements such as suggestions, because recipient selections are delivered to your application as postback events. For details, see Event destinations in AWS End User Messaging SMS.
- If you configure an SMS or MMS fallback and you send to destinations with SMS pumping risk, associate a protect configuration to apply opt-out and country rules to the fallback message. For details, see Fraud Protection in AWS End User Messaging SMS.

Choosing between SendTextMessage and SendRcsMessage

Both API actions can deliver messages over RCS, but they serve different purposes. `SendTextMessage` assumes every message is deliverable as SMS and can also deliver it over RCS, which gives it a simpler request contract. `SendRcsMessage` assumes rich RCS content and adds capabilities that `SendTextMessage` does not have, including media and structured content types, message expiration with time-to-live (TTL), and per-message SMS or MMS fallback.

SendTextMessage compared to SendRcsMessage

Capability	SendTextMessage	SendRcsMessage
Message content	Plain text only	Text, files, rich cards, and carousels, each with optional suggestions

Capability	SendTextMessage	SendRcsMessage
Delivery channels	RCS or SMS	RCS, with optional SMS or MMS fallback
Channel selection	Pool selects RCS or SMS automatically by recipient capability	RCS first, then your configured SMS or MMS fallback
Fallback	Automatic, pool based	Explicit, per message
Origination identity	Pool, phone number, sender ID, or AWS RCS Agent	Pool or AWS RCS Agent
Message expiration (TTL)	No	Yes
Request contract	Simpler. Same API as SMS and MMS sending	Dedicated RCS API with a separate text body and content types

Choose `SendTextMessage` for plain-text notifications, when you want pool-based automatic channel selection, or when you are migrating existing SMS workflows with minimal code changes. Choose `SendRcsMessage` when you need rich cards, carousels, media files, or suggestions, when you want a defined per-message fallback, or when you need TTL-based expiration for time-sensitive content.

Content types

The `RcsMessageContent` parameter contains a `Content` object with exactly one content type, and an optional message-level `Suggestions` list. You cannot combine multiple content types in a single request.

RCS content types

Content type	Description	More information
TextMessage	Text body of up to 3,072 characters, with optional suggestions. Unlike an SMS message, an RCS text message can include suggestio	Sending RCS text messages

Content type	Description	More information
	ns and is delivered as a single message rather than being split into segments.	
FileMessage	A single media file (image, video, audio, or PDF) referenced by an HTTPS or Amazon S3 URL.	Sending RCS file messages
RichCard	A structured card with optional media, a title, a description, and up to 4 suggestions.	Sending RCS rich cards
Carousel	A scrollable set of 2 to 10 cards, each with its own media, text, and suggestions.	Sending RCS carousels

Suggestions

Suggestions are interactive chips that recipients choose to take an action. You can add suggestions to any content type: message-level suggestions apply to the whole message (up to 11), and card-level suggestions apply to an individual rich card or carousel card (up to 4). AWS End User Messaging supports six suggestion types, including replies, links, and actions such as dialing a phone number or sharing a location. For the full list of suggestion types, their parameters, and how to receive suggestion taps, see Configuring RCS suggestions.

SendRcsMessage request overview

The `SendRcsMessage` request uses the following key parameters.

Key SendRcsMessage parameters

Parameter	Required	Description
`DestinationPhoneNumber`	Yes	The recipient phone number in E.164 format, for example `+12065550100` .
`OriginationIdentity`	Yes	The ID or ARN of a pool or an AWS RCS Agent to send from. The agent must be in the **Active** state.

Parameter	Required	Description
RcsMessageContent	No	The message content. Contains a Content object with exactly one of TextMessage, FileMessage, RichCard, or Carousel, and an optional top-level Suggestions list.
FallbackConfiguration	No	The SMS or MMS message to send if RCS delivery does not succeed. Includes a required Channel (SMS or MMS), a MessageBody, optional MediaUrls for MMS, and an OriginationIdentity that is a phone number or sender ID.
TimeToLive	No	The time in seconds before the message expires if it is not delivered. The minimum is 1 second and the maximum is 172,800 seconds (48 hours). A value of 10 seconds or more is recommended.
MessageFeedbackEnabled	No	Set to true to enable message feedback for the message. When the recipient receives the message, update the message status by calling the PutMessageFeedback operation.

A successful response returns a MessageId that you use to correlate delivery status events.

Note

Fallback for SendRcsMessage is configured per message through FallbackConfiguration. For the full fallback behavior, see Configuring per-message SMS or MMS fallback.

Message size and count limits

RCS message limits

Limit	Value
Text message body	3,072 characters
Rich card title	200 characters
Rich card description	2,000 characters
Media file size	100 MB
Media URL length	2,000 characters
Suggestions per message	11
Suggestions per card	4
Suggestion display text	25 characters
Postback data	2,048 characters
Carousel cards	2 to 10 cards
Time-to-live	1 second to 172,800 seconds (48 hours)

For RCS limits and restrictions across all content types, see Messaging limits and restrictions.

Delivery events and recipient actions

AWS End User Messaging generates events that report message delivery status and recipient actions, including delivered, read, failed, expired, and postback events. A postback event is generated when a recipient chooses a suggestion and includes the `PostbackData` value. Route these events to an Amazon SNS topic, an Amazon Data Firehose delivery stream, or Amazon CloudWatch Logs. For details, see RCS message events.

Best practices

Design rich RCS messages as conversational, interactive experiences. Set a `TimeToLive` for time-sensitive content such as one-time passwords, configure an SMS or MMS fallback for messages that must reach the recipient even when their device does not support RCS, keep suggestion labels short (the limit is 25 characters), and include structured identifiers in `PostbackData` so your application can route responses without additional lookups. For detailed guidance, see RCS best practices.

Sending RCS text messages

A `TextMessage` is the simplest content type you can send with the `SendRcsMessage` API. It consists of a plain-text body (up to 3,072 characters) with optional suggestion chips that appear as interactive buttons below the message.

How RCS text messages differ from SMS

Text messages sent through `SendRcsMessage` differ from those sent through `SendTextMessage` (SMS) in two ways:

- **Suggestion chips**: You can attach up to 11 suggestion chips to an RCS text message. With these chips, recipients can reply, open a URL, dial a phone number, share a location, or create a calendar event in one step. SMS does not support suggestions.
- **Single-message delivery**: An RCS text message arrives as a single message regardless of length (up to 3,072 characters). Carriers split SMS messages longer than 160 characters into multiple segments, which might arrive out of order or with delays between segments.

For details on all available suggestion types and their parameters, see Configuring RCS suggestions.

RcsMessageContent structure for text messages

When you call `SendRcsMessage`, you pass the message payload as the `RcsMessageContent` parameter. For a text message, set the `Content` field to a `TextMessage` object containing a `Body` string. To include suggestion chips, add a `Suggestions` array as a top-level sibling of `Content`.

The following JSON snippet shows the structure of `RcsMessageContent` for a text message with suggestions:

```
{
  "Content": {
    "TextMessage": {
      "Body": "What would you like to do?"
    }
  },
  "Suggestions": [
    {
      "Reply": {
        "Text": "Check order status",
        "PostbackData": "action=check_order"
      }
    },
    {
      "OpenUrl": {
        "Text": "View details",
        "PostbackData": "action=view",
        "Url": "https://example.com/orders/1234"
      }
    }
  ]
}
```

In this example:

- `Content.TextMessage.Body` contains the message text (required, 1 to 3,072 characters).
- `Suggestions` is a top-level array (optional, up to 11 items). Each suggestion requires a `Text` field (up to 25 characters) and a `PostbackData` field (up to 2,048 characters).

The `Suggestions` array supports six action types: `Reply`, `OpenUrl`, `DialPhone`, `ShowLocation`, `RequestLocation`, and `CreateCalendarEvent`. You can mix different suggestion types in a single message. For complete details on each type, see Configuring RCS suggestions.

Sending a text message

To send an RCS text message, call `SendRcsMessage` with the following required parameters:

- `DestinationPhoneNumber`: The recipient's phone number in E.164 format.
- `OriginationIdentity`: The pool ID or AWS RCS Agent that sends the message.
- `RcsMessageContent`: The JSON string containing `Content` with a `TextMessage` object.

You call the API using the AWS CLI (`aws pinpoint-sms-voice-v2 send-rcs-message`) or an AWS SDK such as the boto3 `pinpoint-sms-voice-v2` client.

SMS or MMS fallback

If the recipient's device does not support RCS or is temporarily unreachable on the RCS channel, you can configure the message to fall back to SMS or MMS. To enable fallback, include a `FallbackConfiguration` object in your `SendRcsMessage` request. The `FallbackConfiguration` specifies the fallback channel (`SMS` or `MMS`), the fallback message body, and the origination identity (a phone number or sender ID) to use for the fallback message.

Fallback is optional. If you omit `FallbackConfiguration` and the recipient cannot receive RCS, the message is not delivered.

For more information about configuring fallback behavior, see Sending rich RCS messages.

Text message limits

Resource	Limit	Notes
Message body (Body)	3,072 characters (UTF-8)	Required. Must contain at least 1 character.
Suggestions per message	11	Combined total of replies and actions.
Suggestion display text (`Text`)	25 characters	Applies to all suggestion types.
Postback data (`PostbackData `)	2,048 characters	Required for all suggestion types.

When to use text messages

Use `TextMessage` for:

- Notifications such as order confirmations, shipping updates, and appointment reminders.
- One-time passwords and verification codes.

- Conversational prompts that offer reply options as suggestion chips, enabling guided interactions without free-text input.
- Short status updates where the content does not require images or structured layouts.

For messages that require images, videos, or structured layouts with titles and descriptions, use rich cards or carousels instead. See Sending rich RCS messages.

Sending RCS file messages

You can use the `FileMessage` content type in the `SendRcsMessage` API to send images, videos, audio files, and PDFs as standalone messages to your recipients. File messages appear as inline media in the recipient's messaging app.

File messages are distinct from rich card media. A file message delivers a single piece of media as the entire message content, while rich cards combine media with text and suggested actions. For information about rich cards, see Sending RCS rich cards.

You can attach message-level suggestions, such as reply chips or action buttons, to file messages. For details about suggestions, see Configuring RCS suggestions.

FileMessage structure

The `FileMessage` object is nested inside the `Content` field of the `RcsMessageContent` parameter. Message-level `Suggestions` are a sibling of `Content` (not nested inside it).

```
{
    "Content": {
        "FileMessage": {
            "FileUrl": "s3://amzn-s3-demo-bucket/campaigns/welcome-image.png",
            "ThumbnailUrl": "s3://amzn-s3-demo-bucket/thumbnails/welcome-thumb.jpg"
        }
    },
    "Suggestions": []
}
```

`FileUrl` (required)

The Amazon S3 or HTTPS URL of the file to send. Maximum length is 2,000 characters. The URL must match the pattern `^(https://|s3://).+$`. The maximum file size is 100 MB.

`ThumbnailUrl` (optional)

The Amazon S3 or HTTPS URL of a thumbnail image. Maximum length is 2,000 characters. The URL follows the same URL pattern as `FileUrl`. Recommended for video and PDF files.

File URL sources

The `FileUrl` parameter accepts two URL formats:

- **Amazon S3 URLs** (`s3://bucket-name/object-key`) – When you specify an Amazon S3 URL, AWS End User Messaging retrieves the object, rehosts it, and generates a time-limited presigned URL for delivery to the recipient's device. The S3 bucket must have a resource-based policy that grants the service read access. For more information, see the section called “S3 bucket policy for file delivery”.
- **HTTPS URLs** (`https://cdn.example.com/path/to/file.jpg`) – The URL is passed through to the carrier for delivery. The URL must be publicly accessible without authentication. Plain `http://` URLs are not supported.

> **Note**
>
> When you use an Amazon S3 URL, the API validates at request time that the object exists, is within size limits, and is accessible. If validation fails, the API returns a `ValidationException` error with a descriptive error message. HTTPS URLs are not validated at request time in the same way.

S3 bucket policy for file delivery

To allow AWS End User Messaging to retrieve files from your S3 bucket, attach the following resource-based policy to the bucket:

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "sms-voice.amazonaws.com"
```

```
            },
            "Action": "s3:GetObject",
            "Resource": "arn:aws:s3:::amzn-s3-demo-bucket/*",
            "Condition": {
                "StringEquals": {
                    "aws:SourceAccount": "123456789012"
                }
            }
        }
    ]
}
```

Replace *123456789012* with the account ID for your AWS account. Replace *amzn-s3-demo-bucket* with the name of your S3 bucket. To restrict access to a specific prefix in the bucket, replace `/*` with the path—for example, `arn:aws:s3:::amzn-s3-demo-bucket/rcs-media/*`.

> **Note**
>
> If your S3 bucket uses SSE-KMS encryption, the key policy for the AWS KMS key must also grant permissions for the `sms-voice.amazonaws.com` service to use the key. SSE-S3 encryption does not require additional configuration.

Supported media types and size limits

The following table lists the media types supported by `FileMessage`.

MIME type	Extensions	Maximum size	Notes
`image/jpeg`	.jpeg, .jpg	100 MB	Recommended for photographs.
`image/png`	.png	100 MB	Supports transparency. Recommended for graphics and logos.
`image/gif`	.gif	100 MB	Animated GIFs play on Android. Rendered as static on iOS.

MIME type	Extensions	Maximum size	Notes
`video/mp4`	.mp4	5 MB	H.264 codec recommended for broadest compatibility.
`video/webm`	.webm	5 MB	VP8/VP9 codec. Primarily supported on Android.
`audio/mp3`	.mp3	100 MB	Broadest playback support for audio.
`audio/aac`	.aac	100 MB	Alternative audio format.
`application/pdf`	.pdf	100 MB	Support varies by carrier and region.

Important

The 100 MB file size limit is enforced at the API layer. Individual carriers might impose lower limits for delivery to end devices. For video, carriers commonly enforce a 5 MB maximum. Keep video files under 5 MB to ensure successful delivery.

Thumbnails

You can provide a thumbnail image for video and PDF file messages by using the `ThumbnailUrl` parameter. The thumbnail displays as a preview in the conversation before the recipient opens or downloads the full file.

- Supported thumbnail formats are JPEG and PNG.
- The thumbnail URL follows the same format rules as `FileUrl` (Amazon S3 or HTTPS, maximum 2,000 characters).
- Use an aspect ratio that matches the original file to avoid cropping on the device.

Sending a file message

To send a file message, call the `SendRcsMessage` API with a `FileMessage` object inside the `RcsMessageContent` parameter. You specify the origination identity (a pool or an AWS RCS Agent) by using the `--origination-identity` parameter.

The following JSON example shows the `RcsMessageContent` value for a file message with suggestions.

```
{
    "Content": {
        "FileMessage": {
            "FileUrl": "s3://amzn-s3-demo-bucket/documents/invoice.pdf",
            "ThumbnailUrl": "s3://amzn-s3-demo-bucket/thumbnails/invoice-thumb.jpg"
        }
    },
    "Suggestions": [
        {
            "Reply": {
                "Text": "Download receipt",
                "PostbackData": "action=download_receipt"
            }
        }
    ]
}
```

Delivery and fallback

When you send a file message, AWS End User Messaging attempts to deliver it over the RCS channel. If the recipient's device does not support RCS or the message expires before delivery (based on the `TimeToLive` value), the service can fall back to SMS or MMS depending on your fallback configuration.

You can configure SMS or MMS fallback at the pool level or per message. For details about fallback behavior, see Sending rich RCS messages.

> **Important**
>
> RCS file messages are available in all countries where RCS is supported. For the current list, see Supported countries for RCS.

Sending RCS rich cards

A rich card combines media, text, and suggested actions into a single structured message. Recipients see the card as a native UI element in their messaging client, providing an app-like experience. Use rich cards to present information that encourages interaction, such as product details, booking confirmations, or promotional offers.

> **Important**
>
> You can use RCS rich media messaging (including rich cards) in all countries where RCS is supported. For more information, see Sending rich RCS messages.

To group multiple cards into a scrollable set, see Sending RCS carousels.

Topics

- When to use a rich card
- Rich card components
- Card orientation
- Media and heights
- Card-level suggestions
- RcsMessageContent structure
- Sending a rich card
- Cross-platform rendering
- Rich card limits

When to use a rich card

Rich cards are well suited for messages that benefit from a visual layout with interactive elements. Common use cases include:

- **Product showcases**: Display an image, product name, price, and a purchase button in one message.
- **Booking confirmations**: Show reservation details with a calendar link and directions button.
- **Appointment details**: Present date, time, location, and options to confirm or reschedule.

- **Promotional offers**: Highlight a deal with media and a clear call to action.

If your message requires only text with optional suggestions, use a Sending RCS text messages instead. If you need to send a file without additional card structure, see Sending RCS file messages.

Rich card components

A standalone rich card consists of the following components. At least one of `Media`, `Title`, or `Description` is required in `CardContent`.

Rich card components

Component	Required	Description
`Media`	No	An image, GIF, or video displayed within the card. Supported formats include JPEG, PNG, GIF, and MP4. The maximum file size is 100 MB.
`Title`	No	A short headline for the card. Maximum 200 characters.
`Description`	No	Body text providing additional detail. Maximum 2,000 characters.
`Suggestions`	No	Up to 4 suggested actions or replies attached to the card. See Configuring RCS suggestions.

Card orientation

The `CardOrientation` field controls the layout relationship between media and text content. This field is required.

`VERTICAL`

Media displays at the top of the card with title, description, and suggestions below. Vertical orientation is the recommended default for cross-platform compatibility.

`HORIZONTAL`

Media displays on the left or right side of the card with text content beside it. The media area has a fixed width of 128 density-independent pixels (DP). Use `ThumbnailImageAlignment` to control whether the media appears on the left or right.

Warning

Horizontal orientation causes image truncation on iOS devices. Use `VERTICAL` orientation for cross-platform deployments.

Media and heights

The `Media` object contains a `FileUrl` (required), an optional `ThumbnailUrl`, and an optional `Height` value. The `FileUrl` must match the pattern `^(https://|s3://).+$` and can be a maximum of 2,000 characters. The maximum media file size is 100 MB.

For details on supported media formats, delivery options, and S3 presigned URLs, see Sending RCS file messages.

Media height values

Height	Size	Description
`SHORT`	112 DP	Compact display. Use for thumbnails or when text content is the primary focus.
`MEDIUM`	168 DP	Balanced display. Recommended default for most use cases.
`TALL`	264 DP	Maximum display area. Use when media is the primary content.

Note

iOS renders all media height values identically, ignoring the specified height setting. Use `TALL` to maximize the display area on Android devices while maintaining acceptable rendering on iOS.

Card-level suggestions

You can attach up to 4 suggestions to a rich card by including them in the `CardContent.Suggestions` array. Card-level suggestions appear directly below the card content.

In addition to card-level suggestions, you can include up to 11 message-level suggestions in the top-level `Suggestions` array of the `RcsMessageContent` structure. Message-level suggestions appear as persistent chips below the entire message.

For the full list of suggestion types (including `Reply`, `OpenUrl`, `DialPhone`, `ShowLocation`, `RequestLocation`, and `CreateCalendarEvent`), see Configuring RCS suggestions.

RcsMessageContent structure

The following JSON shows the structure of the `RcsMessageContent` parameter for a standalone rich card. Pass this JSON as a string to the `--rcs-message-content` parameter in the AWS CLI or as the `RcsMessageContent` parameter in the SDK.

```
{
  "Content": {
    "RichCard": {
      "StandaloneCard": {
        "CardOrientation": "VERTICAL",
        "CardContent": {
          "Title": "Your card title",
          "Description": "Additional details about the card content.",
          "Media": {
            "FileUrl": "https://example.com/image.jpg",
            "ThumbnailUrl": "https://example.com/thumb.jpg",
            "Height": "MEDIUM"
          },
          "Suggestions": [
            {
              "Reply": {
                "Text": "Confirm",
                "PostbackData": "confirm_action"
              }
            },
            {
              "OpenUrl": {
                "Text": "View details",
```

```
                "PostbackData": "view_details",
                "Url": "https://www.example.com/details"
              }
            }
          ]
        }
      }
    }
  },
  "Suggestions": [
    {
      "Reply": {
        "Text": "Help",
        "PostbackData": "help_menu"
      }
    }
  ]
}
```

In this structure:

- `Content.RichCard.StandaloneCard` contains the card definition.
- `CardOrientation` is required and accepts `VERTICAL` or `HORIZONTAL`.
- `ThumbnailImageAlignment` is optional and applies only to horizontal cards.
- `CardContent.Suggestions` holds card-level suggestions (maximum 4).
- The top-level `Suggestions` array holds message-level suggestions (maximum 11).

Sending a rich card

Use the `SendRcsMessage` API action to send a rich card. Specify your pool or AWS RCS Agent as the `--origination-identity` and pass the rich card JSON structure as the `--rcs-message-content` parameter.

Cross-platform rendering

Rich card rendering varies between Android and iOS devices. Follow these recommendations for consistent results:

Cross-platform recommendations

Recommendation	Reason
Use `VERTICAL` orientation	Horizontal orientation causes image truncation on iOS.
Use `TALL` media height	iOS ignores the height value. `TALL` maximizes the display area on Android.
Keep the title to 3 lines or fewer	Prevents media cropping on iOS with accessibility settings enabled.
Use `OpenUrl` suggestions for links	URLs in the description text are not clickable on either platform.
Test GIF media on iOS	Confirm the static first frame renders acceptably.

Rich card limits

Rich card limits

Resource	Limit
Title length	200 characters
Description length	2,000 characters
Card-level suggestions	4 per card
Message-level suggestions	11 per message
Total message payload	250 KB
Media file size	100 MB
`FileUrl` length	2,000 characters

Sending RCS carousels

A carousel message in AWS End User Messaging displays 2 to 10 rich cards in a horizontally scrollable strip. Recipients can scroll through cards and choose suggestions on individual cards to take action. With carousels, you can create conversational and interactive experiences such as product catalogs, service menus, plan comparisons, and location listings.

Carousels share the same card content model as standalone rich cards (see Sending RCS rich cards), but carousel cards always use a vertical layout and do not support the `TALL` media height.

> **Important**
>
> You can send RCS carousel messages in all countries where RCS is supported.

When to use a carousel

Use a carousel when you want recipients to browse and compare multiple items of the same type. Common use cases include:

- **Product catalogs**: Show multiple items with images, descriptions, and purchase buttons.
- **Service menus**: Present service tiers or options side by side for comparison.
- **Plan comparisons**: Let recipients compare features across plans and select one.
- **Location listings**: Display nearby stores or offices with addresses and map actions.

If you need to display a single item with rich content, use a standalone rich card instead. For details, see Sending RCS rich cards.

Carousel structure

You define a carousel in the `Content.Carousel` object within the `RcsMessageContent` parameter of a `SendRcsMessage` request. The carousel object contains two required fields:

`CardWidth` (required)

The display width of all cards in the carousel. All cards share the same width. Valid values: `SMALL` or `MEDIUM`.

`CardContents` (required)

An array of 2 to 10 card objects. Each card can contain a title, description, media, and up to 4 suggestions.

Card width values

Carousel card widths

Value	Width	Best for
`SMALL`	180 DP	Compact lists, thumbnails, quick-browse experiences
`MEDIUM`	296 DP	Detailed cards with longer descriptions and larger images

Card content fields

Each card object in the `CardContents` array supports the following fields:

`Title`

The card title. Maximum 200 characters.

`Description`

The card description text. Maximum 2,000 characters.

`Media`

An image or video to display on the card. Contains the following fields:

- `FileUrl` (required): The URL of the media file. Must match the pattern `^(https://|s3://).+$`. Maximum 2,000 characters. Maximum file size is 100 MB.
- `ThumbnailUrl` (optional): A thumbnail image URL displayed while the full media loads.
- `Height`: The display height of the media. Valid values for carousel cards: `SHORT` or `MEDIUM`. The `TALL` height is not supported in carousels.

`Suggestions`

An array of up to 4 suggested replies or actions that display below the card content. For the full list of suggestion types, see Configuring RCS suggestions.

Card suggestions and outer suggestions

Carousel messages support two levels of suggestions:

Card-level suggestions

Each card can include up to 4 suggestions. These appear directly below the card content and are specific to that card (for example, "Buy this item" or "View details").

Outer (message-level) suggestions

The top-level `Suggestions` array (a sibling of `Content` in the `RcsMessageContent` structure) defines a chip list that appears below the entire carousel. You can include up to 11 outer suggestions per message.

Use outer suggestions for navigation actions that apply to the overall message, such as "Back to menu", "Help", or "Done browsing". Avoid duplicating card-level actions in the outer chip list.

Card height and truncation

All cards in a carousel are scaled to match the height of the tallest card. If a card's content exceeds the maximum display height, the messaging client truncates content in the following order:

1. Description truncated to a single line.
2. Title truncated to a single line.
3. Suggestions removed.
4. Description removed.
5. Title removed (only media remains).

When truncation is applied, a "More" indicator appears so the recipient can expand the card to full-screen view.

Media aspect ratios

The aspect ratio of card media depends on the combination of card width and media height.

Medium width card aspect ratios

Height	Aspect ratio
MEDIUM	4:3
SHORT	2:1

Small width card aspect ratios

Height	Aspect ratio
MEDIUM	4:5
SHORT	5:4

> **Note**
>
> The TALL media height is not supported in carousel cards. For tall media, use a standalone rich card. See Sending RCS rich cards.

Carousel JSON structure

The following JSON shows the structure of the RcsMessageContent parameter for a carousel message:

```
{
  "Content": {
    "Carousel": {
      "CardWidth": "SMALL | MEDIUM",
      "CardContents": [
        {
          "Title": "Card title (max 200 chars)",
          "Description": "Card description (max 2000 chars)",
          "Media": {
            "FileUrl": "https://example.com/image.jpg",
            "ThumbnailUrl": "https://example.com/thumb.jpg",
            "Height": "SHORT | MEDIUM"
          },
```

```
          "Suggestions": [
            {
              "Reply": {
                "Text": "Button label (max 25 chars)",
                "PostbackData": "callback_data"
              }
            }
          ]
        }
      ]
    }
  },
  "Suggestions": [
    {
      "Reply": {
        "Text": "Outer chip label",
        "PostbackData": "outer_callback"
      }
    }
  ]
}
```

This value is passed as a JSON string in the `--rcs-message-content` parameter (CLI) or the `RcsMessageContent` parameter (SDK). You also specify `--destination-phone-number` and `--origination-identity` (a pool or RCS agent) in the `send-rcs-message` request.

Carousel limits

Carousel message limits

Parameter	Minimum	Maximum
Cards per carousel	2	10
Suggestions per card	0	4
Outer suggestions per message	0	11
Title length	-	200 characters
Description length	-	2,000 characters
Media file size	-	100 MB

Parameter	Minimum	Maximum
Total payload size	-	250 KB

For media format and delivery details, see Sending RCS file messages.

Configuring RCS suggestions

Suggestions are interactive chips that appear below or within an RCS message. They guide recipients through a conversation by presenting predefined replies and actions, such as opening a URL, calling a phone number, or sharing a location, without requiring the recipient to type. Suggestions are how you build interactive, conversational experiences with `SendRcsMessage`.

You can add suggestions to any content type (text, file, rich card, and carousel) at two levels:

- **Message-level**. Provided in the top-level `Suggestions` list of `RcsMessageContent`, alongside `Content`. You can include up to 11 suggestions per message.
- **Card-level**. Provided in the `Suggestions` list of an individual rich card or carousel card. You can include up to 4 suggestions per card.

AWS End User Messaging supports six suggestion types: `Reply`, `OpenUrl`, `DialPhone`, `ShowLocation`, `RequestLocation`, and `CreateCalendarEvent`. Every suggestion requires a `Text` label (up to 25 characters) and `PostbackData` (up to 2,048 characters).

Topics

- How postback data works
- Suggestion display
- Reply
- OpenUrl
- DialPhone
- ShowLocation
- RequestLocation
- CreateCalendarEvent
- Receiving suggestion taps
- Suggestion limits

- Best practices
- Related topics

How postback data works

Each suggestion includes a `PostbackData` string of up to 2,048 characters that AWS End User Messaging sends back to your application when the recipient chooses the suggestion. Postback data is not visible to the recipient. Use it to encode routing information, intent identifiers, session context, or any metadata your backend needs to process the selection.

When a recipient chooses a suggestion, AWS End User Messaging delivers an inbound message event to the Amazon SNS topic that you configure for two-way messaging. Route your logic on `postbackData` rather than the display text. For details about inbound events, see RCS message events.

Suggestion display

Transient suggestions (default)

Transient suggestions appear outside the message bubble, below the most recent message. They disappear after the recipient chooses one or sends any message.

Persistent suggestions

Persistent suggestions appear inside the message bubble and remain visible after the recipient scrolls past or interacts with later messages. Persistent display is determined by the suggestion's position within a rich card. Suggestions attached to standalone rich cards render as persistent on supported clients.

Reply

A `Reply` suggestion sends a predefined text reply back to your agent. The display text appears as a sent message in the conversation, and the `PostbackData` is delivered to your application.

```
{ "Reply": { "Text": "Yes, confirm", "PostbackData": "confirm_order_12345" } }
```

Field	Required	Constraint
`Text`	Yes	Up to 25 characters

Field	Required	Constraint
PostbackData	Yes	Up to 2,048 characters

OpenUrl

An OpenUrl suggestion opens a URL. By default the URL opens in the device browser. To open the URL in a webview that keeps the recipient inside the messaging app, set Application to WEBVIEW and specify a WebviewViewMode.

```
{
  "OpenUrl": {
    "Text": "Complete payment",
    "PostbackData": "pay_12345",
    "Url": "https://example.com/pay",
    "Application": "WEBVIEW",
    "WebviewViewMode": "TALL"
  }
}
```

Field	Required	Constraint
Text	Yes	Up to 25 characters
PostbackData	Yes	Up to 2,048 characters
Url	Yes	Must begin with https://. Up to 2,048 characters
Application	No	WEBVIEW to open in an in-app webview
WebviewViewMode	Conditional	Required when Application is WEBVIEW: FULL, HALF, or TALL

Note

The `Url` must use the `https://` protocol. An `s3://` URL is rejected. Unlike a standard browser open, a webview keeps the recipient inside the conversation, which is useful for short flows such as a payment or a form.

DialPhone

A `DialPhone` suggestion starts a phone call to the number you specify.

```
{ "DialPhone": { "Text": "Call support", "PostbackData": "dial_support", "PhoneNumber":
 "+18005551234" } }
```

Field	Required	Constraint
`Text`	Yes	Up to 25 characters
`PostbackData`	Yes	Up to 2,048 characters
`PhoneNumber`	Yes	E.164 format, for example +18005551234

ShowLocation

A `ShowLocation` suggestion opens a map at the coordinates you specify.

```
{
  "ShowLocation": {
    "Text": "View on map",
    "PostbackData": "show_store_loc",
    "Latitude": 47.6062,
    "Longitude": -122.3321,
    "Label": "Seattle store"
  }
}
```

Field	Required	Constraint
`Text`	Yes	Up to 25 characters
`PostbackData`	Yes	Up to 2,048 characters
`Latitude`	Yes	-90.0 to 90.0
`Longitude`	Yes	-180.0 to 180.0
`Label`	No	Display label for the map pin

RequestLocation

A `RequestLocation` suggestion prompts the recipient to share their current location. The shared coordinates arrive as a separate inbound location event.

```
{ "RequestLocation": { "Text": "Share location", "PostbackData":
 "request_user_location" } }
```

Field	Required	Constraint
`Text`	Yes	Up to 25 characters
`PostbackData`	Yes	Up to 2,048 characters

CreateCalendarEvent

A `CreateCalendarEvent` suggestion creates a calendar event on the recipient's device with the details you specify.

```
{
  "CreateCalendarEvent": {
    "Text": "Add to calendar",
    "PostbackData": "calendar_appt_5678",
    "Title": "Service appointment",
    "StartTime": "2026-05-28T14:00:00Z",
```

```
    "EndTime": "2026-05-28T15:00:00Z",
    "Description": "Downtown location. Arrive 10 minutes early."
  }
}
```

Field	Required	Constraint
`Text`	Yes	Up to 25 characters
`PostbackData`	Yes	Up to 2,048 characters
`Title`	Yes	Up to 100 characters
`StartTime`	Yes	Event start time
`EndTime`	Yes	Event end time
`Description`	No	Up to 500 characters

Receiving suggestion taps

When a recipient chooses a suggestion, AWS End User Messaging publishes an inbound message to your two-way SNS topic. The `messageBody` contains a JSON object with the suggestion type, the display text, and the `postbackData` you set. Route your logic on `postbackData`.

```
{
  "originationNumber": "+12065551234",
  "destinationNumber": "rcs-a1b2c3d4",
  "messageBody": "{\"type\":\"SUGGESTION\",\"text\":\"Yes, confirm\",\"postbackData\":
\"confirm_order_12345\"}",
  "inboundMessageId": "msg-abc123def456"
}
```

For a `RequestLocation` tap, the recipient's coordinates arrive in a separate inbound location event. For the full inbound event reference, see RCS message events.

Suggestion limits

Constraint	Limit
Suggestion `Text` length	25 characters
`PostbackData` length	2,048 characters
Suggestions per message	11
Suggestions per card	4
`CreateCalendarEvent` title	100 characters
`CreateCalendarEvent` description	500 characters

Best practices

- Keep text action-oriented. Use verbs such as *Track order*, *Call support*, or *View menu*.
- Offer 3 to 5 options. More than 5 can overwhelm recipients.
- Route on `PostbackData`, not display text. Text is for people, postback data is for your application.
- Structure postback data consistently, for example as `action:value` pairs or JSON.
- Handle the case where a recipient types free text instead of tapping a suggestion.
- Combine suggestion types in a single message, such as a `Reply`, an `OpenUrl`, and a `DialPhone`.

For deeper guidance, see RCS best practices.

Related topics

- Sending RCS text messages
- Sending RCS rich cards
- RCS message events

Configuring RCS message expiration

Time-sensitive messages, such as one-time passwords (OTPs), flash-sale announcements, and appointment reminders, lose value if delivered after the relevant window has passed. When you include the `TimeToLive` parameter in a `SendRcsMessage` request, AWS End User Messaging removes the message if it has not been delivered within the specified number of seconds. The recipient never sees an expired message.

You can combine `TimeToLive` with per-message fallback so that an SMS or MMS fallback is sent automatically when the RCS message expires. For details on configuring fallback, see Configuring per-message SMS or MMS fallback.

How message expiration works

The TTL countdown begins when AWS End User Messaging accepts the `SendRcsMessage` request. The following outcomes are possible:

- **Delivered before TTL expires**: The message reaches the recipient and AWS End User Messaging emits a delivery event. For more information about events, see RCS message events.
- **TTL expires before delivery (with fallback)**: If you set a `FallbackConfiguration` on the request, AWS End User Messaging sends the SMS or MMS fallback message to the recipient. The original RCS message is removed and the recipient never sees it.
- **TTL expires before delivery (no fallback)**: The message fails. AWS End User Messaging removes the RCS message and emits a TTL expiration event. The recipient never sees the message.

TimeToLive parameter reference

You set message expiration by including the `TimeToLive` parameter in your `SendRcsMessage` request.

TimeToLive parameter details

Property	Value
Parameter name	`TimeToLive`
Type	Integer
Unit	Seconds

Property	Value
Minimum value	1
Maximum value	172800 (48 hours)
Default behavior	If you omit `TimeToLive` , AWS End User Messaging does not apply an expiration window. The message remains pending until delivery succeeds or the carrier removes it.

Important

Set `TimeToLive` to at least 10 seconds. Values below 10 increase the risk that the message expires before the carrier can attempt delivery. A value of 0 or a negative number returns a `ValidationException`.

Expiration and fallback

When you include both `TimeToLive` and `FallbackConfiguration` in the same `SendRcsMessage` request, AWS End User Messaging uses the following logic:

1. AWS End User Messaging attempts RCS delivery.
2. If the message is not delivered before `TimeToLive` seconds elapse, AWS End User Messaging removes the pending RCS message.
3. AWS End User Messaging sends the fallback message on the channel you specified in `FallbackConfiguration.Channel` (either `SMS` or `MMS`).

If you set `TimeToLive` without a `FallbackConfiguration`, the message fails on expiry and no fallback is sent. Monitor expiration events to detect these cases. For more information, see RCS message events.

For complete fallback configuration details, including the `FallbackConfiguration` structure, see Configuring per-message SMS or MMS fallback.

Recommended TTL values

Choose a `TimeToLive` value that matches the relevance window of the content you are sending.

Recommended TTL values by use case

Use case	Recommended TTL	Rationale
One-time passwords (OTPs)	30 to 120 seconds	OTP codes have short validity windows. Delivering after expiry confuses recipients.
Fraud or security alerts	60 to 300 seconds	Time-critical security notifications must arrive quickly or trigger a fallback channel.
Appointment reminders	3600 to 7200 seconds (1 to 2 hours)	Useful only before the appointment time.
Flash sales	Match the sale duration	A delivered-after-sale message creates a negative customer experience.
Daily promotions	43200 to 86400 seconds (12 to 24 hours)	Relevant for the current day only.
Delivery notifications	1800 to 3600 seconds (30 to 60 minutes)	Package status changes quickly; a stale update is misleading.

For general content that has no specific time constraint, omit `TimeToLive` and let AWS End User Messaging attempt delivery indefinitely.

Best practices

- Always set `TimeToLive` for time-sensitive content such as OTPs, security alerts, and appointment reminders.
- Use at least 10 seconds to give the carrier time to attempt delivery.
- Pair `TimeToLive` with a `FallbackConfiguration` for critical messages. This ensures the recipient receives the content on an alternative channel if the RCS delivery window closes.
- Monitor TTL expiration events to track delivery success rates and tune your TTL values over time. For more information about event types, see RCS message events.

- For rich media messages (rich cards and carousels), consider a longer TTL to account for media download time. For information about rich messaging, see Sending rich RCS messages.

Configuring per-message SMS or MMS fallback

When you send an RCS message, the recipient's device might not support RCS, or the message might expire before delivery. With per-message fallback, you can specify alternative SMS or MMS content that AWS End User Messaging delivers automatically when the RCS message cannot reach the recipient. You configure fallback on each `SendRcsMessage` request by including the `FallbackConfiguration` parameter.

When fallback triggers

AWS End User Messaging triggers the fallback message in two situations:

- **Immediate RCS failure**: The recipient's device or carrier does not support RCS, or the RCS channel rejects the message.
- **TTL expiry**: You set a `TimeToLive` value and the message is not delivered before the timer expires. For more information about message expiration, see Configuring RCS message expiration.

If you do not include `FallbackConfiguration` in the request and the RCS message fails or expires, no fallback message is sent.

Per-message fallback compared to pool-based fallback

Per-message fallback on `SendRcsMessage` differs from the automatic pool-based fallback available with `SendTextMessage`. For details on pool-based fallback, see RCS to SMS fallback using phone pools.

Comparison of fallback mechanisms

Feature	Pool-based fallback (`SendTextMessage`)	Per-message fallback (`SendRcsMessage`)
Configuration	Automatic when a pool contains both an RCS agent and SMS identities	Explicit: you include `FallbackConfiguration` in each request

Feature	Pool-based fallback (SendTextMessage)	Per-message fallback (SendRcsMessage)
Fallback channel	SMS (selected by the pool)	SMS or MMS (you choose with Channel)
Fallback content	Same message body	You provide separate content tailored for SMS or MMS
Identity selection	Pool selects the origination identity	You specify a phone number or sender ID
Trigger	RCS not supported (timeout-based)	Immediate RCS failure or TTL expiry

FallbackConfiguration structure

The FallbackConfiguration parameter is a single object on the SendRcsMessage request. You set the Channel field to indicate whether the fallback is SMS or MMS, then provide the corresponding content fields.

FallbackConfiguration fields

Field	Type	Required	Description
Channel	String	Yes	The fallback channel. Valid values: SMS or MMS.
MessageBody	String	Conditional	The text body of the fallback message. Maximum 1,600 characters. Required when Channel is SMS. For MMS, at least one of MessageBody or MediaUrls must be provided.
MediaUrls	List of strings	Conditional	One or more media URLs for an MMS fallback. For MMS, at least one of MessageBody or MediaUrls must be provided.

Field	Type	Required	Description
`OriginationIdentity`	String	Conditional	The origination identity for the fallback message. Accepts a phone number or sender ID (by value, ID, or ARN); you cannot specify a pool or an RCS agent. If you omit this field and the original message was sent through a pool, the service selects a suitable number from that pool.

Important

The fallback `MessageBody` limit is 1,600 characters. This is shorter than the 3,072-character limit for the RCS `TextMessage` body. Craft your fallback content to fit within the SMS or MMS character constraints.

The following JSON shows the structure of a `FallbackConfiguration` object for an SMS fallback:

```
{
    "Channel": "SMS",
    "MessageBody": "Your order has shipped. Track at https://example.com/track/12345",
    "OriginationIdentity": "+18005550199"
}
```

The following JSON shows the structure for an MMS fallback:

```
{
    "Channel": "MMS",
    "MessageBody": "Your order has shipped.",
    "MediaUrls": ["https://cdn.example.com/shipping-confirmation.jpg"],
    "OriginationIdentity": "+18005550199"
}
```

Configuring SMS fallback

To fall back to SMS, set `Channel` to `SMS` and provide a `MessageBody`. Because SMS does not support suggestion chips or rich cards, include any important URLs as plain text in the message body.

Configuring MMS fallback

To fall back to MMS, set `Channel` to `MMS` and provide one or more media URLs in `MediaUrls`. Use MMS fallback when your RCS message contains visual content (such as a rich card with an image) and you want to preserve the visual experience for recipients who do not support RCS.

Combining fallback with message expiration

When you set both `TimeToLive` and `FallbackConfiguration` on a request, AWS End User Messaging attempts RCS delivery for the duration of the TTL. If the message is not delivered before the timer expires, the service sends the fallback message. This pattern is useful for time-sensitive content such as one-time passwords or appointment reminders.

For more information about configuring message expiration, see Configuring RCS message expiration.

The following example sets a 60-second TTL with SMS fallback:

```
{
    "DestinationPhoneNumber": "+12065550100",
    "OriginationIdentity": "rcs-agent-1234567890",
    "RcsMessageContent": "{\"Content\":{\"TextMessage\":{\"Body\":\"Your verification
 code is 483291.\"}}}",
    "TimeToLive": 60,
    "FallbackConfiguration": {
        "Channel": "SMS",
        "MessageBody": "Your verification code is 483291.",
        "OriginationIdentity": "+18005550199"
    }
}
```

Best practices

- **Write fallback content separately.** Rich RCS content (suggestion chips, rich cards, carousels) does not translate directly to SMS or MMS. Write a concise, self-contained fallback message rather than reusing the RCS body verbatim.
- **Include URLs as plain text in SMS fallback.** Replace interactive suggestion chips (such as `OpenUrl` actions) with inline URLs in the `MessageBody`.
- **Use MMS fallback for visual content.** If your RCS message features a rich card or carousel with images, MMS fallback preserves the visual context for recipients without RCS support.
- **Set a reasonable TTL.** When you combine fallback with `TimeToLive`, choose a TTL that balances delivery attempts with timeliness. For time-sensitive messages, a TTL of 30 to 60 seconds gives a brief RCS delivery window before falling back. For general messages, a longer window (minutes to hours) gives the RCS channel more opportunity to succeed.
- **Verify your origination identity.** The `OriginationIdentity` in the fallback configuration must be a phone number or sender ID that is registered in your AWS End User Messaging account and capable of sending SMS or MMS to the destination country.

Related resources

- RCS to SMS fallback using phone pools for information about automatic pool-based fallback with `SendTextMessage`.
- Configuring RCS message expiration for information about configuring TTL and expiration behavior.
- Sending rich RCS messages for an overview of RCS rich message types and the `SendRcsMessage` API.

RCS message events

When you send RCS messages with AWS End User Messaging, the RCS platform generates events that report message lifecycle changes, recipient interactions, and system-level outcomes. These events provide richer signals than traditional SMS delivery receipts, giving you real-time visibility into whether a message was delivered, read, expired, or fell back to SMS or MMS.

Outbound status events (delivery, read, expiration, and fallback) are delivered through configuration set event destinations. Inbound interaction events (typing indicators and suggestion

taps) are delivered to the two-way Amazon SNS topic that you configure on your RCS agent. To set up event destinations, see Event destinations in AWS End User Messaging SMS.

For details on the messages that generate these events, see Sending rich RCS messages.

Topics

- Common fields on RCS events
- Delivery status events
- Read receipts
- Typing indicators
- TTL expiration events
- Fallback events
- Suggestion tap (postback) events
- Conversational pricing events and fields
- Routing events to destinations
- Best practices for event processing

Common fields on RCS events

All RCS events, including delivery status events, read receipts, and inbound interaction events, include the following fields that identify the RCS agent:

`rcsBusinessId`

The platform identifier for the RCS agent that sent or received the message.

`agentIsoCountryCode`

The ISO country code of the country in which the RCS agent is registered, for example US or CA.

These fields are present on all RCS events. They are not included on SMS or MMS events.

Delivery status events

Delivery status events indicate the lifecycle state of an outbound RCS message. You use these events to confirm delivery, trigger fallback logic, or alert your operations team to content violations.

Each outbound status event has an `eventType` of `RCS_DELIVERED` (and related RCS status event types) and a `messageStatus` field that holds one of the following values:

`DELIVERED`

The message reached the recipient's device. Use this event to cancel any pending fallback timers.

`PENDING`

The RCS platform accepted the message but has not yet delivered it. Start your fallback timer when you receive this event.

`UNDELIVERABLE`

The platform permanently cannot deliver the message (for example, the recipient's device does not support RCS). Trigger your SMS or MMS fallback and flag the phone number for future routing decisions.

`REJECTED`

The message was rejected due to a content policy violation. Alert your operations team and review the message content.

The following example shows a delivery event payload:


```
{
    "eventType": "RCS_DELIVERED",
    "eventVersion": "1.0",
    "eventTimestamp": 1781661267660,
    "isFinal": true,
    "originationPhoneNumber": "rcs-c020de2520714385964ebf7b095c4b60",
    "destinationPhoneNumber": "+13022640220",
    "isoCountryCode": "US",
    "isInternationalSend": false,
    "messageId": "test-sc1-004",
    "messageRequestTimestamp": 1781300397157,
    "messageEncoding": "UNICODE",
    "messageType": "TRANSACTIONAL",
    "messageStatus": "DELIVERED",
    "messageStatusDescription": "Message has been accepted by phone",
    "totalMessageParts": 1,
    "totalMessagePrice": 0.007,
```

```
    "totalCarrierFee": 0.00494,
    "rcsMetadata": { "billingEventType": "RICH" },
    "rcsBusinessId": "endusermessagingtesting1_06fr8x6o_agent",
    "agentIsoCountryCode": "US"
}
```

Note

Status events for rich RCS messages include billing metadata. The `rcsMetadata.billingEventType` value is `RICH` for rich RCS messages.

Read receipts

A read receipt indicates that the recipient opened or viewed your message. Use read receipts to track engagement and measure read rates.

`READ`

The recipient viewed the message. A `RCS_DELIVERED` event is always sent before or together with the `RCS_READ` event, so if you did not process a separate delivery event, treat the message as delivered when you receive the read event.

The read event uses an `eventType` of `RCS_READ` with `messageStatus` set to `READ`:

```
{
    "eventType": "RCS_READ",
    "eventVersion": "1.0",
    "eventTimestamp": 1781661267203,
    "isFinal": true,
    "originationPhoneNumber": "rcs-c020de2520714385964ebf7b095c4b60",
    "destinationPhoneNumber": "+13022640220",
    "isoCountryCode": "US",
    "isInternationalSend": false,
    "messageId": "test-sc1-004",
    "messageRequestTimestamp": 1781300397157,
    "messageEncoding": "UNICODE",
    "messageType": "TRANSACTIONAL",
    "messageStatus": "READ",
    "messageStatusDescription": "Message has been read by recipient",
```

```
    "totalMessageParts": 1,
    "totalMessagePrice": 0.0,
    "totalCarrierFee": 0.0,
    "rcsBusinessId": "endusermessagingtesting1_06fr8x6o_agent",
    "agentIsoCountryCode": "US"
}
```

You can calculate your read rate as the number of `READ` events divided by the number of `DELIVERED` events, multiplied by 100.

Typing indicators

Typing indicator events signal that a participant is composing a message. These events flow in both directions:

- **Inbound (user to agent)**: When the recipient begins composing a reply, you receive an inbound notification on your two-way Amazon SNS topic. The `messageBody` contains a JSON object with a `type` of `RCS_TYPING`. Use this to prepare your conversational logic or display status in your dashboard.
- **Outbound (agent to user)**: Agent-initiated typing indicators, which show the recipient that your agent is preparing a response, are a planned capability. Check the AWS End User Messaging release notes for current availability.

The following example shows an inbound typing notification:

```
{
    "originationNumber": "12679164820",
    "destinationNumber": "rcs-cb1e6e519e9049fabf8c0ae38e4d876b",
    "messageBody": "{\"type\":\"RCS_TYPING\",\"receivedAt\":
\"2026-06-17T17:36:29.937+0000\"}",
    "inboundMessageId": "12679164820-2026-06-17T17:36:29.937+0000"
}
```

> **Note**
>
> Agent-initiated typing indicators and agent-initiated read receipts, which your agent sends to a recipient, are planned capabilities. Check the AWS End User Messaging release notes for current availability.

TTL expiration events

When you set a `TimeToLive` value on a message and the TTL elapses before the message is delivered, the RCS platform attempts to revoke (delete) the message. The outcome generates one of the following events:

`TTL_EXPIRATION_REVOKED`

The expired message was successfully removed before the recipient viewed it. You can safely trigger your SMS or MMS fallback to ensure the recipient receives the content.

`TTL_EXPIRATION_REVOKE_FAILED`

The revocation failed and the message might still be delivered to the recipient. In this case, evaluate whether sending a fallback message would result in a duplicate before proceeding.

TTL expiration events work together with your fallback strategy. For details on configuring message expiration, see Configuring RCS message expiration.

Fallback events

When an RCS message cannot be delivered and AWS End User Messaging triggers an SMS or MMS fallback (either through pool-based configuration or per-message `FallbackConfiguration`), the service generates events that indicate the fallback outcome.

Fallback events indicate:

- Whether the fallback message was sent successfully.
- The channel used for fallback (SMS or MMS).
- The reason the original RCS message was not delivered (for example, device not RCS-capable, TTL expiration, or platform unavailability).

Monitor these events to measure your fallback rate and identify phone numbers that consistently require fallback delivery. For details on configuring per-message fallback, see Configuring per-message SMS or MMS fallback.

Suggestion tap (postback) events

When a recipient chooses a suggestion (a suggested reply or suggested action), you receive a postback event containing the `PostbackData` string that you configured on that suggestion. Use postback data to route your conversational logic, not the display text.

> **Important**
>
> Suggestion tap (postback) events are delivered only to your two-way Amazon SNS topic, not to configuration set event destinations.

The notification's `messageBody` contains a JSON object with a `type` of `SUGGESTION`, the display `text`, and the `postbackData` you set on the suggestion:

```
{
    "originationNumber": "12679164820",
    "destinationNumber": "rcs-cb1e6e519e9049fabf8c0ae38e4d876b",
    "messageBody": "{\"type\":\"SUGGESTION\",\"text\":\"Open\",\"postbackData\":\"Open
\"}",
    "inboundMessageId":
 "nIMYZGrBUILWng0Qck0deqVaAoTSJY5PsktKYOBYJhVaTsrdMdrs714e8SLZAjD3"
}
```

For details on how to configure suggestions and their postback data, see Configuring RCS suggestions.

> **Important**
>
> Design your `PostbackData` values as structured identifiers (for example, `action:confirm_order:12345`) so that you can parse them programmatically. Avoid relying on display text, which can change without affecting your routing logic.

Conversational pricing events and fields

If you register your RCS agent to use conversational pricing, AWS End User Messaging adds fields to delivery and inbound events while a message is part of an active conversation session, and sends a `CONVERSATION_STARTED` event when a session begins. For an overview of the conversational pricing model, see Conversational pricing.

Conversation fields

The following fields appear on a delivery or inbound event only when the message is part of an active conversation session. When the message is not part of a conversation, AWS End User Messaging omits these fields entirely.

`conversationInitiatingMessageId`

The message ID that started the conversation session. Present on delivery and inbound events.

`conversationInitiatingMessageType`

How the conversation started: `OUTBOUND` when your agent sent the first message, or `INBOUND` when the recipient sent the first message. Present on delivery and inbound events.

`conversationSessionFee`

The one-time session fee, in US dollars, charged once per 24-hour conversation session. Present on delivery events only.

When a message is part of an active conversation session, its delivery event reports a `totalMessagePrice` and `totalCarrierFee` of `0.0`, because the session fee covers the message. The following example shows a delivery event for a message within an active conversation:


```
{
    "eventType": "RCS_DELIVERED",
    "eventVersion": "1.0",
    "eventTimestamp": 1751234567890,
    "isFinal": true,
    "originationPhoneNumber": "rcs-f4e4252a5abe48bea50a6c176a056124",
    "destinationPhoneNumber": "+14376638816",
    "isoCountryCode": "CA",
    "isInternationalSend": false,
    "messageId": "b4a3196d-5b61-4884-a0d9-745acf1f6235",
    "messageRequestTimestamp": 1751234565000,
    "messageEncoding": "UNICODE",
    "messageType": "TRANSACTIONAL",
    "messageStatus": "DELIVERED",
    "messageStatusDescription": "Message has been accepted by phone",
    "totalMessageParts": 1,
    "totalMessagePrice": 0.0,
    "totalCarrierFee": 0.0,
```

```
    "rcsMetadata": {
        "billingEventType": "BASIC"
    },
    "rcsBusinessId": "endusermessagingtesting1_06fr8x6o_agent",
    "agentIsoCountryCode": "CA",
    "conversationInitiatingMessageId": "177930985040408106521449",
    "conversationInitiatingMessageType": "OUTBOUND",
    "conversationSessionFee": 0.012
}
```

CONVERSATION_STARTED event

AWS End User Messaging sends a `CONVERSATION_STARTED` event to your RCS event Amazon SNS topic when a conversation session begins. A session begins when your agent sends a message and the recipient replies within 24 hours (business-initiated), or when the recipient sends a message and your agent responds (user-initiated).

The `messageBody` contains a JSON object with the following fields:

`type`

Always `CONVERSATION_STARTED`.

`startTime`

The session start time, in ISO 8601 format.

`endTime`

The session expiry time, in ISO 8601 format. This is always 24 hours after `startTime`.

`conversationInitiatingMessageId`

The message ID that started the conversation.

`conversationInitiatingMessageType`

`OUTBOUND` when your agent sent the first message, or `INBOUND` when the recipient sent the first message.

The following example shows a `CONVERSATION_STARTED` event:

```
{
```

```
    "originationNumber": "14376638816",
    "destinationNumber": "rcs-e138fa39eabf4d6d8e95546248c8dfa7",
    "messageBody": "{\"type\":\"CONVERSATION_STARTED\",\"startTime\":
\"2026-06-28T04:03:08.002+0000\",\"endTime\":\"2026-06-29T04:08:08.002+0000\",
\"conversationInitiatingMessageId\":\"7e7da6ec-234a-4d4f-bbc5-943bcca663ab\",
\"conversationInitiatingMessageType\":\"OUTBOUND\"}",
    "inboundMessageId": "7e7da6ec-234a-4d4f-bbc5-943bcca663ab"
}
```


Routing events to destinations

AWS End User Messaging routes RCS events through configuration set event destinations. You configure event destinations on the configuration set that is associated with your sending operations. Supported destinations include:

Amazon SNS

Use an Amazon SNS topic for real-time event processing, including triggering AWS Lambda functions to respond to delivery receipts or suggestion taps.

Amazon Data Firehose

Use a Firehose delivery stream to send events to Amazon S3, Amazon Redshift, or other analytics destinations for long-term storage and reporting.

Amazon CloudWatch Logs

Use CloudWatch Logs for debugging, log analysis, and setting up CloudWatch alarms on event patterns (for example, alerting on high rejection rates).

To learn how to create and configure event destinations, see Event destinations in AWS End User Messaging SMS.

When you call `SendRcsMessage`, specify the `ConfigurationSetName` parameter to associate the message with your configuration set. Outbound status events generated by that message are routed to the destinations you configured.

When you configure the event types that an event destination matches, you can select `RCS_ALL` to subscribe to all RCS event types with a single matching type, instead of listing each RCS event type individually (such as `RCS_DELIVERED` and `RCS_READ`).

Note

Inbound interaction events, including typing indicators and suggestion taps (postbacks), are delivered to the two-way Amazon SNS topic configured on your RCS agent, not to configuration set event destinations.

Best practices for event processing

- Configure event destinations before you begin sending production messages. This ensures you capture all events from the start.
- Use `DELIVERED` events to cancel fallback timers. If you receive a delivery confirmation, do not send an SMS or MMS fallback.
- Process subscription events (`UNSUBSCRIBE`) immediately to maintain compliance with messaging regulations.
- Implement idempotent event processing. Use the message identifier combined with the event type as a deduplication key to handle duplicate event deliveries.
- Handle out-of-order events by comparing event timestamps. Events might arrive in a different order than they occurred.
- Monitor rejection and undeliverable rates with CloudWatch alarms to detect content issues or targeting problems early.

Receiving inbound RCS media

Users can send media (images, videos, audio files, and documents) in RCS conversations with your agent. When you configure inbound media storage, AWS End User Messaging downloads the media from the RCS provider, uploads it to your Amazon S3 bucket, and publishes a notification to your two-way Amazon SNS topic with the S3 location and file metadata.

For general information about receiving inbound RCS messages (text, location, and suggestion responses), see Receiving inbound RCS messages. For information about sending rich media to users, see Sending rich RCS messages.

How inbound media works

When a user sends a media file in an RCS conversation, AWS End User Messaging processes the message through the following steps:

1. The user sends an image, video, audio file, or document from their RCS messaging app.
2. AWS End User Messaging downloads the media from the RCS provider.
3. AWS End User Messaging uploads the media to your configured S3 bucket using the IAM role you specify.
4. AWS End User Messaging publishes a notification to your two-way SNS topic. The notification includes the S3 bucket, key, MIME type, and message metadata.

For `LOCATION` and `SUGGESTION` message types, no S3 upload occurs. The content is delivered directly in the SNS notification body. For details about these message types, see Receiving inbound RCS messages.

Configuring inbound media storage

To receive inbound media, configure the following fields on your RCS agent using the `UpdateRcsAgent` API. Two-way messaging must be enabled on the agent before you configure media storage.

Inbound media configuration fields

Field	Required	Description
`TwoWayMediaS3BucketName`	Yes	The name of the S3 bucket where AWS End User Messaging stores inbound media files.
`TwoWayMediaS3KeyPrefix`	No	An optional prefix for S3 object keys. If specified, media objects are stored under this prefix in the bucket.
`TwoWayMediaS3Role`	Yes	The ARN of the IAM role that AWS End User Messaging assumes to upload media files to your S3 bucket.

The S3 bucket and IAM role are required together. If you specify one, you must specify both.

S3 key format

Media objects are stored with the following key format, where the original file name is appended after a # separator:

```
{prefix}/rcs/{messageId}#{fileName}
```

For example, if you set the key prefix to `inbound-media`, a media file might be stored as:

```
inbound-media/rcs/msg-abc123def456#photo_2026.jpg
```

Creating the IAM role for inbound media

Create an IAM role that allows the AWS End User Messaging service to upload media files to your S3 bucket. The role requires a trust policy that permits the service to assume it, and a permission policy that grants `s3:PutObject` access to your bucket.

Trust policy

The following trust policy allows the AWS End User Messaging service principal to assume the role. Replace `123456789012` with your AWS account ID.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "sms-voice.amazonaws.com"
            },
            "Action": "sts:AssumeRole",
            "Condition": {
                "StringEquals": {
                    "aws:SourceAccount": "123456789012"
                }
            }
        }
    ]
}
```

Permission policy

The following permission policy grants the role access to write objects to your S3 bucket. Replace `my-rcs-media-bucket` with your bucket name.

```
{
```

```
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "s3:PutObject"
            ],
            "Resource": "arn:aws:s3:::my-rcs-media-bucket/*"
        }
    ]
}
```

Note

Scope the IAM role narrowly to `s3:PutObject` only. The service does not require `s3:GetObject`, `s3:DeleteObject`, or other permissions for inbound media delivery.

Configuring media storage (CLI)

The following AWS CLI command configures inbound media storage on an existing RCS agent:

```
aws pinpoint-sms-voice-v2 update-rcs-agent \
    --rcs-agent-id rcs-agent-1234567890abcdef0 \
    --two-way-media-s3-bucket-name my-rcs-media-bucket \
    --two-way-media-s3-key-prefix "inbound-media" \
    --two-way-media-s3-role arn:aws:iam::123456789012:role/RcsInboundMediaRole \
    --region us-east-1
```

Inbound media notification payload

When AWS End User Messaging receives a media file, it publishes a notification to your two-way SNS topic. The notification is a JSON object with a `messageBody` field that contains a stringified JSON document with the media status and, on success, the S3 location and file metadata.

The following example shows a successful inbound media notification:

```
{
    "originationNumber": "+14255551234",
    "destinationNumber": "rcs-cb1e6e519e9049fabf8c0ae38e4d876b",
```

```
    "messageBody": "{\"mediaStatus\":\"SUCCESS\",\"s3Bucket\":\"my-rcs-media-bucket\",
\"s3Key\":\"inbound-media/rcs/msg-abc123def456#photo_2026.jpg\",\"mimeType\":\"image/
jpeg\",\"fileName\":\"photo_2026.jpg\",\"fileSizeBytes\":1211843}",
    "inboundMessageId": "8821d750-4bc5-4cb1-a8c3-c3d64a38d019"
}
```

The top-level notification contains the following fields:

`originationNumber`

The phone number of the user who sent the media.

`destinationNumber`

The RCS agent identifier that received the message.

`messageBody`

A stringified JSON document describing the media. It contains the fields in the following table.

`inboundMessageId`

The unique identifier for the inbound message.

The `messageBody` JSON contains the following fields:

`mediaStatus`

The outcome of media processing. Valid values are `SUCCESS`, `UPLOAD_FAILED`, and `ROLE_ASSUME_FAILED`.

`mediaStatusMessage`

A human-readable description of the status. Present when `mediaStatus` is a failure value.

`s3Bucket`

The name of the S3 bucket where the media file is stored. Present on success.

`s3Key`

The S3 object key for the stored media file. Present on success.

`mimeType`

The MIME type of the media file (for example, `image/jpeg`, `video/mp4`, `application/pdf`).

`fileName`

The original file name as provided by the user's device.

`fileSizeBytes`

The size of the media file in bytes.

> **Note**
>
> The inbound media notification does not currently include a message-type field. Use `mediaStatus` to determine the outcome.

Media download failure handling

If AWS End User Messaging cannot download or store media from the RCS provider, the service still publishes a notification to your two-way SNS topic. The `messageBody` carries a failure `mediaStatus` (`UPLOAD_FAILED` or `ROLE_ASSUME_FAILED`) and a `mediaStatusMessage` describing the cause, with no S3 location fields.

For example, an IAM role assumption failure produces the following `messageBody` content:

```
{
    "mediaStatus": "ROLE_ASSUME_FAILED",
    "mediaStatusMessage": "Media received but could not assume the configured IAM
 role",
    "mimeType": "image/heic",
    "fileName": "IMG_7115.heic",
    "fileSizeBytes": 1211843
}
```

Common causes of media download failures include:

- The media is no longer available from the RCS provider (for example, it expired or was deleted).
- The IAM role does not have permission to write to the specified S3 bucket.
- The S3 bucket does not exist or is in a different region than expected.

To troubleshoot delivery failures, verify that your IAM role trust and permission policies are correctly configured, and that the S3 bucket exists and is accessible from the service. Monitor your agent's CloudWatch metrics for media upload failures.

Accepted media types

AWS End User Messaging accepts the following inbound media MIME types:

- **Images:** `image/jpeg`, `image/jpg`, `image/gif`, `image/png`
- **Audio:** `audio/aac`, `audio/mp3`, `audio/mpeg`, `audio/mpg`, `audio/mp4`, `audio/mp4-latm`, `audio/3gpp`, `audio/ogg`, `application/ogg`
- **Video:** `video/h263`, `video/m4v`, `video/mp4`, `video/mpeg`, `video/mpeg4`, `video/webm`
- **Documents:** `application/pdf`

> **Note**
>
> AWS End User Messaging does not impose a size limit on inbound media.

Best practices

- Always configure media storage if you expect users to send images, videos, or files in RCS conversations.
- Use a dedicated S3 bucket for RCS inbound media to isolate access controls and lifecycle policies.
- Set an S3 lifecycle policy to expire old media objects (for example, after 90 days) to manage storage costs.
- Process inbound media asynchronously using an AWS Lambda function triggered by your SNS topic.
- Scope the IAM role to `s3:PutObject` only. The service does not require broader permissions.
- Monitor CloudWatch metrics for media upload failures and set alarms to detect configuration issues.

RCS best practices

With RCS rich messaging, you can create conversational, interactive experiences that go beyond traditional SMS. This topic provides guidance for designing effective RCS messages, including

suggestion strategy, rich card and carousel layout, media optimization, message expiration, fallback planning, and monitoring.

For details on individual features, see Configuring RCS suggestions, Sending RCS rich cards, Sending RCS carousels, Configuring RCS message expiration, Configuring per-message SMS or MMS fallback, and RCS message events.

Conversational and interactive design

RCS messages support interactive elements such as suggested replies, suggested actions, rich cards, and carousels. To use these features effectively, treat each message exchange as part of an ongoing conversation rather than a one-way notification.

Open with context and options

Include a clear greeting, state what the user can do, and provide suggested replies to guide the next step. This sets expectations and reduces friction.

Keep messages concise

Aim for fewer than 300 characters per text message. Break complex information into multiple messages or use a rich card for structured content.

Avoid dead ends

Every message should lead to a next step. Offer follow-up suggestions, a main menu option, or a path to a human agent.

Address the user directly

Use second person. Write "Your appointment is confirmed" rather than "The appointment has been confirmed."

Suggestion strategy

Suggestions (both replies and actions) appear as interactive chips below your message. They reduce typing, increase engagement, and let you route responses through structured `PostbackData` values. For the full list of suggestion types, see Configuring RCS suggestions.

Write concise action labels

The `Text` field has a 25-character limit. Use action-oriented language that tells the user exactly what happens on tap.

Suggestion label examples

Avoid	Prefer
"Option 1"	"Book for Monday"
"Click here"	"View order status"
"More info"	"See pricing details"

Offer 3 to 5 options

Three suggestions is ideal for most interactions. You can include up to 11 suggestions per message (4 per rich card), but more than 5 options at a time tends to overwhelm users. If you need more choices, use a carousel or split the flow into multiple steps.

Route on PostbackData

Use `PostbackData` for backend routing logic instead of parsing the display text. This approach supports localization (you can change the user-visible `Text` without modifying your routing) and provides structured context for your application.

Encode the action, entity, and context in the postback value. For example:

```
confirm_order_12345
cancel_appointment_20260615
nav_main_menu
```

Use consistent prefixes (such as `book_`, `confirm_`, `cancel_`, `nav_`) to simplify routing in your backend.

> **Important**
>
> Handle stale postbacks gracefully. A user might choose a suggestion hours after receiving it. Check that the referenced entity still exists and inform the user if the action is no longer valid.

Rich card and carousel design

Rich cards and carousels present structured content (images, titles, descriptions, and suggestions) in a visual format. For implementation details, see Sending RCS rich cards and Sending RCS carousels.

Standalone rich cards

- Use `VERTICAL` orientation for the most consistent rendering across devices.
- Use `TALL` media height to give images adequate display space on both Android and iOS.
- Keep title and description text concise. Some clients crop text beyond three lines.
- URLs in the description text do not work as links on all clients. Use an `OpenUrl` suggested action instead of embedding links in descriptions.
- Include one clear call-to-action suggestion per card. Multiple competing actions reduce conversion rates.

Carousels

- Place the recommended or most relevant option in the first card position. Users engage most with the first visible card.
- Use outer (message-level) suggestions for navigation actions such as "Back to menu" or "Help." Reserve card-level suggestions for actions specific to that card.
- Keep card content more concise than standalone cards because carousel cards have less vertical space.
- Carousel card media height is limited to `SHORT` or `MEDIUM` (`TALL` is not supported in carousels).
- Ensure the combined media across all cards stays under 100 MB. Optimize images before uploading.

Media best practices

Media files (images, videos, PDFs) enhance message engagement but add payload size and rendering variability. For file format and size requirements, see Sending rich RCS messages.

- Compress images before uploading. Use JPEG for photographs and PNG for graphics with transparency.
- Keep video files under 5 MB for reliable delivery across carriers and devices.

- Provide a `ThumbnailUrl` for video and large-file messages. Thumbnails display while the full media loads and improve the user experience on slow connections.
- GIF animations play on Android but display as a static first frame on iOS. Do not rely on GIF animation to convey critical information.
- Host media on HTTPS URLs or in Amazon S3 (using `s3://` URIs). All media URLs must match the pattern `^(https://|s3://).+$`.

TTL and fallback strategy

Time to live (TTL) and fallback configuration work together to ensure your message reaches the user even when RCS delivery fails. For implementation details, see Configuring RCS message expiration and Configuring per-message SMS or MMS fallback.

Setting TTL values

Always set a `TimeToLive` value for time-sensitive content. Match the TTL to the content relevance window.

Recommended TTL values by content type

Content type	Recommended TTL
One-time password (OTP) or verification code	30 to 120 seconds
Flash sale notification	Duration until sale ends
Appointment reminder	Time until appointment
Delivery update	1 to 4 hours

> **Note**
>
> The API minimum is 1 second, but a TTL of at least 10 seconds is recommended to allow sufficient delivery time. The maximum is 172,800 seconds (48 hours).

SMS or MMS fallback

Configure a `FallbackConfiguration` for critical messages (OTPs, order confirmations, security alerts) so the content reaches the user if RCS delivery fails or expires.

- Set the `Channel` field to `SMS` or `MMS` depending on whether you need media in the fallback.
- Keep the `MessageBody` within 1,600 characters (the fallback limit, which is shorter than the 3,072-character RCS text limit).
- Test fallback delivery end-to-end by sending to a phone number that does not support RCS and verifying that the SMS or MMS message arrives.

Monitoring and events

Use event destinations and delivery events to monitor message performance and optimize your messaging strategy. For details on event types and configuration, see RCS message events.

- Configure event destinations before you begin production sending. This ensures you capture delivery, read, and expiration events from the start.
- Monitor message expiration rates to determine whether your TTL values are appropriate. A high expiration rate suggests the TTL is too short or that many recipients do not have RCS-capable devices.
- Track read receipts for relative comparison (A/B testing) rather than as an absolute metric. Not all clients report read status.
- Use delivery confirmation events to cancel redundant fallback timers in your application logic if you manage fallback externally.

Device and client rendering variance

RCS messages render differently across Android and iOS clients. Design for the lowest common denominator and test on both platforms before launching a campaign.

Rendering differences between Android and iOS

Feature	Android	iOS
GIF images	Animated	Static (first frame only)

Feature	Android	iOS
Link previews in text	URL anywhere in message	URL must be the last element. A URL followed by additional text may not be clickable.
Card media heights	Respects SHORT, MEDIUM, and TALL	Renders all vertical heights identically. Might ignore the height property.
Suggestion chip order	Preserved as sent	Might reorder chips
Suggested action persistence	Actions outside cards disappear after tap. Card buttons persist.	All buttons (card and non-card) persist after tap.
Display name with path characters (/, \, :)	Rendered as registered	Characters may be stripped by the iOS rendering layer
Agent banner image	Visible on agent profile	Not displayed
Privacy policy link	Visible on agent profile	Not displayed
Multiple contacts per type	All contact entries visible	Only first contact per type visible (by list order)
Media with large accessibility text sizes	Stable rendering	May crop images when large text sizes are enabled
Carrier verification badge	"Verified by [Carrier]" or "Verified by Google"	Same badge values. Rendering controlled by Apple.

Design recommendations based on these differences:

- Use `VERTICAL` card orientation for consistent layout.
- Place URLs at the end of text messages to ensure link previews render on iOS.
- Do not depend on GIF animation to communicate essential information.
- Test suggestion ordering on both platforms if the sequence is meaningful to the user flow.

Display name rendering on iOS

Apple's iOS Messages app may strip characters that resemble operating system path separators (`/`, `\`, `:`) or URL escape sequences from the displayed agent name. This behavior is controlled at the OS level and cannot be overridden by AWS, Google, carriers, or messaging partners.

To avoid display name mismatches:

- Use only alphanumeric characters, spaces, hyphens, periods, and standard punctuation (such as `&`, `'`, `!`) in your display name.
- Do not use forward slashes, backslashes, or colons as part of your brand name.
- If your brand name includes these characters, consider an alternative representation (for example, use a hyphen or space instead of a slash).
- Always verify your agent's appearance on an iOS test device during the testing phase before requesting carrier launch. This is one of the primary purposes of testing agents.

If you have already launched an agent with an affected display name and need to change it, contact AWS Support. Display name changes on launched agents require carrier re-approval.

Agent profile visibility on iOS

Some agent profile elements that are visible on Android are not displayed on iOS:

- **Banner image**: Not shown on iOS. Do not rely on the banner to communicate critical brand information.
- **Privacy policy link**: Not visible in the iOS agent profile view. Ensure your privacy policy is accessible through other means (such as your website or a suggested action in your welcome message).
- **Multiple contacts**: If you configure multiple phone numbers, emails, or websites, iOS shows only the first entry per contact type. Place your primary contact first in the list when configuring your agent.

Testing across platforms

RCS rendering depends on the recipient's operating system version, device model, and carrier configuration. Before requesting carrier launch:

- Send test messages to both Android and iOS devices.

- Verify display name, logo, banner, description, suggested actions, rich cards, and media on both platforms.
- Test with different text sizes and accessibility settings on iOS.
- Confirm link previews render correctly on both platforms.

Apple's RCS implementation is still evolving. Behaviors may change with iOS updates. Monitor your messaging experience after iOS releases and adjust your content accordingly.

Opt-out handling

Respect user opt-out preferences immediately and consistently across all messaging channels.

- Honor STOP and UNSUBSCRIBE keywords by ceasing all non-essential messages immediately after the opt-out request.
- Send a brief opt-out confirmation that includes your brand name so the user knows which sender they unsubscribed from.
- Maintain your own opt-out database and synchronize it across channels (RCS, SMS, MMS) to prevent sending on one channel after the user opted out on another.
- Consult your legal team regarding which message types (such as OTPs or fraud alerts) might still be sent after an opt-out.

> **Note**
>
> AWS End User Messaging provides opt-out list management for SMS and MMS. For RCS, coordinate your opt-out handling with both the AWS End User Messaging opt-out lists and your own application-level records.

Sending rich RCS messages from the console

The AWS End User Messaging console provides a visual message composer that you can use to build and send rich RCS messages without writing code. The composer maps directly to the `SendRcsMessage` API and supports all content types: text messages, file messages, rich cards, and carousels. You can attach interactive suggestions to any message type, configure time-to-live (TTL) settings, and set up SMS or MMS fallback for recipients whose devices do not support RCS.

You compose and send rich messages from the **Outbound test messages** tab of the RCS testing interface. Messages are sent to verified RBM testers so that you can validate rendering and delivery before you integrate the `SendRcsMessage` API into your application.

As you configure the message, a real-time phone preview displays how the message renders on the recipient's device. You can also copy the equivalent JSON payload or AWS CLI command to use the same message structure in your application code.

For more information about the message types and their API structure, see Sending rich RCS messages. For details on suggestion types and behavior, see Configuring RCS suggestions.

Prerequisites

Before you send rich RCS messages from the console, confirm the following:

- Your RCS agent is in **Testing** or **Active** state.
- You have at least one verified RBM tester phone number associated with your agent. For setup instructions, see Testing RCS messages.
- If you plan to send media files from Amazon S3, the S3 bucket must have a bucket policy that grants `sms-voice.amazonaws.com` read access. For details, see Sending RCS file messages.

Sending a rich RCS message

Use the following procedure to compose and send a rich RCS message from the AWS End User Messaging console.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **RCS agents**.
3. Choose the agent that you want to use as the origination identity. The agent status must be **Testing** or **Active**.
4. Choose the **Testing** tab.
5. In the **RCS testing interface**, choose the **Outbound test messages** tab.
6. In the **Send test RCS message** section, for **Select RBM tester**, choose a verified RBM tester phone number.
7. (Optional) For **Configuration set**, choose a configuration set to track message events.
8. For **Select API**, choose **SendRcsMessage**.
9. For **Select message format**, choose the message type that you want to send:

- **Text**: Enter a message body (up to 3,072 characters).
- **File**: For the media source, choose **S3 bucket** or **Public URL**, and then enter the **S3 URI** (or HTTPS URL) of the file to send. Choose **Browse S3** to select a file from a bucket, or **View** to open the referenced file in a new browser tab. The maximum file size is 100 MB. Optionally, provide a thumbnail URL for video or PDF files.
- **Rich card**: Configure the following card fields. At least one of title, description, or media is required.
  - **Card orientation**: Choose `VERTICAL` or `HORIZONTAL`.
  - **Card title**: Enter a title (up to 200 characters).
  - **Card description**: Enter a description (up to 2,000 characters).
  - **Media URL**: For the media source, choose **S3 bucket** or **Public URL**, and then enter the **S3 URI** (or HTTPS URL). Choose **Browse S3** to select a file, or **View** to open it in a new browser tab. The maximum file size is 100 MB.
  - (Optional) **Media thumbnail URL**: A preview image shown before the full media loads.
  - (**HORIZONTAL** orientation only) **Thumbnail alignment**: Choose `LEFT` or `RIGHT` to position the thumbnail image.
  - **Card suggestions**: Add up to 4 suggestions that render as buttons within the card boundary. For suggestion types, see Configuring RCS suggestions.
- **Carousel**: Configure the following:
  - **Card width**: Choose `SMALL` or `MEDIUM`.
  - **Media height (all cards)**: Choose `SHORT` or `MEDIUM`. All cards in a carousel use the same media height.
  - **Cards**: Add between 2 and 10 cards. Each card includes a card title, card description, a media URL (S3 bucket or public URL, maximum 100 MB), and up to 4 card suggestions. At least one of title, description, or media is required for each card.
- **JSON**: Paste a raw `RcsMessageContent` JSON payload directly. Choose **Format JSON** to format the payload. The console validates the structure and updates the phone preview in real time.

10. (Optional) Configure media files using the S3 browser:
    a. Choose **Browse S3**.
    b. Select a bucket from the dropdown list.
    c. Navigate through prefixes (folders) to locate your file.

d. Select the file. The URL field populates automatically.

> **Note**
>
> The S3 bucket must have a bucket policy that grants `sms-voice.amazonaws.com` read access to the objects. For the required policy, see Sending RCS file messages.

11. (Optional) Add message-level suggestions. In the **Suggestions** section:

    a. Choose **Add suggestion**.

    b. For **Suggestion type**, choose one of **Reply**, **Open URL**, **Dial Phone**, **Show Location**, **Request Location**, or **Calendar Event**.

    c. Enter the required fields for the selected type. All suggestion types require a `Text` value (up to 25 characters) and `PostbackData` (up to 2,048 characters).

    d. Repeat to add up to 11 message-level suggestions.

    Message-level suggestions render as a chip list below the entire message. You can attach message-level suggestions to any content type (text, file, rich card, or carousel). For details, see Configuring RCS suggestions.

12. (Optional) Configure the time-to-live (TTL) setting. Expand **Advanced options** and enter a value in the **Time to live (seconds)** field. Valid values range from 1 to 172,800 seconds (48 hours). We recommend a minimum value of 10 seconds.

    If the message is not delivered before the TTL expires, the service triggers a TTL expiration event. If you configured fallback, the fallback message is sent at that time.

    The **Advanced options** section also contains **Max price (USD)**, **Dry run**, **Message feedback**, **Protect configuration**, and **Context** (optional key-value metadata).

13. (Optional) Configure SMS or MMS fallback. Expand the **Fallback configuration** section:

    a. For **Fallback channel**, choose **SMS** or **MMS**.

    b. For **Fallback message body**, enter the message text (up to 1,600 characters). A message body is required when a fallback channel is selected.

    c. For MMS, you can also provide one or more media URLs.

d. For **Origination identity**, enter the phone number or sender ID to use for the fallback SMS or MMS message. This is required when sending from an RCS agent.

Fallback is triggered when the message cannot be delivered over RCS (for example, when the recipient's device does not support RCS or when the TTL expires). For more information, see Sending rich RCS messages.

14. (Optional) In **Advanced options**, enable **Dry run** to validate the message structure without sending. This does not incur charges and does not deliver the message to the recipient.
15. Review the phone preview on the right side of the composer. The preview updates in real time and shows:

- Content rendering (text, media, card layout, carousel scroll)
- Suggestion chips below the message
- Card-level buttons within cards

> **Note**
>
> The preview approximates Android rendering. Display on iOS or other RCS clients might differ. The preview does not simulate suggestion selection behavior.

16. Choose **Send test message** to send the message to the selected RBM tester, or use one of the following options:

- **Copy JSON**: Copies the message JSON to your clipboard. Choose **RcsMessageContent** to copy only the content portion, or **Full API request** to copy the complete `SendRcsMessage` request body.
- **Copy CLI command**: Copies the equivalent `aws pinpoint-sms-voice-v2 send-rcs-message` command.

Input validation

The console performs real-time validation as you configure the message. Validation errors display inline next to the affected field. The following table summarizes the validation rules.

Console validation rules

Field	Rule
Phone number	Must be E.164 format
Media URL	Must start with `https://` or `s3://`
Media file size	Maximum 100 MB
Suggestion text	Maximum 25 characters
Postback data	Maximum 2,048 characters
Card title	Maximum 200 characters
Card description	Maximum 2,000 characters
Carousel cards	Minimum 2, maximum 10
Card-level suggestions	Maximum 4 per card
Message-level suggestions	Maximum 11
Text message body	Maximum 3,072 characters
TTL	1 to 172,800 seconds
Fallback message body	Maximum 1,600 characters

Related resources

- Sending rich RCS messages
- Configuring RCS suggestions
- Testing RCS messages
- Sending RCS file messages

Receiving inbound RCS messages

AWS End User Messaging supports two-way RCS messaging, allowing you to receive text messages from your customers. Inbound RCS messages follow the same pattern as SMS two-way messaging: incoming messages are delivered to an Amazon SNS topic that you configure, and you process them using Lambda functions or other SNS subscribers.

> **Important**
>
> To consume inbound RCS messages, you must set up a two-way messaging SNS topic on your AWS RCS Agent. Two-way messaging is disabled by default when you create an agent. After you enable it and configure an SNS topic, inbound messages are delivered to that topic. Customers are charged for all inbound RCS messages at standard rates.

This section explains how two-way RCS messaging works, how to enable it for your AWS RCS Agent, the inbound message payload format, and how to manage keywords. For information about managing AWS RCS Agents, see Managing RCS agents. For information about sending RCS messages, see Sending RCS messages.

Topics

- How two-way RCS messaging works
- Configuring your two-way messaging destination
- Inbound message payload format
- Supported message types
- Keyword management for RCS
- Processing inbound messages with Lambda
- Best practices for inbound RCS messaging

How two-way RCS messaging works

When a customer sends a text message to your AWS RCS Agent, AWS End User Messaging receives the message and publishes it to an Amazon SNS topic that you designate. From there, you can process the message using any SNS subscriber, such as a Lambda function, an Amazon SQS queue, or an HTTP/HTTPS endpoint.

The two-way RCS messaging flow works as follows:

1. A customer sends a text message to your AWS RCS Agent from their RCS-capable device.
2. AWS End User Messaging receives the inbound message and evaluates it against your configured keywords. If the message matches a keyword, the service sends the configured auto-response (if any).
3. AWS End User Messaging publishes the message payload as a JSON object to the Amazon SNS topic that you configured for two-way messaging on the AWS RCS Agent.
4. Your SNS subscribers (for example, a Lambda function) receive the message payload and process it according to your application logic.

In addition to text messages, customers can send media (images, videos, audio files, and documents) to your AWS RCS Agent. When you configure inbound media storage, AWS End User Messaging saves the media to your Amazon S3 bucket and publishes a notification to your SNS topic with the file location and metadata. For more information, see Receiving inbound RCS media.

Configuring your two-way messaging destination

To receive and process inbound RCS messages in your application, you must enable two-way messaging and configure a destination on your AWS RCS Agent. Two-way messaging is disabled by default. When you enable it, you specify an Amazon SNS topic where AWS End User Messaging delivers inbound messages. You can configure the destination using the AWS End User Messaging console or the API.

Console

To configure your two-way messaging destination using the console

1. Open the AWS End User Messaging console.
2. In the navigation pane, choose **RCS agents**.
3. Choose the AWS RCS Agent that you want to configure.
4. Choose the **Two-way messaging** tab.
5. Choose **Edit settings**.
6. Toggle **Enable two-way messaging** to on.
7. For **SNS topic**, choose an existing Amazon SNS topic or create a new one. This is the topic where inbound messages are published.

8. Choose **Save**.

AWS CLI

To configure your two-way messaging destination using the API, call the `UpdateRcsAgent` API with the following parameters:

- `two-way-enabled` — Set to `true` to enable two-way messaging.
- `two-way-channel-arn` — The ARN of the Amazon SNS topic where inbound messages are published.
- `two-way-channel-role` — The ARN of the IAM role that grants AWS End User Messaging permission to publish messages to the SNS topic.

The following example configures the two-way messaging destination using the AWS CLI:

```
aws pinpoint-sms-voice-v2 update-rcs-agent \
    --rcs-agent-id rcs-a1b2c3d4 \
    --two-way-enabled \
    --two-way-channel-arn arn:aws:sns:us-east-1:123456789012:MyRCSInboundTopic \
    --two-way-channel-role arn:aws:iam::123456789012:role/SMSVoiceSNSPublishRole
```

SNS topic permissions

The Amazon SNS topic that you configure for two-way RCS messaging must allow AWS End User Messaging to publish messages to it. You have two options for granting access.

Option 1: Use an IAM role

Create an IAM role that AWS End User Messaging can assume to publish messages to your SNS topic. The role needs both a trust policy and a permission policy.

The following is the **trust policy** for the IAM role. Replace *`accountId`* with the unique ID for your AWS account.

```
{
  "Version": "2012-10-17",
```

```
  "Statement": [
    {
      "Sid": "SMSVoice",
      "Effect": "Allow",
      "Principal": {
        "Service": "sms-voice.amazonaws.com"
      },
      "Action": "sts:AssumeRole",
      "Condition": {
        "StringEquals": {
          "aws:SourceAccount": "accountId"
        }
      }
    }
  ]
}
```

The following is the **permission policy** for the IAM role. The `SMSVoiceAllowSNSPublish` Sid allows publishing to Amazon SNS topics and the `SMSVoiceAllowEncryptedSNSTopics` Sid is optional for encrypted Amazon SNS topics. Make the following changes:

- Replace *partition* with the AWS partition that you use AWS End User Messaging in.
- Replace *region* with the AWS Region that you use AWS End User Messaging in.
- Replace *accountId* with the unique ID for your AWS account.
- Replace *snsTopicName* with the name of the Amazon SNS topic that receives inbound messages.

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "SMSVoiceAllowSNSPublish",
      "Effect": "Allow",
      "Action": "sns:Publish",
      "Resource": "arn:partition:sns:region:accountId:snsTopicName",
      "Condition": {
        "StringEquals": {
          "aws:ResourceAccount": "accountId"
        }
      }
```

```
    },
    {
      "Sid": "SMSVoiceAllowEncryptedSNSTopics",
      "Effect": "Allow",
      "Action": [
        "kms:Decrypt",
        "kms:GenerateDataKey*"
      ],
      "Resource": "*",
      "Condition": {
        "StringEquals": {
          "kms:EncryptionContext:aws:sns:topicArn":
 "arn:partition:sns:region:accountId:snsTopicName",
          "aws:CalledViaLast": "sns.amazonaws.com"
        }
      }
    }
  ]
}
```

Option 2: Use an SNS topic policy

Alternatively, add a policy statement directly to the SNS topic that allows AWS End User Messaging to publish messages. Replace *snsTopicArn* with the ARN of your SNS topic.

```
{
  "Effect": "Allow",
  "Principal": {
    "Service": "sms-voice.amazonaws.com"
  },
  "Action": "sns:Publish",
  "Resource": "snsTopicArn"
}
```

Inbound message payload format

When your AWS RCS Agent receives an inbound text message, AWS End User Messaging publishes a JSON payload to the configured Amazon SNS topic. The RCS inbound message payload uses the same format as SMS two-way messaging:

```
{
```

```
  "originationNumber": "+14255550182",
  "destinationNumber": "+12125550101",
  "messageKeyword": "JOIN",
  "messageBody": "EXAMPLE",
  "inboundMessageId": "cae173d2-66b9-564c-8309-21f858e9fb84",
  "previousPublishedMessageId": "wJalrXUtnFEMI/K7MDENG/bPxRfiCYEXAMPLEKEY"
}
```

The inbound message payload contains the following fields:

Inbound RCS message payload fields

Field	Description
`originationNumber`	The phone number that sent the inbound message (the customer's phone number).
`destinationNumber`	The identifier of the AWS RCS Agent that received the message.
`messageKeyword`	The registered keyword that matches the inbound message, if any. Keywords are evaluated against the beginning of the message body.
`messageBody`	The text content of the inbound message.
`inboundMessageId`	A unique identifier for the inbound message.
`previousPublishedMessageId`	The unique identifier of the outbound message that the customer is responding to, if the inbound message is a reply to a previous outbound message.

Supported message types

AWS End User Messaging supports the following inbound RCS message types. When a customer sends a message to your AWS RCS Agent, AWS End User Messaging delivers a notification to your configured Amazon SNS topic for processing.

- **Text messages**. The message text is delivered in the SNS notification body.

- **Media messages** (images, videos, audio files, and documents). When you configure inbound media storage, AWS End User Messaging saves the media file to your Amazon S3 bucket and includes the S3 location in the SNS notification. For more information, see Receiving inbound RCS media.
- **Location shares and suggestion responses**. When a customer shares a location or chooses a suggestion, the content is delivered directly in the SNS notification body.

Keyword management for RCS

Keywords allow you to configure automatic responses when customers send specific words or phrases to your AWS RCS Agent. When an inbound message matches a configured keyword, AWS End User Messaging sends the associated auto-response message back to the customer.

For RCS, keywords are configured on the AWS RCS Agent and apply to all associated RCS for Business IDs (testing agent and country launch agents). You can configure up to 30 keywords per AWS RCS Agent.

To manage keywords for your AWS RCS Agent, use the AWS End User Messaging console or the API. For general information about keyword management, see Keywords in AWS End User Messaging SMS.

> **Note**
>
> Keywords configured on the AWS RCS Agent apply to all associated registrations. You cannot set different keywords for your testing agent and country launch agents independently.

Processing inbound messages with Lambda

A common pattern for processing inbound RCS messages is to subscribe a Lambda function to the Amazon SNS topic configured for two-way messaging. The Lambda function receives the inbound message payload and can implement your application logic, such as responding to customer inquiries, processing commands, or routing messages to other systems.

The following Python example shows a Lambda function that processes inbound RCS messages and sends a response using the `SendTextMessage` API:

```
import json
import boto3

sms_client = boto3.client('pinpoint-sms-voice-v2')

def lambda_handler(event, context):
    # Parse the SNS message
    for record in event['Records']:
        sns_message = json.loads(record['Sns']['Message'])

        origination_number = sns_message['originationNumber']
        message_body = sns_message['messageBody']
        keyword = sns_message.get('messageKeyword', '')

        print(f"Received message from {origination_number}: {message_body}")

        # Process the message and determine a response
        if keyword.upper() == 'HELP':
            response_text = 'Available commands: HELP, STATUS, STOP'
        elif keyword.upper() == 'STATUS':
            response_text = 'Your account is active. No action needed.'
        else:
            response_text = (
                f'Thanks for your message. '
                f'Reply HELP for available commands.'
            )

        # Send a response back to the customer
        try:
            response = sms_client.send_text_message(
                DestinationPhoneNumber=origination_number,
                OriginationIdentity='pool-a1b2c3d4e5f6g7h8i',
                MessageBody=response_text,
                MessageType='TRANSACTIONAL'
            )
            print(f"Response sent. Message ID: {response['MessageId']}")
        except Exception as e:
            print(f"Failed to send response: {str(e)}")

    return {'statusCode': 200}
```

In this example, the Lambda function:

1. Parses the inbound message payload from the SNS event.
2. Checks the `messageKeyword` field to determine the customer's intent.
3. Sends a response using pool-based sending (recommended) through the `SendTextMessage` API. The pool handles channel selection automatically.

> **Note**
>
> When sending responses to inbound messages, use pool-based sending to ensure automatic SMS fallback if the customer's device no longer supports RCS. For details on sending patterns, see Sending RCS messages.

Best practices for inbound RCS messaging

Follow these best practices when implementing two-way RCS messaging:

- **Implement error handling** — Your Lambda function or SNS subscriber should handle errors gracefully. If your function fails to process a message, configure a dead-letter queue (DLQ) on the SNS subscription to capture unprocessed messages for later retry.
- **Send fallback responses** — When your application receives a message it cannot process, send a helpful fallback response rather than leaving the customer without a reply. For example, respond with available commands or direct the customer to an alternative support channel.
- **Use pool-based sending for responses** — When sending responses to inbound messages, use pool-based sending to ensure automatic SMS fallback. This guarantees that your response reaches the customer even if their device no longer supports RCS.
- **Monitor message processing** — Use Amazon CloudWatch metrics to monitor your inbound message volume and processing success rate. Set up alarms for unusual patterns, such as a sudden increase in inbound messages or a high rate of processing failures. For details on RCS metrics, see RCS CloudWatch metrics and monitoring.
- **Handle keyword responses consistently** — Ensure that keyword auto-responses and your application's programmatic responses do not conflict. If you configure a keyword auto-response for a specific keyword, your Lambda function still receives the message. Design your function to avoid sending a duplicate response for keywords that already have auto-responses configured.

Launching RCS in countries

After you have tested your RCS messaging integration using a testing agent, the next step is to launch your AWS RCS Agent in one or more countries. Each country launch creates a separate RCS for Business ID that is approved for each carrier in that country. AWS End User Messaging supports RCS country launches in 22 countries across North America, South America, Europe, and Asia Pacific.

The country launch process follows this path: you create an AWS RCS Agent, submit a testing registration to get a testing agent, and then submit one or more country launch registrations. Each country launch registration goes through a separate approval process for each carrier in that country. For the full list of supported countries, see Supported countries for RCS.

> **Note**
>
> The AWS End User Messaging console presents AWS RCS Agent creation and testing registration as a single guided workflow. API users can create the AWS RCS Agent separately and could technically skip the testing registration, but we strongly recommend completing testing before submitting country launch registrations.

For an overview of how the AWS RCS Agent relates to RCS for Business IDs, see What is RCS?. For details on creating and managing your AWS RCS Agent, see Managing RCS agents.

Topics

- Testing registration
- Testing agent as a template for country launches
- Use case selection
- Registration state management
- Per-carrier launch status
- Carrier approval timelines
- Common registration issues and troubleshooting
- Standard country launch registration
- Launching RCS in Austria
- Launching RCS in Brazil

- Launching RCS in Canada
- Launching RCS in France
- Launching RCS in Germany
- Launching RCS in Mexico
- Launching RCS in the Netherlands
- Launching RCS in Peru
- Launching RCS in Singapore
- Launching RCS in Spain
- Launching RCS in the United Kingdom
- Launching RCS in the United States
- RCS country launch compliance guide

Testing registration

Before you can submit a country launch registration, you must first complete a testing registration for your AWS RCS Agent. The testing registration creates a testing agent (an RCS for Business ID) that you can use to validate your integration before going to production.

For step-by-step instructions on creating an AWS RCS Agent and completing the testing registration, see Getting started with RCS. For details on managing test devices and sending test messages, see Testing RCS messages.

> **Important**
>
> Testing messages are charged at standard RCS rates.

Testing agent as a template for country launches

> **Important**
>
> The testing agent serves as the template for all your country launch registrations. The brand configuration you set during testing registration is what gets pre-populated into each country launch form. Take time to get your testing agent configuration right before submitting country launches.

When you submit a country launch registration, the AWS End User Messaging console auto-populates the registration form with the brand configuration from your testing agent. This includes your brand name, logo, banner image, brand color, description, and website URL.

You can customize fields for each country launch. For example, you might adjust the consumer-facing agent name, logo, banner image, or contact information to match local requirements. Countries can have different brand assets. The testing agent provides the starting point, but each country launch can be customized independently.

Use case selection

When you submit a country launch registration, you must select a use case category that describes how you intend to use RCS messaging. The use case category is reviewed by carriers as part of the approval process. The following use case categories are available:

> **Important**
>
> Use case examples must be provided for your agent to be launched. Select the appropriate use case, as this determines your agent's configuration and capabilities. Incorrect selection may result in delays or issues with deployment.

OTP (one-time password)

Used for account authentication or secure transaction confirmation.

Not permitted: product updates, offers, or promotions.

Transactional

Send notifications and updates related to customer's products or services (for example, alerts, confirmations, account updates).

Not permitted: offers, promotions, discounts, or upgrades.

Promotional

Used for offers, promotions, and marketing messages to increase sales, including reminders for incomplete transactions.

Not permitted: OTPs, 2FA, or urgent transactional notifications.

Multi-use

Used when messaging includes both transactional and promotional messages (for example, sending a purchase confirmation followed by a related offer).

Not permitted: OTP/2FA, password resets, or purely transactional or purely promotional use.

Registration state management

Country launch registrations go through a multi-stage approval process. You can track the progress of your registration using two sets of states: registration states and registration version states.

Registration states

The registration state tracks the overall status of your country launch registration:

CREATED

The registration has been created but not yet submitted. You can edit the registration form fields in this state.

SUBMITTED

The registration has been submitted and is awaiting review.

REVIEWING

The registration is being reviewed by the carriers. You cannot modify the registration while it is in this state.

COMPLETE

The registration has been approved and the country launch agent (RCS for Business ID) is active. Your AWS RCS Agent can send messages in this country.

REQUIRES_UPDATES

The registration requires changes before it can be approved. Review the feedback provided, update the required fields, and resubmit the registration.

CLOSED

The registration has been closed. The associated resources have been removed.

DELETED

The registration has been deleted.

Registration version states

Each registration can have multiple versions. The version state tracks the status of a specific version of the registration:

DRAFT

The version is being prepared and has not been submitted. You can edit the form fields in this state.

SUBMITTED

The version has been submitted for review.

REVIEWING

The version is being reviewed by the carriers.

APPROVED

The version has been approved. The country launch agent is active for this country.

DENIED

The version has been denied. Review the feedback and submit a new version with the required changes.

REVOKED

A previously approved version has been revoked. The country launch agent is no longer active.

ARCHIVED

The version has been archived. It is no longer the active version but is retained for historical reference.

DISCARDED

The version has been discarded before submission.

Per-carrier launch status

After you submit a country launch registration, each carrier in that country independently reviews and approves your AWS RCS Agent. You can track the approval status at both the individual carrier level and the country aggregate level.

Carrier states

Each carrier in a country has one of the following approval states:

PENDING

The carrier is reviewing your agent. No action is required from you.

ACTIVE

The carrier has approved your agent. Your AWS RCS Agent can send RCS messages to recipients on this carrier's network.

REJECTED

The carrier has rejected your agent. Review the rejection reason and submit a new registration version with the required changes.

Country aggregate states

The country-level aggregate state summarizes the carrier approval status across all carriers in a country:

PENDING

All carriers in the country are still reviewing your agent. No carriers have approved or rejected the agent yet.

PARTIAL

At least one carrier has approved your agent, but not all carriers have completed their review. Your AWS RCS Agent can send messages to recipients on approved carriers.

ACTIVE

All carriers in the country have approved your agent. Your AWS RCS Agent has full reach in this country.

REJECTED

All carriers in the country have rejected your agent.

Your AWS RCS Agent can send messages in a country as soon as at least one carrier in that country has approved the agent. You do not need to wait for all carriers to approve before you can start sending RCS messages. When a recipient is on a carrier that has not yet approved your agent, AWS End User Messaging automatically falls back to SMS if you are using pool-based or account-level sending. As additional carriers approve your agent, your RCS reach in that country increases.

To view the per-carrier launch status for your AWS RCS Agent, use the `DescribeRcsAgentCountryLaunchStatus` API or navigate to the **Country launch status** tab on the agent details page in the AWS End User Messaging console.

Carrier approval timelines

Carrier approval for RCS country launches is a multi-step process that involves review by each carrier in the target country. Approval timelines vary depending on the carrier and the completeness of your registration.

Expect the carrier approval process to take several months from the time you submit your country launch registration. Timelines vary by country and carrier. The timeline includes the initial review, any required updates, the per-carrier rollout, and any out-of-band verification steps required by specific countries.

To help ensure a smooth approval process:

- Complete all required registration fields accurately before submitting.
- Provide a clear and complete screen recording that demonstrates your RCS messaging use case. See Launch video requirements.
- Respond promptly to any REQUIRES_UPDATES feedback from the review process.
- Ensure your privacy policy and terms of service URLs are accessible and up to date.

Common registration issues and troubleshooting

The following sections describe common issues that you might encounter during the country launch registration process and how to resolve them. For detailed compliance requirements and how to avoid denials, see RCS country launch compliance guide.

Registration requires updates

If your registration enters the REQUIRES_UPDATES state, review the feedback provided in the registration details. Common reasons include:

- Incomplete or inaccurate brand information.
- Missing or invalid screen recording.
- Privacy policy or terms of service URLs that are inaccessible or do not meet requirements.
- Use case description that does not clearly explain your intended messaging purpose.

Update the required fields and resubmit the registration. The registration returns to the SUBMITTED state and is reviewed again.

Carrier rejected the agent

If a carrier rejects your AWS RCS Agent, review the rejection reason provided in the carrier status details. Common rejection reasons include:

- Brand assets that do not meet the carrier's quality standards.
- Use case that does not comply with the carrier's messaging policies.
- Insufficient information about the business or messaging purpose.

Address the rejection feedback and submit a new registration version. Note that a rejection by one carrier does not affect the approval status with other carriers in the same country.

Registration in review for an extended period

Carrier approval timelines vary by country and can take several months. If your registration has been in the REVIEWING state for longer than expected:

- Verify that your registration does not have a REQUIRES_UPDATES status that you may have missed.
- Check the per-carrier status using the `DescribeRcsAgentCountryLaunchStatus` API to see if some carriers have already approved while others are still reviewing.
- Contact AWS Support if you need assistance with a registration that has been in review for an unusually long time.

Registration denial reasons

When a registration is denied, AWS End User Messaging provides a denial reason code that explains why the registration was not approved. For the complete list of denial reason codes with descriptions and recommended actions, see RCS registration denial reasons.

API registration requirements not handled by the console

The AWS End User Messaging console automatically populates registration fields from the previous version and manages agent associations. If you use the API to submit registrations, you must handle these steps yourself. The keyword-match validation applies to both the console and the API, but the console pre-fills values from your previous submission.

Keyword configuration must match the RCS agent

When you submit a country launch registration, the `complianceKeywords.stopResponse` and `complianceKeywords.helpResponse` field values must exactly match the STOP and HELP keyword responses that are currently configured on your RCS agent. If a custom keyword has been set on the agent and the registration values do not match, the registration is denied with `Invalid field value`. To avoid this, either leave the keyword response fields empty to keep the existing keyword configuration, or set them to the exact values already configured on the agent.

To view the current keyword configuration for your RCS agent, call `DescribeKeywords` using the RCS agent ID as the origination identity. To update a keyword before submitting the registration, call `PutKeyword` using the RCS agent ID as the origination identity.

Resubmitting a denied registration via the API

After a registration is denied, you can create a new version and resubmit. When you use the API, calling `CreateRegistrationVersion` opens a blank version with no field values. You must call `PutRegistrationFieldValue` for every required field before calling `SubmitRegistrationVersion`. If any required fields are missing, the submission fails with `Missing required field`. The AWS End User Messaging console handles this automatically by re-populating the full form when you resubmit.

To identify which fields caused the denial, call `DescribeRegistrationFieldValues` on the denied version. The response includes a `DeniedReason` for each field that failed validation. You can then correct only the affected fields while ensuring all other required fields remain populated.

Associating an RCS agent before submission

Before you can submit a country launch registration via the API, the registration must be associated with an RCS agent. Call `CreateRegistrationAssociation` to associate the registration with your RCS agent ID before calling `SubmitRegistrationVersion`. Without this association, the submission fails with `SUBMIT_REGISTRATION_VERSION_NOT_ALLOWED`. The AWS End User Messaging console creates this association automatically as part of the guided workflow.

Standard country launch registration

The following countries use the standard baseline registration form with no additional out-of-band requirements:

- Colombia (CO)
- Czech Republic (CZ)
- Denmark (DK)
- Dominican Republic (DO)
- Guatemala (GT)
- Italy (IT)
- Norway (NO)
- Poland (PL)
- Slovakia (SK)
- Sweden (SE)

For these countries, the entire registration process takes place in the AWS End User Messaging console or API. There are no additional emails to send, documents to sign, or third-party verifications to complete outside the console.

Registration form fields

The standard baseline form collects the following information:

Brand website (required)

Your brand's public website URL.

Video URL (required)

A URL to a screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.

Traffic origin (required)

Whether your messaging traffic originates domestically or internationally.

ISV indicator (required)

Whether you are an Independent Software Vendor (ISV) sending messages on behalf of another company. If yes, you must provide additional details about the content provider (company name, company ID, website, legal entity type, and stock information if publicly traded).

Primary contact (required)

Contact name, email address, and job title for the person responsible for this RCS registration.

Agent details (required)

Brand name, service name, sender display name, use case category, agent description, logo image (224×224 PNG), banner image (1440×448 PNG/JPEG), accent color (hex code), contact information (phone, email, or website with labels), privacy policy URL, terms and conditions URL, monthly RCS volume estimate, and average per-user message frequency.

Message samples (required)

Up to 10 sample messages that represent the types of RCS messages you intend to send. At least one sample is required.

Opt-in workflow (required)

Description of how end users opt in to receive your messages, including the opt-in method, user experience flow description, and a screenshot of the opt-in process.

Compliance keywords (required)

Your configured HELP response message, STOP response message, opt-in confirmation message, and opt-out details describing how users can stop receiving messages.

> **Note**
>
> Most agent details fields are auto-populated from your testing agent configuration. Review and adjust them for the target country if needed (for example, localized descriptions or country-specific contact information).

After you submit the registration, the carrier review proceeds through the standard approval workflow. No additional action is required from you unless the registration enters the REQUIRES_UPDATES state. For general compliance guidance, see RCS country launch compliance guide.

Launching RCS in Austria

To launch your AWS RCS Agent in Austria, submit a country launch registration using the `AT_RCS_LAUNCH_REGISTRATION` registration type. Austria uses the standard baseline registration form. For the baseline fields, see Standard country launch registration.

A1 Telekom carrier requirements

> **Important**
>
> A1 Telekom (one of three Austrian carriers) requires additional legal documentation for brand approval beyond the standard registration form. Other Austrian carriers (Hi3G and T-Mobile) follow the standard approval process with no additional documentation.

During the A1 Telekom review process, you may be asked to provide the following documents:

- Certificate of good standing
- Excerpt of register of companies
- Registered company address
- VAT number

> **Note**
>
> Your agent may reach PARTIAL status (approved on Hi3G and T-Mobile) while A1 Telekom completes their additional review. You can begin sending RCS messages to recipients on approved carriers while waiting for A1 Telekom approval.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Brazil

To launch your AWS RCS Agent in Brazil, submit a country launch registration using the `BR_RCS_LAUNCH_REGISTRATION` registration type. Brazil requires additional form fields, and ABR Telecom completes brand approval after you submit your registration.

Registration form (console)

The Brazil launch registration uses a custom form with additional fields beyond the standard baseline. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration. You can review and adjust the brand name, description, website URL, and contact information.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Tax code (CNPJ)** — Your Brazilian tax identification number (Cadastro Nacional da Pessoa Jurídica). This is required for all businesses operating in Brazil.
- **Screenshot URL** — A URL to a screenshot demonstrating your RCS messaging experience.
- **Brand approval** — Confirmation that you have authorization to use the brand for RCS messaging in Brazil. ABR Telecom completes brand approval after you submit your registration. For details, see Brand approval and launch timeline.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

> **Note**
>
> The Brazil registration form does not require a video URL. A screenshot URL is used instead.

Brand approval and launch timeline

In Brazil, ABR Telecom represents the three mobile operators (Claro, TIM, and Vivo) and manages the RCS agent launch workflow. You do not need to send a separate brand approval email to AWS. Complete brand approval as follows:

1. Submit the country launch registration in the AWS End User Messaging console.
2. ABR Telecom sends a brand approval email to the brand contact listed in your registration.
3. The brand contact opens the email and chooses the confirmation button labeled **CONFIRMO** (Portuguese for "I confirm") to complete brand approval.
4. ABR Telecom launches the agent on the carriers, typically within 48 business hours after confirmation.

> **Note**
>
> The approval email is sent from `rcs@abrtelecom.com.br`. If the brand contact does not see it, try the following:
>
> - Check the spam or junk folder.
> - If your organization restricts external email, add the `abrtelecom.com.br` sender domain to your email allowlist.
> - To resend the approval email, open the status lookup page on the ABR Telecom website and choose **Reenviar E-mail de Aprovação da Marca** (Resend Brand Approval Email).

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Canada

To launch your RCS agent in Canada, submit a country launch registration using the `CA_RCS_LAUNCH_REGISTRATION` registration type in the AWS End User Messaging console or API.

The Canada launch registration uses an extended form that includes all of the standard baseline fields plus additional company information, a company address, an extended contact field, RCS partner details, and French-language compliance keywords required for Canadian bilingual

regulations. For the baseline fields included in all country launch registrations, see Standard country launch registration.

Registration form (console)

The Canada launch registration uses an extended form. It includes all fields from the standard country launch registration (see Standard country launch registration), plus the following additional sections:

Company information

Company ID (required)

Your business number or tax identification number.

Company name (required)

The legal name of your company as registered with the relevant authority.

DBA name (optional)

Your “doing business as” name, if different from the legal company name.

Company website (required)

The URL of your company's public website.

Legal entity type (required)

The type of legal entity (for example, Corporation, LLC, Partnership, Sole Proprietorship, or Non-Profit).

Stock symbol (conditional)

Your company's stock ticker symbol. Required only if your company is publicly traded.

Stock exchange (conditional)

The stock exchange where your company is listed. Required only if your company is publicly traded.

Company overview (required)

A brief description of what your company does and the products or services it offers.

Industry sector (required)

The industry sector that best describes your company's primary business.

Company address

Address line 1 (required)

The primary street address of your company.

Address line 2 (optional)

Additional address information such as suite or floor number.

City (required)

The city where your company is located.

State/Province (required)

The province where your company is located.

Postal code (required)

The postal code for your company address.

Country code (required)

The country code for your company address (for example, CA).

Extended contact information

Primary contact phone number (required)

A phone number for the primary contact person. This is in addition to the contact name, email, and job title collected in the standard baseline form.

RCS partner information

RCS partner name (required)

The name of your RCS technology partner or aggregator.

RCS partner contact name (required)

The name of your contact person at the RCS partner organization.

RCS partner contact email (required)

The email address of your contact person at the RCS partner organization.

French compliance keywords

Canada's bilingual regulations require that you provide French-language equivalents for standard compliance keywords. These keywords allow French-speaking recipients to interact with your RCS agent in their preferred language. The following French compliance keywords are required in addition to the English HELP and STOP keywords collected in the standard baseline form:

AIDE response (required)

The French equivalent of the HELP keyword response. When a recipient sends “AIDE”, your agent must reply with a French-language help message that explains how to get assistance and how to opt out.

ARRÊT response (required)

The French equivalent of the STOP keyword response. When a recipient sends “ARRÊT”, your agent must reply with a French-language confirmation that the recipient has been opted out and will no longer receive messages.

INFO response (required)

A French-language informational keyword response. When a recipient sends “INFO”, your agent must reply with a French-language message providing information about the service and the sending organization.

Screen recording requirement

The Canada launch registration requires a screen recording that demonstrates your RCS messaging experience. The recording should show the end-user experience of receiving and interacting with your RCS messages. Registrations submitted without a valid screen recording are rejected.

For detailed video format and content requirements, see Launch video requirements.

Launching RCS in France

To launch your AWS RCS Agent in France, submit a country launch registration using the `FR_RCS_LAUNCH_REGISTRATION` registration type. France has strict requirements for brand name matching and language that you must follow to avoid registration denial.

Registration form (console)

The France launch registration uses the standard baseline form. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration. You can review and adjust the brand name, description, website URL, and contact information.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

France-specific requirements

> **Warning**
>
> France enforces very strict brand name matching. Your RCS agent display name must **exactly match** your legal company name as registered with French authorities. Even minor differences (such as abbreviations, missing punctuation, or different capitalization) will result in registration denial.

Brand name matching

The brand name (display name) in your registration must exactly match your legal company name. The following are examples of common mismatches that result in denial:

- Using a trading name instead of the legal company name
- Abbreviating part of the company name (for example, "Corp" instead of "Corporation")
- Omitting legal suffixes (for example, missing "SAS", "SARL", or "SA")
- Using different capitalization or punctuation

Important

Before submitting your France registration, verify your exact legal company name and use it as your display name. If your testing agent uses a different brand name, update it for the France launch registration.

French language requirement

Important

All end-user communications sent through your RCS agent in France must be in the French language. This includes message content, auto-responses, and keyword responses. Sending messages in other languages may result in your agent being suspended by French carriers.

This requirement applies to:

- All outbound RCS messages sent to French recipients
- Auto-response messages configured for keywords
- Any automated replies or conversational flows

Note

The registration form itself and your communication with AWS can be in English. The French language requirement applies only to messages delivered to end users in France.

Promotional messaging hours

Note

Some French carriers (Bouygues, SFR) enforce send time windows for promotional messages. Promotional messages sent outside permitted hours may be delayed or rejected. Transactional and OTP messages are not affected.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Germany

To launch your AWS RCS Agent in Germany, submit a country launch registration using the `DE_RCS_LAUNCH_REGISTRATION` registration type. Germany requires an additional out-of-band brand verification step that you must complete outside the AWS End User Messaging console.

Registration form (console)

The Germany launch registration uses the standard baseline form. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration. You can review and adjust the brand name, description, website URL, and contact information.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

> **Important**
>
> Your privacy policy and terms of service URLs must link to pages written in the German language. Non-German privacy policies or terms of service will result in registration denial by German carriers.

Brand Verification Letter (out-of-band requirement)

> **Important**
>
> In addition to the console registration, you must complete a brand verification step outside of AWS End User Messaging. Your registration cannot be approved until the Brand Verification Letter is received and validated.

After you submit your registration in the AWS End User Messaging console, you must send a signed Brand Verification Letter by email to the German RCS approval authority. This letter confirms that your organization authorizes the use of your brand for RCS messaging in Germany.

Letter requirements

- The letter must be signed by the brand's contact person (the same person listed in the registration form).
- The contact person must use a business email address (free email providers such as Gmail or Yahoo are not accepted).
- The letter can be signed by hand (scanned copy) or with a verified digital signature.

Brand Verification Letter form

Download the Brand Verification Letter template, fill in the required fields, sign it, and send it by email to the German RCS approval authority.

Download the Brand Verification Letter template: Germany_RCS_BrandVerificationLetter.zip

The Brand Verification Letter is a bilingual (English/German) form (.docx) with the following fields to fill in:

- **BRAND OWNER / MARKENINHABER** — Your company name (the brand owner).
- **BRAND NAME / MARKENNAME** — Your RCS agent brand name.
- **CONTACT NAME / KONTAKTPERSON** — The contact person for this registration. This must be the same person listed in the registration form.
- **CONTACT EMAIL / KONTAKT EMAIL** — A business email address. Free email providers such as Gmail or Yahoo are not accepted.
- **RBM SUPPLIER / DIENSTLEISTER** — Enter `Infobip`.

The letter body (pre-printed in the form) states:

"Dear German Mobile Network Operators, We hereby confirm the launch and operations of RBM agent(s) on our behalf. The Supplier of choice is authorised to use the Agent Name(s) and the Brand's logo as the originating name displayed to end users on the handset."

After filling in the fields, sign the letter. You can sign by hand (then scan the document) or use a verified digital signature.

Email template

After you have filled in and signed the Brand Verification Letter, compose an email with the signed letter and your brand logo attached. Use the following template:

```
FROM: [Your business email address]
TO: brandapproval@rcsbusinessmessaging.de
CC: aws-end-user-messaging-rcs-approvals@amazon.com
SUBJECT: RCS Brand Approval - [Your Brand Name]

Dear Team,

I at [Your Brand/Company Name] hereby give permission that Infobip may use
the brand name and logo for the use of sending RCS messages to users of the
German mobile networks.

Agent ID: [Your RCS for Business ID]

Regards,
[Your Name]
[Your Job Title]

ATTACHMENTS:
  1. Signed Brand Verification Letter (filled .docx or scanned PDF)
  2. Your brand logo file
```

Note

Your Agent ID (RCS for Business ID) can be found in the AWS End User Messaging console. Navigate to **SMS > RCS agents**, select your agent, then open the **Country launch status** tab. The Agent ID is listed as the **RCS for Business ID** in the Launch Status by Country section. The format is `{agent_name}_{unique_id}_agent`.

Important

Requirements for the email submission:

- The contact email in the Brand Verification Letter form must be a business email address. Free email providers such as Gmail or Yahoo are not accepted.

- The contact person who signs the letter must be the same person listed in the registration form.
- Enter `Infobip` in the RBM SUPPLIER / DIENSTLEISTER field.
- The letter can be signed by hand (then scanned to PDF) or with a verified digital signature.
- Attach both the signed Brand Verification Letter and your brand logo file to the email.

Approval timeline

The Germany approval process includes the following steps:

1. Submit the country launch registration in the AWS End User Messaging console.
2. Send the signed Brand Verification Letter to `brandapproval@rcsbusinessmessaging.de`.
3. The approval authority validates the letter and confirms your brand identity.
4. Carrier review proceeds after brand verification is complete.

> **Note**
>
> Your registration remains in the REVIEWING state until both the brand verification and carrier review are complete. Submit the Brand Verification Letter promptly after submitting your registration to avoid delays.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Mexico

To launch your AWS RCS Agent in Mexico, submit a country launch registration using the `MX_RCS_LAUNCH_REGISTRATION` registration type. The Mexico registration form includes an additional company name field beyond the standard baseline.

Registration form (console)

The Mexico launch registration uses a custom form with one additional field beyond the standard baseline. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration. You can review and adjust the brand name, description, website URL, and contact information.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Company name** — Your legal company name as registered in Mexico. This field is required in addition to the brand display name.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

> **Note**
>
> The Mexico registration form does not require a video URL. The standard screen recording field is used instead. The company name field is separate from the brand display name and should contain your full legal company name.

Mexico does not have an out-of-band approval process. After you submit your registration in the AWS End User Messaging console, the carrier review proceeds through the standard approval workflow.

Promotional messaging hours

> **Note**
>
> The Telcel carrier enforces send time windows for promotional messages. Promotional messages sent outside permitted hours may be delayed or rejected. Transactional and OTP messages are not affected.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in the Netherlands

To launch your AWS RCS Agent in the Netherlands, submit a country launch registration using the `NL_RCS_LAUNCH_REGISTRATION` registration type. The Netherlands uses the standard baseline

registration form but both carriers require a proactive brand approval email. For the baseline fields, see Standard country launch registration.

Proactive brand approval email (required after registration)

> **Important**
>
> In addition to the console registration, you must send a proactive brand approval email. Your registration cannot be fully approved until the carriers receive your brand authorization.

Both Dutch carriers (Odido and VodafoneZiggo) require proactive brand approval. After you submit your registration in the AWS End User Messaging console, send the following email:

```
FROM: [Your business email address]
TO: aws-end-user-messaging-rcs-approvals@amazon.com
SUBJECT: RCS Brand Approval - [Your Brand Name]

Dear Team,

I at [Your Brand/Company Name] hereby give permission that Infobip may use
the brand name and logo for the use of sending RCS messages to users of the
Odido and VodafoneZiggo networks in the Netherlands.

Agent ID: [Your RCS for Business ID]

Regards,
[Your Name]
[Your Job Title]
[Your Company Name]
```

> **Note**
>
> Your Agent ID (RCS for Business ID) can be found in the AWS End User Messaging console. Navigate to **SMS > RCS agents**, select your agent, then open the **Country launch status** tab. The Agent ID is listed as the **RCS for Business ID** in the Launch Status by Country section. The format is `{agent_name}_{unique_id}_agent`.

- The email must be sent from the same business email address listed as the brand contact in your registration form.
- No additional documents or attachments are required for the Netherlands.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Peru

> **Important**
>
> RCS in Peru is available only to businesses with a local presence in Peru. International companies without Peruvian operations or a locally-registered entity cannot register for RCS in Peru.

To launch your AWS RCS Agent in Peru, submit a country launch registration using the `PE_RCS_LAUNCH_REGISTRATION` registration type. Peru uses the standard baseline registration form. For the baseline fields, see Standard country launch registration.

Local presence requirement

Peru's carrier (Entel) only supports locally-registered RCS agents. Your business must have a local presence in Peru to be eligible for RCS messaging.

- No additional documentation is required beyond the standard registration form — the local presence restriction is validated during carrier review.
- If your business does not have Peruvian operations or a locally-registered entity, your registration will be denied.

> **Note**
>
> There are no additional documents to upload for Peru. However, if your business is not locally registered in Peru, your registration will not be approved.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Singapore

To launch your AWS RCS Agent in Singapore, submit a country launch registration using the `SG_RCS_LAUNCH_REGISTRATION` registration type. Singapore has a significant prerequisite: you must have a registered SMS sender on the SGNIC portal before you can register for RCS.

> **Important**
>
> Before you can register for RCS in Singapore, you must have a registered SMS sender ID on the SGNIC (Singapore Network Information Centre) portal. Your RCS agent display name must exactly match your registered SMS sender name. This is required regardless of whether you intend to send SMS in Singapore.

SGNIC SMS sender prerequisite

If you have not already registered an SMS sender in Singapore, complete the following steps first:

1. **Register your company on the SGNIC portal** at https://www.sgnic.sg/ (if not already registered).
2. **Register an SMS Sender Name/ID** on the SGNIC portal. The sender name is limited to 11 characters (spaces are allowed). SGNIC will contact you to confirm the registration.
3. **Wait for SGNIC approval** of your SMS sender.

For detailed instructions on Singapore SMS sender registration, see Singapore sender ID registration process.

> **Warning**
>
> Your RCS agent display name must **exactly match** the SMS sender name registered on SGNIC. Mismatches will result in registration denial. Verify your SGNIC sender name before submitting your RCS registration.

> **Note**
>
> The SGNIC prerequisite can add significant time to the Singapore launch process. If you do not already have a registered SMS sender in Singapore, plan for the SGNIC registration to take additional weeks before you can submit your RCS registration.

Registration form (console)

The Singapore launch registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration. The display name must match your SGNIC registered sender name.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.
- **Bizfile** (optional in form) — Your Singapore business registration document from ACRA (Accounting and Corporate Regulatory Authority of Singapore).
- **RBM LOA Template** (optional in form) — Letter of Authorization for RCS messaging. Download the pre-filled template below, complete the required fields, and upload it with your registration.

> **Important**
>
> Although the Bizfile and LOA fields are marked as optional in the registration form, they are required for Singtel carrier approval. Singtel is the largest carrier in Singapore. We strongly recommend providing both documents when you submit your registration.

Letter of Authorization (LOA)

Download the LOA template, complete the required fields, and upload it as part of your Singapore RCS registration. The template has the aggregator (Infobip) and representative (AWS) details pre-filled — you only need to fill in your company information.

Download the LOA template: Singapore_RCS_LOA_Template.zip

Complete the following fields in the template:

Date

The date you are signing the LOA.

Brand Owner Company Name and UEN

Your company's legal name and Unique Entity Number (UEN) as registered in Singapore.

Authorized employee(s) table

The name, last four digits of NRIC (or equivalent ID for non-Singaporeans), and designation of each person authorized to give instructions on your behalf.

Protected SID(s) table

Your registered Sender ID(s) as they appear on the SGNIC portal, along with effective date, expiration date, and scope.

Brand Contact Information

Full name, job title, email address, and phone number of your brand contact person.

Signature

Name, title, and company stamp of the authorized signatory on behalf of the brand owner.

Important

The completed LOA must be printed on your company letterhead and must include your company stamp. LOAs submitted without company letterhead or a company stamp will be rejected.

Note

The following fields are pre-filled in the template and should not be changed:

- **To:** INFOBIP, LTD
- **Cc:** AMAZON WEB SERVICES SINGAPORE PRIVATE LIMITED
- **Representative:** AMAZON WEB SERVICES SINGAPORE PRIVATE LIMITED (UEN 201434292D)

After submitting your registration

After you submit your Singapore RCS registration in the console with the Bizfile and completed LOA:

- Provide a screenshot showing your sender name is active on the SGNIC portal.
- Singtel will contact your brand contact person for final confirmation.

Carrier coverage

Singapore has four carriers with different requirements:

- **Singtel** — Requires the full SGNIC prerequisite, Bizfile, and LOA (described above).
- **M1, StarHub, TPG** — Standard approval process with no additional requirements beyond the registration form.

> **Note**
>
> Your agent may reach PARTIAL status (approved on M1, StarHub, and TPG) while Singtel completes their additional review process. You can begin sending RCS messages to recipients on approved carriers while waiting for Singtel approval.

Approval timeline

The Singapore approval process includes the following steps:

1. Complete SGNIC SMS sender registration (if not already done) — timeline varies.
2. Submit the country launch registration in the AWS End User Messaging console.
3. Provide Bizfile, LOA, and SGNIC screenshot.
4. Singtel reviews and contacts your brand contact for confirmation.
5. Agent launches after Singtel approval.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in Spain

To launch your AWS RCS Agent in Spain, submit a country launch registration using the `ES_RCS_LAUNCH_REGISTRATION` registration type. The Spain registration form includes additional company detail fields beyond the standard baseline.

Registration form (console)

The Spain launch registration uses a custom form with additional fields. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Company name** — Your legal company name.
- **Industry** — The industry sector your company operates in.
- **Company address** — Your company's registered address (address, city, region, postal code, country).
- **Brand contact mobile number** — Mobile phone number for the brand contact person in international format.
- **Estimated monthly volume** — Expected number of RCS messages per month.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

Spain does not require any out-of-band emails or third-party brand verification letters. However, Spain does require registration in the CNMC National Alias Registry before your RCS agent can be launched.

CNMC National Alias Registry requirement

> **Important**
>
> All RCS agents used to send messages to Spanish mobile numbers (+34) must be registered in the CNMC (Comisión Nacional de los Mercados y la Competencia) National Alias Registry. This is the same regulatory body that governs SMS sender ID registration in Spain.

The CNMC registration process for RCS follows the same general pattern as SMS sender ID registration in Spain:

1. **Obtain a qualifying digital certificate** — The CNMC portal requires authentication with a valid digital certificate issued by the Spanish government, a qualifying EU eIDAS certificate, or a certificate from a recognized EU trust service provider.
2. **Register on the CNMC portal** — Go to https://tramites.cnmc.gob.es/formulario/213/ and authenticate with your digital certificate. Register your RCS agent name in the National Alias Registry.
3. **Approve the CNMC verification** — After submission, CNMC sends a verification email. You must log into the portal and approve the registration within 10 business days.
4. **Submit your RCS country launch registration** in the AWS End User Messaging console.

> **Note**
>
> If you do not have a qualifying digital certificate or a representative in Spain or a qualifying EU country, you must appoint one. The representative must hold a valid digital certificate and have an apostilled notarized power of attorney authorizing them to act on your behalf. We recommend engaging legal counsel to advise on this process.

For detailed instructions on the CNMC registration process (including portal field values for SMS), see Spain sender ID registration in AWS End User Messaging SMS.

> **Important**
>
> We are currently processing new information about the specific field values customers need to enter on the CNMC portal for RCS agent registrations. We will update this documentation as soon as we have concrete details. This does not affect your ability to submit a Spain RCS country launch registration in the AWS End User Messaging console.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in the United Kingdom

To launch your AWS RCS Agent in the United Kingdom, submit a country launch registration using the `GB_RCS_LAUNCH_REGISTRATION` registration type. The United Kingdom has a multi-step out-of-band approval process that involves direct communication with multiple carriers and third-party verification services.

> **Important**
>
> The UK approval process is more complex than most countries. Plan for additional time and ensure your team is prepared to respond to emails from multiple parties. Read this entire section before submitting your registration.

Registration form (console)

The United Kingdom launch registration uses a custom form with additional fields beyond the standard baseline. The registration form collects the following information:

- **Brand information** — Auto-populated from your testing agent configuration.
- **Use case selection** — Select the use case category for your RCS messaging.
- **Company name** — Your registered company name as it appears on Companies House.
- **Industry** — The industry sector your company operates in.
- **Registered company address** — Your company's registered address as listed on Companies House.
- **Company registration number** — Your Companies House registration number.
- **Screen recording** — A screen recording that demonstrates your RCS messaging experience. For detailed video requirements, see Launch video requirements.
- **Privacy policy and terms of service** — URLs to your privacy policy and terms of service pages.

> **Note**
>
> Your company name and address must exactly match your Companies House registration. Discrepancies will cause delays in the approval process.

Multi-step carrier approval (out-of-band requirement)

> **Important**
>
> In addition to the console registration, you must complete a multi-step out-of-band approval process. Different carriers use different verification methods, and you will receive emails from multiple parties. Your registration cannot be fully approved until all carrier approvals are complete.

Step 1: Proactive brand approval email (Three and Vodafone)

After you submit your registration in the AWS End User Messaging console, you must send a proactive brand approval email to Three and Vodafone. This email authorizes these carriers to enable RCS messaging for your brand.

Send the email to both of the following addresses:

- **Three**: `dan.cottle@three.co.uk`
- **Vodafone**: `wholesaleorders@vodafone.com`

CC `aws-end-user-messaging-rcs-approvals@amazon.com` on all emails you send as part of this process.

Use the following email template:

```
Subject: [Agent Name] RBM Brand approval
CC: aws-end-user-messaging-rcs-approvals@amazon.com

Approval for Agent: [Agent ID]

I at [Brand/Company Name] confirm that I am authorized to use the following
name: [Agent Name], logo and images, as shown in the attached image file(s)
for the RBM agent.

I hereby confirm that I give permission to Amazon Web Services to register
this RBM agent and use the logo for the purpose of sending RBM messages to
users of Three and Vodafone Network(s) on our behalf.

[Full Name]
```

```
[Job Title]
[Company Name]
```

> **Note**
>
> Your Agent ID (RCS for Business ID) can be found in the AWS End User Messaging console. Navigate to **SMS > RCS agents**, select your agent, then open the **Country launch status** tab. The Agent ID is listed as the **RCS for Business ID** in the Launch Status by Country section. The format is `{agent_name}_{unique_id}_agent`.

Step 2: Brand Assure verification (BT/EE)

For BT and EE carrier approval, a third-party service called Brand Assure contacts your brand's point of contact directly. You do not need to initiate this step — it happens automatically after your registration is submitted.

- Brand Assure sends an email from `uksupport@brandassure.com` to the contact person listed in your registration.
- The email contains instructions for verifying your brand identity for BT/EE.
- You must respond to this email to complete the BT/EE approval.

> **Warning**
>
> Ensure that your email system does not block or filter emails from the `@brandassure.com` domain. Add this domain to your email allowlist before submitting your registration.

> **Warning**
>
> The Brand Assure approval has a **30-day validity period**. If the approval expires before your registration is complete, you must restart the Brand Assure verification process, which may incur additional fees.

Step 3: Aegis verification (O2)

For O2 carrier approval, a third-party service called Aegis contacts your brand's point of contact directly. You do not need to initiate this step — it happens automatically after your registration is submitted.

- Aegis sends an email from `certify@aegismobile.com` to the contact person listed in your registration.
- The email contains a two-factor authentication (2FA) PIN that you must use to complete the verification.
- The 2FA PIN is valid for **7 days**. If the PIN expires, you must request a new one.
- The overall Aegis verification process is valid for **45 days**.

> **Warning**
>
> Ensure that your email system does not block or filter emails from the `@aegismobile.com` domain. Add this domain to your email allowlist before submitting your registration. If the Aegis email is filtered to spam or blocked, you will miss the 2FA PIN and the verification will expire.

Approval timeline

The United Kingdom approval process includes the following steps:

1. Submit the country launch registration in the AWS End User Messaging console.
2. Send the proactive brand approval email to Three and Vodafone.
3. Respond to the Brand Assure email for BT/EE approval (arrives automatically).
4. Complete the Aegis 2FA verification for O2 approval (arrives automatically).
5. Each carrier independently completes their review.

> **Note**
>
> Because each carrier has an independent approval process, your agent may reach PARTIAL status (some carriers approved) before all carriers complete their review. You can begin

sending RCS messages to recipients on approved carriers while waiting for remaining approvals.

For general compliance guidance that applies to all countries, see RCS country launch compliance guide.

Launching RCS in the United States

To launch your RCS agent in the United States, submit a country launch registration using the `US_RCS_LAUNCH_REGISTRATION` registration type in the AWS End User Messaging console or API.

The US launch registration uses an extended form that includes all of the standard baseline fields plus additional company information, a company address, an extended contact field, and RCS partner details. For the baseline fields included in all country launch registrations, see Standard country launch registration.

Registration form (console)

The US launch registration uses an extended form. It includes all fields from the standard country launch registration (see Standard country launch registration), plus the following additional sections:

Company information

Company ID (required)

Your Employer Identification Number (EIN) or tax identification number.

Company name (required)

The legal name of your company as registered with the relevant authority.

DBA name (optional)

Your “doing business as” name, if different from the legal company name.

Company website (required)

The URL of your company's public website.

Legal entity type (required)

The type of legal entity (for example, Corporation, LLC, Partnership, Sole Proprietorship, or Non-Profit).

Stock symbol (conditional)

Your company's stock ticker symbol. Required only if your company is publicly traded.

Stock exchange (conditional)

The stock exchange where your company is listed. Required only if your company is publicly traded.

Company overview (required)

A brief description of what your company does and the products or services it offers.

Industry sector (required)

The industry sector that best describes your company's primary business.

Company address

Address line 1 (required)

The primary street address of your company.

Address line 2 (optional)

Additional address information such as suite or floor number.

City (required)

The city where your company is located.

State/Province (required)

The state or province where your company is located.

Postal code (required)

The ZIP or postal code for your company address.

Country code (required)

The country code for your company address (for example, US).

Extended contact information

Primary contact phone number (required)

A phone number for the primary contact person. This is in addition to the contact name, email, and job title collected in the standard baseline form.

RCS partner information

RCS partner name (required)

The name of your RCS technology partner or aggregator.

RCS partner contact name (required)

The name of your contact person at the RCS partner organization.

RCS partner contact email (required)

The email address of your contact person at the RCS partner organization.

Screen recording requirement

The US launch registration requires a screen recording that demonstrates your RCS messaging experience. The recording should show the end-user experience of receiving and interacting with your RCS messages. Registrations submitted without a valid screen recording are rejected.

For detailed video format and content requirements, see Launch video requirements.

RCS country launch compliance guide

This guide helps you prepare a compliant RCS country launch registration that passes carrier review on the first submission. It covers the specific requirements that carriers evaluate during the review process, with examples of compliant and non-compliant submissions.

For general information about submitting a country launch registration, see Launching RCS in countries. For the testing registration workflow, see Getting started with RCS.

Topics

- Understanding registration fields
- Agent description requirements

- Launch video requirements
- Opt-in, privacy policy, and terms of service
- ISV and multi-brand registration
- Use case selection and pre-submission checklist
- RCS registration denial reasons

Understanding registration fields

Your country launch registration contains two categories of fields: fields that become part of your agent's public profile visible to end users on their device, and fields that are only seen by the carrier reviewer during the approval process.

Agent profile fields (visible to end users on device)

These fields are displayed to recipients in their messaging app. They form your brand identity and are visible every time a user views your agent's profile or receives a message from you.

Field	Where it appears	Constraints
Display name	Shown as the sender name alongside messages and at the top of the agent profile	1-40 characters. Avoid operating system path separator characters (`/`, `\`, `:`) and URL-encoded equivalents (`%2f`, `%5c`, `%2e`). While registration may succeed, iOS devices may strip these characters from the displayed name. See RCS best practices.
Description	Shown on the agent profile page in the messaging app	1-100 characters. Must not contain script content, JSON, HTML, OS paths, Unix commands, URL-encoded escape sequences (`%2e`, `%2f`, `%5c`, `%25`), template syntax, or nested scopes such as `{outer (inner)}`.
Logo	Shown next to your messages and on the agent profile	224x224 px, PNG with transparency, max 50 KB

Field	Where it appears	Constraints
Banner image	Shown at the top of the agent profile (Android only)	1440x448 px, PNG or JPEG, max 200 KB
Accent color	Used as highlight color in the messaging app UI	Hex code, min 4.5:1 contrast ratio vs white
Contact phone	Shown on agent profile as a tappable contact option	E.164 format, with a label
Contact email	Shown on agent profile as a tappable contact option	Valid email, with a label
Contact website	Shown on agent profile as a tappable link	Valid URL, with a label
Privacy policy	Linked from the agent profile	Valid accessible URL, with a label
Terms of service	Linked from the agent profile	Valid accessible URL, with a label

Because these fields are visible to end users, they must be accurate, professional, and represent your brand correctly. Changes to some profile fields (logo, display name) may require a new registration.

Carrier review fields (not visible to end users)

These fields are submitted as part of the launch request and are reviewed by carriers to verify your business identity and messaging compliance. End users never see these fields.

Field	Purpose	Notes
Company name, address, city, region, zip	Business identity verification	Must match official business records
Company phone number	Reviewer contact for verificat ion	E.164 format required

Field	Purpose	Notes
Tax code	Business identity verification	Must match official records
Industry	Risk assessment	Select from available options
Brand contact person, email, mobile, role	Point of contact for the brand	Email domain must match brand (see ISV and multi-brand registration)
Campaign description	Explains what messages you will send	Must align with declared use case
Campaign example	Sample message content	Must match declared use case type
Opt-in details	How users consent to receive messages	Text description of your opt-in flow
Opt-in URL	Where users opt in on your website	Must be publicly accessible, on your domain
Opt-in example	First message sent after opt-in	Must include brand name
Opt-out details	How users can stop messages	Text description of opt-out mechanism
Opt-out example	Message sent when user opts out	Must include brand name, confirm no more messages
HELP example	Message sent when user sends HELP	Must include customer care contact info
Video URL	Screen recording of the messaging experience	Must be publicly accessible
Estimated monthly volume	Capacity planning	Informational, does not restrict sending

Why this matters

When writing your **agent description** (100 chars max), remember that end users see it on their phone. It should be clear and useful to a consumer, not written for a reviewer. However, it must also satisfy the carrier reviewer's requirement to specify message types.

When writing your **campaign description** and **opt-in/opt-out details**, these are for the reviewer only. Be thorough and explicit about your compliance practices — the end user never sees these fields.

Character restrictions and rendering behavior

The display name and description fields have character restrictions beyond their length limits.

Display name: Avoid characters that function as operating system path separators (`/`, `\`, `:`) or their URL-encoded equivalents. While registration does not reject these characters, Apple's iOS Messages app may strip them from the displayed sender name. This causes a mismatch between your registered name and what iOS recipients see. Always verify your agent's appearance on an iOS test device during the testing phase before requesting carrier launch.

Description: The following content types are not allowed in the description field and may cause registration rejection:

- Script content (JavaScript, etc.)
- JSON or HTML markup
- URL-encoded escape sequences (`%2e`, `%2f`, `%5c`, `%25`)
- Template syntax (such as `{{variable}}`)
- Operating system paths (strings resembling file paths)
- Unix commands
- Nested scopes such as `{outer content (inner content)}` or `([nested {example}])`

These restrictions are enforced by Google's RCS Business Messaging platform and apply regardless of which carrier or region you launch in.

Agent description requirements

The agent description is the most common reason for registration denial. Carriers require the description to clearly state what types of messages users will receive from your agent.

Character limit

The agent description has a **maximum of 100 characters**. This description is displayed on your agent's profile in the recipient's messaging app on their mobile device. Write concisely while still being specific about message types.

What reviewers check

- The description must specify the message types: transactional, promotional, or both.
- The description must explain the purpose of the messages, not just the brand.
- Vague terms like "important updates," "notifications," or taglines are not sufficient.
- The description must fit within 100 characters.

Examples

Compliant descriptions:

- "Get order confirmations, shipping updates, and delivery notifications." (70 chars, Transactional)
- "Receive weekly promotional offers and exclusive discount codes." (62 chars, Promotional)
- "Order updates and shipping alerts, plus deals and new arrivals." (63 chars, Multi-use)
- "One-time passwords for phone number/end-user verification." (57 chars, OTP)

Non-compliant descriptions (will be denied):

- "Stay connected with our brand." — Does not specify message types.
- "Get important updates." — Too vague, does not describe content.
- "Premium on-demand lawn care — book in seconds, track your crew, love your yard." — This is a tagline/marketing copy, not a message description.
- "Get Updates" — Does not specify what kind of updates or message types.
- "Get real time support" — Does not describe what messages the user will receive.

How to fix

Rewrite your description to answer: "What specific messages will users receive, and are they transactional, promotional, or both?" Keep it under 100 characters. The description should help end users anticipate the purpose of messages coming from your agent.

Formula: `[Action verb] + [specific message types] + [optional: from/for context]`

Examples of the formula:

- "Get [order confirmations and delivery alerts] [for your purchases]."
- "Receive [appointment reminders and scheduling updates] [from your clinic]."

Launch video requirements

Country launch registrations for the United States and Canada require a screen recording (video) that demonstrates your RCS messaging experience. This is the second most common source of denials.

What the video must show

Your launch video must demonstrate the complete end-user experience:

1. **A sample message exchange** — Show at least one example of the messages your agent sends to users. The message content must match your declared use case (transactional, promotional, or multi-use). If your agent is declared as multi-use, show at least one transactional and one promotional message.
2. **HELP keyword response** — Show a user sending the word "HELP" and receiving your configured HELP response message. The HELP response must include valid customer care contact information (email, phone number, or a working URL to a help page).
3. **STOP keyword response** — Show a user sending the word "STOP" and receiving your configured opt-out response message. The opt-out response must include your brand/program name and confirm that no further messages will be sent.
4. **Confirmation/welcome message** — Show the first message (confirmation MT) sent to a user after they opt in. This message must include your brand name and confirm the subscription. See the section called “Opt-in confirmation message”.
5. **Use case alignment** — If your agent is declared as multi-use, the video must show both transactional AND promotional message examples. If declared as transactional, show only transactional messages.

Video hosting requirements

- The video must be hosted at a publicly accessible URL (no authentication required).
- Direct download links are acceptable but cloud-hosted streaming URLs are preferred.
- The URL must be functional at the time of review. Broken or expired links result in immediate denial.

Common video denials

Issue	What went wrong	How to fix
Wrong keyword	Video shows "SUPPORT" instead of "HELP"	Re-record showing the exact HELP keyword
Use case mismatch	Video shows only transactional messages but agent is multi-use	Include both promotional and transactional examples
Missing sample message	Video doesn't demonstrate actual message content	Add a section showing a realistic message exchange
URL not accessible	Video link is broken, expired, or behind authentication	Host on a publicly accessible URL and verify the link works
Opt-out mismatch	STOP response in video doesn't match agent configuration	Ensure the video shows the exact opt-out response configured on your agent

Tips

- Record the video on an actual device showing the native messaging app.
- Keep the video concise (30-60 seconds is sufficient).
- Ensure text is legible — avoid small screens or low resolution.
- Test the video URL in an incognito/private browser window before submitting.

Opt-in, privacy policy, and terms of service

Your call-to-action (CTA) or web opt-in URL must demonstrate how users consent to receive RCS messages from your agent. Your privacy policy and terms of service URLs are also checked during the review process.

Required elements on your CTA page

Your opt-in page or call-to-action screenshot must include ALL of the following:

1. **Your registered/DBA brand name** — The brand name on the CTA must match the brand name in your registration.
2. **HELP instructions** — Tell users how to get help (for example, "Reply HELP for assistance").
3. **STOP instructions** — Tell users how to opt out (for example, "Reply STOP to unsubscribe").
4. **Message frequency disclosure** — State how often users will receive messages (for example, "Up to 4 messages per month").
5. **Message and data rates disclosure** — Include "Message and data rates may apply" or equivalent.
6. **Link to Terms and Conditions** — A working link to your terms of service.
7. **Link to Privacy Policy** — A working link to your privacy policy.

Opt-in confirmation message

When a user opts in, the confirmation message (first message sent to the user) must contain your registered/DBA brand name. Generic confirmation messages without the brand name are denied.

Compliant: "Welcome to ExampleBrand alerts! You'll receive order updates and promotions. Reply HELP for help, STOP to cancel."

Non-compliant: "You are now subscribed. Reply STOP to unsubscribe." — Missing brand name.

CTA URL requirements

- The URL must be publicly accessible (no login required to view).
- The URL must be on your brand's website (not a third-party form builder with no brand association).
- The page must be live and functional at the time of review.

Privacy policy and terms of service requirements

- Both URLs must be publicly accessible (no authentication, no paywall).
- The privacy policy must cover how user data is collected, used, and shared in the context of messaging.
- The terms of service must include messaging-specific terms (opt-out rights, message frequency, data rates).
- URLs must be functional at the time of review. Inaccessible URLs result in immediate denial.

ISV and multi-brand registration

If you are an Independent Software Vendor (ISV) or platform that sends messages on behalf of other brands, additional requirements apply.

Brand contact email

The brand contact must represent the **actual brand owner**, not the ISV sending on its behalf. The brand contact email must use the end-brand's domain.

Priority order:

1. **Preferred:** End-brand's own domain (for example, name@yourbrand.com)
2. **Acceptable for government brands:** Official parent agency domain (for example, if the brand is a government program, the parent department's domain is acceptable)
3. **Not sufficient:** ISV/vendor domain — unless there is a publicly verifiable reference on the end-brand's website or privacy policy explicitly authorizing the ISV to act as brand contact

> **Important**
>
> The reviewer verifies the brand contact by checking whether the email domain connects to the brand in the registration. If you are an ISV, you must provide a contact at the end-brand's organization, not your own.

For government brands: If the brand is a government program or agency, use an official government domain email. If the program doesn't have its own domain, the parent department's domain is acceptable.

Affiliate marketing restriction

Each RCS agent must represent a single brand. If your campaign description suggests that multiple brands will send messages through one agent, the registration is denied as affiliate marketing.

Compliant (ISV pattern): "ExamplePlatform sends appointment reminders and service notifications on behalf of ExampleBrand."

Non-compliant: "Our platform enables multiple healthcare brands to send messages to their customers." — This describes affiliate marketing (multiple brands, one agent).

ISV checklist

- Brand contact email uses the **end-brand's domain** (not your ISV domain)
- Brand contact person is someone at the end-brand's organization
- Registration clearly identifies the single brand this agent represents
- Campaign description references a single brand, not multiple brands
- If ISV domain must be used: publicly verifiable authorization exists on the end-brand's website or privacy policy

Use case selection and pre-submission checklist

Your declared use case (OTP, Transactional, Promotional, or Multi-use) must align with ALL other elements of your registration.

Alignment requirements

Element	Must match use case
Agent description	Describes the same message types as your use case
Sample messages	Examples match the declared use case category
Launch video	Demonstrates messages matching the declared use case
Opt-in flow	Consent language covers the declared message types

Choosing the right use case

- **One-time password (OTP)** — Used for account authentication or secure transaction confirmation. Not permitted: product updates, offers, or promotions.
- **Transactional** — Used to send notifications and updates related to a customer's products or services (for example, alerts, confirmations, account updates). Not permitted: offers, promotions, discounts, or upgrades.
- **Promotional** — Used for offers, promotions, and marketing messages to increase sales, including reminders for incomplete transactions. Not permitted: OTPs, 2FA, or urgent transactional notifications.
- **Multi-use** — Used when messaging includes both transactional and promotional messages (for example, sending a purchase confirmation followed by a related offer). Not permitted: OTP/2FA, password resets, or purely transactional-only or purely promotional-only use. You must demonstrate both message types in your video and description.

> **Note**
>
> When in doubt between Transactional and Multi-use: if you will EVER send a promotional message (offer, discount, upsell), choose Multi-use. But ensure your video and description reflect both message types.

Common misalignment denials

Declared use case	Issue	How to fix
Multi-use	Video only shows transactional messages	Add promotional message examples to the video
Transactional	Sample message is promotional ("20% off!")	Change sample to a transactional message (order confirmation, alert)
Multi-use	Description only mentions notificat ions	Update description to mention both transactional and promotional content

Declared use case	Issue	How to fix
OTP	Campaign description mentions marketing	Change use case to Multi-use, or remove marketing references

Phone number format

Phone numbers in your registration (company phone, brand contact mobile) must be in valid international format.

- Use E.164 format: country code with + prefix, followed by digits only.
- No spaces, dashes, parentheses, or other formatting characters.
- Example: `+12125551234` (US), `+14165550100` (CA)

Pre-submission checklist

Before submitting your country launch registration, verify:

- **Agent description** clearly states message types (transactional, promotional, or both) and is under 100 characters
- **Launch video** shows: sample message, HELP response with contact info, STOP response with brand name
- **Launch video URL** is publicly accessible (test in incognito browser)
- **Video content** matches your declared use case (multi-use = show both types)
- **CTA/opt-in page** includes: brand name, HELP/STOP instructions, frequency, rates, T&C link, privacy link
- **Opt-in confirmation message** includes your brand name
- **Privacy policy URL** is accessible and covers messaging
- **Terms of service URL** is accessible and includes messaging terms
- **Phone numbers** are in E.164 format (+12125551234)
- **Brand contact email** uses the end-brand's domain (ISVs: provide a contact at the end-brand's organization)
- **Use case selection** aligns with description, video, and sample messages

- **All URLs** tested in incognito browser (no auth, no geo-blocking)

RCS registration denial reasons

When a registration is denied, AWS End User Messaging provides a denial reason that explains why the registration was not approved. The following table lists all RCS registration denial reasons and the recommended action for each.

RCS registration denial reasons

Denial reason	Description	Recommended action
`REQUIRES_OFFLINE_REVIEW`	This registration requires manual offline review.	Create a support case in the AWS Support Center. Choose the RCS Agent assistance category and include your registration ID. See Get help with registration issues through Support.
`CANNOT_UPDATE_REGISTRATION`	Certain RCS agent fields cannot be modified on an existing registration.	Create a new testing registration with the corrected fields.
`IMAGE_URL_INACCESSIBLE`	The image URL provided is not publicly accessible.	Provide a URL that can be accessed without authentication. Update the registration and resubmit.
`IMAGE_FORMAT_INVALID`	The image must be in JPEG or PNG format.	Upload an image in the correct format and resubmit.
`IMAGE_RESOLUTION_INVALID`	The image does not meet the required resolution. The logo must be 224 x 224 pixels and the banner must be 1440 x 448 pixels.	Resize the image to the required dimensions and resubmit.
`IMAGE_SIZE_EXCEEDED`	The image file size exceeds the allowed limit. The logo must not	Reduce the file size and resubmit.

Denial reason	Description	Recommended action
	exceed 50 KB and the banner must not exceed 200 KB.	
ACCENT_COLOR_CONTRAST_INSUFFICIENT	The accent color must have a contrast ratio of at least 4.5:1 relative to white.	Choose a darker accent color that meets the contrast requirement and resubmit.
PRIVACY_POLICY_INACCESSIBLE	The privacy policy URL provided is inaccessible or invalid.	Provide a publicly accessible privacy policy URL and resubmit.
TERMS_AND_CONDITIONS_INACCESSIBLE	The terms and conditions URL provided is inaccessible or invalid.	Provide a publicly accessible terms and conditions URL and resubmit.
CONTACT_DETAILS_MISSING	At least one contact method (phone, email, or website) is required in the agent profile, and each contact value must have a corresponding label.	Add at least one contact method to your agent profile. Ensure each contact value has a corresponding label (for example, if you provide a phone number, also provide a phone label). Update the registration and resubmit.

Denial reason	Description	Recommended action
`INVALID_FIELD_VALUE`	A field value does not match the expected format or conflicts with an existing configuration on the RCS agent. This commonly occurs when keyword response fields (`complianceKeywords.stopResponse` or `complianceKeywords.helpResponse`) do not match the current keyword configuration on the agent.	Verify that all field values match the expected format. For keyword fields: 1. Call `DescribeKeywords` using the RCS agent ID to view the current configuration. 2. Ensure your registration values match exactly. See the section called "Keyword configuration must match the RCS agent".

For denial reasons that require AWS Support assistance, create a support case in the AWS Support Center. Include your AWS RCS Agent ID and registration ID in the case description.

RCS CloudWatch metrics and monitoring

AWS End User Messaging publishes RCS messaging metrics to CloudWatch in the `AWS/SMSVoice` namespace. You can use these metrics to monitor your RCS message delivery, track fallback behavior from RCS to SMS, and set alarms to alert you when delivery patterns change. RCS metrics are published alongside existing SMS and MMS metrics in the same namespace.

Topics

- RCS messaging metrics
- Modified existing metrics with OriginationIdentityType dimension
- RCS metric dimensions
- Inbound RCS message metrics
- Monitoring best practices for RCS

RCS messaging metrics

The `AWS/SMSVoice` namespace includes the following metrics specific to RCS messaging. These metrics track RCS message sending, delivery, and SMS fallback.

RCS messaging metrics

Metric	Description	Unit	Meaningful statistics
`RCS.MessagesSent`	The number of RCS messages sent. This metric counts messages that AWS End User Messaging accepted and attempted to deliver via RCS. Messages blocked by Protect or service limits are excluded from this count.	Count	• Sum • Sample Count • Average
`RCS.MessagesDelivered`	The number of RCS messages successfully delivered to the recipient's device. A message is counted as delivered when AWS End User Messaging receives a delivery confirmation from the RCS infrastructure.	Count	• Sum • Sample Count • Average
`RCS.MessagesFallenBackToSMS`	The number of messages that were initially attempted via RCS but fell back to SMS delivery. This metric helps you understand how often RCS delivery is unavailable for your recipients and can be used to track fallback rates over time.	Count	• Sum • Sample Count • Average

Modified existing metrics with OriginationIdentityType dimension

With the addition of RCS, several existing metrics in the `AWS/SMSVoice` namespace now support the `OriginationIdentityType` dimension. This dimension allows you to filter metrics by the type of origination identity used to send the message, including AWS RCS Agents.

The following existing metrics now include the `OriginationIdentityType` dimension:

- `NumberOfTextMessagePartsSent` — Filter by origination identity type to see how many text message parts were sent via each channel (phone number, sender ID, AWS RCS Agent, or pool).
- `NumberOfTextMessagePartsDelivered` — Filter by origination identity type to compare delivery rates across channels.
- `NumberOfMediaMessagePartsSent` — Filter by origination identity type to track media message sending by channel.
- `NumberOfMediaMessagePartsDelivered` — Filter by origination identity type to compare media message delivery across channels.
- `TextMessagesBlockedByProtect` — Filter by origination identity type to see which channels have messages blocked by Protect rules.
- `MediaMessagesBlockedByProtect` — Filter by origination identity type to track Protect blocking by channel.

Use the `OriginationIdentityType` dimension with a value of `RCS_AGENT` to isolate metrics for messages sent through your AWS RCS Agent. For more information about the available dimension values, see RCS metric dimensions.

RCS metric dimensions

You can use the following dimensions to filter and group RCS metrics. These dimensions are available for both the new RCS-specific metrics and the modified existing metrics described in the previous sections.

OriginationIdentityType dimension

The `OriginationIdentityType` dimension filters metrics by the type of origination identity used to send the message.

OriginationIdentityType dimension values

Value	Description
PHONE_NUMBER	Messages sent using a phone number (long code, short code, or toll-free number).
SENDER_ID	Messages sent using a sender ID.
RCS_AGENT	Messages sent using an AWS RCS Agent.
POOL	Messages sent using a phone pool. When you send through a pool, AWS End User Messaging selects the appropriate originati on identity (AWS RCS Agent or phone number) automatically.

MessageType dimension

The MessageType dimension filters metrics by the type of message.

MessageType dimension values

Value	Description
TEXT	Text messages sent via RCS or SMS.
MEDIA	Media messages (MMS). RCS in AWS End User Messaging currently supports text messages only.
DELIVERY_REPORT	Delivery report messages confirming message delivery status.

Note

The READ_REPORT message type is not available because read receipts are not supported in the current release of RCS in AWS End User Messaging.

Inbound RCS message metrics

The existing `NumberOfMessagesReceived` metric in the `AWS/SMSVoice` namespace now includes inbound RCS messages. You can use the `OriginationIdentityType` dimension with a value of `RCS_AGENT` to filter for inbound messages received through your AWS RCS Agent.

The following dimensions are available for inbound RCS message metrics:

- `OriginationIdentityType` — Use `RCS_AGENT` to filter for inbound RCS messages.
- `IsoCountryCode` — Filter by the country code of the inbound message sender.
- `MessageType` — Use `TEXT` to filter for text messages received via RCS. In the current release, RCS in AWS End User Messaging supports inbound text messages only.

Monitoring best practices for RCS

Use the following best practices to monitor your RCS messaging operations and identify delivery issues early.

Track RCS versus SMS delivery rates

Compare `RCS.MessagesDelivered` against `RCS.MessagesFallenBackToSMS` to understand what percentage of your messages are delivered via RCS versus SMS. A high fallback rate may indicate that many of your recipients are on carriers or devices that don't support RCS. Use the following formulas to calculate key rates:

```
RCS delivery rate = 100 * SUM(RCS.MessagesDelivered) / SUM(RCS.MessagesSent)

SMS fallback rate = 100 * SUM(RCS.MessagesFallenBackToSMS) / SUM(RCS.MessagesSent)
```

Track these rates over time to identify trends as carrier and device support for RCS expands. A decreasing fallback rate indicates that more of your recipients are receiving messages via RCS.

Set CloudWatch alarms for RCS metrics

Create CloudWatch alarms to alert you when RCS messaging patterns change unexpectedly. Consider setting alarms for the following conditions:

- **High fallback rate** — Set an alarm when `RCS.MessagesFallenBackToSMS` exceeds a threshold percentage of `RCS.MessagesSent`. A sudden increase in fallback may indicate an issue with your AWS RCS Agent or a carrier outage.
- **Delivery rate drop** — Set an alarm when the ratio of `RCS.MessagesDelivered` to `RCS.MessagesSent` drops below your expected delivery rate.
- **Inbound message volume** — If you use two-way RCS messaging, set an alarm on `NumberOfMessagesReceived` (filtered by `OriginationIdentityType = RCS_AGENT`) to detect unexpected changes in inbound message volume.

RCS billing and pricing model

RCS messaging in AWS End User Messaging uses a pricing model with two cost components: an AWS message fee and a carrier fee that is passed through with no markup. This chapter explains the pricing structure for RCS messaging. For current rates, see AWS End User Messaging Pricing.

AWS End User Messaging charges for RCS messages only when they are successfully delivered to the recipient's device. You are not charged for delivery attempts that fail. If an RCS message fails and falls back to SMS, you are charged for the SMS message that is delivered, not for the failed RCS attempt.

Topics

- Billing overview
- United States pricing model
- Pricing for countries outside the United States
- Conversational pricing
- Registration fees
- RCS message spending limits
- Double-delivery billing
- Content violation fees
- Bill transparency

Billing overview

RCS billing in AWS End User Messaging has the following components:

- **Message fees** — Per-message charges for outbound and inbound RCS messages, based on message segments.
- **Carrier fees** — Pass-through charges from carriers with no AWS markup.
- **Registration fees** — One-time and recurring fees for agent setup, brand vetting, and maintenance.

Each component appears as a separate line item on your AWS bill, giving you visibility into your RCS messaging costs.

United States pricing model

RCS messaging in the United States uses a message type called **Rich RCS**. Rich RCS messages are metered per 160-character segment, similar to SMS. Messages exceeding 160 characters are charged for multiple segments.

Each outbound or inbound Rich RCS message has two cost components:

Message transport fee

The per-segment fee charged by AWS for processing and delivering the RCS message.

Carrier fee (pass-through)

The per-segment fee charged by the carrier for RCS message delivery. AWS passes this fee through to you with no markup. Carrier fees are separate from message transport costs.

The total cost per message is the message transport fee plus the carrier fee. Inbound RCS messages (messages sent from end users to your AWS RCS Agent) follow the same two-component pricing structure.

> **Note**
>
> RCS messages are charged only for delivered messages. This differs from SMS, which charges for requested messages.

For current per-segment rates, see AWS End User Messaging Pricing.

Pricing for countries outside the United States

For all countries outside the United States (including Canada), RCS messaging uses two message types:

RCS Basic

Messages up to 160 characters. Charged per message.

RCS Single

Messages exceeding 160 characters. Billed as a single message, not as multiple segments. This differs from the United States, where Rich RCS messages exceeding 160 characters are metered per 160-character segment similar to SMS.

Each outbound or inbound RCS message in these countries has two cost components: a message transport fee and a carrier pass-through fee.

> **Note**
>
> RCS messages are charged only for delivered messages. This differs from SMS, which charges for requested messages.

For current rates, see AWS End User Messaging Pricing.

Conversational pricing

For supported countries outside the United States, you can register an RCS agent to use **conversational pricing**. With conversational pricing, AWS End User Messaging charges a single session fee for all messages exchanged with a recipient during a 24-hour conversation session, instead of charging for each message individually. Conversational pricing is not available in the United States.

You choose the billing model when you register your RCS agent. Set the agent's billing category to conversational or non-conversational in the console, or set the `billingCategory` parameter to `CONVERSATIONAL` or `NON_CONVERSATIONAL` when you register the agent with the API. This setting applies to all traffic from that agent.

Conversation session

A fixed 24-hour window that begins when a conversation starts between your agent and a recipient. A single session fee covers all outbound and inbound messages exchanged during the window. The window does not extend when you send more messages. After it expires, the next interaction starts a new session.

How a conversation starts

A conversation starts in one of two ways. When your agent sends the first message and the recipient replies within 24 hours, the conversation is business-initiated. When the recipient sends the first message and your agent responds, the conversation is user-initiated.

At send time, AWS End User Messaging cannot determine whether a message will become part of a conversation, so billing for messages from a conversational agent works as follows:

- If a conversation starts within 24 hours of the message, the session fee covers the message and AWS End User Messaging does not charge for it individually.
- If no conversation starts within 24 hours, AWS End User Messaging charges for the message individually after the 24-hour period ends.
- After a conversation session ends, this per-message behavior resumes until a new conversation starts.

When a message is part of an active conversation session, its delivery event reports a `totalMessagePrice` and `totalCarrierFee` of `0.0` and includes a `conversationSessionFee` field with the one-time session fee. AWS End User Messaging also sends a `CONVERSATION_STARTED` event when a session begins. For details on these events and fields, see RCS message events.

Conversational pricing is available in a specific set of countries outside the United States. For the list of supported countries and current session fees, see AWS End User Messaging Pricing.

Registration fees

Launching an AWS RCS Agent requires registration with the RCS infrastructure provider. The following carrier pass-through fees apply to the registration process:

One-time agent setup fee

A one-time fee charged when you create and register your AWS RCS Agent. This covers the initial setup and verification of your agent with the RCS infrastructure provider.

Annual brand vetting fee

An annual fee for verifying your brand identity. Brand vetting confirms that your organization is legitimate and authorized to send RCS messages under your brand name.

Monthly agent maintenance fee

A recurring monthly fee for maintaining your active AWS RCS Agent registration with the RCS infrastructure provider.

These registration fees are carrier pass-through charges. For current registration fee amounts, see AWS End User Messaging Pricing.

> **Important**
>
> RCS registration fees are excluded from Enterprise Discount Program (EDP) discounts. These fees are pass-through charges from the RCS infrastructure provider and are not eligible for AWS volume discounts.

Registration fees appear as separate line items on your AWS bill. For details on how charges are categorized, review your AWS Cost and Usage Report.

RCS message spending limits

AWS End User Messaging applies a monthly spending limit to RCS messaging, separate from your SMS, MMS, and voice spending limits. This limit caps the amount, in US dollars, that you can spend sending RCS messages each month.

Maximum limit

The maximum monthly RCS spend that AWS allows for your account. To raise it, request a spending limit increase. For more information, see Requesting an RCS spending limit increase.

Spend limit override

An optional limit that you set at or below the maximum limit to control your own RCS spending. Use the `SetRcsMessageSpendLimitOverride` operation to set the monthly override, and `DeleteRcsMessageSpendLimitOverride` to remove it. Removing the override resets your enforced limit to the maximum limit. When you reach the enforced limit, AWS End User Messaging stops sending RCS messages until you raise the override or the next month begins.

You can adjust the override up or down at any time without contacting Support, as long as it stays at or below your maximum limit. To set billing alarms for your spending, see the section called "Monitoring spending".

Requesting an RCS spending limit increase

To raise your maximum monthly RCS spending limit, request a spending limit increase as described in Quotas for AWS End User Messaging SMS. Requests above the amount that can be approved automatically are routed to AWS Support for review.

Double-delivery billing

When AWS End User Messaging sends an RCS message with SMS fallback enabled (through pool-based or account-level sending), the service attempts RCS delivery first. If RCS delivery fails, the service falls back to SMS.

Under normal circumstances, the RCS message is revoked before the SMS fallback message is delivered. In this case, you are charged only for the SMS message that was successfully delivered.

In rare cases, both the RCS message and the SMS fallback message may be delivered to the recipient. This can happen if the RCS message is delivered after the revocation window but before the SMS message arrives. When dual delivery occurs, you are charged for both the RCS message and the SMS message.

> **Note**
>
> Dual delivery is uncommon. AWS End User Messaging is designed to revoke the RCS message before initiating SMS fallback. Monitor your delivery receipts and CloudWatch metrics to track delivery channel attribution. For more information about RCS metrics, see RCS CloudWatch metrics and monitoring.

Content violation fees

It is the responsibility of any RCS message sender to comply with country laws and regulations for messaging, as well as carrier policies. Carriers may impose penalty fees for RCS messages that violate their message content policies. These penalties are carrier-imposed charges that AWS may pass through to customers that send RCS messages that carriers flag as violating their message content policies.

Carriers typically categorize content violations into the following tiers:

Tier 1 — Phishing, smishing, and social engineering

Social engineering refers to the practice of targeting individuals in a way that manipulates them to reveal private information such as credit card numbers or social security numbers.

Tier 2 — Illegal content

Content must be legal in all 50 states and federally. Illegal content includes, but is not limited to, cannabis, marijuana, CBD, illegal prescriptions, and solicitation.

Tier 3 — Other violations

All other commercial messaging violations that breach federal, state, or local laws, regulations, or carrier codes of conduct on prohibited content.

For more information about content violation fee amounts, see AWS End User Messaging Pricing.

Bill transparency

RCS charges appear as separate line items on your AWS bill, allowing you to distinguish between the following cost categories:

- RCS message fees (AWS charges)
- RCS carrier fees (pass-through charges)
- RCS registration fees (pass-through charges)
- SMS message fees (for messages that fell back from RCS to SMS)

This separation helps you understand your messaging costs and identify opportunities to optimize your spending. For detailed billing information, review your AWS Cost and Usage Report.

Phone pools in AWS End User Messaging SMS

A phone pool, also refereed to as just pool, is a collection of phone numbers or sender IDs that share the same settings that you can use to send messages. When you send messages through a phone pool, it chooses an appropriate origination identity to send the message as. If an origination identity in the phone pool fails, the phone pool will fail over to another origination identity if it is in the same phone pool.

When you send messages through a pool that contains multiple origination identities, the service continuously monitors delivery receipts (DLRs) for each identity. If the service detects an increase in failed delivery receipts from one of your origination identities, it automatically deprioritizes the affected identity and routes your messages through the remaining healthy identities in the pool. When the affected identity recovers and delivery receipts return to normal, the service automatically resumes routing messages through it. This process does not require any configuration or manual intervention on your part.

To maximize delivery resilience, configure your pools with more than one origination identity. Pools that contain multiple number types — such as a short code and a toll-free number — provide the broadest failover coverage because each number type uses an independent delivery path.

> **Note**
>
> Phone pools can be associated with Notify configurations to use your own dedicated phone numbers alongside AWS-managed identities for templated messaging. For more information, see Using dedicated numbers with Notify.

When you create a pool, you can configure a specified origination identity. This identity includes keywords, message type, opt-out list, two-way configuration, and self-managed opt-out configuration. For example, by using pools, you can associate a list of opted-out destination phone numbers with your phone number for a particular country. By doing so, you can prevent messages from being sent to users who have already opted out of receiving messages from you.

The configuration of every phone number that you add to a pool has to match the configuration of the first phone number that you specified when you created the pool. For example, if you create a pool that contains a phone number that has two-way messaging enabled, the other numbers that you add to the pool must also have two-way messaging enabled.

You can also add an AWS RCS Agent as an origination identity in a pool alongside your phone numbers and sender IDs. When an AWS RCS Agent is in a pool, the pool enables automatic RCS-to-SMS fallback — if RCS delivery fails, the service automatically retries the message via SMS using another origination identity in the same pool. For more information about configuring RCS fallback with pools, see RCS to SMS fallback using phone pools.

Topics

- Create a phone pool in AWS End User Messaging SMS
- Add a phone number or sender ID to a phone pool
- View all phone pools in AWS End User Messaging SMS
- Delete a phone pool in AWS End User Messaging SMS
- Change a pool's opt-out list in AWS End User Messaging SMS
- Update shared routes in AWS End User Messaging SMS
- Using phone pool deletion protection in AWS End User Messaging SMS
- Manage AWS End User Messaging SMS tags for phone pools
- List shared phone pools with the AWS CLI
- Managing AWS RCS Agents in pools

Create a phone pool in AWS End User Messaging SMS

When you create a new phone pool it will inherit all of the settings from the first phone number or sender ID that is added. For example, if you create a pool and the first phone number added has two-way messaging enabled, the other phone numbers that you add to the pool must also have two-way messaging enabled.

Create a phone pool (Console)

To create a pool using the AWS End User Messaging SMS console, follow these steps:

To create a pool (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone pools** page, choose **Create phone pool**.

4. Under the **Pool setup** section, for **Pool name** enter a name for your pool.
5. Choose one of the following options:

   - **Phone number** – In the **Phone numbers available for association** section, choose a phone number to associate with the pool.
     - **Simulator number** (Optional)– If you don't have any phone numbers and want to request a simulator phone number then choose **Phone number** and in the **Phone numbers available for association** section, do the following:
       - Choose **Request simulator number**.
       - In **Request simulator number**, choose your country from the dropdown list.
       - Choose **Request number**.
       - In **Phone numbers available for association**, choose the new simulator phone number.

   - **Sender ID** – In the **Sender IDs available for association** section, choose a sender ID to associate with the pool.
6. (Optional) Expand the **Tags** and choose **Add new tag**.

   a. Enter a new blank key/value pair.

   b. (Optional) Choose **Add new tag** to add another tag.
7. Choose **Create phone pool**.

Create a phone pool (AWS CLI)

You can use the create-pool command to create new pools.

You can also add a phone number to a pool when you use the `RequestPhoneNumber` API to purchase a phone number. For more information, see Request a phone number in AWS End User Messaging SMS.

To create a pool using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 create-pool \
> --origination-identity originationIdentity \
> --iso-country-code XX \
```

```
> --message-type TRANSACTIONAL
```

In the preceding command, make the following changes:

- Replace *originationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number or sender ID that you want to add to the pool.

  > **Tip**
  >
  > You can find both the ID and ARN of a phone number by using the describe-phone-numbers operation. You can find the ID and ARN of a sender ID by using the describe-sender-ids operation.

- Replace *XX* with the ISO-3166 alpha-2 identifier of the country for the *originationIdentity*.
- If you plan to use the pool to send marketing or promotional messages, replace *TRANSACTIONAL* with `PROMOTIONAL`. Otherwise, use `TRANSACTIONAL`.

Add a phone number or sender ID to a phone pool

Follow these directions to add a phone number or sender ID to a phone pool. The configuration of every phone number or sender ID that you add to a pool has to match the configuration of the phone pool. For example, if you create a pool and the first phone number added has two-way messaging enabled, the other phone numbers that you add to the pool must also have two-way messaging enabled.

Add a phone number or sender ID to a pool (Console)

To add a phone number or sender ID to a pool using the AWS End User Messaging SMS console, follow these steps:

Add a phone number or sender ID (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the phone pool to add the origination identity to.
4. On the **Associated pool originators** tab, choose **Add originator**.

5. Choose one of the following options:

   - **Phone number** – If you choose this option, under the **Phone numbers available for association** section, do the following:
     - Choose a phone number to add to the phone pool.

   - **Sender ID** – If you choose this option, under the **Sender IDs available for association** section, do the following:
     - Choose a sender ID to add the phone pool.

6. Choose **Add originator to pool**.

Add a phone number or sender ID to a pool (AWS CLI)

You can use the associate-origination-identity CLI to add phone numbers or sender IDs to an existing pool.

The configuration of every phone number or sender ID that you add to a pool has to match the configuration of the first phone number or sender ID that you specified when you created the pool. For example, if you create a pool that contains a phone number that has two-way messaging enabled, the other numbers that you add to the pool must also have two-way messaging enabled.

To add a phone number or sender ID to a pool using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 associate-origination-identity \
> --pool-id poolId \
> --origination-identity originationIdentity \
> --iso-country-code US
```

  In the preceding command, make the following changes:

  - Replace *poolId* with the ID or Amazon Resource Name (ARN) of the pool that you want to add the origination identity to.
  - Replace *originationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number or sender ID that you want to add to the pool.

- Replace *+12065550142* with the origination identity that you want to add to the pool. This value can be a short code, a phone number, or a sender ID.
- Replace *US* with the two-letter ISO-3166 alpha-2 code for the country of the origination identity.

List origination identities (AWS CLI)

You can use the list-pool-origination-identities CLI to view information about all of the origination identities that have been added to a specific pool.

To view a list of origination IDs in a pool using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 list-pool-origination-identities \
> --pool-id pool-78ec067f62f94d57bd3bab991example
```

In the preceding command, replace *poolId* with the ID or Amazon Resource Name (ARN) of the pool.

View all phone pools in AWS End User Messaging SMS

You can use the describe-pools CLI to view information about existing pools.

This operation can provide a complete list of all of the pools in your AWS End User Messaging SMS account, information about a specific pool, or a list of pools that is filtered based on criteria that you define.

To retrieve a list of all of your pools using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-pools
```

To find information about specific pools, use the `PoolId` parameter.

To get information about specific pools using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-pools \
> --pool-id poolId
```

In the preceding command, replace *poolId* with the ID or Amazon Resource Name (ARN) of the pool.

To see a filtered list of pools, use the `Filters` parameter. You can use the following filter values:

- `status` – The current status of the pool, such as `ACTIVE`.
- `message-type` – The type of messages that the pool is used to send. Possible values are `TRANSACTIONAL` or `PROMOTIONAL`.
- `two-way-enabled` – A boolean that indicates whether two-way SMS messaging is enabled for numbers in the pool.
- `self-managed-opt-outs-enabled` – A boolean that indicates whether self-managed SMS opt-outs are enabled for numbers in the pool.
- `opt-out-list-name` – The name of the opt-out list associated with the pool.
- `shared-routes-enabled` – A boolean that indicates whether shared routes are enabled for the pool.
- `deletion-protection-enabled` – A boolean that indicates whether or not the phone number can be deleted using the `DeletePhoneNumber` operation.

For example, if you want to view a list of pools for transactional messages that support two-way messaging, enter the following command at the command line:

```
$ aws pinpoint-sms-voice-v2 describe-pools \
> --filters Name=message-type,Values=TRANSACTIONAL \
> --filters Name=two-way-enabled,Values=true
```

Delete a phone pool in AWS End User Messaging SMS

Before you can delete a pool you need to turn off **Deletion protection** and remove all but one of originators from the phone pool. For more information on how to disable deletion protection,

see Using phone pool deletion protection in AWS End User Messaging SMS. The phone numbers and sender IDs that were associated with the pool remain in your AWS End User Messaging SMS account.

Delete a phone pool (Console)

Before you can delete a pool you need to turn off Deletion protection and remove all originators from the phone pool. To delete a pool using the AWS End User Messaging SMS console, follow these steps:

To delete a pool (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pool**.
3. On the **Phone Pools** page, choose the pool to delete.
4. Choose **Delete**.
5. Enter **`release`** and then **Confirm** to delete the pool.

Delete a phone pool (AWS CLI)

Before you can delete a pool you need to turn off Deletion protection and remove all originators from the phone pool. You can use the delete-pool API to delete pools.

To delete a pool using the AWS CLI

- To delete a pool, enter the following command at the command line:

```
$ aws pinpoint-sms-voice-v2 delete-pool \
> --pool-id pool-78ec067f62f94d57bd3bab991example
```

In the preceding command, replace *pool-78ec067f62f94d57bd3bab991example* with the unique ID or the Amazon Resource Name (ARN) of the pool. You can find both of these values by using the describe-pools operation.

Change a pool's opt-out list in AWS End User Messaging SMS

An *opt-out list* is list of destination phone numbers that should not have messages sent to them. When you send SMS messages, destination identities are automatically added to the opt-out list if they reply to your origination number with the keyword STOP (unless you enable the self-managed opt-out option). If you attempt to send a message to a destination number that is on an opt-out list, and the opt-out list is associated with the pool used to send the message, AWS End User Messaging SMS doesn't attempt to send the message.

By default, when a pool is created it is assigned to the *Default* opt-out list. Pools can share the same opt-out list. When you change a pools opt-out list any recipients who previously opt-out might not be in the new list and start to receive messages. For more information on adding or removing destination phone numbers from an opt-out list, see Add a destination phone number to an opt-out list in AWS End User Messaging SMS.

Change opt-out list (Console)

To change the opt-out list using the AWS End User Messaging SMS console, follow these steps:

Change opt-out list

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool.
4. On the **Opt-out list** tab, choose **Edit settings**.
   - **Create a new opt-out list** – Create a new empty opt-out list and enter a friendly name.
   - **Choose an existing opt-out list** – Choose a previously created opt-out list from the dropdown.
5. (Optional) To enable self-managed opt-outs choose **Enable self-managed opt-out**.
6. Choose **Save changes**.

Change opt-out list (AWS CLI)

You can use the update-pool command to change the opt-out list used by the pool.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-pool --pool-id poolid --opt-out-list-
name OptOutListName
```

In the preceding command, make the following changes:

- Replace *poolid* with the poolID or Amazon Resource Name (ARN) of the pool.
- Replace *OptOutListName* with the Amazon Resource Name (ARN) or opt-out list name.

Update shared routes in AWS End User Messaging SMS

In some countries, AWS End User Messaging SMS maintains a pool of shared origination identities. When you activate shared routes, AWS End User Messaging SMS makes an effort to deliver your message using one of the shared identities. The origination identity could be a sender ID, long code or short code and could vary within each country. When shared routes uses a sender ID as the origination identity, the sender ID will be a generic sender ID, such as `NOTICE`. Shared identities are unavailable in some countries, including the United States.

Note

Shared routes can be subject to increased downstream filtering and dedicated routes, where available, are preferred.

Important

Shared routes are not supported for RCS sending. If your pool or account contains an AWS RCS Agent and a message is routed to the RCS path, messages that cannot be delivered as RCS do not fall back to shared routes. To provide SMS fallback for RCS messages, ensure the pool or account contains a dedicated originator (phone number or sender ID) that is valid for the destination country. For more information, see RCS to SMS fallback using phone pools.

Turn on shared routes (AWS Management Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool that will have shared routes enabled.
4. On the **Shared routes** tab, choose the **Edit settings** button.
5. Choose **Enable shared routes** and then **Save changes**.

Using phone pool deletion protection in AWS End User Messaging SMS

When you turn on deletion protection you will not be able to delete the pool until deletion protection is disabled. By default deletion protection is disabled.

Enable deletion protection (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the phone pool that will have deletion enabled.
4. On the **Deletion protection** tab, choose **Edit settings**.
5. Choose **Enable deletion protection** and then **Save changes**.

Manage AWS End User Messaging SMS tags for phone pools

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. To change the name of a Pool by editing the value of the Name key/value pair.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add or edit a Tag in your pool.

Manage tags (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the phone pool to add a tag to.

4. On the **Tags** tab, choose **Manage tags**.
   - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
5. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.
- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

List shared phone pools with the AWS CLI

You can use the describe-pools CLI or the AWS RAM console to view information about pools shared with your account. For more information about shared resources, see Working with shared resources in AWS End User Messaging SMS.

To retrieve a list of pools shared with you using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-pools --owner SHARED
```

In the preceding command, replace *SHARED* with *SELF* to list the pools owned by your account.

Managing AWS RCS Agents in pools

You can add an AWS RCS Agent as an origination identity in a phone pool alongside your SMS phone numbers. When a pool contains both an AWS RCS Agent and SMS phone numbers, AWS End User Messaging attempts RCS delivery first and automatically falls back to SMS if RCS delivery is not possible. For details on how fallback works, see RCS to SMS fallback using phone pools.

> **Note**
>
> When you add an AWS RCS Agent to a pool, use ZZ as the ISO country code. The ZZ code indicates that the RCS agent is not country-specific at the pool level. Country-specific routing is handled through the agent's country launch registrations. A pool can contain phone numbers from multiple countries alongside the RCS agent.
> The ISO country code is provided at pool creation time but is not persisted on the pool. If you call `DescribePools`, the ISO country code does not appear in the response.

Creating a pool with an AWS RCS Agent

You can create a new pool that includes your AWS RCS Agent using the AWS End User Messaging console or the `CreatePool` API.

Console

To create a pool with an AWS RCS Agent using the console

1. Open the AWS End User Messaging console.
2. In the navigation pane, choose **Phone pools**.
3. Choose **Create pool**.
4. For **Origination identity**, select your AWS RCS Agent. The pool inherits its configuration from the origination identity you select.
5. Configure the pool settings as needed, then choose **Create pool**.
6. After the pool is created, add your SMS phone numbers to the pool to enable SMS fallback. All origination identities in the pool must have matching configuration. For details, see Pool configuration requirements for RCS.

AWS CLI

Use the `CreatePool` API to create a pool with your AWS RCS Agent as the initial origination identity. Specify the AWS RCS Agent ARN as the origination identity when creating the pool.

The following example creates a pool using the AWS CLI:

```
aws pinpoint-sms-voice-v2 create-pool \
    --origination-identity arn:aws:sms-voice:region:account-id:rcs-agent/rcs-agent-id \
    --iso-country-code ZZ \
    --message-type TRANSACTIONAL
```

After the pool is created, use the `AssociateOriginationIdentity` API to add SMS phone numbers to the pool for fallback.

Adding AWS RCS Agents to existing pools

If you already have a pool with SMS phone numbers, you can add your AWS RCS Agent to the pool to enable RCS messaging with SMS fallback. You can also add additional SMS phone numbers to a pool that already contains an AWS RCS Agent.

Important

Before adding an origination identity to an existing pool, verify that the pool's configuration matches the identity you are adding. All origination identities in a pool must have identical metadata. If there is a mismatch, the operation fails with a `ConflictException`. For details on which fields must match and how to resolve mismatches, see Pool configuration requirements for RCS.

Console

Before adding an AWS RCS Agent to a pool using the console, inspect the pool's details page to review its current configuration. Confirm that the pool's message type, ISO country code, and other settings are compatible with the AWS RCS Agent you want to add.

To add an AWS RCS Agent to an existing pool using the console

1. Open the AWS End User Messaging console.
2. In the navigation pane, choose **Phone pools**.
3. Choose the pool that you want to add the AWS RCS Agent to.
4. Review the pool's configuration on the details page. Confirm that the message type and other settings match the AWS RCS Agent you want to add.
5. In the **Origination identities** section, choose **Add origination identity**.
6. Select your AWS RCS Agent from the list and choose **Add**.

AWS CLI

Before adding an AWS RCS Agent to a pool using the CLI or API, use the `DescribePools` API to retrieve the pool's current configuration. Verify that the pool's settings match the AWS RCS Agent you want to add.

The following example retrieves pool details:

```
aws pinpoint-sms-voice-v2 describe-pools \
    --pool-ids pool-id
```

After confirming the configuration matches, use the `AssociateOriginationIdentity` API to add the AWS RCS Agent to the pool:

```
aws pinpoint-sms-voice-v2 associate-origination-identity \
    --pool-id pool-id \
    --origination-identity arn:aws:sms-voice:region:account-id:rcs-agent/rcs-agent-id \
    --iso-country-code ZZ
```

Pool configuration requirements for RCS

All origination identities in a pool must have identical metadata. When you add an origination identity to a pool, AWS End User Messaging compares the identity's configuration with the pool's existing configuration. If there is a mismatch, the operation fails with a `ConflictException` that includes details about the specific fields that differ.

Pool configuration fields fall into two categories: immutable fields that are set when the pool is created and cannot be changed, and mutable fields that you can update after creation.

Immutable versus mutable pool configuration fields

Field	Mutability	Notes
Message type	Immutable	Set at pool creation. All identities must match.
ISO country code	Immutable	Set at pool creation. For AWS RCS Agents, the value is ZZ. Pools can contain phone numbers from multiple countries.
Deletion protection	Mutable	Can be toggled after creation. Must be consistent across identities.
Opt-out list	Mutable	Can be changed after creation. Must be consistent across identities.

The following configuration fields must match across all origination identities in a pool:

- **Message type** — All identities must be configured for the same message type (for example, TRANSACTIONAL or PROMOTIONAL).
- **ISO country code** — Set at pool creation. For AWS RCS Agents, use ZZ as the ISO country code. Pools can contain phone numbers from multiple countries.

- **Deletion protection** — The deletion protection setting must be consistent across identities.
- **Opt-out list** — All identities must be associated with the same opt-out list, or none of them should have an opt-out list.

Understanding ConflictException errors

When you attempt to add an origination identity to a pool and the configuration does not match, the `AssociateOriginationIdentity` or `CreatePool` API returns a `ConflictException`. The exception message includes details about which fields differ between the identity and the pool.

For example, if you try to add a phone number configured for PROMOTIONAL messages to a pool configured for TRANSACTIONAL messages, the error message indicates that the message type does not match.

To resolve a `ConflictException`:

1. Review the error message to identify which fields differ.
2. Update the origination identity or the pool configuration so that the fields match.
3. Retry the `AssociateOriginationIdentity` or `CreatePool` operation.

> **Note**
>
> If you cannot resolve the configuration mismatch, consider creating a separate pool for the origination identity. Each pool can have its own configuration, and you can use different pools for different use cases.

Removing AWS RCS Agents from pools

You can remove an AWS RCS Agent from a pool using the AWS End User Messaging console or the `DisassociateOriginationIdentity` API. Removing an AWS RCS Agent from a pool disables RCS delivery for messages sent through that pool. Messages sent to the pool after the agent is removed are delivered via SMS only (using the remaining phone numbers in the pool).

Console

To remove an AWS RCS Agent from a pool using the console

1. Open the AWS End User Messaging console.
2. In the navigation pane, choose **Phone pools**.
3. Choose the pool that contains the AWS RCS Agent you want to remove.
4. In the **Origination identities** section, select the AWS RCS Agent.
5. Choose **Remove**, then confirm the removal.

AWS CLI

Use the `DisassociateOriginationIdentity` API to remove an AWS RCS Agent from a pool:

```
aws pinpoint-sms-voice-v2 disassociate-origination-identity \
    --pool-id pool-id \
    --origination-identity arn:aws:sms-voice:region:account-id:rcs-agent/rcs-agent-
id \
    --iso-country-code ZZ
```

After removing the AWS RCS Agent, messages sent through the pool are delivered via SMS only. To re-enable RCS delivery, add the AWS RCS Agent back to the pool using the `AssociateOriginationIdentity` API.

Phone numbers in AWS End User Messaging SMS

A phone number is an identity that your recipients see on their devices when you send them an SMS or MMS message. There are several types of identities, including long codes (standard phone numbers that typically have 10 or more digits), 10 digit long codes (10DLC), toll free numbers (TFN) and short codes (phone numbers that contain between four and seven digits).

Phone numbers are resources that are unique to each AWS Region, so they can't be shared across AWS Regions. You can grant cross AWS account and AWS Region access to phone numbers. Dedicated phone numbers are country-specific. You can't request a dedicated phone number for one country but then use it as an identity for another country.

For example if your use case requires you to send message to the United States and Canada you should provision origination identities for both of those countries. You do not need to provision the origination identities in AWS Regions that are local to that country. You could provision both origination identities in US West (Oregon). As another example if your use case requires you to send message to the United States and India you might want to provision the origination identities in AWS Regions that are geographically close to their message destinations to reduce latency. For more information see the Amazon Pinpoint Resilient Architecture Guide.

There are several guidelines to consider when you're deciding what type of origination identity to use:

- Sender IDs are a great option for one-way use cases. However, they're not available in all countries.
- Short codes are a great option for two-way use cases. If you have to choose between using a short code or a long code, you should choose the short code.
- In some countries (such as India and Saudi Arabia), long codes can be used to receive incoming messages, but can't be used to send outgoing messages. You can use these inbound-only long codes to provide your recipients with a way to opt out of messages that you send using a Sender ID.
- In some countries, we maintain a pool of shared routes. If you send messages to recipients in a particular country, but you don't have a dedicated origination identity in that country, we make an effort to deliver your message using one of these shared identities. Shared identities are unavailable in some countries, including the United States and China.
- The mobile industry changes rapidly. In many countries, there is a trend toward increased regulation of commercial SMS messages. Carriers can, with little or no warning, decide to

disallow messages sent from shared origination identities. If this happens, we will attempt to tell you about these changes with as much advance warning as possible. However, carriers generally provide us with little advance notice of these changes. For these reasons, dedicated origination identities are always preferred to shared ones.

Topics

- SMS and MMS country capabilities and limitations
- Supported countries and regions for voice in AWS End User Messaging SMS
- Request a phone number in AWS End User Messaging SMS
- Choosing a 10DLC phone number by area code
- View a phone number status and capabilities in AWS End User Messaging SMS
- Change a phone number's capabilities with the AWS CLI
- Release a phone number in AWS End User Messaging SMS
- Change a phone number's opt-out list in AWS End User Messaging SMS
- Using phone number deletion protection in AWS End User Messaging SMS
- Manage tags for a phone number in AWS End User Messaging SMS
- List shared phone numbers with the AWS CLI

SMS and MMS country capabilities and limitations

AWS End User Messaging SMS is currently unable to send SMS or MMS messages to a small number of countries, including Cuba, Iran, North Korea, Syria, and Sudan. For a complete list of countries and regions that you can send SMS messages to, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS and Supported countries and regions for MMS messaging in AWS End User Messaging SMS .

Most countries and regions place restrictions on the type of content that you can send using SMS. These restrictions vary, but the following types of content are restricted in most countries or regions:

- Pornographic content
- Content that is profane or hateful
- Content that depicts or endorses violence
- Content that endorses illegal drugs

In many countries and regions, if a customer receives restricted content and complains to a mobile carrier or regulatory agency, the sender might be subject to fines and penalties. Governments of a few countries and regions actively filter all incoming messages to remove content that they deem offensive or inappropriate. Always familiarize yourself with the laws and regulations about sending commercial SMS or MMS messages for the countries and regions where your customers are located.

Each country might also have additional capabilities and limitations when using SMS or MMS with AWS End User Messaging SMS. These capabilities and limitations are described in the following topics.

> **Note**
>
> Two-way SMS is only available in certain countries and regions. For more information about two-way SMS support by country or region, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

Topics

- Supported countries and regions for SMS messaging with AWS End User Messaging SMS
- Supported countries and regions for MMS messaging in AWS End User Messaging SMS

Supported countries and regions for SMS messaging with AWS End User Messaging SMS

You can use AWS End User Messaging SMS to send SMS messages to the countries, regions, and territories listed in the following table. This table also lists the countries and regions that support Sender IDs and two-way SMS messaging.

If you are unsure of which origination identity will work best for you then see Choosing an origination identity for each origination types advantages and disadvantages. Depending on your use case you can also use General considerations for choosing an origination identity, Choosing an origination identity for one-way messaging use cases and Choosing an origination identity for two-way messaging use cases to help choose the correct origination identity for your use case.

> **Note**
>
> **Important:** Phone numbers for SMS delivery are provisioned through a single carrier partner in each region/country. This creates a single point of failure if that partner

experiences issues. For business-critical messaging, we recommend implementing redundant communication channels such as:

- WhatsApp, Push notifications, and outbound voice calls via AWS End User Messaging.
- Email notifications via Amazon Simple Email Service (SES).
- For countries that support both dedicated numbers and sender IDs, you can fallback to one option if the other experiences issues.
- Using phone pools in End User Messaging Service allows you to quickly add or remove problematic originators from your sending pools, helping maintain message delivery reliability.

This multi-channel approach helps ensure message delivery even if one channel experiences disruption.

For the rules of which sender ID is displayed when you send SMS messages to countries where Sender IDs are supported, compared to those where Sender IDs aren't supported, see Sender ID display name rules.

Before you can use two-way SMS messaging to receive messages, you have to obtain either a dedicated short code or a dedicated long code.

Note

You can purchase long codes for some countries directly through the AWS End User Messaging SMS console. The long codes that you purchase through the console are intended for use with the voice channel. However, if you purchase a long code that is based in the United States (including Puerto Rico) or Canada, you can also use it to send SMS messages.

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
A							

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Afghanistan	AF	93	No	No	Yes	No	Yes
Albania	AL	355	No	No	Yes	No	Yes
Algeria	DZ	213	No	No	Yes	No	Yes
Andorra	AD	376	No	No	Yes	No	No
Angola	AO	244	No	No	Yes	No	Yes
Anguilla	AI	1-264	No	No	Yes	No	Yes
Antigua and Barbuda	AG	1-268	No	No	Yes	No	Yes
Argentina	AR	54	Yes	No	No	No	Yes
Armenia	AM	374	No	No	Yes	No	Yes
Aruba	AW	297	No	No	Yes	No	No
Australia	AU	61	No	Yes	Registration required[8]	Yes	Yes
Austria	AT	43	Yes	Yes	Yes	Yes	Yes
Azerbaijan	AZ	994	No	No	Yes	No	Yes
B							
Bahamas	BS	1-242	No	No	No	No	No

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Bahrain	BH	973	No	No	Yes	No	Yes
Bangladesh	BD	880	No	No	Yes	No	Yes
Barbados	BB	1-246	No	No	Yes	No	Yes
Belarus	BY	375	No	No	Registration required[8]	No	Yes
Belgium	BE	32	Yes	Yes	No	Yes	Yes
Belize	BZ	501	No	No	Yes	No	Yes
Bermuda	BM	1-441	No	No	Yes	No	Yes
Bhutan	BT	975	No	No	Yes	No	Yes
Bolivia	BO	591	No	No	Yes	No	Yes
Bosnia and Herzegovina	BA	387	No	No	Yes	No	Yes
Botswana	BW	267	No	No	Yes	No	Yes
Brazil	BR	55	Yes	No	No	Yes	Yes
Brunei	BN	673	No	No	Yes	No	Yes
Bulgaria	BG	359	Yes	No	Yes	Yes	Yes
Burkina Faso	BF	226	No	No	Yes	No	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Burundi	BI	257	No	No	Yes	No	Yes
C							
Cambodia	KH	855	No	No	Yes	No	Yes
Cameroon	CM	237	Yes	No	Yes	Yes	Yes
Canada	CA	1	Yes	Yes	No	Yes	Yes
Cape Verde	CV	238	No	No	Yes	No	Yes
Cayman Islands	KY	1-345	No	No	No	No	Yes
Central African Republic	CF	236	No	No	Yes	No	Yes
Chad	TD	235	No	No	Yes	No	No
Chile	CL	56	Yes	Yes	No	Yes	Yes
China	CN	86	Yes	No	No[2]	Yes	No
Colombia	CO	57	Yes	No	No	No	Yes
Comoros	KM	269	No	No	Yes	No	Yes
Cook Islands	CK	682	No	No	Yes	Yes	Yes
Costa Rica	CR	506	Yes	Yes	No	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Croatia	HR	385	Yes	No	Yes	Yes	Yes
Cyprus	CY	357	No	No	Yes	No	Yes
Czechia (Czech Republic)	CZ	420	No	Yes	Yes	Yes	Yes
D							
Democratic Republic of the Congo	CD	243	No	No	Yes	No	Yes
Denmark	DK	45	No	Yes	Yes	Yes	Yes
Djibouti	DJ	253	No	No	Yes	No	Yes
Dominica	DM	1-767	No	No	Yes	No	Yes
Dominican Republic	DO	1-809, 1-829, 1-849	Yes	No	No	Yes	Yes
E							
Ecuador	EC	593	Yes	No	No	Yes	Yes
Egypt	EG	20	Yes	No	Registration required[8]	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
El Salvador	SV	503	No	No	No	No	Yes
Equatorial Guinea	GQ	240	No	No	Yes	No	No
Eritrea	ER	291	No	No	Yes	No	Yes
Estonia	EE	372	No	Yes	Yes	Yes	Yes
Eswatini	SZ	268	Yes	No	Yes	Yes	No
Ethiopia	ET	251	No	No	Yes	No	No
F							
Faroe Islands	FO	298	No	No	Yes	No	Yes
Fiji	FJ	679	No	No	Yes	No	Yes
Finland	FI	358	Yes	Yes	Yes	Yes	Yes
France	FR	33	Yes	No	Yes[11]	Yes	Yes
French Guiana	GF	594	No	No	Yes	No	Yes
French Polynesia	PF	689	No	No	Yes	No	No
G							
Gabon	GA	241	No	No	Yes	No	Yes
Gambia	GM	220	No	No	Yes	No	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Georgia	GE	995	No	No	Yes	No	Yes
Germany	DE	49	Yes	Yes	Yes	Yes	Yes
Ghana	GH	233	No	Yes	Yes	Yes	Yes
Gibraltar	GI	350	No	No	Yes	No	No
Greece	GR	30	No	Yes	Yes	Yes	No
Greenland	GL	299	No	No	Yes	No	Yes
Grenada	GD	1-473	No	No	Yes	No	Yes
Guadeloupe	GP	590	No	No	Yes	No	Yes
Guam	GU	1-671	No	Yes	No	Yes	Yes
Guatemala	GT	502	No	No	No	No	Yes
Guernsey	GG	44-1481	No	No	Yes	No	No
Guinea	GN	224	No	No	Yes	No	Yes
Guinea-Bissau	GW	245	No	No	Yes	N/A	No
Guyana	GY	592	No	No	Yes	No	Yes
H							
Haiti	HT	509	No	No	Yes	No	Yes
Honduras	HN	504	No	Yes	Yes	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Hong Kong	HK	852	No	Yes	Yes	Yes	Yes
Hungary	HU	36	No	Yes	No	Yes	Yes
I							
Iceland	IS	354	No	No	Yes	No	Yes
India	IN	91	Yes	Yes[4]	Registration required[3]	Yes	Yes
Indonesia	ID	62	No	No	Registration required[8]	No	Yes
Iraq	IQ	964	No	No	Yes	No	Yes
Ireland	IE	353	No	Yes	Registration required[9]	Yes	No
Isle of Man	IM	44-1624	No	No	Yes	No	No
Israel	IL	972	No	Yes	Yes	Yes	Yes
Italy	IT	39	Yes	Yes	Yes	Yes	Yes
Ivory Coast	CI	225	No	No	Yes	No	Yes
J							

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Jamaica	JM	1-876	No	No	Yes	No	Yes
Japan	JP	81	Yes	No	Yes	Yes	Yes
Jersey	JE	44-1434	No	Yes	Yes	Yes	No
Jordan	JO	962	No	No	Registration required[8]	No	Yes
K							
Kazakhstan	KZ	7	No	No	Registration required[8]	No	Yes
Kenya	KE	254	Yes	Yes	Registration required[8]	Yes	Yes
Kosovo	XK	383	No	No	Yes	No	No
Kuwait	KW	965	No	Yes	Registration required[8]	Yes	Yes
Kyrgyzstan	KG	996	No	No	Yes	No	Yes
L							
Laos	LA	856	No	No	Yes	No	Yes
Latvia	LV	371	No	Yes	Yes	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Lebanon	LB	961	No	No	Yes	No	Yes
Lesotho	LS	266	Yes	No	Yes	Yes	Yes
Liberia	LR	231	No	Yes	No	No	Yes
Libya	LY	218	No	No	Yes	No	Yes
Liechtenstein	LI	423	No	No	Yes	No	Yes
Lithuania	LT	370	No	Yes	Yes	Yes	Yes
Luxembourg	LU	352	No	Yes	Yes	Yes	Yes
M							
Macau	MO	853	No	No	Yes	No	Yes
Macedonia	MK	389	No	No	Yes	Yes	Yes
Madagascar	MG	261	No	No	Yes	No	Yes
Malawi	MW	265	Yes	No	Yes	Yes	Yes
Malaysia	MY	60	Yes	No	No	Yes	Yes
Maldives	MV	960	No	No	Yes	No	Yes
Mali	ML	223	No	No	Yes	No	Yes
Malta	MT	356	No	Yes	Yes	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Marshall Islands, The	MH	692	No	No	No	No	No
Martinique	MQ	596	No	No	Yes	No	No
Mauritania	MR	222	No	No	Yes	No	Yes
Mauritius	MU	230	No	Yes	Yes	Yes	Yes
Mayotte	YT	262	No	No	Yes	No	No
Mexico	MX	52	Yes	No	Yes	Yes	Yes
Micronesia (Federated States of)	FM	691	No	No	No	No	No
Moldova	MD	373	No	No	Yes	No	Yes
Monaco	MC	377	No	No	No	No	Yes
Mongolia	MN	976	No	No	Yes	No	Yes
Montenegro	ME	382	No	No	Yes	No	Yes
Montserrat	MS	1-664	No	No	Yes	No	No
Morocco	MA	212	Yes	No	Yes	Yes	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Mozambique	MZ	258	No	No	No	No	Yes
Myanmar	MM	95	No	Yes	Yes	Yes	Yes
N							
Namibia	NA	264	Yes	No	Yes	Yes	Yes
Nepal	NP	977	No	No	Yes	No	No
Netherlands	NL	31	Yes	Yes	Yes	Yes	Yes
New Caledonia	NC	687	No	No	Yes	No	Yes
New Zealand[6]	NZ	64	Yes	No	No	Yes	Yes
Nicaragua	NI	505	No	No	No	No	Yes
Niger	NE	227	No	No	Yes	No	Yes
Nigeria	NG	234	Yes	No	Yes	Yes	Yes
Niue	NU	683	No	No	Yes	No	Yes
Norfolk Island	NF	672	No	No	Yes	No	No
Norway	NO	47	No	Yes	Yes	Yes	Yes
O							

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Oman	OM	968	No	No	Registration required[8]	No	Yes
P							
Pakistan	PK	92	No	Yes[4]	Yes	No	Yes
Palestine	PS	970	No	No	Yes	No	Yes
Panama	PA	507	Yes	No	Yes	Yes	Yes
Palau	PW	680	No	No	Yes	No	No
Papua New Guinea	PG	675	No	No	Yes	No	Yes
Paraguay	PY	595	No	No	No	No	Yes
Peru	PE	51	Yes	No	No	Yes	Yes
Philippines	PH	63	No	Yes[4]	Registration required[8]	No	Yes
Poland	PL	48	No	Yes	Yes	Yes	Yes
Portugal	PT	351	Yes	Yes	Yes	Yes	Yes
Puerto Rico	PR	1-787, 1-939	Yes	Yes	No	Yes	Yes
Q							

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Qatar	QA	974	Yes	No	Registration required[8]	Yes	Yes
R							
Republic of the Congo	CG	242	No	No	No	No	No
Réunion (France)	RE	262	No	No	Yes	No	Yes
Romania	RO	40	Yes	Yes	Yes	Yes	Yes
Russia	RU	7	Yes	No	Registration required[8]	Yes	No
Rwanda	RW	250	No	No	Yes	No	Yes
S							
Saint Kitts and Nevis	KN	1-869	No	No	No	No	No
Saint Lucia	LC	1-758	No	No	No	No	Yes
Samoa	WS	685	No	No	Yes	No	No
San Marino	SM	378	No	No	Yes	No	No

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
São Tomé and Príncipe	ST	239	No	No	Yes	No	No
Saudi Arabia	SA	966	No	Yes[4]	Registration required[8]	No	No
Senegal	SN	221	No	No	Yes	No	No
Serbia	RS	381	Yes	No	Yes	Yes	Yes
Seychelles	SC	248	No	No	Yes	No	Yes
Sierra Leone	SL	232	No	No	Yes	No	Yes
Singapore	SG	65	Yes	Yes	Yes[5]	Yes	Yes
Slovakia	SK	421	No	Yes	Yes	Yes	Yes
Slovenia	SI	386	No	No	Yes	No	Yes
Solomon Islands	SB	677	No	No	Yes	No	Yes
Somalia	SO	252	No	No	Yes	No	Yes
South Africa	ZA	27	Yes	Yes	No	Yes	Yes
South Korea	KR	82	No	No	No	No	Yes

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
South Sudan	SS	211	No	No	Yes	No	No
Spain	ES	34	Yes	Yes	Registration required[8]	Yes	Yes
Sri Lanka	LK	94	Yes	Yes	Registration required[8]	Yes	Yes
Suriname	SR	597	No	No	Yes	No	Yes
Sweden	SE	46	Yes	Yes	Yes	Yes	Yes
Switzerland	CH	41	No	No	Yes	No	Yes
T							
Taiwan	TW	886	No	Yes	No	Yes	Yes
Tajikistan	TJ	992	No	No	Yes	No	Yes
Tanzania	TZ	255	No	Yes	Yes	Yes	No
Thailand	TH	66	No	Yes	Registration required[8]	Yes	Yes
Timor-Leste	TL	670	No	No	Yes	No	Yes
Togo	TG	228	No	No	Yes	No	No

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Tonga	TO	676	No	No	Yes	No	No
Trinidad and Tobago	TT	1-868	No	No	Yes	No	Yes
Tunisia	TN	216	No	No	Yes	No	Yes
Turkey	TR	90	No	No	Registration required[8]	No	Yes
Turkmenistan	TM	993	No	No	No	No	Yes
Turks and Caicos Islands	TC	1-649	No	No	Yes	No	Yes
Tuvalu	TV	688	No	No	Yes	No	No
U							
Uganda	UG	256	No	No	Yes	No	Yes
Ukraine	UA	380	No	Yes	Yes	Yes	Yes
United Arab Emirates (UAE)	AE	971	Yes	Yes[4]	Registration required[8]	Yes	No

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
United Kingdom	GB	44	Yes	Yes	Registration required[7]	Yes	No
United States	US	1	Yes	Yes	No	Yes	Yes
Uruguay	UY	598	Yes	No	No	Yes	Yes
Uzbekistan	UZ	998	No	No	Yes	No	Yes
V							
Vanuatu	VU	678	No	No	Yes	No	No
Venezuela	VE	58	No	No	No	No	Yes
Vietnam	VN	84	No	No	Registration required[8]	No	Yes
Virgin Islands, British	VG	1-284	No	No	Yes	No	No
Virgin Islands, US	VI	1-340	No	Yes	No	Yes	No
W							
X							
Y							

Country or region	ISO code	Dialing code	Supports short codes	Supports long codes	Supports Sender IDs	Supports two-way SMS	International sending[10]
Yemen	YE	967	No	No	Yes	No	No
Z							
Zambia	ZM	260	No	No	Registration required[8]	No	Yes
Zimbabwe	ZW	263	No	No	Yes	No	No

Notes

1. You must use a pre-registered alphabetic Sender ID. All countries with sender ID registration requirements have self-service registration forms available in the console. For more information, see Registration forms.
2. Senders are required to use a pre-registered template for each type of message that they plan to send. If a sender doesn't meet this requirement, their messages will be blocked. To register a template, China SMS template registration form. Some countries require senders to meet additional, specific requirements or abide by certain restrictions to obtain approval. In these cases, Support might ask you for additional information.

   > **Note**
   >
   > To send messages to China, you must first register your templates through Support for approval.

3. You must use a pre-registered alphabetic Sender ID. Additional registration steps are required. For more information, see India sender ID registration process in AWS End User Messaging SMS.
4. Long codes in these countries only support inbound messaging. In other words, you can't use these long codes to send messages *to* your recipients, but you can use them to receive messages

from your recipients. These long codes are useful way to allow your recipients to opt-out if you send messages using an alphabetic Sender ID, because Sender IDs only support outbound messages.

5. AWS End User Messaging SMS can send SMS traffic to Singapore using a sender ID that has been registered on the Singapore SMS Sender ID Registry (SSIR), a registry created by the Info-communications Media Development Authority (IMDA) of Singapore. For more information on requirements to use a Singapore Sender ID, see Singapore sender ID registration process. You can also send SMS traffic in Singapore using an alternative origination identity types such as Short Codes or Long Codes.

   If you do not register your sender ID any message sent using a sender ID will have its ID changed to **LIKELY-SCAM** per regulatory agency rules. Regulators will filter or block unregistered traffic at their discretion.

6. Without a dedicated short code, AWS End User Messaging SMS still attempts to send messages to New Zealand recipients using a shared pool of short codes. Due to local carrier restrictions around shared numbers, deliverability over these shared numbers are made on a best-effort basis. Therefore, AWS End User Messaging SMS highly recommends procuring a dedicated short code for all traffic being sent to New Zealand. Messages containing URLs must be allow-listed through the dedicated short code process. For more information on purchasing a short code, see Requesting dedicated short codes.

7. Sender IDs for the United Kingdom are required to be registered. For more information on registering a sender ID, see United Kingdom sender ID registration.

8. Registration is required for the sender ID. For more information on completing the registration through the AWS End User Messaging SMS console see Origination identity registration in AWS End User Messaging SMS.

9. AWS End User Messaging SMS can send SMS traffic to Ireland using a sender ID that has been registered on the ComReg SMS Sender ID Registry. For more information on requirements to use a Ireland sender ID, see the section called “Ireland sender ID registration”.

   If you do not register your sender ID, any message sent using a sender ID will have its ID changed to **Likely Scam** according to regulatory agency rules. Regulators filter or block unregistered traffic at their discretion.

10.

Messages sent from internationally enabled numbers such as toll-free numbers are sent on a best effort basis and may be replaced downstream from AWS to send from a shared phone number or sender ID.

11. As of March 1, 2026, France does not support the dash character (-) in sender IDs. Sender IDs for France must only contain alphanumeric characters (a-z, A-Z, 0-9) without any special characters or spaces.

Supported countries and regions for MMS messaging in AWS End User Messaging SMS

You can use AWS End User Messaging SMS to send MMS messages to the countries, regions, and territories listed in the following table.

Country or Region	ISO code	Dialing Code	Short codes support MMS	Long codes support MMS	Toll-free supports MMS	Sender ID support MMS
Canada	CA	1	Yes	Yes	No	No
United States	US	1	Yes	Yes	Yes	No

Supported countries and regions for voice in AWS End User Messaging SMS

You can use the voice channel to send voice messages to recipients all around the world. However, in some countries and regions, you have to use a local phone number to make automated calls, such as the calls that you make by using the AWS End User Messaging SMS voice channel. You can obtain local phone numbers, also referred to as *long codes*, directly from AWS for several countries and regions.

The following table lists the countries that you can obtain local phone numbers in to use the voice channel. If a country or region isn't listed in this table, you might still be able to send voice messages to recipients in that country or region.

If the value in the **Local address required** column is *Yes*, then you must request the long code by creating a case in the AWS Support Center Console. For more information, see . If the value in the **Local address required** column is *No*, you can lease local phone numbers directly through the AWS End User Messaging SMS console.

Country or Region	Local address required?
Argentina	Yes
Australia	Yes
Austria	No
Bahrain	Yes
Barbados	No
Brazil	No
Bulgaria	Yes
Burkina Faso	No
Canada	No
Cayman Islands	No
Chile	No
Colombia	No
Cambodia	Yes
Croatia	Yes
Cyprus	No

Country or Region	Local address required?
Dominican Republic	No
Ecuador	No
El Salvador	No
Finland	Yes
Germany	Yes
Greece	Yes
Grenada	No
Guatemala	No
Iceland	Yes
Indonesia	No
Ireland	Yes
Israel	No
Italy	Yes
Jamaica	No
Kazakhstan	Yes
Kenya	No
Latvia	Yes
Lithuania	No
Luxembourg	Yes
Mali	Yes

Country or Region	Local address required?
Mexico	Yes
Moldova	Yes
New Zealand	No
Nicaragua	Yes
Peru	No
Philippines	No
Poland	Yes
Puerto Rico	No
Romania	Yes
Slovakia	Yes
Slovenia	Yes
South Africa	Yes
Switzerland	Yes
Taiwan	Yes
Tajikistan	Yes
Thailand	Yes
Trinidad and Tobago	No
United Kingdom	No
United States	No
Uruguay	Yes

Country or Region	Local address required?
Venezuela	Yes
Vietnam	No

Request a phone number in AWS End User Messaging SMS

Using the AWS End User Messaging SMS console, we'll recommend one of the below origination identities depending on your use-case. Recommendations are based on your input criteria including if you require SMS, MMS, and/or voice capabilities, a two-way number, and estimate monthly messages.

Note

Depending on the country, the following phone number types have to be requested in the Support Center Console.

- **Short codes** – Requesting dedicated short codes.
- **Long codes** – Requesting dedicated long codes.

Note

You must use a **Resource policy** to share the phone number with Amazon Pinpoint or Amazon SNS even if you are using the same AWS account.

You can use either the AWS End User Messaging SMS console or AWS CLI to request a new phone number.

Request a phone number (Console)

> **Important**
>
> To request a new phone number for the United States through the AWS End User Messaging SMS console follow the directions in the Request a phone number for the United States (Console) tab.

To request a phone number using the AWS End User Messaging SMS console, follow these steps:

Request a phone number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers** and then **Request originator**.
3. On the **Select country** page you must choose the **Message destination country** from the dropdown that messages will be sent to. Choose **Next**.
4. On the **Messaging use case** section, enter the following:

   - Under **Number capabilities**, choose any combination of available capabilities:

     > **Important**
     >
     > Capabilities for SMS, MMS, and Voice can't be changed after the phone number has been purchased.

     - **Text messages (SMS)** Choose this if you need SMS capabilities.
     - **Text and media messages (SMS, MMS)** – Choose this if you need SMS and/or MMS capabilities.

       > **Note**
       >
       > MMS capabilities are only available in certain countries and are only supported on certain origination types. **Text and media messages (SMS, MMS)** is only

present if MMS is supported in the **Message destination country**. For more information, see Supported countries and regions for MMS messaging in AWS End User Messaging SMS and Choosing an origination identity.

- **Text to audio messages (Voice)** – Choose this if you need voice capabilities.

- Under **Estimated monthly message volume – optional**, choose the estimated number of SMS messages you will send each month.
- For **Company headquarters - optional**, choose either of the following:
  - **Local** – Choose this if your company's headquarters is in the same country as your customers who will revive SMS messages. For example, you would choose this option if your headquarters is in the United States and your users who will receive messages are also in the United States.
  - **International** – Choose this if your company's headquarters is not in the same country as your customers who will revive SMS messages.
- For **Two-way messaging**, choose **Yes** if you require two-way messaging.

5. Choose **Next**.
6. Under **Select originator type**, choose either the recommend phone number type or one of the available number types. The available options are based on the use case information you filled out in the previous steps.

   - If you choose 10DLC and already have a registered campaign you can choose the campaign from the **Associate to registered campaign** to add the 10DLC phone number to the 10DLC campaign.
   - If the number type you want isn't available you can choose **Previous** to go back and modify your use case. Also check the Supported countries and regions for SMS messaging with AWS End User Messaging SMS to make sure the originator type you want is supported in the destination country.
   - If you want to request a short code or long code you may need to open a case with Support. For more information, see Requesting dedicated short codes and Requesting dedicated long codes.
7. Use **Resource policy** to share your phone number other AWS accounts or AWS services. To share the phone number at a later time, see Sharing a phone number, pool, opt-out list, or sender ID. For more information on **Resource policy**, see Working with shared resources in AWS End User Messaging SMS.

> **Note**
>
> You must use a **Resource policy** to share the phone number with Amazon Pinpoint or Amazon SNS even if you are using the same AWS account.

a. Choose **Pinpoint campaign orchestration(Amazon Pinpoint)** to share the pool with Amazon Pinpoint

b. Choose **Simple notification Service (Amazon SNS)** to share the pool with Amazon SNS

8. Choose **Next**.
9. On **Review and request** you can verify and edit your request before submitting it. Choose **Request**.
10. A **Registration Required** window might appear depending on the type of phone number you requested. Your phone number or sender ID is associated with this registration and can't send messages until your registration has been approved. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.

    a. For **Registration form name** enter a friendly name.

    b. Choose **Begin registration** to finish registering the phone number or **Register later**.

> **Important**
>
> Your phone number or sender ID can't send messages until your registration has been approved.
> You are still billed the recurring monthly lease fee for the phone number regardless of registration status. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.

Request a phone number for the United States (Console)

> **Important**
>
> Follow these directions to request a new phone number for the United States through the AWS End User Messaging SMS console.
> Before requesting a 10DLC phone number you must have an approved 10DLC registered brand and 10DLC registered campaign to associate with the 10DLC phone number.
> For more information on registering a 10DLC registered brand and 10DLC registered campaign, see 10DLC brand registration form and 10DLC campaign registration form.
> The **Messaging capabilities** (SMS, MMS, or VOICE) are specified in the 10DLC registered campaign and applied to your 10DLC phone number request.

Request a phone number for the United States (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers** and then **Request originator**.
3. On the **Select country** page you must choose the **United States (US)** from the **Message destination country** dropdown. Choose **Next**.
4. On the **Messaging use case** section, enter the following:
   - Under **Estimated monthly message volume – optional**, choose the estimated number of SMS messages you will send each month.
   - For **Company headquarters - optional**, choose either of the following:
     - **Local** – Choose this if your company's headquarters is in the same country as your customers who will revive SMS messages. For example, you would choose this option if your headquarters is in the United States and your users who will receive messages are also in the United States.
     - **International** – Choose this if your company's headquarters is not in the same country as your customers who will revive SMS messages.
   - For **Two-way messaging**, choose **Yes** if you require two-way messaging.
5. Choose **Next**.

6. Under **Originator type**, choose either the recommend phone number type or one of the available number types. The available options are based on the use case information you filled out in the previous steps.

   - For a 10DLC phone number you have to choose the registered brand and registered campaign to associate with the 10DLC phone number request.
     - Use **Associate to registered brand** to choose a brand.
     - Use **Associate to registered campaign** to choose a campaign.
   - If you want to request a short code or long code you need to open a case with Support. For more information, see Requesting dedicated short codes and Requesting dedicated long codes.

7. Use **Resource policy** to share your resources with other AWS accounts or AWS services. To share the phone number at a later time, see Sharing a phone number, pool, opt-out list, or sender ID. For more information on **Resource policy**, see Working with shared resources in AWS End User Messaging SMS.

   > **Note**
   >
   > You must use a **Resource policy** to share the phone number with Amazon Pinpoint or Amazon SNS even if you are using the same AWS account.

   a. Choose **Pinpoint campaign orchestration(Amazon Pinpoint)** to share the pool with Amazon Pinpoint

   b. Choose **Simple notification Service (Amazon SNS)** to share the pool with Amazon SNS

8. Choose **Next**.

9. On the **Phone number selection – optional** page, you can search for and choose a specific phone number by area code or pattern, or continue without a selection to receive an available number. This option is available for United States 10DLC phone numbers. For more information about choosing a specific phone number, see Choosing a 10DLC phone number by area code.

10. Choose **Next**.

11. On **Review and request** you can verify and edit your request before submitting it. Choose **Request**.

12. A **Registration Required** window might appear depending on the type of phone number you requested. Your phone number or sender ID is associated with this registration and can't send messages until your registration has been approved. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.

    a. For **Registration form name** enter a friendly name.

    b. Choose **Begin registration** to finish registering the phone number or **Register later**.

    > **Important**
    >
    > Your phone number or sender ID can't send messages until your registration has been approved.
    > You are still billed the recurring monthly lease fee for the phone number regardless of registration status. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.

Request a phone number (AWS CLI)

You can use the request-phone-number command to add new phone numbers to your account. Phone number availability and supported features vary by country.

> **Important**
>
> You might need to register the phone number or sender ID after you complete the request. You are still billed the recurring monthly lease fee for the phone number regardless of registration status. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.
> MMS capabilities are only available in some countries. For more information on supported countries for SMS and MMS, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS and Supported countries and regions for MMS messaging in AWS End User Messaging SMS.

To request a phone number

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
> --iso-country-code XX \
> --message-type TRANSACTIONAL \
> --number-capabilities VOICE \
> --number-type LONG_CODE \
> --pool-id poolId \
> --deletion-protection-enabled \
> --opt-out-list-name optOutListName \
> --registration-id C0123EX
```

In the preceding command, make the following changes:

- Replace *XX* with the two-letter ISO-3166 alpha-2 code for the country of the phone number (such as CA for Canada).
- If you want to use the phone number to send promotional or marketing-related content, replace *TRANSACTIONAL* with PROMOTIONAL. Otherwise, use TRANSACTIONAL.
- If you want to request a phone number for sending SMS messages, replace *VOICE* with SMS. You can request a phone number with SMS, MMS, and voice message capabilities by specifying SMS MMS VOICE.
- Replace *LONG_CODE* with the type of phone number you want to request. Acceptable values are LONG_CODE, TOLL_FREE, TEN_DLC, or SIMULATOR.

  When you request a SIMULATOR phone number, you must set message-type as TRANSACTIONAL.
- Replace *poolId* with the ID or Amazon Resource Name (ARN) of the pool that you want to add the phone number to. This parameter is optional. If you don't want to add the phone number to a pool, omit this parameter.
- If you want to enable deletion protection for this phone number, add the --deletion-protection-enabled parameter. Deletion protection is disabled by default.
  If deletion protection is enabled, you can't delete the phone number using the ReleasePhoneNumber API, unless you update the configuration of the phone number to disable this feature.

- Replace *optOutListName* with the name or ARN of the opt-out list that you want to associate with the phone number. This parameter is optional. If you don't want to associate the phone number with an opt-out list, omit this parameter.
- If you're requesting a phone number to use with a 10DLC campaign, replace *C0123EX* with the ID of the 10DLC campaign that you want to use.

> **Note**
>
> If you plan to use a 10DLC phone number, you must first register your company and campaign. Currently, the only way to complete these registration processes is to use the AWS End User Messaging SMS console. For more information about 10DLC registration, see United States 10DLC registration.

If the number is successfully added to your account, you see output similar to the following:

```
{
    "PhoneNumberArn": "arn:aws:sms-voice:us-east-1:111122223333:phone-number/
phone-615790209ea34aea8da9b729fexample",
    "PhoneNumberId": "phone-615790209ea34aea8da9b729fexample",
    "PhoneNumber": "+12045550123",
    "Status": "PENDING",
    "IsoCountryCode": "CA",
    "MessageType": "TRANSACTIONAL",
    "NumberCapabilities": [
        "SMS"
    ],
    "NumberType": "LONG_CODE",
    "MonthlyLeasingPrice": "1.00",
    "TwoWayEnabled": false,
    "SelfManagedOptOutsEnabled": false,
    "OptOutListName": "Default",
    "DeletionProtectionEnabled": false,
    "CreatedTimestamp": 1645568542.0
}
```

> **Note**
>
> When you first purchase a phone number, the value of the `Status` attribute is `PENDING`. When the phone number is ready to use, the value of `Status` changes to `ACTIVE`.

If a phone number that meets the parameters you specified isn't available, the request fails with an error.

Topics

- Requesting dedicated short codes
- Requesting dedicated long codes

Requesting dedicated short codes

A short code is a number that you can use for high-volume SMS and MMS message sending. Short codes are often used for application-to-person (A2P) messaging, two-factor authentication (2FA), and marketing. A short code typically contains between five and seven digits, depending on the country that it's based in.

You can request a short code for the below countries through the End User Messaging console. If you require a short code in a country not included in the below list you can request a short code by opening a case in the Support by following the below process.

For information about short code pricing, see AWS End User Messaging Pricing.

Important considerations

Before you request a short code, consider the following information:

- If you plan to use the short code to send messages that contain Protected Health Information (PHI), you should identify this purpose in the **Case description** field of your support case.
- AWS End User Messaging SMS currently only supports standard short codes. Free-to-End-User (FTEU) short codes aren't supported.
- If you're new to SMS and MMS messaging with AWS End User Messaging SMS, you should request a monthly SMS and MMS spending threshold that meets the expected demands of your

SMS and MMS use case. By default, your monthly spending threshold is $1.00 (USD). You can request to increase your spending threshold in the same support case that includes your request for a short code.

Requesting a short code

You can only use short codes to send messages to recipients in the same country where the short code is based. If your use case requires you to use short codes in more than one country, you must request a separate short code for each country that your recipients are located in.

Countries supported through the console and APIs:

- Chile (CL)
- Finland (FI)
- Germany (DE)
- India (IN)
- Netherlands (NL)
- Spain (ES)
- United Kingdom (GB)
- United States (US)

Step 1: Open a support case

The first step in requesting a short code is to open a support case in the Support Center Console.

To request a short code

1. Open the Support Center Console at https://console.aws.amazon.com/support/home and choose **Create case**.
2. Choose **Service limit increase** or **Account and billing**, depending on the options available in your console.

> **Note**
>
> If the Support Center Console presents a conversational interface, describe your request as a short code request for AWS End User Messaging SMS. You can also go

directly to the service limit increase form at https://console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.

3. Provide the following information for your short code request:

   - For **Service**, choose **Service Quotas**.
   - For **Category** choose either **AWS End User Messaging SMS (Pinpoint)** or **AWS End User Messaging Voice (Pinpoint)**, depending on your request.
   - For **Severity**, choose **General Limits**.

4. In the **Requests** section, do the following:

   - For the **Region**, choose the AWS Region that you plan to send messages from.

     Note

     The Region is required in the **Requests** section. Even if you provided this information in the **Case details** section you must also include it here.

   - For **Resource Type**, choose **Dedicated SMS Short Codes**.
   - For **Quota**, choose the message type that you plan to send using your short code.
     - **One Time Password/Two-Factor Authentication** – Messages that provide passwords that your customers use to authenticate with your website or application.
     - **Promotional/Marketing** – Noncritical messages that promote your business or service, such as special offers or announcements.
     - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
     - **Transactional/Notifications/OTP/2FA** – All message types.
   - For **New quota value**, enter the number of short codes that you want to purchase for the target country and use case.

     Note

     If you want to request a short code for a different country, or for a separate use case in the same country, open a separate case in the Support Center Console. By creating

separate cases, all communications for a particular country or use case are restricted to a single Support case, which reduces the potential for miscommunications.

5. Under **Case description**, for **Use case description**, provide details about your use case.
6. Choose **Next Step: Solve now or Contact us**. For **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
7. When you finish, choose **Submit**.

Support acknowledges your request within 24 hours of receipt. If we're able to provide you with a short code, we provide you with a short code registration form as an attachment to your Support case. Complete the registration form in its entirety. The information in this form is required to set up a short code with the mobile carriers. For more information about completing this form, see Obtaining a short code for sending text messages to US recipients on the AWS Messaging and Targeting Blog. This blog post covers the process of applying for US short codes, but the information it provides is also useful when applying for short codes in other countries.

Note

There is no Service Level Agreement for the time required to obtain a short code. The amount of time required depends on whether or not your use case is compliant with the requirements of the carriers.

There may be additional time in the request while our support teams work to ensure your application is compliant. Any provided estimated timelines would start once we have confirmation your application is in a state that can be submitted to carriers for review. If the carriers do not think that your use case is compliant, they will reject your application and provide information about the reasons for the rejection. If this happens, you will find this information in your Support case. You can address the issues with your application in your Support case. When you do, we send this updated information back to the carriers so that they can reconsider your application.

The fees associated with using short codes begin immediately after we initiate your short code request with carriers. You're responsible for paying these charges, even if the short code hasn't been completely provisioned yet. To prevent our systems from being used to send unsolicited or malicious content, we must consider each request carefully. We might not be able to grant your request if your use case doesn't align with our policies.

Step 2: Update your SMS settings in the AWS End User Messaging SMS console

After we notify you that your short code has been provisioned, complete the following steps.

> **Note**
>
> You can't complete this step until the short code request has been approved and the short code has been added to your AWS account.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone number**.
3. On the **Phone number** page, choose the short code.
4. On the **Keywords** tab, verify that the responses for the *HELP* and *STOP* keywords match the values that you specified in your request.

Requesting dedicated long codes

A long code (also referred to as a long virtual number, or LVN) is a standard phone number that contains up to 12 digits, depending on the country that it's based in. Long codes are typically meant for low-volume, person-to-person communication. In some countries, you can use long codes for sending test messages, or for sending low volumes of messages to your customers. In other countries, including the United States, senders are prohibited from using long codes to send Application-to-Person (A2P) messages, which includes the messages that you send from AWS End User Messaging SMS.

> **Note**
>
> If you're new to SMS messaging with AWS End User Messaging SMS, you should also request a monthly SMS and MMS spending threshold that meets the expected demands of your SMS and MMS use case. By default, your monthly spending threshold is $1.00 (USD). For more information, see Requesting an SMS, MMS, or voice spending quota change for AWS End User Messaging SMS.

Countries supported through console and APIs

You can request a long code for the following countries through the AWS End User Messaging SMS console or API. Most countries require you to submit a dedicated number registration before you can obtain a long code. Long codes provisioned through the console or API are provisioned with **SMS capability only**. If you need voice capability on a long code, you must create a support case as described in Requesting a long code for other countries.

- Australia (AU)
- Austria (AT)
- Canada (CA)
- Chile (CL)
- Denmark (DK)
- Finland (FI)
- Germany (DE)
- Hong Kong (HK)
- Hungary (HU)
- Italy (IT)
- Netherlands (NL)
- Norway (NO)
- Poland (PL)
- Portugal (PT)
- Spain (ES)
- Sweden (SE)
- United Kingdom (GB)

Note

Canada does not require a registration. You can purchase a Canadian long code directly through the console or API without submitting a registration form. For more information, see Request a phone number in AWS End User Messaging SMS.
For best deliverability to Canada, we recommend registering a toll-free number with international sending enabled, or obtaining a dedicated Canadian short code. For more

information, see United States Toll-free number registration process or Requesting dedicated short codes.

For all other countries in this list, you must complete a dedicated number registration. For step-by-step instructions on completing the registration forms for each country, see Dedicated number registration forms.

Requesting a long code for other countries

If you require a long code in a country not listed above, you can request one by opening a case in the AWS Support.

Important

To send messages to recipients in the United States or the US territories of Puerto Rico, US Virgin Islands, Guam and American Samoa, you must use either a short code, a 10DLC phone number, or a toll-free number. If you complete the following steps and request a long code for the United States or US territories of Puerto Rico, US Virgin Islands, Guam and American Samoa, your request will be rejected.

To request a dedicated long code by opening a case in the AWS Support Center

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. On the **Create Case** page, complete the following:
   - Select **Account and Billing**.
   - For **Service**, choose **Service Quotas**.
   - For **Category** choose either **AWS End User Messaging SMS (Pinpoint)** or **AWS End User Messaging Voice (Pinpoint)**, depending on your request.
   - For **Severity**, choose **General Limits**.
3. Under **Requests**, complete the following sections:
   - For the **Region**, choose the AWS Region from which you will be sending messages.

> **Note**
>
> The Region is required in the **Requests** section. Even if you provided this information in the **Case details** section you must also include it here.

- For **Resource Type**, choose **Dedicated SMS Long Codes**.
- For **Quota**, choose the type of messages that you plan to send using your long code.
- For **New quota value**, enter the number of long codes that you want to purchase.

4. Under **Case description**, for **Use case description**, provide details about your use case.
5. (Optional) If you want to submit any further requests, choose **Add another request**.
6. Choose **Next Step: Solve now or Contact us**. For **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
7. When you finish, choose **Submit**.

After we receive your request, we provide an initial response within 24 hours. We might contact you to request additional information. Once approved, you can add keywords and response messages to your long code.

If we're able to provide you with a long code, we send you information about the costs associated with obtaining it. We also provide an estimate of the amount of time that's required to provision the long code. In many countries, we can provide you with a dedicated long code within 24 hours. However, in some countries and regions, it can take several weeks to obtain a dedicated long code for the SMS channel.

To prevent our systems from being used to send unsolicited or malicious content, we must consider each request carefully. We might not be able to grant your request if your use case doesn't align with our policies.

Choosing a 10DLC phone number by area code

When you request a 10 digit long code (10DLC) phone number, you can search for and choose a specific number instead of receiving a random assignment. You can search by area code or by a pattern within the phone number. You can also request an exact phone number. This feature is available for United States 10DLC phone numbers only.

Phone number selection works in two steps:

1. **Search** – Use the `ListAvailablePhoneNumbers` API or the console to browse available 10DLC numbers filtered by area code or pattern.
2. **Request** – Use the `RequestPhoneNumber` API with the optional `NumberPreference` parameter, or select a number in the console, to request a specific phone number.

Prerequisites

Before you can search for and choose a 10DLC phone number, you must have the following:

- An approved 10DLC registered brand. For more information, see 10DLC brand registration form.
- An approved 10DLC registered campaign associated with the brand. For more information, see 10DLC campaign registration form.

The phone number search returns numbers that are available through the aggregator associated with your 10DLC campaign registration. You do not need to specify an aggregator.

Search pattern types

You can search for available phone numbers using the following pattern types:

Pattern type	Description	Example
`StartsWith`	Returns numbers that begin with the specified digits. Use this to search by area code.	Filter `+1510` returns numbers in the 510 area code, such as `+15103921111` .
`EndsWith`	Returns numbers that end with the specified digits.	Filter `1234` returns numbers ending in 1234, such as `+12025551234` .
`Contains`	Returns numbers that contain the specified digits anywhere in the number.	Filter `555` returns numbers containing 555, such as `+15105559876` .
`ExactMatch`	Requests a specific phone number. This type is only valid	Filter `+15103921234` requests that exact number.

Pattern type	Description	Example
	with the `RequestPhoneNumber` API, not with `ListAvailablePhoneNumbers` .	

Important considerations

- Phone number availability is not guaranteed. A number shown in search results can be purchased by another customer before you request it. If this happens, request a different number or search again.
- Search results are not a reservation. Numbers are not held for you between the search step and the request step.
- Search results return a maximum of 10 numbers per page. To retrieve additional pages of results, use the `NextToken` parameter.
- If you do not specify a `NumberPreference` when calling `RequestPhoneNumber`, the existing behavior is unchanged and AWS End User Messaging SMS assigns a phone number automatically.
- This feature is available for United States 10DLC (`TEN_DLC`) phone numbers only.

Search for and request a 10DLC phone number

You can search for and request a specific 10DLC phone number using either the AWS End User Messaging SMS console or the AWS CLI.

Console

You can search for and choose a specific 10DLC phone number during the phone number request process in the AWS End User Messaging SMS console.

Choose a 10DLC phone number by area code (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers** and then **Request originator**.

3. On the **Select country** page, choose **United States (US)** from the **Message destination country** dropdown. Choose **Next**.
4. Complete the **Messaging use case** section and choose **Next**.
5. Under **Originator type**, choose the 10DLC number type and associate your registered brand and campaign.
6. (Optional) On the **Number preference** step, search for a specific phone number:

   a. Select a search pattern type: **Starts with**, **Ends with**, or **Contains**.

   b. Enter a pattern. For example, enter **510** to search for numbers in the 510 area code. The console automatically formats your input with the country code prefix.

   c. Choose **Search**. A table displays up to 10 available phone numbers.

   d. Select the phone number you want, then choose **Next**.

   If you skip this step, AWS End User Messaging SMS assigns a phone number automatically.
7. Configure **Resource policy** sharing if needed, then choose **Next**.
8. On **Review and request**, verify your settings and choose **Request**.

AWS CLI

Use the AWS CLI to search for available 10DLC phone numbers and then request a specific number.

Step 1: Search for available numbers

Use the list-available-phone-numbers command to search for available 10DLC phone numbers. The following example searches for numbers in the 510 area code:

```
$ aws pinpoint-sms-voice-v2 list-available-phone-numbers \
    --iso-country-code US \
    --number-type TEN_DLC \
    --registration-id registration-1234567890 \
    --number-preference '[{"PreferenceType": ["StartsWith"], "Filter": ["+1510"]}]'
```

If numbers matching your search criteria are available, the response includes a list of phone numbers in E.164 format:

```
{
```

```
    "AvailablePhoneNumbers": [
        "+15103921111",
        "+15103922222",
        "+15103923333",
        "+15103924444",
        "+15103925555"
    ],
    "NextToken": "AAMAJDUwNzE4ZTQwLWJkOTUtNDk4Ny..."
}
```

In the preceding command, make the following changes:

- Replace `registration-1234567890` with the ID of your approved 10DLC campaign registration.
- Replace `+1510` with the area code or pattern you want to search for.
- Replace `StartsWith` with `EndsWith` or `Contains` to change the search pattern type.

If the response includes a `NextToken` value, pass it in a subsequent request to retrieve the next page of results. When `NextToken` is null, there are no more results.

Step 2: Request a specific number

After you find a phone number in the search results, use the request-phone-number command with the `--number-preference` parameter to request that number.

The following example requests an exact phone number:

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
    --iso-country-code US \
    --message-type TRANSACTIONAL \
    --number-type TEN_DLC \
    --number-capabilities SMS \
    --registration-id registration-1234567890 \
    --number-preference '{"PreferenceType": ["ExactMatch"], "Filter":
 ["+15103921111"]}'
```

You can also request a phone number using a pattern. The following example requests any available number in the 510 area code:

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
```

```
    --iso-country-code US \
    --message-type TRANSACTIONAL \
    --number-type TEN_DLC \
    --number-capabilities SMS \
    --registration-id registration-1234567890 \
    --number-preference '{"PreferenceType": ["StartsWith"], "Filter": ["+1510"]}'
```

In the preceding commands, make the following changes:

- Replace `registration-1234567890` with the ID of your approved 10DLC campaign registration.
- Replace `TRANSACTIONAL` with `PROMOTIONAL` if you are sending promotional messages.
- Replace `SMS` with the capabilities you need. You can specify `SMS`, `MMS`, and `VOICE`.
- Replace the phone number or pattern in `Filter` with your preferred value.

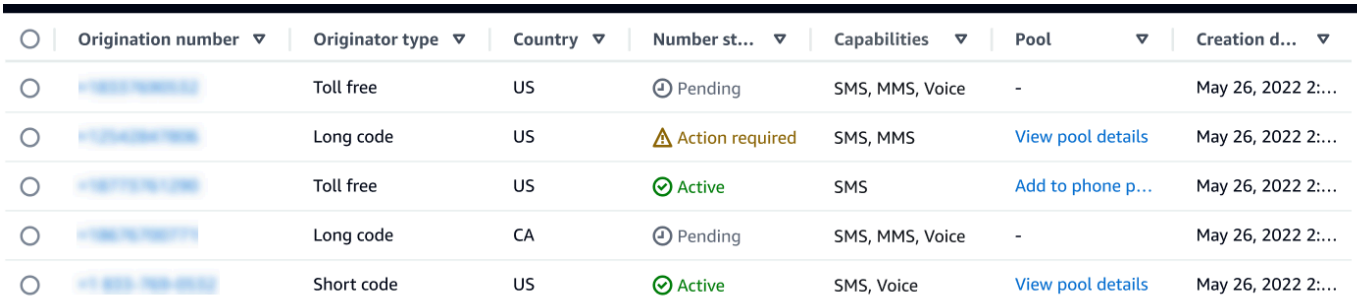
If the requested number is available, the response is the same as a standard `RequestPhoneNumber` response, including the `PhoneNumberId`, `PhoneNumber`, and `Status` fields. If the exact number is no longer available, the request returns an error. Search again to find a different available number.

View a phone number status and capabilities in AWS End User Messaging SMS

This section explains how to check that status and capabilities of your phone number in the AWS End User Messaging SMS console.

Phone number status

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. The following image shows the parts of the phone number status.



Origination number	Originator type	Country	Number st...	Capabilities	Pool	Creation d...
[redacted]	Toll free	US	Pending	SMS, MMS, Voice	-	May 26, 2022 2:...
[redacted]	Long code	US	Action required	SMS, MMS	View pool details	May 26, 2022 2:...
[redacted]	Toll free	US	Active	SMS	Add to phone p...	May 26, 2022 2:...
[redacted]	Long code	CA	Pending	SMS, MMS, Voice	-	May 26, 2022 2:...
[redacted]	Short code	US	Active	SMS, Voice	View pool details	May 26, 2022 2:...

- **Origination number** – The numeric number that customers see on their handsets.
- **Origination type** – The type of origination number. This can be a long code, short code or toll-free.
- **Country** – The country or region the **Origination number** is provisioned from.
- **Number status** – The status of the **Origination number**. This can be `Pending`, `Active` or `Action required`.
- **Capabilities** – The capabilities of the **Origination number**. This can be a combination of `SMS`, `MMS`, or `Voice`.
- **Pool** – The pool, if any, that the **Origination number** is associated with.
- **Creation date** – The time the **Origination number** was requested.

When you first purchase a phone number, the phone number's **Number status** is `PENDING`. When the phone number is ready to use, the phone number's **status** is `ACTIVE`. If the phone number requires registration then that must be completed before the phone number's **Number status** is changed to `ACTIVE`.

To view the current send rate limits that apply to a phone number, choose the phone number and then choose the **Messaging limits** tab. For more information, see View your current messaging limits.

Change a phone number's capabilities with the AWS CLI

After you request a phone number, you can use the update-phone-number CLI to change the settings of that phone number, or to enable additional features. You can change several phone number settings, including the pool and opt-out list that are associated with the phone number, as well as the deletion protection setting.

An example of an additional feature that you can enable by updating a phone number is two-way messaging. Support for two-way messaging varies depending on which country you plan to send messages to. For a list of supported countries, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

```
$ aws pinpoint-sms-voice-v2 update-phone-number \
> --phone-number-id phone-d2b0f5dd4fd14ebdb2a3b9128example \
> --deletion-protection-enabled true \
> --international-sending-enabled true \
> --no-international-sending-enabled true \
> --opt-out-list-name optOutListName \
> --self-managed-opt-outs-enabled true \
> --two-way-enabled true \
> --two-way-channel-arn arn:aws:sns:us-east-1:111122223333:MyTopic
```

In the preceding command, do the following:

- Replace *phone-d2b0f5dd4fd14ebdb2a3b9128example* with the PhoneNumberID or the Amazon Resource Name (ARN) of the phone number that you want to update. You can find both of these values by using the DescribePhoneNumbers operation.
- Replace *optOutListName* with the name of the opt-out list that you want to associate with this phone number.
- If you want to disable the deletion protection feature, change the value of the `DeletionProtectionEnabled` parameter to `false`.
- To enable international messaging for this phone number, use the `international-sending-enabled` parameter.
- To disable international messaging for this phone number, use the `no-international-sending-enabled` parameter.
- If you want to self-managed SMS opt-outs feature, change the value of the `SelfManagedOptOutsEnabled` parameter to `false`.
- If you want to disable two-way SMS messaging for this phone number, change the value of the `TwoWayEnabled` parameter to `false`.
- If you enable the two-way messaging feature for the phone number, you must specify the ARN of an Amazon SNS topic. Replace *arn:aws:sns:us-east-1:111122223333:MyTopic* with the ARN of the Amazon SNS topic that you want to use. When you receive incoming messages, they are sent to the topic that you specify.

The `PhoneNumberId` parameter is the only required parameter for this command. You can omit any of the other parameters if you don't want to change the corresponding settings.

Release a phone number in AWS End User Messaging SMS

If you don't need a phone number that you had previously requested through AWS End User Messaging SMS anymore, you can release it from your AWS End User Messaging SMS account. When you release a number, AWS stops charging you for it in your bill for the next calendar month.

> **Important**
>
> Releasing a phone number from your AWS End User Messaging SMS account is permanent and can't be undone. If you release a phone number, you won't be able to obtain the same number again in the future.
> Deletion protection has to be disabled before you can release a phone number. For more information on deletion protection, see Using phone number deletion protection in AWS End User Messaging SMS.

Release a phone number (Console)

To release a phone number from your AWS End User Messaging SMS account using the AWS End User Messaging SMS console, follow these steps:

Release a phone number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. Choose the phone number that you want to release and then choose **Release phone number**.
4. On the **Release phone number** window enter **`release`** and choose **Release phone number**.

Release a phone number (AWS CLI)

You can use the release-phone-number CLI to *release* phone numbers from your account.

```
$ aws pinpoint-sms-voice-v2 release-phone-number \
> --phone-number-id phoneNumberId
```

In the preceding command, replace *phoneNumberId* with the unique ID or Amazon Resource Name (ARN) of the phone number.

Change a phone number's opt-out list in AWS End User Messaging SMS

An *opt-out list* is list of destination phone numbers that should not have messages sent to them. When you send SMS or MMS messages, destination identities are automatically added to the opt-out list if they reply to your origination number with the keyword STOP (unless you enable the self-managed opt-out option). If you attempt to send a message to a destination number that is on an opt-out list, and the opt-out list is associated with the phone number used to send the message, AWS End User Messaging SMS doesn't attempt to send the message.

By default, when a phone number is created it is assigned to the *Default* opt-out list. For more information on adding a destination phone numbers from an opt-out list, see Add a destination phone number to an opt-out list in AWS End User Messaging SMS.

Create or change opt-out list (Console)

To change the opt-out list using the AWS End User Messaging SMS console, follow these steps:

Create or change an opt-out list

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose the phone number.
4. On the **Opt-out list** tab, choose the **Edit settings** button.
5. For **Opt-out list**, choose either:
   - **Create a new opt-out list** – Create a new empty opt-out list. In **List name** enter a name for the opt-out list.

- **Choose an existing opt-out list** – Choose a previously created opt-out list from the dropdown.

6. Choose **Save changes**.

Change an opt-out list (AWS CLI)

You can use the update-phone-number command to change the opt-out list used by the phone number.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-phone-number --phone-number-id PhoneNumberid --
opt-out-list-name OptOutListName
```

In the preceding command, make the following changes:

- Replace *PhoneNumberid* with the PhoneNumberId or Amazon Resource Name (ARN) of the phone number.
- Replace *OptOutListName* with the Amazon Resource Name (ARN) or opt-out list name.

Using phone number deletion protection in AWS End User Messaging SMS

When you turn on deletion protection you will not be able to release the phone number until deletion protection is disabled. By default deletion protection is turned off.

Enable deletion protection (Console)

To change deletion protection using the AWS End User Messaging SMS console, follow these steps:

Enable deletion protection (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.

3. On the **Phone numbers** page, choose the phone number that will have deletion protection enabled.
4. On the **Deletion protection** tab, choose the **Edit settings** button.
5. Choose **Enable deletion protection** and then **Save changes**.

Disable deletion protection (Console)

To change deletion protection using the AWS End User Messaging SMS console, follow these steps:

Enable deletion protection (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose the phone number that will have deletion protection enabled.
4. On the **Deletion protection** tab, choose the **Edit settings** button.
5. Clear **Enable deletion protection** and then **Save changes**.

Enable deletion protection (AWS CLI)

You can use the update-phone-number command to enable deletion protection the phone number.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-phone-number --phonenumber-id PhoneNumberid --
deletion-protection-enabled
```

In the preceding command, make the following changes:

- Replace *PhoneNumberid* with the PhoneNumberID or Amazon Resource Name (ARN) of the phone number.

Manage tags for a phone number in AWS End User Messaging SMS

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. Adding a tag to a resource can help you categorize and manage resources in different ways, such as by purpose, owner, environment, or other criteria. You can use tags to easily find existing resources, or to control which users can access specific resources.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add, edit or delete a Tag.

Manage tags (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose the phone number to add a tag to.
4. On the **Tags** tab, choose **Manage tags**.
   - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
5. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.

- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

List shared phone numbers with the AWS CLI

You can use the describe-phone-numbers or the AWS RAM console to view origination phone numbers shared with your account. For more information about shared resources, see Working with shared resources in AWS End User Messaging SMS.

To list all of the phone numbers shared with your account using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-phone-numbers --owner SHARED
```

In the preceding command, replace *SHARED* with *SELF* to list the phone numbers owned by your account.

Sender IDs in AWS End User Messaging SMS

A sender ID is an alphanumeric name that identifies the sender of an SMS message. When you send an SMS message using a sender ID, and the recipient is in an area where sender ID authentication is supported, your sender ID appears on the recipient's device instead of a phone number. A sender ID provides SMS recipients with more information about the sender than a phone number or short code provides. For example, a fictitious company Example Corp could use the sender ID `EXAMPLEC0`

Sender IDs are supported in many countries and regions around the world. In some places, if you're a business that sends SMS messages to individual customers, you must use a sender ID that's pre-registered with a regulatory agency or industry group. For a complete list of countries and regions that support or require sender IDs, see SMS and MMS country capabilities and limitations.

Advantages

Sender IDs provide the recipient with more information about the message sender. It's easier to establish your brand identity by using a sender ID than by using a short or long code. There's no additional charge for using a sender ID.

Disadvantages

Support and requirements for sender ID authentication aren't consistent across all countries or regions. Several major markets (including Canada, China, and the United States) don't support sender ID. In some areas, you must have your sender IDs pre-approved by a regulatory agency before you can use them.

Topics

- Sender ID country capabilities and limitations in AWS End User Messaging SMS
- What are registered and dynamic sender IDs in AWS End User Messaging SMS
- Considerations for a sender ID
- Sender ID display name rules in AWS End User Messaging SMS
- Request a sender ID in AWS End User Messaging SMS
- Release a sender ID in AWS End User Messaging SMS
- Manage tags for a sender ID in AWS End User Messaging SMS
- List shared sender IDs with the AWS CLI

Sender ID country capabilities and limitations in AWS End User Messaging SMS

For more information on which countries support sender IDs see the **Supports Sender IDs** column in Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

For the rules of which sender ID is displayed when you send SMS messages to countries where sender IDs are supported, compared to those where Sender IDs aren't supported, see Sender ID display name rules.

What are registered and dynamic sender IDs in AWS End User Messaging SMS

Registered sender ID – A registered sender ID is registered with a regulatory agency or industry group. For a complete list of countries and regions that support or require sender IDs, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

Dynamic sender ID – A dynamic sender ID does not have to be registered with a regulatory agency or industry group. Registration requirements can change quickly and it is recommended that you complete any optional registration for dynamic sender IDs. For a complete list of countries and regions that support or optionally have sender ID registration, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

Considerations for a sender ID

When you are creating a Sender ID you should consider the following:

- Choose a Sender ID that matches your company branding and SMS service or use case
- Numeric-only Sender IDs are not supported
- AWS End User Messaging SMS sender ID supported characters (some countries might override these):
  - No special characters except for dashes (-)
  - No spaces
  - Valid characters: a-z, A-Z, 0-9
  - Must contain at least one letter
  - Cannot start or end with a hyphen

  - Minimum of 1 character, maximum of 11 characters (minimum of 3 characters recommended)
- Some countries have additional character restrictions beyond the general rules listed above. For example, France does not support the dash character (-) in sender IDs. For country-specific requirements, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.
- If the country you're sending to requires registration you must submit a registration for each AWS Region you plan on sending from

> **Sender ID casing in the console**
>
> The AWS End User Messaging SMS console displays all Sender IDs in uppercase, regardless of the casing used during registration. Sender ID values are case-sensitive at the carrier and aggregator level. Using the wrong casing in API calls can cause delivery failures.
> To verify the registered casing of a Sender ID, check the associated registration record in the **Registrations** section of the console, which preserves the original casing submitted during registration. When specifying a Sender ID in API calls, use the casing shown in your registration record, not the casing shown in the Sender ID list.

Sender ID display name rules in AWS End User Messaging SMS

The following table explains which Sender ID is displayed when you send SMS messages to countries where Sender IDs are supported, compared to those where Sender IDs aren't supported.

If the recipient is located...	And your SMS message...	The message is sent from...
In a country or region where Sender ID registration is required	Specifies a Sender ID that has been registered	The Sender ID.
	Doesn't specify a Sender ID, or specifies an unregistered sender ID	AWS End User Messaging SMS attempts to deliver the message with the Sender ID *NOTICE*. The message might not be received by the recipient based on the carrier

If the recipient is located...	And your SMS message...	The message is sent from...
		requirements in the destinati on country or region.
In a country or region where Sender IDs are supported but Sender ID registration isn't required	Specifies a Sender ID	The Sender ID.
	Doesn't specify a Sender ID, but the account includes a dedicated phone number for the SMS channel in the destination country	The dedicated phone number.
	Doesn't specify a Sender ID, and the account doesn't include a dedicated phone number for the SMS channel in the destination country	• A random long or short code in countries and regions where Sender IDs aren't supported. • The word *NOTICE* in countries and regions where Sender IDs are supported.
In a country or region where Sender IDs aren't supported	Specifies a Sender ID	Varies depending on the destination country. In some countries, your message is sent using a random long code. In other countries, your message is sent using a shared short code. In the United States, you can only send messages using dedicated phone numbers. If you don't have a dedicated US phone number, your message isn't delivered.
	Doesn't specify a Sender ID	Varies—see above.

Request a sender ID in AWS End User Messaging SMS

Before you request a sender ID verify that they are available, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

For the rules of which sender ID is displayed when you send SMS messages to countries where Sender IDs are supported, compared to those where Sender IDs aren't supported, see Sender ID display name rules.

> **Note**
>
> Some countries require you to register your sender ID before it can be used for sending. All countries with sender ID registration requirements have self-service registration forms available in the console. For the full list of countries and their registration walkthroughs, see Registration forms.

To request a sender ID using the AWS End User Messaging SMS console, follow these steps:

Request a sender ID

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender ID** and then **Request originator**.
3. On the **Select country** page you must choose the country from the dropdown that messages will be sent to.

   Choose **Next** to continue defining the use case and for a suggested phone number or sender ID type.
4. On the **Messaging use case** section, enter the following:

   - Under **Number capabilities**, choose either **SMS**, **Voice** or both depending on your requirements.
     - **Text messages (SMS)** – Choose if you need SMS capabilities.
     - **Text to audio messages (Voice)** – Choose if you need SMS capabilities.
5. Under **Estimated monthly SMS message volume per month – optional**, choose the estimated number of SMS messages you will send each month.

6. For **Company headquarters - optional**, choose either of the following:

   - **Local** – Choose this if your companies headquarters is in the same country as your customers who will revive SMS messages. For example, you would choose this option if your headquarters is in the United States and your users who will receive messages are also in the United States.
   - **International** – Choose this if your companies headquarters is not in the same country as your customers who will revive SMS messages.

7. For **Two-way messaging**, choose **Yes** if you require two-way messaging.
8. Choose **Next**.
9. Under **Originator type**, choose Sender ID.

   If sender ID isn't available then choose **Previous** to go back and modify your use case. Also check the Supported countries and regions for SMS messaging with AWS End User Messaging SMS to sender IDs are supported in the destination country.

   In the **Sender ID** field enter a sender ID. The sender ID must be 1-11 alphanumeric characters including letters (A-Z), numbers (0-9), or hyphens (-). The sender ID must contain at least one letter and cannot start or end with a hyphen. A minimum of 3 characters is recommended.

10. Use **Resource policy** to share the sender ID with other AWS accounts or AWS services. To share the sender ID at a later time, see Sharing a phone number, pool, opt-out list, or sender ID. For more information on **Resource policy**, see Working with shared resources in AWS End User Messaging SMS.

    > **Note**
    >
    > You must use **Resource policy** to share the sender ID with Amazon Pinpoint or Amazon SNS even if you are using the same AWS account.

    a. Choose **Pinpoint campaign orchestration(Amazon Pinpoint)** to share the pool with Amazon Pinpoint

    b. Choose **Simple notification Service (Amazon SNS)** to share the pool with Amazon SNS

11. Choose **Next**.
12. On **Review and request** you can verify and edit your request before submitting it. Choose **Request**.

13. A **Registration Required** window might appear depending on the type of number you requested. For more information about registrations requirements see Origination identity registration in AWS End User Messaging SMS.

    a. For **Registration form name** enter a name.

    b. Choose **Complete registration** to finish registering the sender ID or **Register later**.

> **Important**
>
> You are still billed the recurring monthly lease fee regardless of registration status.

Release a sender ID in AWS End User Messaging SMS

If you don't need a sender ID anymore, you can remove it from your account. When you remove a sender ID, we stop charging you for it in your bill for the next calendar month.

Release a sender ID

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender Ids**.
3. Choose the sender ID that you want to release and then choose **delete**.
4. On the **Release Sender ID** dialog enter **`release`** and choose **Release sender ID**.

Manage tags for a sender ID in AWS End User Messaging SMS

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. Adding a tag to a resource can help you categorize and manage resources in different ways, such as by purpose, owner, environment, or other criteria. You can use tags to easily find existing resources, or to control which users can access specific resources.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add, edit or delete a Tag.

Manage tags (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender IDs**.
3. On the **Sender IDs** page, choose the sender ID to add a tag to.
4. On the **Tags** tab, choose **Manage tags**.
5. - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
6. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.
- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

List shared sender IDs with the AWS CLI

You can use the describe-sender-ids or the AWS RAM console to view sender IDs shared with your account. For more information about shared resources, see Working with shared resources in AWS End User Messaging SMS.

To list all sender IDs shared with your account using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-sender-ids --owner SHARED
```

In the preceding command, replace *SHARED* with *SELF* to list the sender Ids owned by your account.

Origination identity registration in AWS End User Messaging SMS

Some countries require you to register your company's identity to be able to purchase phone numbers or sender IDs and review the messages you send to recipients in their country. For more information on which countries require registration, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.

Note

Registrations are also used for Notify Advanced tier brand verification. For more information, see Notify tiers.

Important

To enable Amazon Pinpoint or Amazon SNS to use an origination identity you must add a **Resource policy** to the origination identity. The resource policy must be added after the registration has been approved and the origination identity has been added to your AWS account. For example resource policies and directions on how to add one, see Working with shared resources in AWS End User Messaging SMS.

Tip

We recommend that you complete all registrations, even if it is *optional*, as registration could be required in the future.

The following registration forms can be filled out and submitted through the AWS End User Messaging SMS console.

- **Australia sender ID registration** – Register a sender ID in Australia. For more information on completing the registration, see Australia sender ID registration.
- **Belarus sender ID registration** – Register a sender ID in Belarus. For more information on completing the registration, see Belarus sender ID registration.

- **Egypt sender ID registration** – Register a sender ID in Egypt. For more information on completing the registration, see Egypt sender ID registration.
- **Finland sender ID registration** – Register a sender ID in Finland. For more information on completing the registration, see Finland sender ID registration.
- **India sender ID registration** – Register a sender ID for use in India. For more information on completing the registration for see India sender ID registration.
- **Indonesia sender ID registration** – Register a sender ID in Indonesia. For more information on completing the registration, see Indonesia sender ID registration.
- **Jordan sender ID registration** – Register a sender ID in Jordan. For more information on completing the registration, see Jordan sender ID registration.
- **Kazakhstan sender ID registration** – Register a sender ID in Kazakhstan. For more information on completing the registration, see Kazakhstan sender ID registration.
- **Kenya sender ID registration** – Register a sender ID in Kenya. For more information on completing the registration, see Kenya sender ID registration.
- **Kuwait sender ID registration** – Register a sender ID in Kuwait. For more information on completing the registration, see Kuwait sender ID registration.
- **Philippines sender ID registration** – Register a sender ID in Philippines. For more information on completing the registration, see Philippines sender ID registration.
- **Qatar sender ID registration** – Register a sender ID in Qatar. For more information on completing the registration, see Qatar sender ID registration.
- **Russia sender ID registration** – Register a sender ID in Russia. For more information on completing the registration, see Russia sender ID registration.
- **Saudi Arabia sender ID registration** – Register a sender ID in Saudi Arabia. For more information on completing the registration, see Saudi Arabia sender ID registration.
- **Singapore sender ID registration** – Register a sender ID in Singapore. For more information on completing the registration, see Singapore sender ID registration form.
- **Spain sender ID registration** – Register a sender ID in Spain. For more information on completing the registration, see Spain sender ID registration.
- **Sri Lanka sender ID registration** – Register a sender ID in Sri Lanka. For more information on completing the registration, see Sri Lanka sender ID registration.
- **Thailand sender ID registration** – Register a sender ID in Thailand. For more information on completing the registration, see Thailand sender ID registration.

- **Turkey sender ID registration** – Register a sender ID in Turkey. For more information on completing the registration, see Turkey sender ID registration.
- **United Arab Emirates sender ID registration** – Register a sender ID in United Arab Emirates. For more information on completing the registration, see United Arab Emirates sender ID registration.
- **United Kingdom sender ID registration** – Register a sender ID in the United Kingdom. For more information on completing the registration, see United Kingdom sender ID registration.
- **US Toll free numbers** – (Only the United States and the US territories of Puerto Rico, US Virgin Islands, Guam, and American Samoa) A toll-free number (TFN) that begins with 888, 877, 866, 855, 844, or 833. Throughput for toll-free numbers is limited to 3 message parts per second. Toll-free numbers support both SMS, MMS, and voice messages. They can't be used to send messages to recipients outside of the United States or the US territories of Puerto Rico, US Virgin Islands, Guam, and American Samoa. For more information on completing the registration, see US toll-free number registration form.
- **US Short Code** – (Only the United States). A Common Short Code (Short Code) is a five- or six-digit number to and from which text messages can be sent from and to Consumers of all participating U.S. Wireless Providers. Short Code Programs offer a convenient, efficient, and innovative means to communicate with Consumers. They can't be used to send messages to recipients outside of the United States or the US territories of Puerto Rico, US Virgin Islands, Guam, and American Samoa. For more information on requirements and completing the registration, see United States Short Code registration.
- **US 10DLC Brand registration** – Register your company or brand to be able to use 10DLC phone numbers and campaigns. For more information on completing the registration, see 10DLC brand registration form.
- **US 10DLC Brand vetting** – Before you can request a 10DLC phone number or 10DLC campaign, you must register your company or brand. You only need to register your company once. Company registrations are managed by an industry organization called the Campaign Registry. For more information on completing the registration, see 10DLC brand vetting form
- **US 10DLC Campaign registration** – A 10DLC campaign is required to be registered before it can be used. For more information on completing the registration, see 10DLC campaign registration form.
- **Vietnam sender ID registration** – Register a sender ID in Vietnam. For more information on completing the registration, see Vietnam sender ID registration.
- **Zambia sender ID registration** – Register a sender ID in Zambia. For more information on completing the registration, see Zambia sender ID registration.

The following registrations require you to open a support case in the Support Center Console.

- **China SMS template registration** – Register an SMS template for use in China. For more information on completing the registration for see China SMS template registration form.

Topics

- Registration status and sending behavior
- Estimated registration times
- Manage registrations
- Gen-AI Feedback on Registrations (Preview)
- Registration forms
- Dedicated number registration forms

Registration status and sending behavior

A sender ID or other origination identity that requires registration is only treated as registered after its registration status reaches **Complete** in AWS End User Messaging SMS. A registration in any other status — including **Reviewing** or another in-progress state — is treated the same as unregistered, even though you have submitted it. The service does not consider a sender ID registered, and does not apply it to your outbound messages, until AWS End User Messaging SMS reflects the registration as **Complete**.

Although a registration is not yet **Complete**, how your messages are delivered and displayed depends on the destination country, its carriers, and its regulator. Depending on the destination, messages might be sent from a shared or random long code, displayed with a generic identifier such as `NOTICE` or "Unverified", or, in some countries, not delivered at all. After the status changes to **Complete**, your registered origination identity is applied and messages display accordingly.

The authoritative signal that a registration is in effect is the **Complete** status in the AWS End User Messaging SMS console. A submitted registration, or a registration in review, does not make the sender ID active.

Estimated registration times

Registration processing times vary depending on the type of registration and the country or region where you're registering. This topic provides estimated timeframes to help you plan your messaging campaigns.

Factors affecting registration times

Several factors can influence how long it takes to process your registration:

- Registration type (10DLC, toll-free, short code, sender ID)
- Country or region requirements
- Completeness and accuracy of submitted information
- Third-party carrier review processes
- Peak submission periods

Estimated registration times by country and type

The following table shows estimated registration processing times for different countries and origination identity types:

Country	ISO code	Origination identity type	Registration link	Estimated registration time
United Arab Emirates	AE	Sender ID	United Arab Emirates sender ID registration	25 days
Austria	AT	Sender ID	Austria	21 days
Austria	AT	Long Code	Austria	15 days
Australia	AU	Sender ID	Australia sender ID registration	15 days
Australia	AU	Long Code	Australia	15 days

Country	ISO code	Origination identity type	Registration link	Estimated registration time
Belarus	BY	Sender ID	Belarus sender ID registration	45 days
Chile	CL	Long Code	Chile	21 days
Chile	CL	Short Code	Chile	30 days
China	CN	Template	China SMS template registration form	15 days
Germany	DE	Short Code	Germany	12 weeks
Denmark	DK	Long Code	Denmark	15 days
Egypt	EG	Sender ID	Egypt sender ID registration	21 days
Spain	ES	Long Code	Spain	15 days
Spain	ES	Short Code	Spain	12 weeks
Spain	ES	Sender ID	Spain sender ID registration	28 days
Finland	FI	Long Code	Finland	15 days
Finland	FI	Short Code	Finland	35 days
Finland	FI	Sender ID	Finland sender ID registration	25 days
United Kingdom	GB	Long Code	United Kingdom	10 days
United Kingdom	GB	Short Code	United Kingdom	12 weeks
United Kingdom	GB	Sender ID	United Kingdom sender ID registration	3 days

Country	ISO code	Origination identity type	Registration link	Estimated registration time
Hong Kong	HK	Long Code	Hong Kong	21 days
Hungary	HU	Long Code	Hungary	7 days
Indonesia	ID	Sender ID	Indonesia sender ID registration	50 days
India	IN	Short Code	India	25 days
India	IN	Sender ID	India sender ID registration	1 day
Italy	IT	Long Code	Italy	10 days
Jordan	JD	Sender ID	Jordan sender ID registration	15 days
Kenya	KE	Sender ID	Kenya sender ID registration	30 days
Kuwait	KW	Sender ID	Kuwait sender ID registration	45 days
Kazakhstan	KZ	Sender ID	Kazakhstan sender ID registration	25 days
Sri Lanka	LK	Sender ID	Sri Lanka sender ID registration	40 days
Netherlands	NL	Long Code	Netherlands	7 days
Netherlands	NL	Short Code	Netherlands	10 weeks
Norway	NO	Long Code	Norway	10 days

Country	ISO code	Origination identity type	Registration link	Estimated registration time
Philippines	PH	Sender ID	Philippines sender ID registration	50 days
Poland	PL	Long Code	Poland	10 days
Portugal	PT	Long Code	Portugal	7 days
Portugal	PT	Short Code	Portugal	45 days
Qatar	QA	Sender ID	Qatar sender ID registration	35 days
Russia	RU	Sender ID	Russia sender ID registration	35 days
Saudi Arabia	SA	Sender ID	Saudi Arabia sender ID registration	45 days
Sweden	SE	Long Code	Sweden	10 days
Singapore	SG	Sender ID	Singapore sender ID registration form	21 days
Thailand	TH	Sender ID	Thailand sender ID registration	30 days
Turkey	TR	Sender ID	Turkey sender ID registration	21 days
United States	US	10DLC	United States 10DLC registration	See United States 10DLC registration
United States	US	Short Code	United States Short Code requirements	12 weeks

Country	ISO code	Origination identity type	Registration link	Estimated registration time
United States	US	Toll-Free	United States Toll-free number registration	15 days
Vietnam	VN	Sender ID	Vietnam sender ID registration	30 days
Zambia	ZM	Sender ID	Zambia sender ID registration	21 days

Manage registrations

The following sections contain directions on how to manage a registration.

Topics

- Create a new registration using the AWS End User Messaging SMS console
- Create a registration using the AWS CLI in AWS End User Messaging SMS
- Check a registration's status in AWS End User Messaging SMS
- Change a registration's name in AWS End User Messaging SMS
- Edit a registration in AWS End User Messaging SMS
- Discard a registration's current version in AWS End User Messaging SMS
- Delete a registration in AWS End User Messaging SMS
- View a registration associated resources in AWS End User Messaging SMS

Create a new registration using the AWS End User Messaging SMS console

You can use the AWS End User Messaging SMS console to manage registrations for your AWS End User Messaging SMS account. If your registration was already created as part of requesting a phone number or sender ID then you do not need to create a new registration. You can view the resources associated with a registration in the **Associated resources** tab, for more information see View a registration associated resources in AWS End User Messaging SMS.

Important

Some registrations have multiple steps that need to be completed in exact order.

- To register a US 10DLC number, you must first register and complete a **US 10DLC Brand registration**, then apply for optional **US 10DLC Brand vetting** to increase your Messages per second (MPS), and then register a **US 10DLC Campaign registration**. If you require sending 10DLC SMS messages from more than one AWS Region and from a single account, you must re-registering all 10DLC resources for each AWS Region required. For more information about the process, see United States 10DLC registration.
- To register a **Singapore sender ID registration** you must first obtain a Singapore Unique Entity Number (UEN), create and submit a Singapore sender ID registration, once the registration is approved then register the sender ID with Singapore Network Information Centre (SGNIC). For more information about the process, see Singapore sender ID registration process.
- To register a **India sender ID registration** you must first register your company and use case with TRAI, create and submit a case with Support and then to send messages you must specify **Entity ID** and **Template ID** values that you received. For more information about the process, see India sender ID registration process in AWS End User Messaging SMS.

Create a new registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   Note

   If you already created a registration when requesting the origination identity then you should use that registration form.

3. For **Registration form name** enter a friendly name.
4. For **Registration type**, choose the registration form from the dropdown list. Each **Registration type** has different forms depending on the regulatory body the registration form is sent to.
5. (optional) Expand **Tags** to:

- **Add a tag** – In **Manage tags** choose **Add new tag** to create a new blank key/value pair.
- **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
- **Edit a tag** – In **Manage tags** choose the **Key** or **Value** and edit the text.

6. Choose **Create**.
7. Your registration has now been created and you need to enter in all required information then submit.

- **US toll-free number registration** – US toll-free number registration form.
- **US 10DLC Brand vetting** – The 10DLC brand has been submitting for vetting and you don't need to fill out any additional forms, see 10DLC brand vetting form.
- **US 10DLC Brand registration** – 10DLC brand registration form.
- **US-10DLC campaign registration** – 10DLC campaign registration form.
- **Singapore sender ID registration** – Singapore sender ID registration form.

Create a registration using the AWS CLI in AWS End User Messaging SMS

The following section gives examples of how to create, populate, and submit a registration using the AWS CLI. For examples of how to create and submit a Toll-free phone number registration using python or shell script, see Automate AWS End User Messaging US toll-free Number Registrations. Registrations vary from country to country, some are single page forms while others, like 10DLC, may require multiple forms to be submitted in a specific order. Check the individual registration for details on order and if you need to upload any supporting documentation like a Letter of Authorization (LOA).

Background

Some countries require you to register your company's identity to be able to purchase an origination identity and review the messages you send to recipients in their country.

- The registration information you provide may be reviewed by a third-party. The third-party varies from country to country but could be a governmental regulatory agency or mobile carrier that perform the review.
- The amount of time the third-party company takes to review your registration varies by registration type.

Prerequisites

Before you begin you must:

- Install and configure the AWS CLI, see Configure the AWS CLI in the AWS Command Line Interface User Guide.
- An AWS account with permissions to use AWS End User Messaging SMS in the target region.
- A registrations **AssociationBehavior** specifies the order for when a registration can be associated with an origination identity and disassociated from an origination identity, see SupportedAssociation.
  - `ASSOCIATE_BEFORE_SUBMIT` The origination identity has to be supplied when submitting a registration.
  - `ASSOCIATE_ON_APPROVAL` This applies to all sender ID registrations. The sender ID will be automatically provisioned once the registration is approved.
  - `ASSOCIATE_AFTER_COMPLETE` This applies to phone number registrations when you must complete a registration first, then associate one or more phone numbers later.

> **Important**
>
> Once you purchase an origination identity you are changed for it regardless of the registrations status, see AWS End User Messaging Pricing.
> Once you submit your registration you can not make any changes to the registration or disassociate any resources with the registration until after it has been reviewed by a third party and returned back to you.

The following are additional resources for registrations.

- How to Build a Compliant SMS Opt-In Process
- 10DLC Registration Best Practices to Send SMS with AWS End User Messaging

Create a registration (create-registration AWS CLI command)

Use the create-registration command to create a new blank registration. The **RegistrationType** parameter determines the type of registration to create. If you don't know the value for the type of registration you want to create then use the describe-registration-type-definitions command to retrieve a list of all registration types.

The following examples show how to create a Toll-free number registration form.

```
$ aws pinpoint-sms-voice-v2 create-registration --registration-type
 US_TOLL_FREE_REGISTRATION --tags "Key=Name,Value=MyTFNRegistration"
```

On successful completion save the value of **RegistrationId** as it will be needed for other commands.

> **Note**
>
> To add a friendly name to your registration you must add a tag with the **Key** set to **Name** and the **Value** set to the friendly name to use.
> You can also add tags to resources for billing purposes, see Tag resources for billing.

The following example is partial output of the `describe-registration-type-definitions` command. Because **AssociationBehavior** is set to `ASSOCIATE_BEFORE_SUBMIT` the toll-free number must be purchased and associated with the registration before the registration can be submitted for approval. For more information on **AssociationBehavior** and **DisassociationBehavior**, see SupportedAssociation.

```
{
    "RegistrationTypeDefinitions": [
        {
            "RegistrationType": "US_TOLL_FREE_REGISTRATION",
            "SupportedAssociations": [
                {
                    "ResourceType": "TOLL_FREE",
                    "IsoCountryCode": "US",
                    "AssociationBehavior": "ASSOCIATE_BEFORE_SUBMIT",
                    "DisassociationBehavior": "DISASSOCIATE_ALL_CLOSES_REGISTRATION"
                }
            ],
            "DisplayHints": {
                "Title": "US toll-free number registration"
            }
        },
...
```

Get the field definitions (describe-registration-field-definitions AWS CLI command)

Next you need to get the definitions for each field to know what the requirements are, such as the maximum number of characters for the field.

Each registration is divided into sections and each section has one or more fields. Use the describe-registration-field-definitions command to retrieve all section and field definitions for a registration. You will need the **FieldPath** for each field later to be able to set its value. Also **FieldRequirement** is used to determine if a field will be required or optional.

The following examples show how to retrieve field definitions for the Toll-free registration form.

```
$ aws pinpoint-sms-voice-v2 describe-registration-field-definitions --registration-type
  US_TOLL_FREE_REGISTRATION
```

The following is partial output from the command:

```
{
    "RegistrationFieldDefinitions": [
        {
            "SectionPath": "companyInfo",
            "FieldPath": "companyInfo.companyName",
            "FieldType": "TEXT",
            "FieldRequirement": "REQUIRED",
            "TextValidation": {
                "MinLength": 1,
                "MaxLength": 100,
                "Pattern": "^(?=\\s*\\S)[\\s\\S]+$"
            },
            "DisplayHints": {
                "Title": "Company name",
                "ShortDescription": "Legal name which your company is registered
 under.",
                "ExampleTextValue": "Example Corp"
            }
        },
...
```

Create attachments (create-registration-attachment AWS CLI command)

Depending on the registration you may be required to complete and attach a Letter of Authorization (LOA), opt-in workflow, or another type of required document. Check the individual registration for details and to download any forms.

Use the create-registration-attachment command to create the registration attachment. You can either upload the file to an Amazon S3 bucket and use the url or attach the document as part of the command. Use either **AttachmentUrl** or **AttachmentBody**, if both are specified then an exception is returned. The maximum file size is 500KB and valid file extensions are PDF, JPEG, and PNG.

The following example shows how to create the registration attachment and use the **AttachmentUrl** parameter.

```
$ aws pinpoint-sms-voice-v2 create-registration-attachment --attachment-url s3://
BucketName/FileName
```

On successful completion the command returns a **RegistrationAttachmentID** which is needed for other commands.

For more information on Amazon S3 commands such as creating a bucket or uploading a file, see Use high-level (s3) commands with the AWS CLI.

Set the field definition values (put-registration-field-value AWS CLI command)

Next you need to add values for all of the required fields returned from the *Get the field definitions* step, this includes any attachments that you created. We recommend that you also complete any optional fields where applicable to your use case. A field is required or optional depending on the **FieldRequirement** value. Use the put-registration-field-value command to set the field values.

- The following examples show to add a value for the company name or text value.

  ```
  $ aws pinpoint-sms-voice-v2 put-registration-field-value --registration-id RegID --
  field-path companyInfo.companyName --text-value AnyCompany
  ```

  In the preceding command replace the following:

  - Replace *RegID* with the registration id returned from the *Create a registration* step.
  - Replace *AnyCompany* with you company's name.
- The following examples show to add a value for a select field.

```
$ aws pinpoint-sms-voice-v2 put-registration-field-value --registration-id RegID --
field-path messagingUseCase.monthlyMessageVolume --text-choices SelectValue
```

In the preceding command replace the following:

- Replace *RegID* with the registration id returned from the *Create a registration* step.
- Replace *SelectValue* with one of the option values for the field.

  Use the describe-registration-field-definitions command to get the options for just one field:

```
aws pinpoint-sms-voice-v2 describe-registration-field-definitions --registration-
type  US_TOLL_FREE_REGISTRATION --field-paths messagingUseCase.monthlyMessageVolume
```

```
{
    "RegistrationFieldDefinitions": [
        {
            "SectionPath": "messagingUseCase",
            "FieldPath": "messagingUseCase.monthlyMessageVolume",
            "FieldType": "SELECT",
            "FieldRequirement": "REQUIRED",
            "SelectValidation": {
                "MinChoices": 1,
                "MaxChoices": 1,
                "Options": [
                    "10",
                    "100",
                    "1,000",
                    "10,000",
                    "100,000",
                    "250,000",
                    "500,000",
                    "750,000",
                    "1,000,000",
                    "5,000,000",
                    "10,000,000+"
                ]
            },
            "DisplayHints": {
                "Title": "Monthly SMS volume",
                "ShortDescription": "Estimated number of SMS messages which will be
 sent from this toll-free number each month."
```

```
            }
        }
    ],
    "RegistrationType": "US_TOLL_FREE_REGISTRATION"
}
```

- The following examples show how to add an attachment.

```
$ aws pinpoint-sms-voice-v2 put-registration-field-value --registration-
id RegID --field-path messagingUseCase.optInImage --registration-attachment-
id RegistrationAttachmentID
```

In the preceding command replace the following:

- Replace *RegID* with the registration id returned from the *Create a registration* step.
- Replace *RegistrationAttachmentID* with the registration attachment id returned from the *Create attachments* step.

Request an origination identity (request-phone-number AWS CLI command)

> **Note**
>
> Once you purchase an origination identity you are charged for it regardless of registration status, see AWS End User Messaging Pricing.
> If the registration's **AssociationBehavior** is ASSOCIATE_AFTER_COMPLETE then you do not need to purchase or associate the origination identity until after the registration has been submitted and approved.

Now you need to request an origination identity which will later be associated with the registration. This example shows how to use the request-phone-number command to request a toll-free phone number through the AWS CLI. Use the request-sender-id to request a sender ID.

```
$ aws pinpoint-sms-voice-v2 request-phone-number --iso-country-code US --message-type
 TRANSACTIONAL --number-capabilities SMS --number-type TOLL_FREE
```

On successful completion the command returns the phone number unique identifier which is needed to associate the phone number with the registration.

Associate a resource with a registration (create-registration-association AWS CLI command)

> **Note**
>
> If the registration's **AssociationBehavior** is `ASSOCIATE_AFTER_COMPLETE` then you do not need to purchase or associate the origination identity until after the registration has been submitted and approved.

To associate an origination identity to the registration use the create-registration-association AWS CLI command.

```
$ aws pinpoint-sms-voice-v2 create-registration-association --registration-id RegID --
resource-id PhoneNumberID
```

In the preceding command replace the following:

- Replace *RegID* with the registration id returned from the *Create a registration* step.
- Replace *PhoneNumberID* with the phone number id returned from the *Request an origination identity* step.

> **Note**
>
> This command is used to associate any applicable resource with the registration. For example, it can be used to associate a 10DLC campaign registration with a 10DLC brand registration.

Submit your registration (submit-registration-version AWS CLI command)

Once you submit your registration you will not be able to make any changes to it. Review you registration to make sure that all of your data is correct before submitting it.

> **Important**
>
> Once you submit your registration you can not make any changes to the registration or disassociated any resources from the registration until after it has been reviewed by a third party and returned back to you.

To submit a registration with the AWS CLI use the submit-registration-version command.

```
$ aws pinpoint-sms-voice-v2 submit-registration-version --registration-id RegID
```

In the preceding command replace the following:

- Replace *RegID* with the registration id returned from the *Create a registration* step.

Check your registrations status (describe-registrations AWS CLI command)

Once your registration has been submitted you can check its status using the describe-registrations command or console.

If the registration's **AssociationBehavior** is ASSOCIATE_AFTER_COMPLETE you can purchase an origination identity and associate it with the registration, once the registration's status is set to **COMPLETE**.

If your registration's status is changed to **REQUIRES_UPDATES** then you can find and edit the flagged fields and resubmit the registration. For a list of registration rejection reasons, see Gen-AI Feedback on Registrations. If you require help from Support with your registration rejection you can open a ticket.

Check a registration's status in AWS End User Messaging SMS

Your registration will be in one of these different statuses:

- **AUTHENTICATION_REQUIRED** – You need to complete two-factor authentication for your registration.
- **CLOSED** – You deleted the resources and must also delete the registration for the number.
- **COMPLETE** – Your registration has been approved and you can start using the resource.
- **CREATED** – Your registration is created but not submitted.
- **DELETED** – Your registration has been deleted.
- **REVIEWING** – Your registration has been accepted and is being reviewed. You can't make any changes to your registration or any resources associated to the registration while it is in this state.
- **REQUIRES_UPDATES** – You must fix your registration and resubmit it. See Edit a registration in AWS End User Messaging SMS for more information. Fields that require updates display a warning icon and a brief description of the issue.

- **SUBMITTED** – Your registration has been submitted and is awaiting review.

Check your registration status

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, you can then view the registration **Status** of each registration.

Change a registration's name in AWS End User Messaging SMS

To help manage your registrations you should give them a descriptive name. You can add or edit the name of your registration at any time without having to resubmit it. You need to add a tag with the **Key** set to **`Name`** and the **Value** set to the name to use.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** page, choose the registration to add a tag to.
4. On the **Tags** tab, choose **Manage tags**. In **Manage tags** choose **Add new tag**.
5. For **Key** enter **`Name`** and for **Value** enter a friendly name for the registration.
6. Choose **Save changes**.

Edit a registration in AWS End User Messaging SMS

After you submit your registration, the **registration status** will display as **Requires Updates** if there is an issue with the registration. In this state, the registration form is editable. Fields that require updates have a warning icon and a brief description of the issue.

To edit a registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, select the **Registration ID** that you want to edit.

4. Choose **Update registration** to edit the form and correct fields that have a warning icon.

> **Note**
>
> If your registration was rejected and requires updates the banner lists the reason the registration was rejected and which fields need to be updated. For more information about registration rejections, see Toll-free number registration rejection reasons and Gen-AI Feedback on Registrations (Preview).

5. Choose **Submit registration** to resubmit when you're done.

> **Important**
>
> Recheck all fields to confirm that they're correct.

Discard a registration's current version in AWS End User Messaging SMS

You can discard the current version of your registration and make any needed updates. If you find an error in the registration that you have submitted you can use this feature to correct the error and resubmit instead of waiting to have your registration denied and then correct the error. You can only discard the registration if its status is `Submitted`. This will permanently delete the current version of the registration.

To discard a registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, select the **Registration ID** that you want.
4. Choose **Discard version** and in the window enter **`discard`**.
5. Choose **Discard version**.

Delete a registration in AWS End User Messaging SMS

You can delete your registration if it is no longer needed. This will permanently delete the registration.

To delete a registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, select the **Registration ID** that you want.
4. Choose **Delete registration** and in the window enter **`delete`**.
5. Choose **Delete registration**.

Delete a 10DLC campaign registration

You have to delete all phone numbers associated with a 10DLC campaign registration before you can delete the 10DLC campaign registration.

> **Important**
>
> When you remove a phone number from a 10DLC campaign, you no longer have access to that phone number. Additionally, deleted 10DLC campaigns can't be restored.

To delete a 10DLC campaign registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, select the **Registration ID** of the 10DLC campaign.
4. Choose **Associated resources** tab.
5. For more information on releasing phone numbers, see Release a phone number.

   To release a phone number:

   a. Choose the phone number and then on the phone number detail's page choose **Release phone number**.

   b. On the **Release phone number** window enter **`release`** and choose **Release phone number**.

6. Once all phone numbers have been released, choose **Delete registration** and in the window enter **`delete`**.

Delete a 10DLC brand registration

To delete a 10DLC brand registration you must delete any 10DLC campaigns associated with the 10DLC brand registration. To delete a 10DLC campaign registration you must release all phone numbers associated to the 10DLC campaign registration.

To delete a 10DLC brand registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. On the **Registrations** table, select the **Registration ID** of the 10DLC brand.
4. Choose **Associated resources** tab.
5. For each 10DLC campaign registration follow these directions to release all phone numbers and delete a 10DLC campaign registration.
6. Once all 10DLC campaign registrations are deleted, choose **Delete registration** and in the window enter **`delete`**.

View a registration associated resources in AWS End User Messaging SMS

Registrations can have one to many resources associated with them depending on the registration type. You can view any resources associated with a registration on the **Associated resources tab of the registration**.

Associate registration resources

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose a registration from the table.
3. Choose the **Associated resources** tab. Choose a resource to view more information about the resources.

Gen-AI Feedback on Registrations (Preview)

> **Note**
>
> The registration reviewer is designed to provide early feedback on the quality of your registration submissions with generative AI. It may from time-to-time produce inaccurate feedback. You are still responsible to ensure your registrations meet the compliance bar for the phone number or sender ID you're registering. If you disagree with the feedback, you can submit the registration for downstream review without implementing the feedback.

The registration reviewer is a Gen-AI feature available in public preview under AWS End User Messaging SMS. The registration reviewer provides you Gen-AI feedback on your phone number or sender ID registration before submitting for carrier review. The reviewer will check your registration for common denial reasons or format requirements and provide feedback saving time-to-approval. Once you submit your registration for feedback, it will move to carrier review if no additional updates are required or will move to "requires Updates" with feedback on the registration form. The registration reviewer provides two levels of feedback including a summary on the form itself, and field level feedback including a denial reason and descriptive feedback with possible suggestions.

Improving the registration reviewer

AWS End User Messaging may use certain information from your registrations and feedback to improve the registration reviewer feature. End User Messaging may use this information, for example, to provide better feedback on your registrations, such as providing better feedback on how to format your message samples or use-case descriptions. If you would like to opt-out from End User Messaging using registration information and registration feedback to improve the registration reviewer feature, you can submit your registration without using the registration reviewer feature.

Data handling for registration reviewer

The registration reviewer feature may require that your registration information and feedback be processed in a different AWS region than the AWS region you selected for End User Messaging. For example, when addressing a request for registration feedback, the feature uses Amazon Bedrock models to process your registration information and registration feedback. The models may process such requests from a region other than the AWS region you selected for End User

Messaging. Your registration information and feedback are encrypted while transmitted across Amazon's secure network for the purpose of this cross-region processing. This cross-region processing does not change where your registration information and registration feedback is stored, and those items will still be stored in the AWS region you selected for End User Messaging.

> **Important**
>
> The registration reviewer feature is a public preview feature governed by your agreement with AWS governing your use of AWS services and by sections 1 and 2 of the AWS Service Terms. While the feature is currently offered at no charge, feature pricing is subject to change. Standard pricing for AWS End User Messaging SMS still applies when you send SMS with End User Messaging.

Using Gen-AI feedback

Using Gen-AI feedback (Console)

To receive feedback on your registration using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.
3. For **Registration type**, choose the registration form from the dropdown list. Each **Registration type** has different forms depending on the regulatory body the registration form is sent to.
4. (optional) Expand **Tags** to:
   - **Add a tag** – In **Manage tags** choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags** choose the **Key** or **Value** and edit the text.
5. Choose **Create**.
6. Once you've created the registration, fill out the appropriate fields. For more information related to the specific registration form, check here.
7. On the review and submit page, select receive AI feedback.

8. If your registration passes and does not require any feedback, we will automatically submit it for carrier review.
9. If your registration requires feedback, you will receive the feedback summary on the AI feedback page. You can respond to the feedback and make updates on the flagged form field sections by selecting **Update**.
10. Once you've completed the updates, you can **Submit** or resubmit for AI review.

Using Gen-AI feedback (AWS CLI)

To receive feedback on your registration using the AWS CLI, use the following command:

```
$ aws pinpoint-sms-voice-v2 --region us-east-1 submit-registration-version \
  --registration-id <registration-XXXXXXXXX> \
  --aws-review
```

In the preceding example, do the following:

- Replace *<registration-XXXXXXXXX>* with your actual registration ID.
- The `--aws-review` flag enables AI feedback review before carrier submission.
- Specify the appropriate region using `--region`.

Topics

- Understanding rejection reasons
- Get help with registration issues through Support

Understanding rejection reasons

If your registration was rejected, use the following tables to determine why it was rejected and what you can do to fix your registration. After you determine why the registration was rejected, you can modify the existing registration to address that issue and resubmit. For more information, see Edit a registration in AWS End User Messaging SMS.

If your brand registration was rejected, use the following table to determine why it was rejected and what you can do to fix it. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Brand rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Brand physical address is missing or invalid.	The brand's physical address can't be verified. Check the physical address is correct and resubmit the form.
Brand support email address is missing or invalid.	The brand's email address is missing or invalid. Update the email address and resubmit the form.
Brand support email is a public email domain.	The brand's email domain is from a public email provider, like Gmail. The email domain must be associated with the brand's business.
Repeated use of same Employer Identification Number (EIN) for multiple different brands.	Same EIN is used for multiple brands. Only register minimum number of brands per EIN and do not resubmit until brand registration is updated
Brand associated with or website references lead generation or affiliate marketing which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **Lead generation or affiliate marketing**.
Brand associated with or website reference s gambling which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **Gambling**.
Brand associated with or website references high risk financial services which are prohibite d by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **High risk financial services**.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Brand associated with or website reference s illegal substances which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **Illegal substances**.
Brand associated with or website references third party job boards which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **Third party job boards**.
Brand associated with or website references SHAFT content which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)**.
Brand associated with or website reference s sweepstakes which is prohibited by mobile operators.	Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: **Sweepstakes**.
Brand support phone number is missing or invalid.	The brand's support phone number is missing or invalid. Update the phone number and resubmit the form.

If your campaign or use case was rejected, use the following table to determine why it was rejected and what you can do to fix it. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Campaign rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Campaign appears to be associated with a known Spam or Phishing brand and is not allowed.	The provided phone number, business, traffic, or marketing for the campaign has been flagged as Spam or Phishing; or the Privacy policy or Terms associated with the campaign may indicate that SMS opt-in consent or phone numbers are being shared with third parties or affiliates.
Brand website is missing, inaccessible, or online presence could not be validated.	The provided URL is incorrect. If the website is not live yet then indicate that in the campaign description. Check the URL is correct and resubmit.
Brand references charity content that does not match the campaign use case.	Brand associated with or website references content that is not indicated in the registere d use case of the campaign. Mismatched use case: **Charity**.
Brand references political content that does not match the campaign use case.	Brand associated with or website references content that is not indicated in the registere d use case of the campaign. Mismatched use case: **Political**.
Vetted brand does not meet minimum vetting score requirements.	The brand's vetting score may be a value that it insufficient for campaign approval.
Campaign description does not match sample messages or use case.	The campaign description doesn't match the messaging use case, message samples, or both. Update the campaign description, messaging use case, and message samples to match, then resubmit.
Campaign description does not match sample messages, or use case: **Charity**.	The use case described in the campaign description indicates that the brand is solicitin

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
	g charitable donations, but the use case is not set to "Charity" or the sample message content doesn't match the use case. Update the campaign description, use case, and message samples to match, then resubmit. "
Campaign description does not match sample messages or use case: **Political**.	"The use case described in the campaign description indicates that the brand is solicitin g donations, but the use case is not set to "Political" or the sample message content doesn't match the use case. Update the campaign description, use case, and message samples to match, then resubmit."
Same or similar use case repeated across multiple campaigns.	The campaign appears to have content that has been duplicated and indicates the disallowed practice of snowshoeing. Make sure that only one campaign is registered for your use case.
Use case is considered restricted or disallowed by mobile operators: **Affiliate marketing**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **Lead generation or affiliate marketing**.
Use case is considered restricted or disallowed by mobile operators: **Gambling**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **Gambling**

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Use case is considered restricted or disallowed by mobile operators: **High-risk financial services**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **High risk financial services such as short-term loans or cryptocurrency**.
Use case is considered restricted or disallowed by mobile operators: **Illegal substances**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **Federally illegal substances, such as cannabis**.
Use case is considered restricted or disallowed by mobile operators: **Third party job boards**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **Third party job boards**.
Use case or message samples appear to be for testing or non-subscriber facing. 10DLC is only allowed for production use cases.	Campaign use case description indicates that Machine-to-Machine content is being shared, which is restricted to non-subscriber facing message programs. Register the campaign again with the correct use case and resubmit.
Use case is considered restricted or disallowed by mobile operators; prohibited content: SHAFT.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)**.
Use case is considered restricted or disallowed by mobile operators; prohibited content: SHAFT without an age gate.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators without an age gate mechanism: **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)**.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Use case is considered restricted or disallowed by mobile operators: **Sweepstakes**.	Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: **Sweepstakes or sweepstakes related messaging**.
Brand referenced in campaign description does not match registered brand name or Doing Business As (DBA) name.	The company name in the campaign description should match or be close to the registered brand name or DBA name to be clear who the sender is. Update the campaign description and resubmit.
Campaign description does not sufficiently describe the service the message program is providing to the end user.	It must be clear from your campaign description what the purpose of your message program is. Add more details to the description and resubmit.
Campaign appears to be Direct Lending Arrangement but appropriate Content Attribute was not selected.	From the campaign description it appears that the purpose of your campaign is direct lending but Direct lending or loan arrangement has not been selected. Either update your campaign description or choose Direct lending or loan arrangement and resubmit.

If your HELP message was rejected, use the following table to determine why it was rejected and what you can do to fix it. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Help message rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
HELP message or support contact email address provided in HELP message does not	The company name and email domain in the HELP message samples must match or be

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
contain or match registered or DBA brand name.	close to the registered brand name or DBA name, to be clear who the sender is. Update the company name and support email domain in the HELP message samples and resubmit.
HELP message does not contain support contact of email, phone number, or support website	The HELP message must include customer contact care info to inform the end user how they can receive further support including : email address, phone number, link to a support website. Update the HELP messages to include these and resubmit.

If your opt-in message was rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Opt-in message rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Opt-in message does not contain registered brand name or Doing Business As (DBA) name	The company name in the opt-in message samples must match or be close to the registered brand name or DBA name, to be clear who the sender is. Update the company name in the Opt-in message samples and resubmit.
Opt-in message not provided	Recurring message programs must send the end user an opt-in message with HELP and STOP instructions, message frequency, and "Message and data rates may apply" disclosur e. Update the opt-in message and resubmit.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Opt-in message does not include one or more of the following: Message frequency disclosure for recurring message program or "message and data rates may apply" disclosure.	Opt-in message must include the frequency of messages such as the number of messages a month, message frequency varies, if the message are reoccurring and the "Message and data rate disclosure". Update the opt-in message and resubmit.
Opt-in message does not contain HELP or STOP instructions.	Opt-in message must include instructions on how opt-out of the message program, for example "Reply STOP to cancel". Update the opt-in message and resubmit.

If your opt-in workflow was rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Opt-in workflow rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Opt-in workflow does not obtain sufficient consent	Opt-in message must show that the appropriate type of consent is gained for the message program. The call-to-action must show that express written consent was obtained from the end user before sending promotional message content. For more information, see Obtain permission. Update your opt-in workflow and resubmit.
Opt-in workflow does not match the registered brand name or Doing Business As (DBA) name.	The company name in the Opt-in message samples must contain the registered brand

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
	name or DBA name. Add the company name in the Opt-in message samples and resubmit.
Opt-in workflow URL or image is missing or inaccessible and could not be verified.	No opt-in workflow URL or image was provided in the opt-in workflow or campaign description, or the URL provided is inaccessi ble. Provide a compliant opt-in process through either a live opt-in URL, or a URL to a hosted opt-in image (screen shot or mock-up) and all possible methods end-users consent to messaging then resubmit.
Opt-in workflow indicates that use case is considered restricted or disallowed by mobile operators: **Gambling**.	Opt-in workflow indicates that message content is related to **gambling**, which is not permitted by mobile operators.
Opt-in workflow indicates that use case is considered restricted or disallowed by mobile operators: **High risk financial services**.	Opt-in workflow indicates that message content is related to **high risk financial services** such as short-term loans or cryptocur rency, which is not permitted by mobile operators.
Opt-in workflow indicates that use case is considered restricted or disallowed by mobile operators: **Illegal substances.**	Opt-in workflow indicates that message content is related to **federally illegal substances**, such as cannabis, which is not permitted mobile operators.
Opt-in workflow indicates that use case is considered restricted or disallowed by mobile operators: **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)**.	Opt-in workflow indicates that message content contains sexual explicit or hateful content which is considered restricted or disallowed by mobile operators: **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)**.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Opt-in workflow not compliant or is missing the required "message and data rates may apply" disclosure.	Opt-in workflow is not compliant or opt-in does not include the following: "Message and data rates may apply" disclosure. The opt-in workflow must inform the end user of the message and data rate disclosure, as mandated by U.S. carriers.
Opt-in workflow does not contain HELP or STOP instructions.	Opt-in workflow must include instructions on how the end user can receive further support from the brand regarding the message program such as "Reply HELP for help", "Reply STOP to cancel", or HELP instructions in Terms & Conditions.
Opt-in workflow not compliant or is missing required message frequency disclosure.	Opt-in workflow is not compliant or does not include the following: Message frequency disclosure. The opt-in workflow must indicate the frequency at which messages will be sent to end users for recurring message program.
Opt-in workflow not compliant or is missing statement that data will not be shared with third parties or link to privacy policy disclosur e.	Opt-in workflow is not compliant or opt-in does not include the following: link to privacy policy or statement that mobile opt-in data will not be shared with third parties. The opt-in workflow must include a link to the message program privacy policy, or language that indicates mobile opt-in data will not be shared. Update the opt-in workflow and resubmit.
Opt-in workflow not compliant or is missing required terms and conditions language.	Opt-in workflow is not compliant and does not include the following: Complete message program terms and conditions language or a link to the complete terms and conditions.

If your opt-out message was rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Opt-out message rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Opt-out message does not contain registered brand name or Doing Business As (DBA) name.	The company name in opt-out message should match or be close to the registered brand name or DBA name to be clear who the sender is. Update the opt-out message and resubmit.
Opt-out message does not indicate that no further messages will be sent.	The opt-out message must state that no further messages will be sent. Update the opt-out message and resubmit.

If your privacy policy was rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Privacy policy rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Privacy policy link is missing or inaccessible.	The privacy policy URL is unavailable to review or the provided URL is inaccessible. Update the URL and resubmit.
Privacy policy references mobile opt-in data sharing with third parties or does not state that no mobile opt-in data will be shared with third parties or affiliate.	The privacy policy must indicate that mobile opt-in data will not be shared with third parties. Update the privacy policy and resubmit.

If your samples messages were rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Sample message rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Sample message(s) do not contain registered brand name or Doing Business As (DBA) name.	The company name in the sample messages should match or be close to the registered brand name or DBA name to be clear who the sender is. Update the sample messages and resubmit.
Sample message(s) indicates that message content is related to **gambling** and is not permitted by US carriers.	Sample message(s) indicates that message content is related to **gambling** and is not permitted by US carriers.
Sample message(s) indicates that message content is related to **high risk financial services** such as loans or cryptocurrency, and is not permitted by US carriers.	Sample message(s) indicates that message content is related to **high risk financial services** such as loans or cryptocurrency, and is not permitted by US carriers.
Sample message(s) indicates that message content is related to **federally illegal substances**, such as cannabis, and is not permitted by US carriers.	Sample message(s) indicates that message content is related to **federally illegal substances**, such as cannabis, and is not permitted by US carriers.
Sample message(s) indicates that message content is related to **third party job boards** and is not permitted by US carriers.	Sample message(s) indicates that message content is related to **third party job boards** and is not permitted by US carriers.
Sample message(s) indicates that message content is related to **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)** and is not permitted by US carriers.	Sample message(s) indicates that message content is related to **SHAFT (sex, hate, alcohol, firearms, tobacco/vape)** and is not permitted by US carriers.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Sample message(s) indicates that message content is related to sweepstakes and is not permitted by US carriers.	Sample message(s) indicates that message content is related to sweepstakes and is not permitted by US carriers.
Use of embedded phone number is selected but not present in message samples.	Use of embedded phone number is selected but not present in message samples. Add the embedded phone number to the message samples or unselect embedded phone number then resubmit.
Sample message(s) include restricted content such as generic shortened URLs.	Sample messages contain public URL shorteners such as bit.ly or tinyURL are not permitted to be sent in 10DLC message content.
Sample message(s) use case does not match declared use case(s).	The use case indicated in the sample messages must match the registered use case. Update the sample messages or register the campaign again with the correct use case and resubmit.
Sample message(s) indicate that message content is soliciting charitable donations, but selected use case is not charity.	If the sample messages indicates that you're soliciting charitable donations through your message program, then the campaign use case should be Charity. Update the sample messages or register the campaign again with the correct use case and resubmit.
Sample message(s) indicate that message content is political, but selected use case is not political.	If the sample messages indicates that you're sending political messages through your message program, then the campaign use case should be Political. Update the sample messages or register the campaign again with the correct use case and resubmit.

If your Terms and Conditions were rejected, use the following table to determine why it was rejected and what you can do to fix it. For overall guidance on how to create a compliant opt-in, see How to Build a Compliant SMS Opt-In Process. You can modify the existing registration to address the issue and resubmit. For more information on editing a registration, see Edit a registration.

Terms and Conditions rejection reasons

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Terms and Conditions do not contain registered brand name or Doing Business As (DBA) name.	The company name in the Terms and Conditions should match or be close to the registered brand name or DBA name. Update the campaign description and resubmit.
Terms and Conditions link is missing or inaccessible for review.	The Terms and Conditions URL provided is missing or inaccessible. Provide a compliant a compliant URL and resubmit.
Terms and Conditions are non compliant.	The Terms and Conditions do not contain one or more of the following as mandated by US carriers: a statement that US carriers are not liable for delayed or undelivered messages, message frequency disclosure for recurring message program such as number of message a month, information on how the end user can opt-out of receiving messages from the campaign, customer care contact information, or information on how the end use can receive further support from the brand.
Terms and Conditions do not contain statement regarding carrier liability.	The Terms and Conditions does not contain a statement that US carriers are not liable for delayed or undelivered messages.
Terms and Conditions do not contain customer care contact information.	The Terms and Conditions do not contain one or more of the following as mandated by US carriers: customer care contact information, or

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
	information on how the end use can receive further support from the brand.
Terms and Conditions do not contain required message frequency disclosures.	The Terms and Conditions do not contain one or more of the following as mandated by US carriers: message frequency disclosure for recurring message program such as number of messages a month.
Terms and Conditions do not contain opt-out language.	The Terms and Conditions does not contain information on how the end user can opt-out of receiving messages from the campaign.
Terms and Conditions do not contain link to privacy policy.	The Terms and Conditions must contain a link to the privacy policy. Update the Terms and Conditions and resubmit.
Terms and Conditions do not contain a description of the campaign use case.	The Terms and Conditions must include a description of the purpose of the message program. Update the Terms and Conditions and resubmit.
Terms and conditions do not contain a program description or terms related to declared use case.	The Terms and Conditions program descripti on is not related to the campaign use case. Update the Terms and Conditions then resubmit.

Get help with registration issues through Support

If your registration is denied, the denial reason and feedback are available on the registration form in the console. For AI-powered analysis of your denial reason with suggestions on how to fix your registration, see Gen-AI Feedback on Registrations (Preview). You should also review 10DLC Registration Best Practices to Send SMS with Amazon Pinpoint and How to Build a Compliant SMS Opt-In Process With Amazon Pinpoint for detailed guidance on how to successfully register an SMS use case.

If you have reviewed the denial feedback and are still unable to resolve your registration issue, you can create a technical support case for additional assistance. Technical support cases connect you to Support engineers who can help investigate your registration denial and provide guidance on next steps.

> **Note**
>
> Creating a technical support case requires a paid support plan. If you do not have a paid support plan, use the Gen-AI Feedback on Registrations (Preview) to get feedback on your registration, or review the denial reason on your registration form and resubmit with the recommended corrections. For more information on support plans, see Compare Support Plans.

> **Note**
>
> If you are not based in the United States and your 10DLC brand registration fails, you must first apply for 10DLC brand vetting form, as this is a manual review of your 10DLC brand. If vetting fails, follow the procedure below to create a technical support case.

To create a technical support case for a registration issue

1. Open the AWS Support Center Console at https://support.console.aws.amazon.com/support/home#/case/create?issueType=technical.
2. For **Case type**, verify that **Technical** is selected.
3. For **Service**, choose **AWS End User Messaging SMS (Pinpoint)**.
4. For **Category**, choose **Registration Issue**.
5. For **Severity**, choose the appropriate severity level based on the impact to your business.
6. For **Subject**, enter a brief description of your registration issue.
7. For **Description**, include the following information:

   - The registration ID (for example, `registration-1a2b3c4d5e6f`).
   - The AWS Region where you created the registration.
   - The denial reason or error message you received.
   - Any steps you have already taken to address the denial.

8. For **Contact method**, choose your preferred method of communicating with the Support team.
9. Choose **Submit**.

A support engineer will review your case and provide guidance on your registration issue. Response times depend on the severity level you selected and your support plan.

Registration forms

The following registrations can be filled out and submitted through the AWS End User Messaging SMS console.

Topics

- Australia sender ID registration in AWS End User Messaging SMS
- Austria sender ID registration in AWS End User Messaging SMS
- Belarus sender ID registration in AWS End User Messaging SMS
- China SMS template registration form
- Egypt sender ID registration in AWS End User Messaging SMS
- Finland sender ID registration in AWS End User Messaging SMS
- India sender ID registration process in AWS End User Messaging SMS
- Indonesia sender ID registration in AWS End User Messaging SMS
- Ireland sender ID registration in AWS End User Messaging SMS
- Jordan sender ID registration in AWS End User Messaging SMS
- Kazakhstan sender ID registration in AWS End User Messaging SMS
- Kenya sender ID registration in AWS End User Messaging SMS
- Kuwait sender ID registration in AWS End User Messaging SMS
- Philippines sender ID registration in AWS End User Messaging SMS
- Qatar sender ID registration in AWS End User Messaging SMS
- Russia sender ID registration in AWS End User Messaging SMS
- Saudi Arabia sender ID registration in AWS End User Messaging SMS
- Singapore sender ID registration process
- Spain sender ID registration in AWS End User Messaging SMS
- Sri Lanka sender ID registration in AWS End User Messaging SMS

- Thailand sender ID registration in AWS End User Messaging SMS
- Turkey sender ID registration in AWS End User Messaging SMS
- United Arab Emirates sender ID registration in AWS End User Messaging SMS
- United Kingdom sender ID registration process in AWS End User Messaging SMS
- Vietnam sender ID registration in AWS End User Messaging SMS
- Zambia sender ID registration in AWS End User Messaging SMS

Australia sender ID registration in AWS End User Messaging SMS

Starting July 1, 2026, the Australian Communications and Media Authority (ACMA) requires all alphanumeric SMS sender IDs used to send messages to Australian recipients to be registered in the ACMA SMS Sender ID Register. Messages sent using an unregistered sender ID will be labeled as "Unverified" or may be blocked by Australian carriers. Please submit your registration as soon as possible to allow time for processing before the enforcement date.

Follow these directions to register your sender ID in Australia.

Before you begin

To satisfy ACMA's verification process, your registration must establish three things. Have the supporting evidence for each ready before you start:

- **Business or entity verification** – proof of the legal entity that owns the sender ID, such as an ASIC company extract for Australian companies or the equivalent business registry document.
- **Authorized representative verification** – a person authorized to act for the entity, verified with a government-issued photo ID and, where required, a Letter of Authorization.
- **Sender ID use-case verification** – evidence that the sender ID matches your business name or brand.

The next section describes exactly what to provide for each attachment and the most common reasons registrations are denied.

Guidance for Australia sender ID registration

The documentation and identity requirements on the registration form are required to satisfy ACMA's sender ID verification process. The following guidance addresses the most common questions about these requirements.

Document requirements and common reasons for denial

The following requirements apply to each document and identity attachment on the registration form. Most denials are caused by avoidable mismatches between these attachments. Review each item before submitting.

Government-issued photo ID

Must be a current, unexpired government photo ID (driver's license or passport) belonging to the *authorized representative named on the registration form*. The name on the ID must match the authorized representative's first and last name exactly. If the ID has information on both sides (for example, an Australian driver's license), include both sides. The image must be legible.

Common reasons for denial: the ID belongs to a different person than the named authorized representative; the name does not match the form; the ID is expired; the image is cropped, blurred, or missing a required side.

Letter of authorization (LOA)

An LOA is required *only* when the authorized representative is not listed on the company registration documentation. If the authorized representative matches a contact already listed on that documentation, no LOA is needed.

When an LOA is required, use the current template linked on the registration form. The LOA must be signed by a person who is listed as a director, officer, or company secretary on the company registration documentation, and it must explicitly name the sender ID (or sender IDs) being registered. The authorized representative named in the LOA must match the authorized representative on the registration form.

Common reasons for denial: an outdated LOA template; the signer is not listed on the company registration documentation; the LOA does not name the specific sender ID; the representative on the LOA does not match the form. A company secretary is an officer for this purpose and is an acceptable signer.

Company registration documentation

For Australian companies, provide a current ASIC company extract or annual company statement that lists the entity's directors and officers. The legal entity name on the extract must match the company name on the registration form and the ABN. For a trust, provide the extract for the corporate trustee. For international entities, provide the equivalent official business registry extract from the country of incorporation.

For Australian government entities that are not ASIC-registered, follow these steps to obtain your ABR documentation:

1. Navigate to the Australian Business Register.
2. Under **Online Services**, select **Update your ABN details**.
3. Log in using your myID app credentials.
4. Select **Update ABN record** to view non-public ABR information.
5. Choose the **Contacts** tab.
6. Take a screenshot of the information in that tab. This shows the authorized contacts for your ABN.
7. Submit this screenshot as the **Company registration documentation** attachment on the registration form.

This screenshot serves as proof that the authorized representative is listed on the business registry. If the authorized representative appears in the **Contacts** tab, no separate LOA is needed.

Common reasons for denial: the document does not show directors or officers (for example, a simple ABN lookup instead of a full company extract); only the first page of the ASIC extract is included rather than the complete extract that lists directors and officers; the entity name does not match the form or the ABN; the extract is for a related but different legal entity than the one being registered.

Proof of sender ID connection

Required when the connection between your company name and the requested sender ID is not obvious. The sender ID string must be an exact match, or a clear abbreviation, acronym, or initialism, of the registered business name, brand, or trademark. Acceptable evidence includes a registered business name, a trademark certificate, or a domain registration that resolves to a website associated with the brand.

Common reasons for denial: the sender ID does not clearly relate to the verified business name or brand; the supporting evidence does not reference the entity being registered.

Processing times

Typical estimated completion time is 2 weeks from successful submission. Processing times may vary during high-volume periods, particularly as the ACMA SMS Sender ID Register enforcement date (July 1, 2026) approaches.

Australia sender ID registration form

Complete the Australia sender ID registration form to submit your sender ID for ACMA verification. For the documents and identity evidence you must attach, and the most common reasons registrations are denied, see Document requirements and common reasons for denial.

Complete an Australia sender ID registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity, use that registration form.

   For **Registration form name**, enter a friendly name. Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID.
   - For **Sender ID description – optional**, you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, provide evidence of your rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB. For what is accepted, see Document requirements and common reasons for denial.

   Choose **Next**.
4. In the **Australia specific info** section, enter the following:

   - For **Australian Business Number (ABN)**, enter your 11-digit Australian Business Number as registered with the Australian Business Register (ABR). If you do not have an ABN, enter your international business registration number.

- For **Entity type**, select the entity type that matches your registration. Options include: Individual, Body corporate, Corporation sole, Body politic, Government entity, Partnership, Unincorporated association, Trust, and Superannuation fund.
- For **Authorized representative first name** and **Authorized representative last name**, enter the full name of the authorized representative for this registration.
- For **Authorized representative email**, enter the corporate email address of the authorized representative. Freemail addresses (such as Gmail or Yahoo) are not accepted.
- For **Authorized representative phone number**, enter the phone number of the authorized representative.
- For **Global headquarters country** (optional), select the country where your company's global headquarters is located, if different from your business address.
- For **Government-issued photo ID**, upload a government-issued photo ID of the authorized representative. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB. For the requirements, see Document requirements and common reasons for denial.
- For **Letter of authorization** (optional), download, complete, and attach the letter of authorization. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB. An LOA is not always required. For when it is required and how to complete it, see Document requirements and common reasons for denial.
- For **Company registration documentation**, provide a copy of your company's registration documentation. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB. For what to submit (including guidance for government entities), see Document requirements and common reasons for denial.
- For **Proof of sender ID connection**, provide evidence of your rights to the sender ID. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB. For what is accepted, see Document requirements and common reasons for denial.

Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter the identification number of your company. For Australian entities, provide your Australian Business Number (ABN). For international entities, provide your business or trade license number, VAT number, or other legal identification number.

- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter the suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the postal or zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one-time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.

- **Promotions and Marketing** – Use this if you only intend to send marketing messages to your users.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be sent each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description must be between 40 and 500 characters and must not contain leading or trailing spaces. Your description should include a program or product description, identify your organization and the service represented in the initial message, and clearly explain how end users opt in and any associated fees or charges.

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed.

   Choose **Next**.

10. On the **Review and submit** page, verify the information you are about to submit is correct. To make updates, choose **Edit** next to the section.
11. Choose **Submit registration**.

Confirming your ACMA registration status

After you submit your registration, it is shared with the relevant reviewers for processing. When ACMA approves your sender ID registration, there are two indicators of approval:

- **Email from ACMA** – ACMA sends a confirmation email directly to the authorized representative email address that you provided during registration. This confirms that ACMA has approved your sender ID.

- **Console status** – The registration status changes to **Complete** on the **Registrations** page in the AWS End User Messaging SMS console. This confirms the registration is fully recorded in AWS End User Messaging SMS.

The ACMA confirmation email and the console status update do not always arrive at the same time. Because registration is processed through a downstream partner, there can be a delay of up to one to two days between when ACMA sends the confirmation email and when the registration status updates to **Complete** in the console.

If you receive the ACMA confirmation email, your sender ID is registered with ACMA and is compliant for the July 1, 2026 enforcement date. The ACMA confirmation email is the authoritative signal of ACMA registration. Because registration is processed through a downstream partner, the console status typically updates to **Complete** within one to two days afterward.

ACMA compliance and AWS End User Messaging SMS sending behavior are separate. The ACMA confirmation email confirms your sender ID is registered with ACMA and is compliant for the July 1, 2026 enforcement date. However, AWS End User Messaging SMS does not apply your sender ID to outbound messages until the registration status is **Complete** in the console. Although the registration is still in **Reviewing**, the service treats the sender ID as unregistered — even after you have received the ACMA confirmation email. Your messages continue to be sent from a shared Australian long code or displayed as "Unverified" until the console status changes to **Complete**.

Delivery behavior for unregistered sender IDs after July 1, 2026

Starting July 1, 2026, unregistered sender IDs will change how your messages appear to Australian recipients. If you have not completed registration, your messages might be delivered from a shared Australian long code or might be displayed as "Unverified" by Australian carriers. In some cases, carriers might block messages from unregistered sender IDs entirely.

When delivery succeeds, the difference is in how the origination identity appears to the end user — a shared Australian phone number or "Unverified" might be displayed instead of your sender ID string.

After your sender ID registration is approved and the status changes to **Complete** in the console, your messages will resume displaying your registered sender ID.

This behavior applies only to alphanumeric sender IDs. Messages sent from dedicated long codes, short codes, or other phone number types are not affected.

Australia sender ID registration frequently asked questions

Frequently asked questions about the Australia sender ID registration process.

Do I need to register the same sender ID separately for each AWS account?

Yes. Sender ID registration applies per AWS account and AWS Region. If you send with the same sender ID from more than one account, either submit a registration from each account, or register the sender ID in one account and share that origination identity with your other accounts using AWS Resource Access Manager (RAM). For more information, see Sharing AWS End User Messaging SMS resources.

I already registered my sender ID directly with ACMA or through another provider. Do I still need to register it through AWS End User Messaging SMS?

Yes. Each provider that sends messages using your sender ID must have that sender ID registered. Registering through AWS End User Messaging SMS ensures the traffic you send from AWS is verified and is not labeled "Unverified."

Are Australia sender IDs case-sensitive?

No. Alphanumeric sender IDs are case-insensitive for registration and verification. For example, "MyBrand," "MYBRAND," and "mybrand" are treated as the same sender ID. Use consistent capitalization for branding in your messages.

Austria sender ID registration in AWS End User Messaging SMS

All alphanumeric sender IDs used to send SMS messages to Austrian mobile numbers (+43) must be registered with the RTR (Rundfunk und Telekom Regulierungs-GmbH), the Austrian telecommunications regulator. Starting October 1, 2026, unregistered alphanumeric sender IDs will be blocked by Austrian mobile operators and will not deliver messages to Austrian recipients.

Dedicated phone numbers (local long codes or short codes) are not affected by this regulation and do not require registration.

Sender ID requirements

Austria sender IDs must comply with the following rules:

- Minimum 3 characters, maximum 11 characters
- Permitted characters: A-Z, a-z, 0-9, space, +, -, _, &

- German umlauts (ä, ö, ü, ß) are not permitted
- Cannot begin with a plus sign (+)
- Cannot have leading or trailing spaces
- Cannot resemble a phone number
- Generic terms are not permitted (for example: doctor, pharmacy, OTP, SMS info)
- Case-sensitive — registering "MyBrand" does not cover "MYBRAND"

How to register your sender ID for Austria

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity, use that existing registration form.

   For **Registration form name**, enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to register. The sender ID must be between 3 and 11 characters, using only permitted characters (A-Z, a-z, 0-9, space, +, -, _, &). No German umlauts are allowed. The value is case-sensitive — register the exact casing you intend to use when sending messages.
   - For **Sender ID description**, provide a description of how this sender ID relates to your company. If the connection between your sender ID and your company name is not obvious, upload proof such as a trademark certificate in the **Proof of sender ID connection** field.

   Choose **Next**.
4. In the **Company info** section, enter the following:

   - For **Company name**, enter your company name as officially registered.

- For **Company address**, enter your company's registered address including postal code.
- For **Contact email**, enter the email address for communications about this registration.

Choose **Next**.

5. In the **Proof of sender ID connection** section:

   - If your sender ID does not obviously match your company name, upload supporting documentation such as a trademark certificate that demonstrates your right to use the sender ID.

   Choose **Next**.

6. In the **Letter of authorization** section:

   - Download, complete, and attach the letter of authorization. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

7. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose the category that best describes your messaging use case.
   - For **Use case description**, provide additional context about how you will use this sender ID.

   Choose **Next**.

8. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages if needed.

   Choose **Next**.

9. On the **Review and submit** page, verify the information you are about to submit is correct. To make updates, choose **Edit** next to the section.
10. Choose **Submit registration**.

Frequently asked questions

What happens if I send messages with an unregistered sender ID after October 1, 2026?

Messages sent using an unregistered alphanumeric sender ID will be blocked by Austrian mobile operators and will not be delivered.

Can I update my registration details after submitting?

No. Once a registration is submitted, the associated information cannot be amended. You must create a new registration and wait for the 14-day activation period to complete.

Can I re-register a deleted sender ID?

Yes, but you must wait 30 days after deletion before you can re-register the same sender ID.

Are dedicated phone numbers affected by this regulation?

No. Dedicated phone numbers (local long codes, short codes) are not affected and do not require registration.

Is my sender ID case-sensitive?

Yes. Austria sender ID registrations are case-sensitive. If you register "MyBrand", messages sent as "MYBRAND" or "mybrand" are treated as different sender IDs and will be blocked if not separately registered.

Belarus sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Belarus.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Belarus specific info** section, enter the following:

   - For **Acknowledgement of transactional content**, promotional content is disallowed for Belarus sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

   Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.

- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

- Program or product description
- Identify your organization and service being represented in the initial message sent to your end users
- Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

China SMS template registration form

To register your SMS template you must open a support case in the Support Center Console.

> **Note**
>
> Only China requires SMS template registration for your account to be allowed sending there.

Register an SMS template

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. In the **Service** section, do the following:

   - For **Limit type**, choose **AWS End User Messaging SMS (Pinpoint)**.

- For **Provide a link to the site or app which will be sending SMS messages - optional**, identify the website or application where your audience members opt in to receive your SMS messages.
- For **What type of messages do you plan to send - optional**, choose the type of message that you plan to send using your Sender ID:
  - **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
  - **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
  - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
- For **Which AWS Region will you be sending messages from - optional**, choose the AWS Region that you will be sending messages from.
- For **Which countries do you plan to send messages to - optional**, enter the country or region that you will be sending messages to.

> **Note**
>
> Only China requires template registration for your account to be allowed sending there.

- In the **How do your customers opt to receive messages from you - optional**, provide details about your opt-in process.
- In the **Please provide the message template that you plan to use to send messages to your customers - optional** field, include the template that you will be using.

3. In the **Requests** section, do the following:

- For the **Region**, choose the AWS Region that you plan to make API requests from.
- For **Resource Type**, choose **Template Registration**.
- For **Quota**, choose on of the following:
  - **One Time Passwords/Two-Factor Authentication** – Messages that provide passwords that your customers use to authenticate with your website or application.
  - **Promotional/Marketing** – Noncritical messages that promote your business or service, such as special offers or announcements.

    - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
    - **Transactional/Notifications/OTP/2FA** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
  - For **New quota value** enter 1.
4. Under **Case description**, for **Use case description**, explain your use case and opt-in workflow.

   - The SMS message template that you plan to use.
   - The number of messages that you plan to send each recipient each month.
   - Information about how your customers opt in to receiving messages from you.
   - The name of your company or organization.
   - The address that's associated with your company or organization.
   - The country where your company or organization is based.
   - A phone number for your company or organization.
   - The URL of the website for your company or organization.
5. Under **Contact options**, for **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
6. When you finish, choose **Submit**.

After we receive your request, we provide an initial response within 24 hours. We will send you a country-specific registration form for you to complete and provide back to us for downstream processing.

> **Important**
>
> To prevent our systems from being used to send unsolicited or malicious content, we consider each request carefully. We might not be able to grant your request if your use case doesn't align with our policies.

Egypt sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Egypt.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Egypt specific info** section, enter the following:

   - For **Letter of authorization**, download, complete, and attach the letter of authorization. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Company registration documentation**, if your company is local to Egypt, you are required to provide a copy of your company registration document. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Tax card document**, if your company is local to Egypt, you are required to provide a copy of your tax card document.

- For **Acknowledgement of transactional content**, choose Yes to acknowledge the the sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter your tax ID, like EIN or VAT.
- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:

- **One-time passwords** – Use this for sending a user a one time password.
- **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
- **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Finland sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Finland. As required by Finnish regulation (Traficom Order 28 L/2025 M), all sender IDs used to send SMS messages to Finnish mobile numbers must be pre-registered with local operators.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID

   Choose **Next**.
4. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company as officially registered.
   - For **Company identification number – optional**, enter your tax ID or business registration number (such as a Finnish Business ID or VAT number), if available.
   - For **Company website**, enter the URL for your company's website.

Choose **Next**.

5. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one-time password or verification code.
     - **Account or security alerts** – Use this for sending account notifications or security alerts.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Promotions and marketing** – Use this for sending promotional or marketing messages.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.

   Choose **Next**.

6. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

7. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
8. Choose **Submit registration**.

India sender ID registration process in AWS End User Messaging SMS

There are two ways to send SMS messages to recipients in India: *international routes* and *local routes*.

Understanding international and local routes for India

International routes (ILDO)

By default, when you send messages to recipients in India, AWS End User Messaging SMS uses International Long-Distance Operator (ILDO) routes to transmit those messages. When recipients see a message sent over an ILDO connection, it appears to be sent from a random shared short code (unless you purchase a dedicated short code). International SMS to India is delivered via short codes rather than alphabetic sender IDs.

International routes are *not* subject to any AWS Region restriction. You can send messages to India over international routes—whether using a shared or dedicated short code—from any AWS Region where AWS End User Messaging SMS is available.

Local routes (DLT-registered sender IDs)

Companies that are registered in India can also use dedicated alphabetic sender IDs to send their messages. If you prefer to use a sender ID, you must send those messages over local routes rather than ILDO routes. Local routes require you to complete the DLT registration process described on this page.

> **Important**
>
> AWS End User Messaging SMS only supports local India routes through AWS regions AP-SOUTH-1 Asia Pacific (Mumbai) and AP-SOUTH-2 Asia Pacific (Hyderabad). This restriction applies to local routes that use DLT-registered sender IDs. It does not apply to international routes or short codes, which can be used from any AWS Region.

Cost comparison

> **Note**
>
> The price for sending messages using international (ILDO) routes is significantly higher than the price for sending messages through local routes. For current pricing for both route types, see the AWS End User Messaging Pricing page.

To send messages using local routes, you must first register your use case and message templates with the Telecom Regulatory Authority of India (TRAI) through a Distributed Ledger Technology (DLT) portal. When you register your use case through a DLT portal, you receive an Entity ID and a Template ID, which you must specify when you send your messages through AWS End User Messaging SMS. These registration requirements are designed to reduce the number of unsolicited messages that Indian consumers receive and to protect consumers from potentially harmful messages.

To complete the registration process, you must provide the following information:

- Your organization's Permanent Account Number (PAN).
- Your organization's Tax Deduction Account Number (TAN).
- Your organization's Goods and Services Tax Identification Number (GSTIN).
- Your organization's Corporate Identity Number (CIN).
- A letter of authorization that gives you the authority to register your organization with Vilpower. The Vilpower website includes a template that you can download and modify to fit your needs.

To send SMS messages to India, follow these steps:

1. Register your company and use case with the TRAI and create the required Telemarketer chains
2. India sender ID registration in AWS End User Messaging SMS
3. Specify the Entity ID and Template ID values to send messages to India

Topics

- Register your company and use case with the TRAI and create the required Telemarketer chains
- India sender ID registration in AWS End User Messaging SMS
- Specify the Entity ID and Template ID values to send messages to India
- Understanding template matching issues when sending messages

Register your company and use case with the TRAI and create the required Telemarketer chains

The first step is to register your company and use case with TRAI. All distributed ledger technology (DLT) registration portals require you to provide the same registration details. The Entity ID and Template ID values that you receive from these portals are interchangeable.

> **Note**
>
> You may be charged a fee for registering your company.

Telemarketer Chain Registration Process

1. Login or create a Principal Entity (PE) account with your DLT provider. For example, https://www.vilpower.in/

   > **Note**
   >
   > If you are creating an account choose **Enterprise** as the entity type.

2. You are required to create a chain of Telemarketers (TM) in your DLT platform for every Telemarketer in the table below. We use multiple providers so you are required to create multiple chains to ensure your SMS will be delivered.

   Telemarketer

Telemarketer Name	Telemarketer ID (TM ID)
ROUTE LEDGER TECHNOLOGIES PRIVATE LIMITED	1002786139254391
Karix Mobile Pvt Ltd	110200001000
Sinch Cloud Communication Services India Private Limited	1102502720000073897
Infobip India Private Limited	110200001152

> **Note**
>
> To complete your India sender ID registration in AWS End User Messaging SMS, only the **Karix Mobile Pvt Ltd** and **Sinch Cloud Communication Services India Private Limited** chain approvals are required. We recommend submitting chain requests for all telemarketers listed above, but you can proceed with your AWS End User Messaging SMS registration while awaiting approval from the remaining telemarketers.

To create a chain of TMs:

a. Navigate to the **Chain** section of your DLT platform. Some DLT providers call this **SMS Workflow**.

b. Choose the option to create a new **Chain**.

c. Search for the entity name or related Telemarketer ID (TM ID) list from the table above.

> **Important**
>
> If the TM is not found in the **Chain** tab of the DLT portal, your DLT provider may require you to add the TM first. To do this, navigate to the TM tab and add each of the TMs listed from the table above.

d. Submit the chain for Telemarketers (TM) approval and the TM will review and approve the request. The TM, if applicable, will work with their TMs within the chain so they are included and the Telemarketer-Delivery Function (DF) will ultimately approve the complete TM chain.

e. Once approved by the TM, the request will go back to you as the PE. You will need to login once again into your DLT platform and approve the PE to TM chain. The chain will be completed at that time.

> **Tip**
>
> DLT platforms typically return template IDs before chain approval is complete. You can use these template IDs to begin your AWS End User Messaging SMS registration in parallel while your chain requests are being processed.

If you are new to the India DLT process, ensure you are also meeting the requirements to register your Sender IDs ("Headers"), content templates, and message consent. Each DLT provider is slightly different. Reach out to the respective DLT support teams if you need help with your provider.

India sender ID registration in AWS End User Messaging SMS

After you register your company and use case with TRAI, you must create a case with Support. The Support team uses the information that you provide in your case to associate your Entity ID and Template ID with your AWS account.

> **Note**
>
> India allows transactional sender IDs to be 3–6 characters in length. Promotional sender IDs are required to be 6 characters. All sender ID approval is owned by TRAI.

You can register a sender ID for transactional messages using the AWS End User Messaging SMS console or to register a sender ID for promotional messages create an AWS Support case.

India transactional message sender ID registration

> **Important**
>
> AWS End User Messaging SMS only supports local India routes through AWS regions AP-SOUTH-1 Asia Pacific (Mumbai) and AP-SOUTH-2 Asia Pacific (Hyderabad). This restriction applies to local routes that use DLT-registered sender IDs. It does not apply to international routes or short codes, which can be used from any AWS Region. If you complete this registration in a different region, your messages will be delivered via international (ILDO) routes using a generic numeric sender instead of your registered sender ID. For more information, see Understanding international and local routes for India.

Follow these directions to register your sender ID for transactional messages in India.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. India sender IDs must be 3-6 alphabetic characters.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **India specific info** section, enter the following:

   - For **Chain ID: Principal Entity ID (PEID)**, enter the PEID that you received after completing the registration process with the Telecom Regulatory Authority of India (TRAI).
   - For **Chain ID: ROUTE LEDGER TECHNOLOGIES PRIVATE LIMITED**, enter the approved chain ID seen on your DLT platform after creating a chain of telemarketers.
   - For **Chain ID: Karix Mobile Pvt Ltd**, enter the approved chain ID seen on your DLT platform after creating a chain of telemarketers.
   - For **Chain ID: Sinch Cloud Communication Services India Private Limited**, enter the approved chain ID seen on your DLT platform after creating a chain of telemarketers.

- For **Chain ID: Infobip India Private Limited**, enter the approved chain ID seen on your DLT platform after creating a chain of telemarketers.
- For **Acknowledgement of required sending parameters**, choose Yes to acknowledge you will specify the Entity ID and Template ID values when you send your messages to India.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.
   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

     Your **Opt-in workflow description** should include the following:

     - Program or product description
     - Identify your organization and service being represented in the initial message sent to your end users
     - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

   Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

India promotional message sender ID registration

Follow these directions to register your sender ID for promotional messages in India.

Register sender ID for promotional messages

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. In the **Create Case** section, do the following:
   - For **Limit type**, choose **AWS End User Messaging SMS (Pinpoint)**.
   - For **Provide a link to the site or app which will be sending SMS messages**, identify the website or application where your audience members opt in to receive your SMS messages.
   - For **What type of messages do you plan to send**, choose **Promotional**:
     - **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
     - **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
     - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.
   - For **Which countries do you plan to send messages to**, choose the AWS Region that you will be sending messages from.
3. In the **Requests** section, do the following:
   - For the **Region**, choose the AWS Region that you plan to make API requests from.
   - For **Resource Type**, choose **Template Registration**.
   - For **Limit**, choose on of the following:

- **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
- **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
- **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.

4. Under **Case description**, for **Use case description**, explain your use case and opt-in workflow.
5. Under **Contact options**, for **Preferred contact language**, choose whether you want to receive communications for this case in **English** or **Japanese**.
6. When you finish, choose **Submit**.

After we receive your request, we provide an initial response within 24 hours. We will send you a country-specific registration form for you to complete and provide back to us for downstream processing.

> **Important**
>
> To prevent our systems from being used to send unsolicited or malicious content, we consider each request carefully. We might not be able to grant your request if your use case doesn't align with our policies.

Specify the Entity ID and Template ID values to send messages to India

To successfully deliver your messages using local routes, you must specify Entity ID and Template ID values that you received after completing the sender ID registration process. You must also choose the correct entity type, and confirm that your messages match the example templates that you registered.

The steps that you complete depend on how you send your SMS messages. If you use the SendTextMessage API to send your messages, you can include these attributes in your call to the API. If you use campaigns or journeys to send your messages, you can specify the correct values when you set up the campaign or journey. This section includes information for both scenarios.

To send messages over Indian local routes using the SendTextMessages API

1. In your call to the `SendTextMessages` API, provide values for the following parameters:

   - `EntityId` – The entity ID or Principal Entity (PE) ID that you received after completing the sender ID registration process.
   - `TemplateId` – The template ID that you received after completing the sender ID registration process.

   > **Important**
   >
   > Make sure that the Template ID that you specify matches your message template exactly. If your message doesn't match the template that you provided during the registration process, the mobile carriers might reject your message.

2. For the `MessageType` parameter, specify the appropriate route type for your message. You can specify one of the following values:

   - `Promotional` – Specify this message type for promotional messages. Promotional sender IDs only contain numbers.
   - `Transactional` – Specify this message type for transactional messages. Transactional sender IDs only contain letters, and are case-sensitive.

   > **Note**
   >
   > You can register both promotional (numeric) sender IDs and transactional (alphabetic) sender IDs in the same AWS account.
   > For additional content guidelines, see the Vilpower website at https://www.vilpower.in.

3. When you add content to your message, review your content thoroughly to verify that it matches the content in the DLT registered template exactly. If you include additional character returns, spaces, punctuation, or mismatched sentence case, carriers will block your SMS messages. For more information about issues related to template matching, see Understanding template matching issues when sending messages.

Understanding template matching issues when sending messages

Indian carriers will reject your messages if they don't align exactly with the templates that you submitted during the registration process. If you experience message delivery issues, check your messages for the following common issues:

- **Message content doesn't match registered template** – All of the messages that you send must correspond to a registered template. If you send a message that doesn't exactly match the template associated with the Template ID that you provided, the mobile carriers will reject your message.
- **The value of a variable is too long** – If the value of a variable contains more than 30 characters, the mobile carriers will reject your message.
- **Case mismatch** – The mobile carriers compare your messages to the templates that you registered. This comparison process is case-sensitive.
- **Slightly different characters** – Your message can be rejected if it contains characters that look similar to the characters in your registered template, but are actually different. For example, if you copy text from Microsoft Word, the text might include curly-quote characters (“ and ”), as opposed to the straight quote character ("). Make sure that your message matches your registered templates exactly.

Indonesia sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Indonesia.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Indonesia specific info** section, enter the following:

   - For **Letter of authorization: XL Axiata**, you are required to download, complete, and attach the letter of authorization (LOA). There are two versions of this form, depending on whether your business has a local Indonesia address or not. This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: Telkomsel**, if your company is local to Indonesia, then you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: IOH**, if your company is local to Indonesia, then you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: Smartfren**, if your company is local to Indonesia, then you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Regulatory agency license**, if your company's area of business is in money lending, then you are required to provide your operating license from Otoritas Jasa Keuangan (OJK).

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.

- **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
- **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.

11. Choose **Submit registration**.

Ireland sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Ireland.

> **Important**
>
> Before you begin your Ireland sender ID registration with AWS End User Messaging SMS, you must first complete registration on the Ireland Commission for Communications Regulation (ComReg) Sender ID registration portal at https://senderid.comreg.ie/sender-id-sign-up.
> When completing your ComReg Sender ID Registration, make sure you complete the following:
>
> - In ComReg's Section 2, choose **Assign a 3rd party** and **Amazon Web Services**.
> - In ComReg's Section 3 "Select OPAs," choose all of the following:
>   - **Sinch Sweden AB**
>   - **Telesign Corporation**
>   - **Twilio Inc**
>   - **Vonage**
>
> Failure to choose **Amazon Web Services** as a third party or failure to choose all of the OPAs might result in impact to your SMS delivery to Ireland. After ComReg has approved your sender ID registration, you can proceed with the AWS registration process below.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Ireland specific info** section, enter the following:

   - For **Sender ID Owner (SIDO) Number ID**, enter the SIDO number your received from ComReg when registering. You can find your SIDO number in the ComReg registry portal by logging in and choosing the account icon in the top-right corner of the home screen.
   - For **Company registration documentation**, upload the registration documentation for your company. This can be a certificate of incorporation (COI), trade license, or international equivalent.

   Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.
   - **Area of business**

- **Company customer care email address**
- **Company customer care phone number**

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- **First name**
- **Last name**
- **Contact email address**
- **Contact phone number**

Choose **Next**.

8. In **Messaging Use Case**, provide

- **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Account or security alerts**
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.

- **Promotions and marketing**
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

  Choose **Next**.

9. In **Message samples**, provide:

   - At least one message sample (required)
   - Up to two additional message samples (optional)

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Jordan sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Jordan.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Jordan specific info** section, enter the following:

   - For **Company registration documentation**, provide a copy of your company's registration documentation, regardless if your company is local to Jordan or international.
   - For **Acknowledgement of transactional content**, promotional content is disallowed for Jordan sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages, and that the use case description you provided describes all messages to be sent by this sender ID.

   Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter your tax ID, like EIN or VAT.
- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.

- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.
10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Kazakhstan sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Kazakhstan.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Kazakhstan specific info** section, enter the following:

   > **Note**
   >
   > The fields in this section are required only if your company is local to Kazakhstan (company address country is KZ). If your company is international, you can skip this section.

- For **Confirmation of operations in Kazakhstan**, if your company is local to Kazakhstan, you are required to provide confirmation that your company operates in Kazakhstan. This can be a screenshot of your company's website from a .kz domain, or a copy of your local certificate of registration. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Number of countries where brand is present**, if your company is local to Kazakhstan, indicate the number of countries where your brand is present.
- For **Brand headquarters**, if your company is local to Kazakhstan, provide the location of your brand's headquarters (city and country).
- For **Date of establishment**, if your company is local to Kazakhstan, provide the date your company or brand was established.
- For **Country of origin**, if your company is local to Kazakhstan, provide the country where your brand or company was originally founded.
- For **Period of work in Kazakhstan**, if your company is local to Kazakhstan, indicate how long your company has been operating in the Kazakhstan market.
- For **Founding members**, if your company is local to Kazakhstan, provide the names of the founding members of your company.
- For **Financial sector license – optional**, if your company operates in the financial sector, you are encouraged to provide your financial sector license. This can be the license number or a screenshot of the license document. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Server IP address**, if your company is local to Kazakhstan, provide the IP address of the server that will be used for sending messages. This should be your company's server IP address (IPv4 or IPv6).

Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter your tax ID, like EIN or VAT.
- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Kenya sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Kenya.

> **Important**
>
> Support for sender ID registration in Kenya is for international companies only. We do not currently support local Kenya companies to register sender IDs.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Kenya specific info** section, enter the following:

   - For **Company registration documentation**, provide a copy of your company's registration documentation. For example, your company's Certificate of Incorporate (COI). Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

- For **Acknowledgement of transactional content**, promotional content is disallowed for Kenya sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code where the physical address is located. Support for sender ID registration in Kenya is for international companies only. We do not currently support local Kenya companies to register sender IDs.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.
   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

     Your **Opt-in workflow description** should include the following:

     - Program or product description
     - Identify your organization and service being represented in the initial message sent to your end users
     - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

   Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Kuwait sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Kuwait.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

- For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
- For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
- For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

Choose **Next**.

4. In the **Kuwait specific info** section, enter the following:

   - For **Letter of authorization: General**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: Ooredoo**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: Zain**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Company registration documentation**, if your company is local to Kuwait, you are required to provide a copy of your company's registration documentation. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Acknowledgement of transactional content**, promotional content is disallowed for Kuwait sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

   Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.

- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description

- Identify your organization and service being represented in the initial message sent to your end users
- Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Philippines sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Philippines.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID.
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.

   Choose **Next**.

4. In the **Philippines specific info** section, enter the following:

   - For **Letter of authorization: Globe**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: Smart**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: BFSI**, if your company's area of business is in banking, financial services, or insurance (BFSI), then you are required to download, complete, and attach the linked letter of authorization (LOA). This document is also referred to as a letter of appointment. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Company registration documentation**, if your company's area of business is in Banking, Financial Services, or Insurance (BFSI), then you are required to provide a copy of your company's registration documentation also called Articles of Incorporation. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Business permit**, if your area of business is in BFSI, then you are required to provide a copy of your business permit. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Regulatory agency license**, if your company's area of business is BFSI, then you are required to provide your industry-specific regulatory license, for example a BSP license for banking. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Proof of sender ID connection**, if your company's area of business is BFSI, and the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand.

- For **Acknowledgement of transactional content**, promotional content is disallowed for Philippines sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:
  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

- For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
- For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Qatar sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Qatar.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Qatar specific info** section, enter the following:

- For **Letter of authorization: Vodafone**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a NOC (No Objection Certificate), it requires a wet signature or a digital signature via Adobe or DocuSign, and must be printed on customers company letterhead. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Letter of authorization: Ooredoo**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a NOC (No Objection Certificate), it requires a wet signature or a digital signature via Adobe or DocuSign, and must be printed on customers company letterhead. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Acknowledgement of transactional content**, promotional content is disallowed for Qatar sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.
- For **Local Trade License**, if your company is domestic or local to Qatar, you are required to upload a valid trade license document issued by Qatar authorities that permits your business to operate in Qatar. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Company registration documentation**, you can optionally upload your company commercial registration document. This may be requested by the carrier during the registration review process. Providing it upfront can help avoid delays. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.

- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Russia sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Russia.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Russia specific info** section, enter the following:

   - For **Company registration documentation**, you are required to provide a copy of your company's registration documentation, regardless if your company is local to Russia or international. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Acknowledgement of transactional content**, promotional content is disallowed for Russia sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

   Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter your tax ID, like EIN or VAT.
- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.

- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.
10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Saudi Arabia sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Saudi Arabia.

Important

Support for sender ID registration in Saudi Arabia is for international companies only. We do not currently support local Saudi Arabia companies to register sender IDs.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   Note

   If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.

   Choose **Next**.
4. In the **Saudi Arabia specific info** section, enter the following:

   - For **Letter of authorization: Vodafone**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a NOC (No Objection Certificate). Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Proof of sender ID connection**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand.

- For **Acknowledgement of transactional content**, promotional content is disallowed for Saudi Arabia sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code where the physical address is located. Support for sender ID registration in Saudi Arabia is for international companies only. We do not currently support local Saudi Arabia companies to register sender IDs.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.
   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

     Your **Opt-in workflow description** should include the following:

     - Program or product description
     - Identify your organization and service being represented in the initial message sent to your end users
     - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

   Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Singapore sender ID registration process

AWS End User Messaging SMS customers are able to send SMS traffic in Singapore using a Sender ID that has been registered through the Singapore SMS Sender ID Registry (SSIR). SSIR was launched in March of 2022 through the Singapore Network Information Centre (SGNIC) which is owned by Info-communications Media Development Authority (IMDA) of Singapore, and enables organizations to register their Sender ID when sending SMS to mobile phones in Singapore. To use a registered Singapore Sender ID you must obtain a Unique Entity Number (UEN), then submit a request to AWS End User Messaging SMS to allow-list your account for usage of your Sender ID and finally complete the registration process through SSIR.

If you do not register your sender ID any message sent using a sender ID will have its ID changed to **LIKELY-SCAM** per regulatory agency rules. Regulators will filter or block unregistered traffic at their discretion.

Important

Your Singapore registration must be completed in this order:

1. Registering for a Singapore Unique Entity Number (UEN)
2. Create a new registration using the AWS End User Messaging SMS console with **Registration type** set to Singapore sender ID registration and complete the registration form.
3. Registering a Sender ID with Singapore Network Information Centre (SGNIC)

Topics

- Registering for a Singapore Unique Entity Number (UEN)
- Singapore sender ID registration form
- Registering a Sender ID with Singapore Network Information Centre (SGNIC)

- Singapore sender ID registration frequently asked questions

Registering for a Singapore Unique Entity Number (UEN)

To start a registration with the SSIR you must first obtain a Singapore Unique Entity Number (UEN). A UEN is a unique entity number you receive when you register your business with the Account and Corporate Registry Authority (ACRA), for more information see Who Must Register with ACRA?. The amount of time to process can vary depending on how easily the ACRA can validate your request.

Singapore sender ID registration form

> **Note**
>
> With our updated console experience you are now seeing a registration **Name** field for your registration. This field is set to "–" as we do not manually backfill any of your service values to prevent interruption to your service and let you maintain your security posture. A registration **Name** is an optional friendly name field that can be updated using the tags on the registration details page. For more information on how to add a **Name** tag, see Change a registration's name in AWS End User Messaging SMS.

AWS End User Messaging SMS customers are able to send SMS traffic in Singapore using a Sender ID that has been registered through the Singapore SMS Sender ID Registry (SSIR). SSIR was launched in March of 2022 through the Singapore Network Information Centre (SGNIC) which is owned by Info-communications Media Development Authority (IMDA) of Singapore, and enables organizations to register their Sender ID when sending SMS to mobile phones in Singapore. To use a registered Singapore Sender ID you must obtain a Unique Entity Number (UEN), then submit a request to AWS End User Messaging SMS to allow-list your account for usage of your Sender ID and finally complete the registration process through SSIR.

> **Note**
>
> Before you request and register your sender ID you must obtain a Singapore Unique Entity Number (UEN). For more information, see Registering for a Singapore Unique Entity Number (UEN).

Complete a Singapore sender ID registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the Singapore sender ID registration to complete.
3. In the **Company info** section, enter the following:
   - For **Company Name**, enter the name of your company.
   - For **Tax ID**, enter you Singapore Unique Entity Number.
   - For **Company website**, enter the URL for your company's website.
   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Zip Code/Postal code**, enter the zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.
   - Choose **Next**.
4. In the **Contact info** section, enter the following:
   - For **First Name**, enter the first name of the person who will be your business's point of contact.
   - For **Last Name**, enter the last name of the person who will be your business's point of contact.
   - For **Support Email**, enter the email address of the person who will be your business's point of contact.
   - For **Support Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.
5. In the **Sender ID info** section, enter the following:
   - For **Sender ID**, enter the sender ID to request. For more information on sender ID formatting rules, see Considerations for a sender ID

- For **Are you registering on behalf of another brand/entity?** if yes then choose True. If you are not the end user sending the messages you are considered a "Representative" of the other brand/entity.
- For **Letter of authorization image – optional**, if you checked the box as **Registering on behalf of another brand/entity?** , upload an image of the complete Letter of Authorization (LOA). The supported file type is PNG and the maximum file size is 400KB. A template for the LOA can be downloaded for your convenience.
- For **Sender ID connection – optional** you can add more details about the connection between the requested sender ID and company name.

Choose **Next**.

6. In **Messaging Use Case**, do the following:

   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Use case category**, choose one of the following use case types:
     - **Two-factor authentication** – Use this for sending two factor authentication codes.
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Notifications** – Use this if you only intend to send your users important notifications.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Promotions and Marketing** – Use this if you only intend to send marketing messages to your users.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case details** to provide additional context to the selected **Use case category**.

7. Choose **Next**.
8. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

9. Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

> **Note**
>
> After your registration has been submitted you need to register the send ID with Singapore Network Information Centre (SGNIC). For more information on how to register, see Registering a Sender ID with Singapore Network Information Centre (SGNIC). Your registration will be considered complete once we have received signal from SGNIC.

Registering a Sender ID with Singapore Network Information Centre (SGNIC)

To register a sender ID with Singapore Network Information Centre (SGNIC) there are two steps that must be completed in the following order:

Register a sender ID with Singapore Network Information Centre (SGNIC)

1. You must first work with AWS End User Messaging SMS to register your Singapore (SG) Sender ID for your account. After this step is complete you can proceed to the next step.
2. Work with SGNIC to register your sender ID using the process at SGNIC SMS Sender ID Registry.
    - When completing the process list AMCS SG Private Limited (Amazon Media Communications Services) as your participating aggregator.

> **Warning**
>
> Doing these steps out of order might result in your sender ID being blocked by the service or will prevent your Sender ID from being preserved on the mobile device.

> **Note**
>
> Please note that you are required to submit a sender ID registration from each individual AWS account you require to use the sender ID.

Singapore sender ID registration frequently asked questions

Frequently asked questions about the Singapore sender ID number registration process with AWS End User Messaging SMS.

Do I currently have a Singapore sender ID

To check if you own a Singapore sender ID

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender ID**.
3. On the **Sender IDs** page, you can search by two letter country code **SG** to find if you have any Singapore sender IDs.

How long will registration take?

While a typical review takes 1 – 3 weeks, it can take up to 5 weeks or longer in some cases to verify your information with government agencies.

What is a Unique Entity Number (UEN) and how do i get one?

A UEN is a Singapore business ID issued by Accounting and Corporate Regulatory Agency (ACRA). Local companies and businesses in Singapore can get a UEN by applying through ACRA. Once you pass through the registration and standard incorporation procedure, it will be issued. You can apply for a UEN with ACRA via Bizfile.

Do I have to register for a Singapore Sender ID?

Yes. If you haven't registered your Singapore Sender ID any message sent using a Sender ID will likely have its ID changed to **LIKELY-SCAM**

How do I register my Singapore Sender ID with AWS End User Messaging SMS?

Follow the directions at Create a new registration using the AWS End User Messaging SMS console to register a Sender ID.

What is the registration status of my Singapore Sender ID and what does it mean?

Follow the directions at Check a registration's status in AWS End User Messaging SMS to check your registration and status.

What information do I need to provide?

You will need to provide your companies address, a business contact, and a use case. You can find the required information at Create a new registration using the AWS End User Messaging SMS console.

What if my Singapore Sender ID registration is rejected?

If your registration is rejected, its status will be changed to **Requires Updates** and you can make updates by following the directions in Edit a registration in AWS End User Messaging SMS.

What permissions do I need?

The IAM user/role that you use to visit the AWS End User Messaging SMS console must be enabled with the *"sms-voice:*"* permission.

Are there any restrictions to the formatting or allowed special characters for Singapore Sender IDs?

Yes. For more information on sender ID formatting rules, see Considerations for a sender ID.

What should I do if my Singapore Sender ID registration shows a status of Revoke?

If your Singapore Sender ID registration shows a status of **Revoke**, this indicates that your Sender ID registration has been suspended by the Singapore SMS Sender ID Registry (SSIR). To resolve this issue, you must contact the Singapore Network Information Centre (SGNIC) directly to obtain further details regarding your registration suspension.

After you have resolved the issue with SGNIC, you can re-submit your existing registration through the AWS End User Messaging SMS console. You do not need to create a new registration request.

Spain sender ID registration in AWS End User Messaging SMS

All alphanumeric sender IDs used to send SMS messages to Spanish mobile numbers (+34) must be registered in the CNMC (Comisión Nacional de los Mercados y la Competencia) National Alias Registry. Unregistered sender IDs cannot deliver messages to Spanish recipients. Your Spain sender ID registrations are case-sensitive at the carrier level. The exact casing that you register with CNMC must match what you submit through the AWS End User Messaging console.

Starting September 15, 2026, unregistered alphanumeric sender IDs will be blocked by Spanish mobile operators and will not deliver messages to Spanish recipients. Generic sender IDs that do not clearly identify your business are not permitted by CNMC and cannot be registered.

Dedicated phone numbers (local long codes or short codes, international toll-free numbers) are not affected by this regulation and do not require registration.

> **Important**
>
> New Spain short code provisioning is temporarily on hold. If you need a dedicated number for Spain, request a long code instead. For more information, see Dedicated phone numbers for Spain.

CNMC portal access and digital certificate requirements

The CNMC registration portal requires authentication with a valid digital certificate. The following certificate types are accepted:

- A qualifying digital certificate issued by the Spanish government
- An eIDAS-compliant qualified digital certificate issued by one of the EU countries listed below

Qualifying EU countries for eIDAS certificates: Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, and Sweden.

If you do not have a qualifying digital certificate issued by the Spanish government or by one of the qualifying EU countries listed above, you have two options:

Option A: Appoint a representative and register your sender IDs

You must appoint a representative in Spain or a qualifying EU country who holds a valid digital certificate. The representative must also have an apostilled notarized power of attorney authorizing them to act on your behalf. We recommend engaging legal counsel to advise on the process for appointing an authorized representative.

Option B: Switch to dedicated phone numbers for Spain

Dedicated phone numbers (local long codes, international toll-free numbers) are not affected by this regulation and do not require CNMC registration. Note that new short code provisioning for Spain is temporarily on hold; request a long code instead. You can request a dedicated phone number for Spain through the AWS End User Messaging console. For more information, see Dedicated phone numbers for Spain. For registration processing timelines, see Registration processing times.

CNMC verification process

After you submit your registration at the CNMC portal, CNMC sends a verification email to the representative email address you provided. You (or your representative) must then log into the portal with the qualifying digital certificate and approve the registration within 10 business days.

If you registered your sender ID with multiple downstream providers, you may receive a separate verification request for each provider.

How to register your sender ID for Spain

To complete your Spain sender ID registration, you must:

1. **Create a Spain sender ID registration in the AWS console** – Start the registration process in the AWS End User Messaging SMS console by creating a new Spain sender ID registration. This generates the TERCERO (third party) details you will need when registering in the CNMC portal. **Do not submit the AWS registration form yet** – you will complete and submit it in step 3 after your CNMC registration is done.
2. **Register your sender ID in the CNMC National Alias Registry** (directly or through an appointed representative) – Go to https://tramites.cnmc.gob.es/formulario/213/ and authenticate with your valid digital certificate. During registration:
   - Select each of our downstream SMS providers as **PRO** (Registered Provider of Origin) using the details provided in the AWS console in step 1:

CNMC Portal Name	Provider
SINCH COMMUNICATIONS SPAIN, S.L.	Sinch
VONAGE, B.V.	Vonage
Twilio Ireland Limited	Twilio

   - For the **TERCERO** (Third Party) field, enter the details provided in the AWS console.
   - Select the alias relationship type that applies to your sender ID.

> **Important**
>
> The TERCERO legal representative information is sensitive and you may not use this information for any other purpose than to register your sender ID for Spain. Do not

retain this information after you have submitted your registration in the CNMC portal. Use the AWS console as your reference if you need to access these details again for a new registration.

After submission, approve the CNMC verification notification within 10 business days.

3. **Submit the AWS sender ID registration form** – Return to the registration you created in step 1 in the AWS End User Messaging SMS console, complete any remaining fields, and submit. This informs our downstream SMS providers of your registration. See the procedure below for step-by-step instructions.

Complete the AWS registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   Note

   If you already created a registration when requesting the origination identity, use that existing registration form.

   For **Registration form name**, enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to register. The sender ID must be between 3 and 11 alphanumeric characters. The value you enter must use the exact same casing as your CNMC registration. For example, if you registered "MyBrand" with CNMC, you must enter "MyBrand"—not "MYBRAND" or "mybrand." The AWS End User Messaging console displays sender IDs in uppercase. However, the downstream partner stores the exact casing that you entered at submission time.

   Choose **Next**.

4. In the **Alias relationship type** section, select the type that matches how you established the right to use this sender ID:

   - **OEPM/EUIPO trademark** – The alias is a registered trademark with the Spanish Patent and Trademark Office (OEPM) or the EU Intellectual Property Office (EUIPO).
   - **OEPM trade name** – The alias is a registered trade name with OEPM.
   - **Commercial Register company name** – The alias matches the company name in the Spanish Commercial Register.
   - **Red.es/ICANN domain** – The alias corresponds to a domain registered with Red.es or an ICANN-accredited registrar.
   - **Other public registry** – The alias is registered in another official public registry.
   - **Legitimate habitual use** – The alias has been in legitimate habitual use by the holder.

   Choose **Next**.

5. In the **Alias holder information** section, enter the following:

   - For **Holder type**, select **PF** (natural person) or **PJ** (legal entity).
   - For **Tax ID**, enter the holder's NIF or CIF.
   - For **Legal name**, enter the holder's full legal name or company name.
   - For **Surnames**, enter the holder's surnames. This field is required for natural persons (PF) only.

   Choose **Next**.

6. In the **Representative information** section, enter the following:

   - For **Representative type**, select the type of representative.
   - For **Tax ID**, enter the representative's NIF or CIF.
   - For **Name**, enter the representative's name.
   - For **Surnames**, enter the representative's surnames.
   - For **Email**, enter the email address for CNMC verification notifications.
   - For **Phone – optional**, enter a contact phone number.

> **Note**
>
> If you do not have a qualifying digital certificate issued by the Spanish government or by one of the qualifying EU countries listed above, the representative must be your appointed representative with a valid digital certificate and apostilled notarized power of attorney.

Choose **Next**.

7. If the representative is a company, complete the **Person acting for company representative** section with the individual's details.

   Choose **Next**.

8. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company as officially registered.
   - For **Tax ID**, enter your company's tax identification number.
   - For **DBA (Doing Business As) – optional**, enter any trade name your company uses.
   - For **Company website**, enter the URL for your company's website.
   - For **Area of business**, describe your company's industry or sector.

   Choose **Next**.

9. In the **Company address** section, enter your company's registered address.

   Choose **Next**.

10. In the **Contact info** section, enter the contact details for the person managing this registration.

    Choose **Next**.

11. In **Messaging Use Case**, do the following:

    - For **Use case category**, choose the category that best describes your messaging use case.
    - For **Use case description**, provide additional context about how you will use this sender ID.
    - For **Monthly volume**, enter the estimated number of messages you plan to send per month.
    - For **Opt-in workflow**, describe how recipients consent to receive your messages.

Choose **Next**.

12. In **Message samples**, do the following:

    - For **Message Sample 1**, enter an example SMS message body that will be sent to your end users.
    - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages if needed.

    Choose **Next**.

13. On the **Review and submit** page, verify the information you are about to submit is correct. To make updates, choose **Edit** next to the section.

14. **Important**

    Do not submit this form until you have completed your sender ID registration in the CNMC portal. You must register your sender ID with CNMC before submitting the AWS form.

    Choose **Submit registration**.

Useful links

- CNMC Registration Portal
- CNMC FAQ – Gestión del Registro de Alias
- AWS End User Messaging console
- Dedicated phone numbers for Spain
- Registration processing times
- AWS Support

Sri Lanka sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Sri Lanka.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Sri Lanka specific info** section, enter the following:

   - For **Letter of authorization (LOA)**, you are required to download, complete, and attach the letter of authorization. This document is also referred to as a NOC (No Objection Certificate), it requires a wet signature or a digital signature via Adobe or DocuSign, and must be printed on customers company letterhead. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Acknowledgement of a single use case**, transactional and promotional content is must be sent using seperate Sri Lanka sender IDs. Choose **Yes**, to acknowledge that the use case description you provided describes all messages to be sent by this sender ID.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.

- **Account or security alert** – A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action the end users need to take.
- **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
- **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Promotions and marketing** – Use this if you only intend to send marketing messages to your users.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

> **Note**
>
> Your brand/company or service name must be included in your message content and provided sample messages.

- For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
- For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Thailand sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Thailand.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

- For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
- For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
- For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

Choose **Next**.

4. In the **Thailand specific info** section, enter the following:

   - For **Letter of authorization (LOA)**, you are required to download, complete, and attach the letter of authorization (LOA). Your LOA must be signed by an authorized signatory of the company and stamped from the end brand with the company's letterhead. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.

- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Account or security alert** – A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action the end users need to take.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Promotions and marketing** – Use this if you only intend to send marketing messages to your users.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.

- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Turkey sender ID registration in AWS End User Messaging SMS

> ⚠ **URL content restrictions effective April 1, 2026**
>
> Starting April 1, 2026, SMS messages to Turkey mobile numbers that contain URLs are at risk of being blocked or having the URL masked (for example, replaced with *******). To ensure reliable delivery, remove all URLs from your SMS message content.

Follow these directions to register your sender ID in Turkey.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.
4. In the **Turkey specific info** section, enter the following:

   - For **Letter of authorization**, you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a NOC (No Objection Certificate). Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization (vendor)**, you are required to download, complete, and attach the vendor-specific letter of authorization (LOA). Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Company registration documentation**, you are required to provide a copy of your company's registration documentation, regardless if your company is local to Turkey or

international. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

- For **Acknowledgement of transactional content**, promotional content is disallowed for Turkey sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.
   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

     Your **Opt-in workflow description** should include the following:

     - Program or product description
     - Identify your organization and service being represented in the initial message sent to your end users
     - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

   Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

United Arab Emirates sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in United Arab Emirates.

> **UAE Sender ID registrations temporarily paused**
>
> The UAE Telecommunications and Digital Government Regulatory Authority (TDRA) is updating its Sender ID registration requirements. New UAE Sender ID registrations are paused until further notice. You may need to resubmit after the new requirements are determined; your registration status will be updated if more information is needed. This page will be updated when a timeline is available.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

   > **Note**
   >
   > If you already created a registration when requesting the origination identity then you should use that registration form.

   For **Registration form name** enter a friendly name.

   Choose **Next**.
3. In the **Sender ID info** section, enter the following:

- For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
- For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.

Choose **Next**.

4. In the **United Arab Emirates specific info** section, enter the following:

> **Note**
>
> For all uploads the valid file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

- For **Company registration documentation**, you are required to provide a copy of your company's registration documentation, regardless if your company is local to United Arab Emirates or international. This document is also known as a Certificate of Incorporation (COI) or trade license. For companies registered in the US, UK, or India, provide the Certificate of Incorporation. If the document is not in English or Arabic, a certified translation is required.
- For **Proof of sender ID connection**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand, such as a trademark certificate. The document must be in English or Arabic and include a signature and/or stamp from the issuing authority. Applications or web references are not accepted.
- For **Letter of authorization: Etisalat (Local)**, if your company is local to United Arab Emirates, then you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a No Objection Certificate (NOC), and it must be signed by an authorized signatory of the company and stamped from the end brand with the company's letterhead.
- For **Letter of authorization: du (Local)**, if your company is local to United Arab Emirates, then you are required to download, complete, and attach the letter of authorization (LOA). This document is also referred to as a NOC, and it must be signed by an authorized signatory of the company and stamped from the end brand with the company's letterhead.

- For **du Sender ID Registration Form**, if your company is local to United Arab Emirates, you are required to download, complete, and attach the du Sender ID Registration Form. This is a separate form required by the du network in addition to the letters of authorization.
- For **Company's UAE establishment card**, if your company is local to United Arab Emirates, then you are required to provide a copy of your company's UAE establishment Card.
- For **Authorized signatory UAE ID**, if your company is local to United Arab Emirates, then you are required to provide a valid United Arab Emirates ID of the authorized signatory who completed the letters of authorization. (Both UAE ID and UAE passport are required.)
- For **Authorized signatory UAE passport**, if your company is local to United Arab Emirates, then you are required to provide a valid United Arab Emirates passport of the authorized signatory who completed the letters of authorization. (Both UAE ID and UAE passport are required.)
- For **Authorized signatory power of attorney**, if your company is local to United Arab Emirates, and the authorized signatory who completed the telecom delegation letters is not listed by name on your company registration certificate, then you are required to provide a power of attorney document.
- For **Letter of authorization: International (Etisalat)**, if your company is not local to United Arab Emirates, then you are required to download, complete, and attach the Etisalat network letter of authorization (LOA). Both Etisalat and du network LOAs are required for international registrations.
- For **Letter of authorization: International (du)**, if your company is not local to United Arab Emirates, then you are required to download, complete, and attach the du network letter of authorization (LOA). Both Etisalat and du network LOAs are required for international registrations.
- For **UAE Ministry of Health and Prevention authorization**, if your company is local to the United Arab Emirates and is a hospital, then you are required to provide an authorization letter from UAE Ministry of Health and Prevention.
- For **Acknowledgement of transactional content**, promotional content is disallowed for United Arab Emirates sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

- For **Company Name**, enter the name of your company.
- For **Company identification number**, enter your tax ID, like EIN or VAT.
- For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

- For **Address 1**, enter the street address of your corporate headquarters.
- For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
- For **City**, enter the city of your corporate headquarters.
- For **State/Province**, enter the state of your corporate headquarters.
- For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
- For **Country**, enter the two digit ISO country code.

Choose **Next**.

7. In the **Contact info** section, enter the following:

- For **Contact Email**, enter the email address of the person who will be your business's point of contact.
- For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

Choose **Next**.

8. In **Messaging Use Case**, do the following:

- For **Use case category**, choose one of the following use case types:
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
  - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.

- **Polling and surveys** – Use this to poll users on their preferences.
- **Info on demand** – This is for sending users messages after they have sent a request.
- **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

  Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

United Kingdom sender ID registration process in AWS End User Messaging SMS

Note

With our updated console experience you are now seeing a registration **Name** field for your registration. This field is set to "–" as we do not manually backfill any of your service values to prevent interruption to your service and let you maintain your security posture. A registration **Name** is an optional friendly name field that can be updated using the tags on the registration details page. For more information on how to add a **Name** tag, see Change a registration's name in AWS End User Messaging SMS.

The United Kingdom's (UK) Mobile Ecosystem Forum (MEF) SMS Sender ID Protection Registry was established to help the identification and blocking of fraudulent SMS messages, protecting consumers as well as legitimate businesses and organizations. The registry enables organizations to register the Sender IDs used when sending SMS to customers in the UK, limiting the ability of fraudsters to impersonate a brand.

If you have protected your Sender ID with MEF you are required to register your Sender ID through AWS End User Messaging SMS.

Important

If your Sender ID is protected by MEF then a completed Letter of Authorization (LOA) is required. The information provided must be of the end company. If you are registering on behalf of a company they are required to authorize AWS and the LOA should not include or reference your company information.

Register your MEF sender ID

1. Download the template for the LOA.
2. Clearly specify the sender ID requested and have other details such as website and sample message templates filled in correctly with no missing details. The casing of the Sender ID must match what is registered with MEF.

   Complete all highlighted fields.
3. The LOA must be dated within the last 30 days.

4. Create a PDF of the LOA to upload as part of completing the **Sender ID info** section of your UK registration. The maximum file size is 400 KB.

Register your non MEF sender ID

- Complete the UK sender ID registration form and omit the **Letter of authorization image – optional** field.

Topics

- United Kingdom sender ID registration form

United Kingdom sender ID registration form

Complete the following form to register your sender ID in the United Kingdom. If your sender ID is protected by then a completed Letter of Authorization (LOA) is required as well.

Complete a United Kingdom sender ID registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the United Kingdom sender ID registration to complete.
3. In the **Company info** section, enter the following:
   - For **Company Name**, enter the name of your company.
   - For **Tax ID or Business Registration Number**, enter you tax ID.
   - For **Company website**, enter the URL for your company's website.
   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Zip Code/Postal code**, enter the zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.
   - Choose **Next**.

4. In the **Contact info** section, enter the following:

   - For **First Name**, enter the first name of the person who will be your business's point of contact.
   - For **Last Name**, enter the last name of the person who will be your business's point of contact.
   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

5. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Letter of authorization image – optional**: Information provided must be that of the end company. If you are registering on behalf of a company they are required to authorize AWS and the LOA should not include or reference your company information.
     - Download the template for the LOA.
     - Clearly specify the sender ID requested and have other details such as website and sample message templates filled in correctly with no missing details. The casing of the Sender ID must match what is registered with MEF.

       Complete all highlighted fields.
     - The LOA must be dated within the last 30 days.
     - Create a PDF of the LOA to upload as part of completing the **Sender ID info** section for your UK registration. The maximum file size is 400 KB.
   - For **Sender ID connection – optional** you can add more details about the connection between the requested sender ID and company name.

   Choose **Next**.

6. In **Messaging Use Case**, do the following:

   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.

- For **Use case category**, choose one of the following use case types:
  - **Two-factor authentication** – Use this for sending two factor authentication codes.
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Notifications** – Use this if you only intend to send your users important notifications.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Promotions and Marketing** – Use this if you only intend to send marketing messages to your users.
  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
- Complete **Use case details** to provide additional context to the selected **Use case category**.

7. Choose **Next**.
8. In **Message samples**, do the following:
   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.
9. Choose **Next**.
10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Vietnam sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Vietnam.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.

   Choose **Next**.

4. In the **Vietnam specific info** section, enter the following:

   - For **Letter of authorization: Local**, if your company is local to Vietnam, then you are required to download, complete, and attach the letter of authorization (LOA), also called a BM02 form. **This document must be on company letterhead, stamped, and signed with company seal on all pages**. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Letter of authorization: International**, if your company is not local to Vietnam, then you are required to download, complete, and attach the letter of authorization (LOA), also called a BM04 form. **This document must be on company letterhead, stamped, and signed with company seal on all pages**. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Company registration documentation**, you are required to provide a copy of your company's registration documentation, regardless if your company is local to Vietnam or international. This document is also known as a business license. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

- For **Financial sector business license (SSC)**, if your company operates in the financial sector, you must submit a business license issued by the State Securities Commission (SSC) in addition to the standard business license and BM02/BM04 form. This is a mandatory requirement from Vietnamese operators for all financial sector registrations. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Proof of sender ID connection**, you are required to provide evidence of your intellectual property rights to the sender ID you wish to register. The document you provide should demonstrate the connection between your company name and this sender ID. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
- For **Acknowledgement of transactional content**, promotional content is disallowed for Vietnam sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

   Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.
   - Complete **Use case description** to provide additional context to the selected **Use case category**.
   - For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
   - For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

     Your **Opt-in workflow description** should include the following:

     - Program or product description
     - Identify your organization and service being represented in the initial message sent to your end users
     - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. All messages must include your brand/service name. If your company operates locally in Vietnam, all provided message samples must have an English and Vietnamese version, and all provided message samples must include a URL to your business website. Message samples must be provided in template format, and must be an exact match to what you intend to send. If there are variables in the template, ensure that you define them correctly. Define if the variable is text/number only or alphanumeric; if there's any special characters, or URL. Define variable length

   In **Message samples**, do the following:

   - For **Message Sample 1**, enter at least one sample is required of an SMS message which will be sent from this sender ID.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.

10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Zambia sender ID registration in AWS End User Messaging SMS

Follow these directions to register your sender ID in Zambia.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.

> **Note**
>
> If you already created a registration when requesting the origination identity then you should use that registration form.

For **Registration form name** enter a friendly name.

Choose **Next**.

3. In the **Sender ID info** section, enter the following:

   - For **Sender ID**, enter the sender ID to request. The sender ID must be between 3 and 11 alphanumeric characters. For more information on sender ID formatting rules, see Considerations for a sender ID
   - For **Sender ID description – optional** you can add more details about the connection between the requested sender ID and company name.
   - For **Proof of sender ID connection – optional**, if the connection between your company name and this sender ID is not obvious, then you are required to provide evidence of your intellectual property rights to the brand. Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.

   Choose **Next**.

4. In the **Zambia specific info** section, enter the following:

   - For **Company registration documentation**, you are required to provide a copy of your company's registration documentation. This document is also known as a Certificate of Incorporation (COI). Valid upload file types are PDF, PNG, and JPEG with a maximum file size of 500KB.
   - For **Acknowledgement of transactional content**, promotional content is disallowed for Zambia sender IDs. Choose **Yes** to acknowledge that this sender ID will only be used for sending transactional messages.

   Choose **Next**.

5. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter your tax ID, like EIN or VAT.
   - For **Doing Business As (DBA)**, enter your DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the URL for your company's website.

Choose **Next**.

6. In the **Company address** section, enter the following:

   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Postal code**, enter the Postal/Zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.

   Choose **Next**.

7. In the **Contact info** section, enter the following:

   - For **Contact Email**, enter the email address of the person who will be your business's point of contact.
   - For **Contact Phone Number**, enter the phone number of the person who will be your business's point of contact.

   Choose **Next**.

8. In **Messaging Use Case**, do the following:

   - For **Use case category**, choose one of the following use case types:
     - **One-time passwords** – Use this for sending a user a one time password.
     - **Purchase or delivery notifications** – Use this if you only intend to send your users important notifications.
     - **Public service announcements** – An informational message that is meant to raise the audience's awareness about an important issue.
     - **Polling and surveys** – Use this to poll users on their preferences.
     - **Info on demand** – This is for sending users messages after they have sent a request.
     - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use case details** for this option.

- Complete **Use case description** to provide additional context to the selected **Use case category**.
- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Opt-in workflow description**, enter a description of how users consent to receive messages. The description has to be between 40 – 500 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website.

  Your **Opt-in workflow description** should include the following:

  - Program or product description
  - Identify your organization and service being represented in the initial message sent to your end users
  - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges

Choose **Next**.

9. In **Message samples**, do the following:

   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.

   Choose **Next**.
10. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
11. Choose **Submit registration**.

Dedicated number registration forms

The following countries require you to complete a registration before you can obtain a dedicated SMS number (both short and long codes). You can submit these registrations through the AWS End User Messaging SMS console or API. Once your registration is approved, the dedicated number is provisioned for your account.

Select a country below for step-by-step instructions on completing the registration form:

Forms

- Australia dedicated number registration in AWS End User Messaging SMS
- Austria dedicated number registration in AWS End User Messaging SMS
- Chile dedicated number registration in AWS End User Messaging SMS
- Denmark dedicated number registration in AWS End User Messaging SMS
- Finland dedicated number registration in AWS End User Messaging SMS
- Germany short code registration in AWS End User Messaging SMS
- Hong Kong dedicated number registration in AWS End User Messaging SMS
- Hungary dedicated number registration in AWS End User Messaging SMS
- India dedicated number registration in AWS End User Messaging SMS
- Italy dedicated number registration in AWS End User Messaging SMS
- Netherlands dedicated number registration in AWS End User Messaging SMS
- Norway dedicated number registration in AWS End User Messaging SMS
- Poland dedicated number registration in AWS End User Messaging SMS
- Portugal dedicated number registration in AWS End User Messaging SMS
- Spain dedicated number registration in AWS End User Messaging SMS
- Sweden dedicated number registration in AWS End User Messaging SMS
- United Kingdom dedicated number registration in AWS End User Messaging SMS
- United States 10DLC registration
- United States Toll-free number registration process
- United States Short Code registration

Australia dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Australia.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.
5. In the **Service Information and Use Case** section, enter the following:

In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

- For **Service name**, Name of your SMS service or feature.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
- For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..
- For **Opt-in method other**, ff you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Austria dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Australia.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

   Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Chile dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Chile.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.

- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

   Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Denmark dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Denmark.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.

- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City** enter city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.

- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Finland dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Finland.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

- For **Company Name**, enter the legal name of your company.
- For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
- For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the full URL of your company website.

Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.

- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Germany short code registration in AWS End User Messaging SMS

Follow these directions to register your short code in Germany.

Complete Germany short code registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration to complete.
3. In the **Company info** section, enter the following:

   - For **Company name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **DBA (Doing Business As) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.

- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City**, enter the city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service information and use case** section, enter the following:

   To give approval, mobile carriers need to know how you plan to use your short code, and how you will interact with end users.

   - For **Service name**, enter the name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this short code.
   - For **Monthly outbound SMS volume**, enter the estimated number of SMS messages which will be sent from this short code each month.
   - For **Monthly inbound SMS volume**, enter the estimated number of SMS messages which will be received by this short code each month.
   - For **Estimated monthly contacts**, enter the estimated number of unique users you expect to contact in one month.
   - For **Peak volume hours**, specify the days and hours when you expect the highest volume of messages (for example, Mon-Fri 08:00-09:00).
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Required end-user input**, describe what actions end-users must take to use the service. Include both initial activation and ongoing interaction requirements.
   - For **Service reply logic**, explain how your service will respond to various user inputs. Include all possible response scenarios and message templates.

- For **Error handling process**, detail how your service responds to incorrect inputs, misspelled commands, or invalid responses from users. Include example error messages and recovery procedures.
- For **Advertising channels**, select all media channels through which the service will be advertised to end-users. Options include Website, Television, Radio, Print Media, Social Media, and Other.
- For **Customer service phone number**, enter the phone number your users can call to contact customer service.
- For **Customer service email address**, enter the email address your users can use to contact customer service.
- For **Customer service hours**, specify the days and hours when customer service is available (for example, Mon-Fri 08:00-17:00).
- For **Opt-in method**, enter how the user will opt-in.
- For **Opt-in method other**, if you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Hong Kong dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Hong Kong.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

   Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Hungary dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.

- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

India dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in India.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

- For **Address 1**, enter the physical street address associated with your company.
- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City** enter city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.

- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Italy dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

- For **Company Name**, enter the legal name of your company.
- For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
- For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the full URL of your company website.

Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.

- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Netherlands dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

- For **Company Name**, enter the legal name of your company.

- For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
- For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the full URL of your company website.

Choose **Next**.

4. In the **Company Address** section, enter the following:

- For **Address 1**, enter the physical street address associated with your company.
- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City** enter city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

- For **Service name**, Name of your SMS service or feature.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
- For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..

- For **Opt-in method other**, ff you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Norway dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.

- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..
- For **Opt-in method other**, ff you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Poland dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.

- For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
- For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..
- For **Opt-in method other**, ff you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Portugal dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.
5. In the **Service Information and Use Case** section, enter the following:

In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

- For **Service name**, Name of your SMS service or feature.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
- For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..
- For **Opt-in method other**, ff you chose Other, please explain.
- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Spain dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

> **Important**
>
> New Spain short code provisioning is temporarily on hold. If you need a dedicated number for Spain, request a long code instead. For more information, see Requesting dedicated long codes.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Spain.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.
4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.

- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

Sweden dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the legal name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company website.

   Choose **Next**.

4. In the **Company Address** section, enter the following:

   - For **Address 1**, enter the physical street address associated with your company.
   - For **Address 2**, enter the unit number of the physical address, if applicable.
   - For **City** enter city where the physical address is located.
   - For **State / Province**, enter the state, province, or region where the physical address is located.
   - For **Postal code**, enter the postal code / ZIP code where the physical address is located.
   - For **Country code**, enter the two-digit ISO country code where the physical address is located.

   Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

   In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

   - For **Service name**, Name of your SMS service or feature.
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
   - For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
   - For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
   - For **Opt-in Method**, enter a how the user will opt-in..
   - For **Opt-in method other**, ff you chose Other, please explain.
   - For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
   - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
   - For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
   - For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.

- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

United Kingdom dedicated number registration in AWS End User Messaging SMS

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see Requesting dedicated long codes.

To register a short code number, see Requesting dedicated short codes.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

> **Note**
>
> If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

- For **Company Name**, enter the legal name of your company.
- For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).

- For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
- For **Company website**, enter the full URL of your company website.

Choose **Next**.

4. In the **Company Address** section, enter the following:

- For **Address 1**, enter the physical street address associated with your company.
- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City** enter city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

5. In the **Service Information and Use Case** section, enter the following:

In order to give approval, mobile carriers need to know how you plan to use your dedicated number, and how you will interact with end users.

- For **Service name**, Name of your SMS service or feature.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, enter a description of your use case for sending SMS messages with this long code..
- For **Monthly SMS volume**, enter a estimated number of SMS messages which will be sent from this long code each month.
- For **Is this a one-way or two-way program?**, select whether you require only sending outbound messages with this number or if you require 2-way messaging (both outbound and inbound).
- For **Opt-in Method**, enter a how the user will opt-in..
- For **Opt-in method other**, ff you chose Other, please explain.

- For **Opt-in method user experience flow 1**, provide a step-by-step description of the end user experience when signing up for the SMS service..
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3**, provide a step-by-step description of the end user experience when signing up for the SMS service.
- For **Opt-in mock-up 3**, attach a mock up showing the call-to-action or opt-in location.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

United States 10DLC registration

Important

The following table has the expected times for each 10DLC registration step based on if your business is located in the United States or internationally.

10DLC registration step	US based companies	International based companies
Register your brand/company	1-2 business days	Up to 3 weeks
Apply for vetting	1-2 business days	Up to 3 weeks
Register your campaign	Up to 4 weeks	Up to 4 weeks
Request your 10DLC number	Up to 10 days	Up to 10 days

If you use AWS End User Messaging SMS to send messages to recipients in the United States or the US territories of Puerto Rico, US Virgin Islands, Guam and American Samoa, you can use 10DLC phone numbers to deliver those messages. The abbreviation *10DLC* stands for "10-digit long code." A 10DLC phone number is registered for use by a single sender and for a single use case. This registration process gives the mobile carriers insight into the approved use cases for each phone number that is used to send messages. As a result, 10DLC phone numbers can offer high throughput and deliverability rates.

A message that you send from a 10DLC phone number appears on the devices of your recipients as a 10-digit phone number. You can use 10DLC phone numbers to send both transactional and promotional messages. If you already use short codes or toll-free numbers to send your messages, then you don't need to set up 10DLC.

To set up 10DLC, you first register your company or brand. You should then externally vet your 10DLC company to ensure you get the highest eligible throughput. Next, you create a *10DLC campaign*, which is a description of your use case. This information is then shared with the Campaign Registry, an industry organization that collects 10DLC registration information.

> **Note**
>
> For more information about how the Campaign Registry uses your information, see the FAQ on the Campaign Registry website.

After your company and 10DLC campaign are approved, you can purchase a phone number and associate it with your 10DLC campaign. Associating a phone number with a 10DLC campaign can take approximately 14 days to complete. Although you can associate multiple phone numbers with a single campaign, you can't use the same phone number across multiple 10DLC campaigns. For each 10DLC campaign that you create, you must have at least one unique phone number. Throughput for 10DLC phone numbers is based on the company and campaign registration information that you provide. Each 10DLC number associated to a campaign supports 1 message part per second (MPS). To get the eligible throughput from your campaign applied to the associated 10DLC numbers, you need to submit a request to increase SMS sending rates.

If you have an existing unregistered long code in your AWS End User Messaging SMS account, you can request that it be converted to a 10DLC number. To convert an existing long code, complete the registration process, and then create a case in the AWS Support Center. In some situations, it isn't possible to convert an unregistered long code to a 10DLC phone number. In this case, you

must request a new number through the AWS End User Messaging SMS console and associate it with your 10DLC campaign. For more information about using 10DLC with existing long codes, see Associating a long code with a 10DLC campaign.

Topics

- 10DLC capabilities
- 10DLC registration process
- 10DLC brand registration form
- Resend a 10DLC brand email authentication in AWS End User Messaging SMS
- 10DLC brand vetting form
- 10DLC campaign registration form
- Associating a long code with a 10DLC campaign
- 10DLC registration and monthly fees
- 10DLC cross-account access

10DLC capabilities

> **Note**
>
> When your 10DLC campaign is approved, AWS End User Messaging SMS automatically applies the message throughput that the campaign qualifies for to the phone numbers associated with that campaign. You do not need to submit a separate request to increase the message parts per second (MPS) for those numbers.

The capabilities of 10DLC phone numbers depend on which mobile carriers your recipients use. AT&T provides a per-second send rate for each campaign. T-Mobile provides a daily limit on the number of messages that can be sent, with no separate per-second send rate. Verizon has not published throughput limits, but uses a filtering system for 10DLC that is designed to remove spam, unsolicited messages, and abusive content, with less emphasis on the actual message throughput.

Throughput is applied at the *campaign* level. All phone numbers associated with the same campaign share a single send rate limit, rather than each number having its own. Each associated phone number shows the campaign's send rate as its limit. Because the limit is shared, messages

sent from multiple numbers on the same campaign count toward the same limit. For example, if a campaign has a send rate limit of 8 message parts per second (MPS), you can send up to 8 MPS from a single number on that campaign. You can also split that throughput across multiple numbers, such as 4 MPS from each of two numbers. In both cases, the combined rate across the campaign cannot exceed 8 MPS before messages are throttled.

The T-Mobile daily message cap is advisory and is applied per campaign for T-Mobile recipients. After a campaign reaches its daily message cap, additional messages to T-Mobile recipients fail until the cap resets. For instructions on viewing the current send rate limits and daily message caps for a phone number, see View your current messaging limits.

To increase the throughput that a campaign qualifies for, you can request that your company registration be vetted. When you vet your company registration, a third-party verification provider analyzes your company details and provides a vetting score. A higher score can raise the throughput tier that your campaigns qualify for. Vetting scores are not applied retroactively: if you vet your company registration after you have already created a campaign, the new score is not applied to that existing campaign. For this reason, vet your company or brand *before* you create your 10DLC campaigns. There is a one-time charge for the vetting service. For more information, see 10DLC brand vetting form.

Throughput rates for 10DLC are determined by the US mobile carriers in cooperation with the Campaign Registry. Neither AWS End User Messaging SMS nor any other SMS sending service can increase 10DLC throughput beyond these rates. If you need high throughput rates and high deliverability rates across all US carriers, we recommend that you use a short code.

10DLC registration process

You can set up 10DLC directly in the AWS End User Messaging SMS console. To set up 10DLC, you must complete all of the following steps.

1. **Register your brand/company**

   The first step in setting up 10DLC is to register your company or brand. For information about company registration, see 10DLC brand registration form. There is a one-time registration fee to register your company. This fee is shown on the registration page.

2. **(Optional) Apply for vetting**

   We recommend completing this step if your use case requires higher throughput. If your company registration is successful, you can begin creating low-volume, mixed-use 10DLC

campaigns. To increase the throughput that your campaigns qualify for, you can apply for vetting of your company registration. A higher vetting score can raise the throughput tier that your campaigns qualify for, but vetting is not guaranteed to increase your throughput. Because vetting scores are not applied retroactively to campaigns that you have already created, vet your company or brand *before* you create your 10DLC campaigns. For more information about vetting, see 10DLC brand vetting form. For more information about how throughput is applied, see 10DLC capabilities.

3. **Register your campaign**

   If the Campaign Registry is able to verify the company information that you provided, you can create a 10DLC campaign. A 10DLC campaign contains information about your use case. Each 10DLC campaign can be associated with one company. AWS End User Messaging SMS sends this campaign information to the Campaign Registry for approval. In most cases, 10DLC campaign approval is instantaneous. In some cases, the Campaign Registry can require additional information. It can take up to 4 weeks to receive a response on if your 10DLC campaign was approved or needs to be revised.

   You're charged a recurring monthly fee for each 10DLC campaign that you register. The monthly fee varies depending on your use case. The recurring fee for your campaign is shown on the registration page.

4. **Request your 10DLC number**

   After your 10DLC campaign is approved, you can request a phone number and associate it with the approved campaign. When you request a number through the **Request originator** flow, you choose the registered brand and campaign to associate the number with as part of the request. You can also search for and choose a specific number by area code or pattern instead of receiving a random assignment. Each phone number can only be associated with a single 10DLC campaign, and a campaign can have more than one number associated with it. For more information, see Request a phone number in AWS End User Messaging SMS, Choosing a 10DLC phone number by area code, and Associating a long code with a 10DLC campaign. There is a monthly recurring fee for leasing the phone number. This fee is shown on the purchase page.

   > **Note**
   >
   > You are charged the monthly 10DLC number lease price regardless of status. For example, 10DLC numbers in a **Pending** state still generate a month fee. For more information about pricing, see AWS End User Messaging Pricing.

10DLC brand registration form

> **Note**
>
> With our updated console experience you are now seeing a registration **Name** field for your registration. This field is set to "–" as we do not manually backfill any of your service values to prevent interruption to your service and let you maintain your security posture. A registration **Name** is an optional friendly name field that can be updated using the tags on the registration details page. For more information on how to add a **Name** tag, see Change a registration's name in AWS End User Messaging SMS.

Before you can request a 10DLC phone number, you must register your company or brand. Brand registrations are managed by an industry organization called the Campaign Registry. You need to register your company per each AWS account and AWS Region that will use the company.

> **Note**
>
> Campaign Registry has implemented a two-factor authentication (2FA) for brand registrations. If your **Legal form of organization** is PUBLIC_PROFIT you have to provide the email address of a person who works at the brand who can complete the email authentication. Email distribution lists are not allowed and the email domain must match the domain of your business. The email authentication is sent from **noreply@auth.campaignregistry.com** and we recommend you add the email address to your spam list allow rules.

After you've created your 10DLC brand registration you need to complete the form and submit it for approval.

If your 10DLC brand registration is successful and you want to register for higher throughput capabilities, then you must vet your 10DLC brand registration. For more information on 10 DLC brand vetting, see 10DLC brand vetting form.

> **Note**
>
> For more information on expected registration times, see United States 10DLC registration.

Complete a 10DLC brand registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the 10DLC brand registration to complete.
3. In the **Brand Registration Information** section, enter the following:

   - For **Legal company name**, enter the name that the company is registered under. The name that you enter must be an exact match for the company name that's associated with the tax ID that you provide.

     > **Important**
     >
     > Make sure to use your company's exact legal name. Incorrect or incomplete information might result in your registration being delayed or denied.

   - For **Country of tax registration**, enter the two letter ISO country code for the country where your company is registered. For a list of ISO country codes, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.
   - For **Tax ID or Business Registration Number**, enter your company's tax ID. The ID that you enter depends on the country that your company is registered in.
     - If you're registering a US or non-US entity that has an IRS Employer Identification Number (EIN), enter your nine-digit EIN. The legal company name, EIN, and physical address that you enter must all match the company information that is registered with the IRS.
     - If you're registering a Canadian entity, enter your federal or provincial Corporation number. Don't enter the Business Number (BN) provided by the CRA. The legal company name, Corporation number, and physical address that you enter must all match the company information that is registered with Corporations Canada.
     - If you're registering an entity that is based in another country, enter the primary tax ID for your country. In many countries, this is the numeric portion of your VAT ID number.
   - For **Legal form of organization**, choose the option that best describes your company.

     > **Note**
     >
     > The **US government** and **Not-for-profit** options can only be used to register United States-based organizations. If your organization is based in a country other than the

US, you must register as **Private for-profit**, regardless of the actual legal form of your organization.

- For **Stock symbol - optional** enter your companies stock symbol.

  For **Stock exchange - optional**, choose the stock exchange your company is listed on

  > **Note**
  >
  > If you chose **Public for profit** in the previous step, the company's stock symbol and the stock exchange fields are required.

- For **Physical business address – Address/Street**, enter the physical street address associated with your company.
- For **Physical business address – City**, enter the city where the physical address is located.
- For **Physical business address – State or region**, enter the state or region where the address is located.
- For **Physical business address – Zip Code/Postal Code**, enter the ZIP or postal code for the address.
- For **Physical business address – Country**, enter the two digit ISO country code.
- For **Brand verification email**, enter the email of a person who works at the brand who can complete the email authentication. Email distribution lists are not allowed and the email domain must match the domain of your business.

4. Choose **Next**.
5. In the **Additional company and contact info** section, enter the following:

   - For **Doing Business As (DBA) or brand name**, enter any other names that your company does business as.
   - For **Vertical**, choose the category that best describes the company you're registering.
   - For **Company website**, enter the full URL of your company's website. Include "http://" or "https://" at the beginning of the address.
   - For **Support Email**, enter the email address of the person who will be your business's point of contact.
   - For **Support Phone Number**, enter the phone number of the person who will be your business's point of contact. The phone number must start with a '+' and can't contain any

spaces, hyphens, or parentheses. For example, `+1 (206) 555-0142` is not in the correct format, but `+12065550142` is.

Choose **Next**.

6. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
7. Choose **Submit registration**.

> **Important**
>
> If your **Legal form of organization** is PUBLIC_PROFIT then once you submit your brand registration the authentication email is sent to the email address specified in **Brand verification email**. Your registration can not be approved until you complete brand authentication. The authentication email is valid for 7 days and after that you have to request a new authentication email.

> **Note**
>
> After your registration has been approved you need to either register for the optional **US 10DLC Brand vetting** or 10DLC campaign registration form. For more information on registering for 10DLC, see United States 10DLC registration.

Resend a 10DLC brand email authentication in AWS End User Messaging SMS

The email authentication is sent from **noreply@auth.campaignregistry.com** and we recommend you add the email address to your spam list allow rules.

The link in the email authentication is valid for 7 days. Follow these directions if it has been less than 30 days since you submitted for 10DLC brand registration. If it has been longer than 30 days you need to discard the registration and resubmit it.

Resend authentication email

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Registrations**.
3. Choose the 10DLC brand registration that you need to resend the 2FA email for.
4. Choose resend email in the banner.

10DLC brand vetting form

If your company's registration is successful and you want to register a 10DLC campaign with higher throughput capabilities, then you must vet your company registration.

When you vet your registration, a third-party organization analyzes the company details that you provided and returns a vetting score. A high vetting score can lead to higher throughput rates for your 10DLC company and the campaigns associated with it. However, vetting isn't guaranteed to increase your throughput.

Vetting scores aren't applied retroactively. In other words, if you've already created a 10DLC campaign, and you later vet your company registration, your vetting score isn't automatically applied to your existing campaign. For this reason, you should vet your company or brand *before* you create any of your 10DLC campaigns.

> **Note**
>
> There is a $40 non-refundable fee for vetting your company or brand.

> **Note**
>
> For more information on expected registration times, see United States 10DLC registration.

To vet your company registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose **Create registration**.
3. For **Registration form name** enter a friendly name.
4. For **Registration type**, choose **US 10DLC brand vetting**.
5. For **Available 10DLC brands**, choose the 10DLC brand to vet.

6. Choose **Create**.

10DLC campaign registration form

> **Note**
>
> With our updated console experience you are now seeing a registration **Name** field for your registration. This field is set to "–" as we do not manually backfill any of your service values to prevent interruption to your service and let you maintain your security posture. A registration **Name** is an optional friendly name field that can be updated using the tags on the registration details page. For more information on how to add a **Name** tag, see Change a registration's name in AWS End User Messaging SMS.

AWS End User Messaging SMS's vendors perform a manual review processes on 10DLC (10 Digit Long Code) campaigns to address SMS spam concerns raised by US carriers. Reviews are triggered when a number is associated to a 10DLC campaign. Reviews take at least 4 to 6 weeks to process.

When you register a 10DLC campaign, you provide a description of your use case, as well as the message templates that you plan to use. Before you can create and register a 10DLC campaign, you must first register your company. For information on registering your company, see 10DLC brand registration form.

> **Note**
>
> For more information on expected registration times, see United States 10DLC registration. For more information on 10DLC campaign registration issues, see Gen-AI Feedback on Registrations (Preview).

In this section, you provide additional details about your 10DLC campaign.

To register a 10DLC campaign

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the 10DLC campaign registration to complete.

3. On the **10DLC campaign registration information** page, do the following:

   a. For **Campaign description**, enter a name for the 10DLC campaign and description of the campaigns purpose.

   b. For **Vertical**, choose the option that represents your company.

   c. For **Company Terms & Conditions** choose either:

      i. **Enter URL** – Enter the publicly accessible URL that contains the **Terms & Conditions**.

      ii. **Upload file** and then **Choose file** – Choose a file that contains the **Terms & Conditions**. The file can be up to 500KB and valid file formats are PNG, JPEG, and PDF.

   d. For **Privacy Policy** choose either:

      i. **Enter URL** – Enter the publicly accessible URL that contains the **Privacy Policy**.

      ii. **Upload file** and then **Choose file** – Choose a file that contains the **Privacy Policy**. The file can be up to 500KB and valid file formats are PNG, JPEG, and PDF.

   e. For **Campaign opt-in workflow**, enter a description of how users consent to receive SMS and MMS messages. The description has to be between 40 – 2048 characters and must not contain leading or trailing spaces. For example, by filling out an online form on your website. If you have multiple opt-in methods, they have to be listed as well.

      Your **Opt-in workflow** should include the following:

      - Program or product description
      - Identify your organization and service being represented in the initial message sent to your end users
      - Clear and thorough information about how your end-users opt-in to your SMS service and any associated fees or charges
      - Include a link to the Terms & Conditions (which must be publicly accessible).
      - Include a link to the Privacy Policy (which must be publicly accessible).

      > **Note**
      >
      > If you don't have publicly accessible links to your Company Terms & Conditions or Privacy Policy documents then you can provide a copy of those as a

document in the attachment fields for **Company Terms & Conditions** or **Privacy Policy**.

- Explain if the Opt-in/Call to Action requires service log-in, is not yet published publicly, is a verbal opt-in, or if it occurs on printed sources such as fliers and paper forms.
- The Call to Action/Opt-in location must include the following:
  - Comprehensive terms and conditions might be presented in full beneath the call-to-action, or they might be accessible from a link in proximity to the call-to-action.
  - Program (brand) name.
  - Message frequency disclosure.
  - Product description.
  - Customer care contact information.
  - Opt-out information.
  - “Message and data rates may apply” disclosure.

f. For **Campaign opt-in screenshot**, upload a file showing how users consent to receiving messages, as described in the **Campaign opt-in workflow** field. The supported file type are PNG, JPEG, and PDF and the maximum file size is 500KB. A screenshot or mockup is required unless you provide a publicly accessible URL to your opt-in location or call-to-action in the **Campaign opt-in workflow** field. If your opt-in process requires a login, is not yet public, is a verbal opt-in, or occurs on printed forms or fliers, you must provide a screenshot or mockup showing the complete opt-in process. Additional information and examples of a compliant opt-in workflow can be found at Obtain permission.

Important

Examples of opt-in mockups or screenshots:

- **Website opt-in**: Mockup or screenshots of a web-form where the client adds their number and agrees to receive messages.
- **Website Posting (Support)**: Where is the number advertised and where does the customer find the number to text in.
- **Keyword or QR Code Opt-in**: Where does the customer find the keyword or QR code to opt-in to these messages.

- **2FA/OTP**: Mockup or screenshot of opt-in if applicable, if verbal, provide a mockup or screenshot of the verbal opt-in script.
- **Informational**: Provide a mockup or screenshot of a verbal consent workflow and provide the messaging content.

g. For **Opt-in keyword – optional** enter the keyword that your customers will send to consent to opt-ing in.

h. For **Opt-in confirmation message** enter the message that your customers receive if they send the Opt-in keyword to your 10DLC phone number.

i. For **Help Message**, enter the message that your customers receive if they send the keyword "HELP" to your 10DLC phone number. The message has to be a minimum of 20 characters.

j. For **Stop Message**, enter the message that your customers receive if they send the keyword "STOP" to your 10DLC phone number. The message has to be a minimum of 20 characters.

Tip

Your customers can reply to your messages with the word "HELP" to learn more about the messages that they're receiving from you. They can also reply "STOP" to opt-out of receiving messages from you. The US mobile carriers require you to provide responses to both of these keywords.
The following is an example of a HELP response that complies with the requirements of the US mobile carriers:
`ExampleCorp Account Alerts: For help call 1-888-555-0142 or go to example.com. Msg&data rates may apply. Text STOP to cancel.`
The following is an example of a compliant STOP response:
`You are unsubscribed from ExampleCorp Account Alerts. No more messages will be sent. Reply HELP for help or call 1-888-555-0142.`
Your responses to these keywords must contain 160 characters or fewer.

4. Choose **Next**.
5. For the **Messaging capabilities** section, do the following:

a. The capabilities you select are applied to your 10DLC phone number when you create the phone number request.

   For **Number capabilities**, choose:

   - Choose **SMS** to enable text messages for the 10DLC campaign.
   - Choose **SMS and MMS** to enable text and multimedia messages for the 10DLC campaign.
   - Choose **SMS and Voice** to enable text and voice messages for the 10DLC campaign.

     > **Note**
     >
     > When you choose to enable voice messages, it lengthens the amount of time to review your registration.

   - Choose **SMS and MMS and VOICE** to enable text and multimedia messages for the 10DLC campaign.

b. For **Message type – optional**, choose either **Transactional** or **Promotional** message type.

   - **Transactional** – Choose this option if your use case is for time-sensitive content, such as alerts and one-time passwords.
   - **Promotional** – Choose this option if your use case is for marketing-related content.

6. Choose **Next**.
7. For **Messaging use case** section, do the following:

   > **Sub use cases apply only to Mixed and Low Volume**
   >
   > Sub use cases apply only to the **Mixed** and **Low Volume** use cases. For all other use cases, leave the sub use case field blank or your campaign registration is denied.

   a. For **Use case**, choose a use case that most closely resembles your campaign from the preset list of use cases.

      - **Account Notifications** – Standard notifications for account holders, relating to and being about an account.

- **Charity** – Communications from a non-religious registered 501(c)(3) charity aimed at providing help and raising money for those in need.
- **Customer care** – All customer interaction, including account management and customer support.
- **Delivery notifications** – Information about the status of the delivery of a product or service.
- **Fraud alert messaging** – Messaging regarding potential fraudulent activity on an account.
- **Higher education** – Campaigns created on behalf of Colleges or Universities. It also includes School Districts and education institutions that fall outside of any "free to the consumer" messaging model.
- **Low Volume** – Small throughput, any combination of use-cases. Examples include: test, demo accounts. (Requires selecting 1 to 5 sub use cases in the next step.)
- **Marketing** – Any communication with marketing and/or promotional content.
- **Mixed** – Mixed messaging reserved for specific consumer service industry. (Requires selecting 2 to 5 sub use cases in the next step.)
- **Public service announcement** – An informational message that is meant to raise the audience's awareness about an important issue.
- **Polling and voting** – Requests for surveys and voting for non political arenas.
- **Security alert** – A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action the end users need to take.
- **Two factor authentication** – Any authentication, verification, or one-time passcode.

b. **Sub use case** – Only applicable when **Use case** is set to **Mixed** or **Low Volume**. For any other use case, leave this field blank. If you select a sub use case for a standalone use case (for example, **Two factor authentication**, **Marketing**, or **Account Notifications**), AWS denies your 10DLC campaign registration. The denial reason is "Campaign not qualified for use case."

   - For **Mixed**, choose 2 to 5 sub use cases.
   - For **Low Volume**, choose 1 to 5 sub use cases.

   For descriptions of each sub use case, see AWS End User Messaging SMS 10DLC Campaign Types and Quotas for SMS.

c. **Subscriber opt-in** – Subscribers can opt in to receive messages about this campaign.

d. **Subscriber opt-out** – Subscribers can opt out of receiving messages about this campaign.

e. **Subscriber help** – Subscribers can contact the message sender after sending the HELP keyword.

f. **Direct lending or loan arrangement** – The campaign includes information about direct lending or other loan arrangements.

g. **Embedded link** – Choose **Yes** if the 10DLC campaign includes an embedded link. Links from common URL shorteners, such as TinyUrl or Bit.ly, are not allowed. However, you can use URL shorteners that offer custom domains.

h. **Embedded link sample - optional** – An example of an embedded link that to be sent. Links from common URL shorteners, such as TinyUrl or Bit.ly, are not allowed. However, you can use URL shorteners that offer custom domains.

i. **Embedded phone number** – The campaign includes a phone number that isn't a customer support number.

j. **Age-gated content** – The 10DLC campaign includes age-gated content as defined by carrier and Cellular Telecommunications and Internet Association (CTIA) guidelines.

8. Choose **Next**.

9. In the **Message samples** section, do the following:

   - Enter at least one **Message sample**. This is the sample text message that you plan to send to your customers. Each sample message has to be a minimum of 20 characters. If you plan to use multiple message templates for this 10DLC campaign, include them as well.

     > **Important**
     >
     > Don't use placeholder text for your sample messages. The example messages that you provide should reflect the actual messages that you plan to send as accurately as possible and should not contain any Prohibited message content.

10. Choose **Next**.

11. In the **MMS file samples** section, do the following:

    - (Optional) MMS sample files are only required if you plan to send MMS messages. In **MMS file samples** upload at least one sample image. A single MMS media file can be up to

500KB for GIF, JPEG, and PNG, and 600 KB in size for all other media file types, see MMS file types, size and character limits.

> **Important**
>
> Don't use placeholder text in your sample MMS images. The example MMS images that you provide should reflect the actual MMS image that you plan to send as accurately as possible and should not contain any Prohibited message content.

12. Choose **Next**.
13. On the **Review and submit** page, verify the information you're about to submit is correct. To make updates choose **Edit** next to the section.
14. Choose **Submit registration**.

> **Note**
>
> After your 10DLC campaign registration has been approved you can request a new 10DLC phone number or use an existing 10DLC phone number and associate it with the 10DLC campaign. For more information on registering for 10DLC, see Requesting dedicated long codes.

Associating a long code with a 10DLC campaign

You can associate a phone number with an approved 10DLC campaign when you request the number through the **Request originator** flow. If you provisioned a new long code without associating it, or you have an existing long code, you can associate it with the approved campaign by using the following procedure. The long code that you associate with the 10DLC campaign can only be used with that campaign, and you cannot use it for any other 10DLC campaign.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the 10DLC campaign(US_TEN_DLC_CAMPAIGN_REGISTRATION) to associate the long code with.
3. Choose the **Associated resourced** tab and **Add resource**.
4. For **Supported association**, choose **TEN_DLC** from the dropdown list.
5. For **Available resources**, choose the 10DLC phone number to add.

6. Choose **Associate resource**.

You can associate more than one long code with the 10DLC campaign.

10DLC registration and monthly fees

There are registration and monthly fees associated with using 10DLC, such as registering your company and 10DLC campaign. These are separate from any other monthly or AWS fees. For more information about 10DLC fees, see the AWS End User Messaging Pricing page.

10DLC cross-account access

Each 10DLC phone number is associated with a single account in a single AWS Region. If you want to use the same 10DLC phone number to send messages in more than one account or Region, you have two options:

1. You can register the same company and campaign in each of your AWS accounts. These registrations are managed and charged separately. If you register the same company in multiple AWS accounts, the number of messages that you can send to T-Mobile customers per day is shared across each of those accounts.
2. You can complete the 10DLC registration process in one AWS account, and use AWS Identity and Access Management (IAM) to grant other accounts permission to send through your 10DLC number.

> **Note**
>
> This option allows for true cross-account access to your 10DLC phone numbers. However, note that messages sent from your secondary accounts are treated as if they were sent from your primary account. Quotas and billing are counted against the primary account and not against any secondary accounts.

Setting up cross-account access using IAM policies

You can use IAM roles to associate other accounts with your main account. Then, you can delegate access permissions from your primary account to your secondary accounts by granting them access to the 10DLC numbers in the primary account.

To grant access to a 10DLC number in your primary account

1. If you haven't already done so, complete the 10DLC registration process in the primary account. This process involves three steps:
   - Register your company. For more information, see 10DLC brand registration form.
   - Register your 10DLC campaign (use case). For more information, see 10DLC campaign registration form.
   - Associate a phone number with your 10DLC campaign. For more information, see Associating a long code with a 10DLC campaign.
2. Create an IAM role in your primary account that allows another account to call the `SendTextMessage` API operation for your 10DLC phone number. For more information on creating roles, see Creating IAM roles in the *IAM User Guide*.
3. Delegate and test access permission from your primary account using IAM roles with any of your other accounts that need to use your 10DLC numbers. For example, you might delegate access permission from your Production account to your Development account. For more information about delegating and testing permissions, see Delegate access across AWS account using IAM roles in the *IAM User Guide*.
4. Using the new role, send a message using a 10DLC number from a secondary account. For more information about using a role, see Using IAM roles in the *IAM User Guide*.

United States Toll-free number registration process

> **Important**
>
> It can take up to 15 business days for your registration to be processed after it is submitted.

> **Important**
>
> Starting September 15, 2026, all new toll-free number registrations require a **Privacy Policy URL** and a **Terms and Conditions URL**. Each URL must be publicly accessible and relevant to your business. Existing verified toll-free numbers are not affected by this requirement.

If you use AWS End User Messaging SMS to send messages to recipients in the United States or the US territories of Puerto Rico, US Virgin Islands, Guam and American Samoa, you can use toll-free phone numbers (TFN) to deliver those messages. After you request a TFN you then complete and submit the registration for the TFN. Each TFN requires a specific use case. For example, if you register a TFN to use for one-time passwords, it can only be used for sending one-time passwords. If a TFN is used for anything other than the specified use case, it can be revoked.

Register a toll-free number

1. You first need to request the toll-free number. When you request the toll-free number in the **Registration Required** window enter a friendly name for the registration.
2. You can begin the registration process by choosing **Begin registration** or choose **Register later** to come back and complete the form.

Topics

- Toll-free number forbidden use cases
- US toll-free number registration form
- Toll-free number registration rejection reasons
- Toll-free number frequently asked questions
- Business verification for toll-free registrations

Toll-free number forbidden use cases

Please be aware that AWS is limited in our ability to send any messages or register TFNs for some use cases. Certain use cases are blocked entirely (for example, use cases related to controlled substance, or phishing) and other might be subject to high levels of filtering (for example, high risk financial messages). You might be unable to register TFNs associated with restricted content use cases defined in Prohibited message content.

US toll-free number registration form

> **Note**
>
> With our updated console experience you are now seeing a registration **Name** field for your registration. This field is set to "–" as we do not manually backfill any of your service values to prevent interruption to your service and let you maintain your security posture. A

registration **Name** is an optional friendly name field that can be updated using the tags on the registration details page. For more information on how to add a **Name** tag, see Change a registration's name in AWS End User Messaging SMS.

After you've created your toll-free number registration you need to complete the form and submit it for approval.

Complete a toll-free number registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the toll-free number registration to complete.

   Note

   If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company website**, enter the URL for your company's website.
   - For **Address 1**, enter the street address of your corporate headquarters.
   - For **Address 2 - optional**, if needed enter suite number of your corporate headquarters.
   - For **City**, enter the city of your corporate headquarters.
   - For **State/Province**, enter the state of your corporate headquarters.
   - For **Zip Code/Postal code**, enter the zip code of your corporate headquarters.
   - For **Country**, enter the two digit ISO country code.
   - For **Business type**, choose the classification of your organization by ownership and purpose. Options include:
     - **Private profit** – Privately held for-profit company
     - **Public profit** – Publicly traded for-profit company
     - **Non-profit** – Non-profit organization

- **Sole proprietor** – Sole proprietorship without employees
- **Government** – Government entity

> **Note**
>
> Unless you select **Sole proprietor**, the following three company identification fields are required: **Company identification number**, **Identification number type**, and **Identification number country**.

- For **Company identification number**, enter your company's official tax identification or registration number (such as EIN or VAT) used to verify your business identity with telecommunications carriers. For example, `12-3456789`.

> **Note**
>
> Your business registration number is verified against official business registries. The company name on your registration must exactly match the legal name associated with your registration number. If verification fails, you can upload supporting documentation. For detailed guidance, see Business verification for toll-free registrations.

- For **Identification number type**, choose the type of identification number you provided. This helps carriers verify your business credentials with the appropriate government authority. Options include EIN, CBN, CRN, PROVINCIAL_NUMBER, VAT, ACN, ABN, BRN, SIREN, SIRET, NZBN, USt-IdNr, CIF, NIF, CNPJ, UID, NEQ, and OTHER.
- For **Identification number country**, enter the two-letter ISO country code (for example, US, CA, GB) for the country where your identification number was issued. This must match the country of the authority that issued your identification number.
- Choose **Next**.

4. In the **Contact info** section, enter the following:

- For **First Name**, enter the first name of the person who will be your business's point of contact.
- For **Last Name**, enter the last name of the person who will be your business's point of contact.

- For **Support Email**, enter the email address of the person who will be your business's point of contact.
- For **Support Phone Number**, enter the phone number of the person who will be your business's point of contact. The phone number must start with a '+' and can't contain any spaces, hyphens, or parentheses. For example, `+1 (206) 555-0142` is not in the correct format, but `+12065550142` is.

Choose **Next**.

5. In **Messaging Use Case**, do the following:

- For **Monthly SMS Volume**, choose the number of SMS messages that will be each month.
- For **Use Case Category**, choose one of the following use case types:
  - **Two-factor authentication** – Use this for sending two factor authentication codes.
  - **One-time passwords** – Use this for sending a user a one time password.
  - **Notifications** – Use this if you only intend to send your users important notifications.
  - **Polling and surveys** – Use this to poll users on their preferences.
  - **Info on demand** – This is for sending users messages after they have sent a request.
  - **Promotions and Marketing** – Use this if you only intend to send marketing messages to your users.
  - **One time passcodes** – Use this for sending one-time passcodes for authentication.
  - **Non political polling and survey** – Use this to poll users on their preferences.
  - **Delivery notifications** – Use this for sending delivery status updates.
  - **Education** – Use this for educational content and notifications.
  - **Public announcements** – Use this for sending public service announcements.
  - **Customer care** – Use this for customer support communications.
  - **Non profit** – Use this for non-profit organization communications.
  - **Account notifications** – Use this for sending account-related notifications.
  - **Event notifications** – Use this for sending event-related updates.
  - **Financial transactions** – Use this for financial transaction notifications.
  - **Appointment reminders** – Use this for sending appointment reminders.
  - **Health care** – Use this for healthcare-related communications.
  - **Booking confirmations** – Use this for sending booking and reservation confirmations.

  - **Other** – Use this if your use case doesn't fall into any other category. Be sure that you fill out the **Use Case Details** for this option.
- Complete **Use Case Details** to provide additional context to the selected **Use Case Category**.
- For **Privacy Policy URL**, enter the publicly accessible URL to your organization's privacy policy. The privacy policy must be relevant to your business and consistent with the opt-in disclosures presented to message recipients. The URL must be a valid, publicly accessible link with a maximum length of 500 characters.
- For **Terms and Conditions URL**, enter the publicly accessible URL to your organization's terms and conditions. The terms and conditions must be relevant to your business and consistent with the opt-in disclosures presented to message recipients. The URL must be a valid, publicly accessible link with a maximum length of 500 characters.

  > **Note**
  >
  > The **Privacy Policy URL** and **Terms and Conditions URL** fields are required for all new toll-free number registrations submitted on or after September 15, 2026. Existing verified toll-free numbers are not affected by this requirement. If you do not have publicly accessible URLs for these documents, you can use an Amazon S3 presigned URL to host them.

- For **Opt-in category**, choose one of the following options:
  - **Verbal**
  - **Digital form**
  - **Paper form**
  - **Text**
  - **QR code**
- For **Opt-in Workflow Description** enter a description of how users consent to receive SMS messages. For example, by filling out an online form on your website.

  > **Note**
  >
  > If you don't have publicly accessible links to your Terms and Conditions and Privacy Policy documents then you can alternatively attach them to the registration form or another method like an Amazon S3 presigned URL.

- For **Opt-in workflow image**, upload an image showing how users consent to receiving messages. The supported file type is PNG and the maximum file size is 400KB. Additional information and examples of a compliant opt-in workflow can be found at Obtain permission.

> **Important**
>
> **Examples of opt-in mockups or screenshots:**
>
> - **Website opt-in**: Mockup or screenshots of a web-form where the client adds their number and agrees to receive messages.
> - **Website Posting (Support)**: Where is the number advertised and where does the customer find the number to text in.
> - **Keyword or QR Code Opt-in**: Where does the customer find the keyword or QR code to opt-in to these messages.
> - **2FA/OTP**: Mockup or screenshot of opt-in if applicable, if verbal, provide a mockup or screenshot of the verbal opt-in script.
> - **Informational**: Provide a mockup or screenshot of a verbal consent workflow and provide the messaging content.

6. Choose **Next**.
7. In **Message samples**, do the following:
   - For **Message Sample 1**, enter an example message of an SMS message body that will be sent to your end users.
   - For **Message Sample 2 – optional** and **Message Sample 3 – optional**, enter additional example messages, if needed, of the SMS message body that will be sent.
8. Choose **Next**.
9. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
10. Choose **Submit registration**.

Toll-free number registration rejection reasons

If your Toll-free number registration was rejected, use the following table to determine why it was rejected and what you can do to fix your Toll-free number registration. After you determine why the registration was rejected, you can modify the existing registration to address that issue and resubmit. For more information, see Edit a registration in AWS End User Messaging SMS.

Reason for rejection

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Compliant Opt In Missing	The opt-in process or screenshot is missing. A compliant opt-in process or screenshot will clearly specify how your recipient is able to provide their explicit consent to receive SMS messages. Some common rejection reasons: missing explicit language around SMS opt-in consent, mismatch between provided company name and opt-in screenshots, receiving a text message cannot be required to sign up for service, or SMS opt-in consent cannot be included in the Terms of Service. For more information, see Obtain permission.
Invalid Business Connection	The contact information and company/application information does not have a clear connection. SMS Messages can't be sent on behalf of a 3rd party. To be verified please resubmit explaining the connection between your contact and company/application information.
Invalid Company Info	The company information you provided is unable to be verified. In order to be verified please confirm your company website is valid and aligns with your company name and address.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Invalid Multi Numbers	A single Toll Free number can only be associated with a single business. Please either resubmit a new registration request for each company with its own phone number or explain the connections between the multiple businesses called out.
Invalid Overall	The information provided has been considered invalid. Please confirm your company website, use case, opt-in, and message samples are all valid inputs and align with other inputs in your registration.
Invalid URL	The company URL you provided is unable to be accessed. To be verified please confirm your provided company website is valid and active.
Non Compliant Opt In	The opt-in process or screenshot you have provided is either insufficient or non compliant . A compliant opt-in process or screenshot will clearly specify how your recipient is able to provide their explicit consent to receive SMS messages. Some common rejection reasons: missing explicit language around SMS opt-in consent, mismatch between provided company name and opt-in screenshots, receiving a text message cannot be required to sign up for service, or SMS opt-in consent cannot be included in the Terms of Service. For more information, see Obtain permission.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Non Compliant Opt In Consent	The opt-in process or screenshot you have provided does not show explicit consent. Explicit consent is the deliberate action of a user having the option to request a specific message. A compliant opt-in process or screenshot will clearly specify how your recipient is able to provide their explicit consent to receive SMS messages. Some common rejection reasons: missing explicit language around SMS opt-in consent, mismatch between provided company name and opt-in screenshots, receiving a text message cannot be required to sign up for service, or SMS opt-in consent cannot be included in the Terms of Service. For more information, see Obtain permission.
Non Compliant Opt In Third Party	The opt-in process or screenshot you have provided is either insufficient or non compliant due to opt-in information being shared with 3rd parties. A compliant opt-in process or screenshot will clearly specify how your recipient is able to provide their explicit consent to receive SMS messages and is not shared with 3rd parties. Please resubmit after you remove any language around opt-in information sharing or include language specifically stating opt-in information is not shared with 3rd parties. For more information, see Obtain permission.

AWS End User Messaging SMS rejection short description	AWS End User Messaging SMS rejection long description
Non Compliant Use Case	The use case and/or message samples provided are considered restricted content under US Telecom regulations. Please refer to the documentation below for a full list of items considered restricted content. If you believe your content is falsely considered restricted you can attempt to update your sample messages and use case and re-submit the registration. For more information, see Obtain permission.
Invalid Privacy Policy URL	The Privacy Policy URL provided is missing, inaccessible, or does not contain a valid privacy policy relevant to your business. Verify that the URL is publicly accessible, points to an active page, and contains privacy policy content consistent with the opt-in disclosures presented to your message recipients.
Invalid Terms and Conditions URL	The Terms and Conditions URL provided is missing, inaccessible, or does not contain valid terms and conditions relevant to your business. Verify that the URL is publicly accessible, points to an active page, and contains terms and conditions content consistent with the opt-in disclosures presented to your message recipients.

Toll-free number frequently asked questions

Frequently asked questions about the toll-free number registration process.

Do I currently own a toll-free number?

To check if you own a toll-free number

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **SMS and voice**, choose **Phone numbers**.
3. Toll-free numbers have their **type** listed as **toll free**.

Do I have to register my toll-free number?

Yes. If you currently own a toll-free number, you must register to use it.

How do I purchase a toll-free number?

Follow the directions at Request a phone number in AWS End User Messaging SMS to purchase a toll-free number.

How do I register my toll-free number?

If you already procured your TFN and created a registration form then follow the directions at US toll-free number registration form to complete the form. If you need to create a registration then follow the directions at Create a new registration using the AWS End User Messaging SMS console to register a toll-free number.

What is the registration status of my toll-free number and what does it mean?

Follow the directions at Check a registration's status in AWS End User Messaging SMS to check your registration and status.

What information do I need to provide?

You will need to provide your companies address, a business contact, and a use case. You can find the required information at US toll-free number registration form.

What if my registration is rejected?

If your registration is rejected, its status will be changed to **Requires Updates** and you can make updates by following the directions in Edit a registration in AWS End User Messaging SMS.

What are the Privacy Policy URL and Terms and Conditions URL fields?

Starting September 15, 2026, all new toll-free number registrations require a **Privacy Policy URL** and a **Terms and Conditions URL**. Each field accepts a single publicly accessible URL with a maximum length of 500 characters. The URLs must point to documents that are relevant to your business and consistent with the opt-in disclosures presented to your message recipients. Existing verified toll-free numbers are not affected by this requirement.

What permissions do I need?

The IAM permissions that you use to visit the AWS End User Messaging SMS console must be enabled with the *"sms-voice:*"* permission.

Business verification for toll-free registrations

When you submit a toll-free number registration, your business identity is verified using the company identification number (such as an EIN) that you provide. This verification confirms that your business is legitimate and that the company name on your registration matches official records.

Why business verification is required

Business verification is an industry-wide requirement for toll-free messaging. Carriers use your business registration number to confirm your identity against official business registries. This helps prevent fraud, protects legitimate businesses from impersonation, and ensures that toll-free messaging traffic is trusted.

Accepted identification types

The identification type you provide must match the country where your business is registered. The following table lists common identification types by country.

Country	ID type	Full name	Format
United States	EIN	Employer Identification Number	XX-XXXXXXX
Canada	CBN	Canada Business Number	XXXXXXXXX (9 digits)

Country	ID type	Full name	Format
United Kingdom	CRN	Company Registration Number	XXXXXXXX (8 chars)
Australia	ABN	Australian Business Number	XX XXX XXX XXX (11 digits)
EU countries	VAT	VAT Identification Number	Country prefix + digits (varies)
New Zealand	NZBN	New Zealand Business Number	XXXXXXXXXXXXX (13 digits)
Brazil	CNPJ	Cadastro Nacional da Pessoa Jurídica	XX.XXX.XXX/XXXX-XX

If your country or identification type is not listed above, choose **OTHER** and provide your official business registration number in the format issued by your local authority.

How verification works

When you submit your toll-free registration, the following verification steps occur:

1. Your company identification number is checked against third-party business registries.
2. The **company name** on your registration is compared to the name associated with your identification number in official records.
3. If both match, verification passes automatically and your registration proceeds to content review.
4. If either check fails, your registration is denied with a business verification failure reason.

Company name requirements

The company name on your registration must exactly match the legal name associated with your business registration number. This is the most common cause of verification failures.

> **Important**
>
> Use your **legal entity name** (the name on your incorporation documents or IRS records), not your trade name, DBA (doing business as), or brand name.

For example:

- **Correct:** "Acme Holdings LLC" (legal name on EIN records)
- **Incorrect:** "Acme" (trade name) or "Acme Delivery" (DBA)

When verification fails

If automated business verification fails, your registration is denied. You can resolve this by uploading an official business registration document that confirms your identity.

Accepted documents

Upload one of the following documents using the optional business registration document field on the registration form:

- **IRS CP 575** — EIN Confirmation Letter (issued when EIN was originally assigned)
- **IRS 147C** — EIN Verification Letter (can be requested from the IRS at any time)
- **State incorporation certificate** — Certificate of incorporation or formation from your state
- **Official business registry extract** — For non-US businesses, an official extract from your country's business registry

The document must clearly show both the legal entity name and the registration number that match your form entries.

Common verification failures and solutions

Failure reason	Cause	Solution
Name mismatch	Company name on form doesn't match the name	Update the company name to your exact legal entity name as it

Failure reason	Cause	Solution
	associated with your BRN in official records	appears on your incorporation or IRS documents
Wrong ID type	Selected identification type doesn't match the number format provided	Verify you selected the correct type (for example, EIN for US, CBN for Canada) and that the number format matches
Entity not found	Business not found in third-party verification databases	Upload an official business registrat ion document as proof of identity. This is common for recently formed businesses or entities not in commercia l databases.
DBA/trade name used	Registration uses a "doing business as" name instead of the legal entity name	Replace with the legal name from your incorporation documents. Your DBA can be used in other fields like brand name.
Recently formed business	Business was recently incorporated and hasn't appeared in verification databases yet	Upload your incorporation certifica te or IRS CP 575 letter as supporting documentation

Government entities

Government agencies, departments, and contractor-operated government programs are not listed in commercial business databases (such as Dun & Bradstreet). Automated business verification fails for these entities regardless of how you complete the registration form. To prevent a verification failure, upload one of the following IRS documents using the optional business registration document field when you first submit your registration:

- **IRS CP 575** — EIN Confirmation Letter (issued when the IRS originally assigned your EIN).
- **IRS 147C** — EIN Verification Letter (you can request this at any time; see the instructions below).
- **IRS SS-4** — Employer Identification Number Application.

A W-9 form is **not accepted** because it is self-certified and does not meet IRS document verification standards.

How to obtain a 147C letter

If you do not have your original CP 575 or SS-4, you can request a 147C EIN Verification Letter from the IRS:

1. Call the IRS Business and Specialty Tax line at 1-800-829-4933.
2. Request a 147C letter be faxed to your organization.

> **Note**
>
> The IRS typically fulfills 147C requests the same day.

Name matching for government entities

The company name on your registration must exactly match the name on your IRS letter. Government entity names sometimes span multiple lines on IRS documents. When you enter the name on the registration form, combine all name lines with a space and omit special characters except hyphens and ampersands.

For example, if the IRS letter shows:

```
DEPARTMENT OF DEFENSE
DEFENSE HEALTH AGENCY
```

Enter: `DEPARTMENT OF DEFENSE DEFENSE HEALTH AGENCY`

Contractor-operated programs

If a government program is operated by a private contractor, use the **government agency's** EIN and legal name on the registration form, not the contractor's. The registration must identify the entity on whose behalf messages are sent.

United States Short Code registration

Before you can use a US Short Code for your SMS campaign, you must complete a registration process that includes brand vetting by the US Short Code Registry. Before you get started, review

the pricing page to understand the costs associated with US Short Code registration. The following topics explain how to prepare for your submission, the vetting requirements, and how to complete the registration form.

Topics

- Prepare for your US Short Code submission
- Brand vetting requirements
- United States Short Code registration form

Prepare for your US Short Code submission

Before submitting your short code registration, review the following industry guidelines to ensure your SMS campaign is compliant with carrier requirements:

- CTIA Short Code Monitoring Handbook – Comprehensive guidelines for short code program compliance and monitoring.
- CTIA Messaging Principles and Best Practices – Industry-wide messaging standards and recommendations.
- T-Mobile Code of Conduct – Carrier-specific requirements and best practices.

Required documentation

Before starting your short code registration, prepare the following documentation:

- **SMS Terms & Conditions** – Create a specific Terms of Service document for your SMS campaign. This document should be accessible to the public. While it's not necessary for these terms to be published online when you submit your campaign for approval, you must provide a draft version and specify the URL where these terms will eventually be posted. If your Privacy Policy doesn't already include these Terms of Service, submit them as a separate document. For a template that covers carrier requirements, see the SMS and MMS specific Terms and Conditions section in the AWS End User Messaging SMS Best Practices guide.
- **Call-to-action/Opt-in Mockup** – Include either a visual mockup or a written script (for verbal sign-ups) showing exactly how you plan to get users to join your program and obtain their consent. This should demonstrate how you'll present your program to potential subscribers. Certain mandatory disclaimers must be shown to users before they can give their consent to participate.

- **Prohibited content confirmation** – Ensure your SMS campaign isn't in any of the prohibited categories. Carriers won't accept or review any applications that involve restricted content types. Review the list of prohibited message content in the AWS End User Messaging SMS Best Practices guide.

Call-to-action and opt-in requirements

The following items are the minimum that must be presented to an end-user at the time of opt-in to ensure your SMS program is compliant:

- **Program (brand) name** – Clearly identify your company or brand name.
- **Message frequency disclosure** – Inform users how often they can expect to receive messages. For example: "Message frequency varies" or "One message per login".
- **Customer care contact information** – Provide a way for users to get help. For example: "Text HELP or call 1-800-111-2222 for support."
- **Opt-out information** – Explain how users can stop receiving messages. For example: "Text STOP to opt-out of future messages."
- **"Message and data rates may apply" disclosure** – Include this standard carrier disclosure.
- **Link to Terms & Conditions** – Provide a link to a publicly accessible Terms & Conditions page.
- **Link to Privacy Policy** – Provide a link to a publicly accessible Privacy Policy page.

For more information on building a compliant opt-in process, see the How to Build a Compliant SMS Opt-In Process blog post.

Brand vetting requirements

The CTIA (Cellular Telecommunications Industry Association) and the US Short Code Registry require all brands to complete a vetting process when leasing new short codes and annually thereafter. This vetting process is designed to enhance consumer protection and improve transparency in SMS messaging.

The vetting process validates the following information for each entity:

- Company name and legal entity type
- Federal Employer Identification Number (FEIN/EIN)
- Corporate registration

- Compliance history
- Legal history

Once a brand is successfully vetted for short code leases, you don't need to go through the entire vetting process again when leasing additional codes. However, annual re-vetting is required to maintain your short code lease.

How the vetting process works

AWS collects the required brand information (and content provider information, if applicable) during the short code registration process. This information is submitted to the US Short Code Registry so that their vetting agents can contact brand owners to complete the vetting process and authorize the short code procurement.

The vetting process includes the following steps:

1. **Initial verification** – The vetting agent verifies that the legal name and Federal Employer Identification Number (FEIN) match, that the brand contact email is valid and relates to the company's published URL, and then triggers an authentication process.
2. **Email verification** – A verification PIN is sent to the brand's point of contact email address from `verify@usshortcodes.com`. The brand contact must choose the verification link in the email and enter the PIN to complete the process.
3. **Completion** – Once verification is complete, the brand is approved and the short code can be provisioned.

> **Important**
>
> The verification PIN is valid for 7 days. A reminder is sent 48 hours before the PIN expires. If the PIN expires, a second and final PIN is sent. If no action is taken, you must create an AWS Support case to request the vetting email be resent.

Common reasons for verification failure include:

- The information submitted does not match the brand's Form SS-4 documentation provided by the IRS
- The brand is a new entity that has not yet been updated in verification systems

- The brand contact email uses a free email service (such as Gmail or Yahoo) instead of a company domain

If you need to appeal a verification failure, you can provide a copy of your CP-575 notice (the official EIN confirmation letter issued by the IRS) for further review via an AWS Support case.

Contact information requirements

During the short code registration process, you must provide contact information that will be used for vetting communications. The following fields are collected in the registration form:

- **Contact name** – Name of your company's point of contact. If you are an ISV (Independent Software Vendor), enter your end customer's information.
- **Contact email address** – Email address of your company's point of contact. If you are an ISV, enter your end customer's information. This email will receive the verification PIN.
- **Contact phone number** – Phone number of your company's point of contact. If you are an ISV, enter your end customer's information.
- **Content provider name (ISV only)** – Optional. Name of the content provider point of contact.
- **Content provider email address (ISV only)** – Optional. Email address of the content provider point of contact.
- **Content provider phone number (ISV only)** – Optional. Phone number of the content provider point of contact.

> **Tip**
>
> Use a company email address that matches your company's website domain. Free email services (such as Gmail, Yahoo, or Outlook.com) are not permitted and will cause verification to fail.

Tips for successful vetting

Follow these tips to ensure a smooth vetting process:

- **Add the verification email to your safe senders list** – The verification email comes from `verify@usshortcodes.com`. Add this address to your email safe senders list to ensure you receive the verification PIN.

- **Use your company email domain** – The brand contact email must match your company's website URL. Free email services are not permitted.
- **Ensure FEIN accuracy** – Your Federal Employer Identification Number (FEIN) and legal entity name must exactly match your IRS Form SS-4 or CP-575 documentation.
- **Complete verification promptly** – The verification PIN expires after 7 days. Complete the verification as soon as you receive the email to avoid delays.
- **Keep contact information current** – If your business contact details change, open a support case with AWS to update your information before the annual re-vetting period.

If you have problems completing the verification from the link in the email, try the following:

- Turn off or pause your VPN
- Try a different browser
- Copy and paste the URL directly into your browser

Annual re-vetting requirements

Re-vetting of brands is required annually by the US Short Code Registry. You should expect to receive a verification email from `verify@usshortcodes.com` approximately one year after your short code was provisioned to your account.

The annual re-vetting process is similar to the initial PIN verification:

1. The vetting agency sends an email to the brand point of contact on file
2. The email contains a verification link and PIN
3. You must complete the email verification within 7 days

> **Important**
>
> Failure to complete annual re-vetting can result in suspension of your short code service. Monitor your email for verification requests and complete them promptly.

If your business contact details have changed since your initial registration or last re-vetting, you must open a support case with AWS to update your contact information with the carriers before the annual re-vetting period. This ensures that the verification email is sent to the correct recipient.

United States Short Code registration form

To create and use a short code for your SMS campaign, you need to complete the registration form and submit it for approval.

Complete a short code registration

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Registrations**, choose the registration number to complete.

   > **Note**
   >
   > If you already created a registration when requesting the toll-free number then you can use that registration form.

3. In the **US short code registration** section, make sure you have the following documentation ready:

   - **SMS Terms & Conditions** , your specific terms of service. This may be either your public document or a draft version
   - **Call-to-action/Opt-in Mockup**, either a visual mockup or a written script showing exactly how users join your program.
   - **Confirm your campaign does not fall into prohibited message control and use cases**, make sure your campaign is not in any prohibited category. For more information, see the section called “Prohibited message content”.

   Choose **Next**.
4. In the **Company info** section, enter the following:

   - For **Company Name**, enter the name of your company.
   - For **Company identification number**, enter the legal identification number of your company (such as EIN or VAT).
   - For **Doing Business As (DBA) name**, enter the DBA or brand name if different from the legal name of your company.
   - For **Company website**, enter the full URL of your company's website.
   - For **Legal entity type**, enter the legal form of organization.

- For **Stock symbol**, enter the stock market symbol of your company. If you are a public profit company it is required to provide this information.
- For **Stock exchange**, enter the stock exchange your company appears on. If you are a public profit company it is required to provide this information.
- For **Company overview**, provide a short description of the products/services your company provides to its customers.
- For **Are you an ISV or company managing this Short Code on behalf of another company ("End-company")?**, select **Yes** if you are managing this service on behalf of another company (for example, if you're an ISV). Choose the info button for additional information.
- For **Content provider company name (ISV only)** enter the legal name of content provider company.
- For **Content provider company identification number (ISV only)**, enter the legal identification number of the content provider company (such as EIN or VAT).
- For **Content provider company website (ISV only)** enter the full URL of the content provider company's website.
- For **Content provider legal entity type (ISV only)** enter the legal form of content provider.
- For **Content provider stock symbol (ISV only, if applicable)** enter the ISV stock symbol. If you are a public profit company it is required to provide this information.
- For **Content provider stock exchange (ISV only, if applicable)** enter the stock exchange the ISV company appears on. If you are a public profit company it is required to provide this information.

Choose **Next**.

5. In the **Company Address** section, enter the following:

- For **Address 1**, enter the physical street address associated with your company.
- For **Address 2**, enter the unit number of the physical address, if applicable.
- For **City** enter city where the physical address is located.
- For **State / Province**, enter the state, province, or region where the physical address is located.
- For **Postal code**, enter the postal code / ZIP code where the physical address is located.
- For **Country code**, enter the two-digit ISO country code where the physical address is located.

- For **Content provider address 1 (ISV only)**, enter the physical street address associated with the content provider company.
- For **Content provider address 2 (ISV only)**, enter the unit number of the physical address, if applicable.
- For **Content provider city (ISV only)**, enter the city where the physical address is located.
- For **Content provider state / province (ISV only)**, enter the state, province, or region where the physical address is located.
- For **Content provider postal code (ISV only)**, enter the postal code / ZIP code where the physical address is located.
- For **Content provider country code (ISV only)**, enter the two-digit ISO country code where the physical address is located.

Choose **Next**.

6. In the **Contact info** section, enter the following:

- For **Contact name**, enter the name of your company's point of contact. If you are an ISV, input your end customer's information.
- For **Contact email address**, enter the email address of your company's point of contact. If you are an ISV, input your end customer's information.
- For **Contact phone number**, enter the phone number of your company's point of contact. If you are an ISV, input your end customer's information.
- For **Content provider name (ISV only)**, enter the name of the content provider point of contact.
- For **Content provider email address (ISV only)**, enter the email address of the content provider point of contact.
- For **Content provider phone number (ISV only)**, enter the phone number of the content provider point of contact.

Choose **Next**.

7. In the **Customer Care Contact info** section, enter the following:

- For **Customer care URL**, enter the full URL of your company's customer support page.
- For **Customer care email address**, enter the email address of your company's customer support.

- For **Customer care phone number**, enter the phone number of your company's customer support.

Choose **Next**.

8. In the **Short Code info** section, enter the following:

- For **Short code option**, please specify if you would like a Random or Vanity short code, or if you would like a Random code if your preferred Vanity short code is unavailable.
- For **Vanity short code number preference 1**, and you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference.
- For **Vanity short code number preference 2**, and you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference.
- For **Vanity short code number preference 3**, and you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference.

Choose **Next**.

9. In the **Messaging use case** section, enter the following:

- For **Service name**, enter the service name to include your company or brand name and can include a short descriptor to define the type of messages you are sending.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, enter a Description of your use case for sending SMS messages with this short code.
- For **Sweepstakes or contests**, enter whether this short code is used for sending sweepstakes related communication.
- For **Full URL of sweepstakes or contests rules**, enter the url for the sweepstakes or contest rules. If yes, you are required to provide a URL to the rules of the sweepstakes.
- For **Sweepstakes or contests document**, enter a document detailing the sweepstakes or contest rules if a full URL of the sweepstakes or contest rules is not available.
- For **Debt collection**, enter if this short code is used for debt collection.
- For **HIPAA eligible use case**, enter whether the use case is HIPPA eligible.

- For **Average monthly SMS frequency per user**, enter the estimated number of SMS messages that users expect to receive from this short code.
- For **Monthly SMS volume**, enter the estimated number of SMS messages which will be sent from this short code each month.

Choose **Next**.

10. In **Message Samples** section, do the following:

- For **Message sample 1**, enter a sample. At least one sample is required of an SMS message which will be sent from this short code.
- For **Message sample 2**, enter a another sample if necessary.
- For **Message sample 3**, enter a another sample if necessary.
- For **Message sample 4**, enter a another sample if necessary.
- For **Message sample 5**, enter a another sample if necessary.
- For **Message sample 6**, enter a another sample if necessary.
- For **Message sample 7**, enter a another sample if necessary.
- For **Message sample 8**, enter a another sample if necessary.
- For **Message sample 9**, enter a another sample if necessary.
- For **Message sample 10**, enter a another sample if necessary.

Choose **Next**.

11. In the **MMS File samples** section, enter the following:

- For **MMS**, select if you require an MMS-capable short code.
- For **MMS message sample 1**, provide a sample of your MMS messaging content. This is required if you selected Yes.
- For **MMS message sample 2**, provide a sample of your MMS messaging content if necessary.
- For **MMS message sample 3**, provide a sample of your MMS messaging content if necessary.

Choose **Next**.

12. In the **Terms & Conditions and Privacy Policy Info** section, enter the following:

- For **Terms & Conditions URL**, enter the full URL of your company's Terms and Conditions page.
- For **Terms & Conditions file**, provide the full text of the Terms & Conditions if it is not published.
- For **Privacy Policy URL**, enter the full URL of your company's Privacy Policy page.
- For **Privacy Policy File**, provide the full text of the Privacy Policy if it is not published.

Choose **Next**.

13. In **Opt-in Workflow/Call-to-action** section, do the following:

- For **Opt-in Method**, enter how the user will opt-in.
- For **Opt-in method other**, explain the method if **Other** was selected.
- For **Opt-in method user experience flow 1**, create a step-by-step description of the end user experience when signing up for the service, together with the exact verbiage that is presented.
- For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in.
- For **Opt-in method user experience flow 2**, create a step-by-step description of the end user experience when signing up for the service, together with the exact verbiage that is presented.
- For **Opt-in mock-up 2**, attach a mock up showing the call-to-action or opt-in.
- For **Opt-in method user experience flow 3**, create a step-by-step description of the end user experience when signing up for the service, together with the exact verbiage that is presented.
- For **Opt-in mock-up 3**, select whether a double opt-in experience is being used.
- For **Double opt-in process**, create a step-by-step description of the end user experience when double opting-in for the service, together with the exact verbiage that is presented.
- For **Double opt-in user experience flow**, create a step-by-step description of the end user experience when double opting-in for the service.

Choose **Next**.

14. In the **Compliance Keywords and Auto-Responses** section, enter the following:

- For **HELP response**, describe the end user experience when your user sends you an inbound message with the HELP keyword.
- For **STOP response**, describe the end user experience when your user sends you STOP.
- For **Opt-in keyword**, provide the primary keyword that, when sent to the short code, results in the sender being opted in to the messages.
- For **Opt-in confirmation message**, provide the message sent to recipients confirming with them that they've opted in to your service.

Choose **Next**.

15. On the **Review and submit** page verify the information you are about to submit is correct. To make updates choose **Edit** next to the section.
16. Choose **Submit registration**.

Registration support

When you send A2P (application-to-person) SMS messages to US destinations through AWS End User Messaging SMS, your traffic must be registered with the appropriate number type. This guide helps you prepare and submit successful registrations, troubleshoot denials, and meet compliance requirements for your industry.

Geographic scope

The detailed guidance in this chapter is primarily written for US registration types (10DLC, Toll-Free, and Short Code) and the carrier compliance requirements that apply to US destinations. Canadian registrations follow very similar requirements. For other countries, the guidance on opt-in workflows, privacy policies, sample messages, and registration text fields is broadly applicable and helps ensure you provide complete, accurate information regardless of destination country.

Registration types

AWS End User Messaging SMS supports three US registration paths:

- **US 10DLC** – Register a brand and campaign to send messages using standard 10-digit long codes. Required for most A2P messaging to US numbers.
- **Toll-Free** – Register a toll-free number for messaging. Suitable for transactional and lower-volume use cases.
- **Short Code** – Register a dedicated short code for high-volume messaging programs.

For general information about creating and managing registrations, see Origination identity registration in AWS End User Messaging SMS.

Before you begin

Before submitting a registration, ensure you have:

1. A clearly documented opt-in flow that captures explicit consumer consent for SMS messaging.

2. A privacy policy and terms of service published on your website.
3. Sample messages that accurately represent the content you will send.
4. A valid business website that matches your brand identity.

Opt-in requirements checklist

Before submitting any registration (10DLC, Toll-Free, or Short Code), verify your opt-in workflow meets all applicable requirements. Incomplete opt-in documentation is the most common cause of registration denial.

Quick readiness check

Use this high-level checklist to confirm you are ready to submit before starting your registration. Detailed requirements for each item follow in the sections below.

Registration readiness checklist

☐	Requirement	Details
☐	Opt-in consent	Collected with a clear, affirmative action (not pre-checked or bundled as a condition of service)
☐	Disclosures at point of consent	Message frequency, "Message and data rates may apply", links to Terms and Privacy Policy, STOP/HELP instructions
☐	Opt-in confirmation message	Includes brand name, frequency, data rates disclosure, and STOP/HELP instructions
☐	STOP and HELP keywords	Configured and returning compliant responses with brand name
☐	Privacy policy	Live, publicly accessible, and explicitly states mobile opt-in data is not shared with third parties
☐	Website	Live, publicly accessible, and matches your registered brand name
☐	Sample messages	At least 2 messages ready, including brand name and opt-out instructions

□	Requirement	Details
□	Brand registration [10DLC]	Approved before submitting campaign registration
□	Age gate [age-restricted content]	Full date-of-birth entry (day/month/year) – not a simple yes/no confirmation

If all applicable items above are complete, you are ready to submit.

Express written consent

All messaging programs require express written consent from the end user before sending messages.

- Consent is collected through a clear, affirmative action (checkbox, signature, or keyword reply)
- Consent is freely given and **not bundled** as a required condition of completing a purchase or transaction
- Consent language clearly identifies your brand or DBA name as the message sender
- Consent language describes the type of messages the user will receive
- Consent is specific to SMS/MMS messaging (not buried in general terms)

Disclosure language

Your opt-in flow must include the following disclosures at the point of consent:

- Message frequency (for example, "Up to 4 msgs/month" or "Message frequency varies")
- "Message and data rates may apply"
- Link to your Privacy Policy
- Link to your Terms of Service
- Instructions on how to opt out (for example, "Reply STOP to cancel")
- Instructions on how to get help (for example, "Reply HELP for help")

Opt-in confirmation message

After a user opts in, your first message must include:

- Your brand name or DBA name (must match registration)
- Message frequency disclosure
- "Message and data rates may apply"
- STOP instructions (for example, "Reply STOP to unsubscribe")
- HELP instructions (for example, "Reply HELP for support")

Opt-out handling

- STOP keyword immediately halts all messaging to that number
- STOP confirmation message is sent (one final message acknowledging opt-out)
- No further messages are sent after opt-out unless the user re-opts in
- HELP keyword returns support contact information

Privacy and data handling

- Privacy policy is publicly accessible at the URL provided in registration
- Privacy policy discloses that phone numbers are collected for messaging
- Opt-in data (phone numbers, consent records) is **not shared** with unauthorized third parties or affiliates
- Terms of service are publicly accessible at the URL provided in registration

Website and brand presence

- Website URL provided in registration is live and accessible
- Website content matches the registered brand name or DBA
- Website content is consistent with the declared use case
- **[10DLC]** Opt-in workflow is visible on the website or documented with hosted screenshots

Documentation to prepare

Gather these before starting your registration submission:

- Opt-in workflow description (all methods: web form, paper form, verbal, keyword, QR code)

- Screenshots or URLs showing the opt-in point of collection
- Sample messages (at least 2) that represent your actual messaging content
- Privacy policy URL
- Terms of service URL
- Opt-in confirmation message text
- For non-public opt-in flows: hosted screenshots demonstrating the full consent flow

10DLC-specific requirements

These items apply only to 10DLC campaign registrations:

- Brand registration is approved before submitting campaign registration
- Campaign use case accurately describes your messaging program
- Message samples match the declared use case
- If using age-restricted content (alcohol, firearms, tobacco/vape): age gate collects full date of birth (day/month/year) – a simple yes/no confirmation is not sufficient
- If operating in a regulated vertical (lending, insurance, healthcare): include industry-specific compliance disclosures in your opt-in flow

Common mistakes that cause denial

Avoid these frequent issues:

1. **Brand name mismatch** – The company name in your opt-in message or workflow must match your registered brand or DBA name
2. **Missing frequency disclosure** – "We'll text you" is not sufficient; specify how often
3. **Bundled consent** – Consent cannot be a mandatory checkbox required to complete a purchase
4. **Inaccessible website** – Ensure your URL resolves and is not behind authentication
5. **Third-party consent sharing** – Your privacy policy must not indicate that opt-in data is shared with affiliates for their own messaging programs

Review criteria

When you submit a campaign registration, reviewers evaluate your application against eight criteria. Understanding these criteria helps you prepare a complete submission that passes review on the first attempt.

1. Brand identity

What to do: Register your brand with accurate, verifiable business information. Your legal business name, EIN, physical address, support email, and phone number must match public records and be consistent across all registration fields.

Why: Reviewers confirm that the registering entity is a real, legitimate business. They cross-reference your registration details against public business records, your website, and your messaging content.

- Legal business name matches state or federal records
- EIN is valid and belongs to the registering entity
- Physical address is complete and verifiable (not a PO Box)
- Support email uses a branded domain (not Gmail, Yahoo, Outlook, or other public providers)
- Support phone number is active and reachable
- DBA name (if used) is consistent with brand registration
- Only one brand is registered per EIN
- Brand vetting is complete before submitting campaigns

Common mistakes

Mistake	Related denial title
Using a public email domain for support	Public email domain
Physical address cannot be verified	Brand address invalid
Same EIN registered for multiple brands	Brand multi-use
Website missing or inaccessible	Invalid brand URL
DBA name doesn't match legal entity	DBA name mismatch

Mistake	Related denial title
Brand vetting score too low	Brand invalid vetting
Brand not verified before campaign submissio n	Brand unverified
Support phone number missing or invalid	Invalid brand phone number

Tip

Good: "Acme Health Services LLC" with EIN matching IRS records, physical address at 123 Main St Suite 400 Austin TX 78701, support email support@acmehealth.com, phone (512) 555-0100.
Bad: "Acme Health" with a Gmail address, unverifiable PO Box, and disconnected phone number.

2. Website verification

What to do: Provide a live, publicly accessible website URL that clearly identifies your business, describes your services, and demonstrates a connection to your declared messaging use case.

Why: Reviewers visit your website to confirm the business exists, operates legitimately, and that the messaging program aligns with the business described on the site. The website must be accessible without authentication.

- URL resolves and loads without errors
- No login or authentication required to view
- Business name is clearly displayed
- Contact information is visible
- Services or products are described
- Content relates to the declared messaging use case
- No prohibited content visible (SHAFT, gambling, illegal substances)
- Site has substantive content beyond a single form
- Domain has clean reputation (not flagged for malware or phishing)

Common mistakes

Mistake	Related denial title
URL is broken or doesn't resolve	Invalid brand URL
Site requires login to access	Website requires authentication
Only a lead capture form with no business context	Website contains only a form
Not enough information about the business	Insufficient website content
Domain flagged in threat intelligence databases	High-risk domain reputation
Website references affiliate marketing	Non-compliant brand affiliation
Website references prohibited content categories	Non-compliant brand affiliation

Tip

Good: https://www.acmehealth.com with About, Services, Contact, Privacy Policy, and Terms pages. The site describes appointment reminder and health notification services.
Bad: A single-page site with only a phone number collection form, or a URL that returns a 404 error.

3. Campaign description

What to do: Write a clear, specific description of what messages you send, who receives them, and why. The description must match your selected use case, sample messages, and website content.

Why: Reviewers read your campaign description to understand the purpose of your messaging program. Vague, inconsistent, or mismatched descriptions are among the most common reasons for rejection.

- Clearly states what type of messages are sent

- Identifies who receives messages (customers, patients, subscribers)
- Explains the business purpose
- Matches the selected use case category
- Consistent with sample messages
- Consistent with website content
- Brand name in description matches registered brand
- Written in English
- Unique content (not copied from other fields)
- Single brand per campaign (not multiple companies)
- If ISV: identifies the end brand, not the platform

Common mistakes

Mistake	Related denial title
Description doesn't match samples or use case	Campaign mismatch
Too vague to understand the program purpose	Campaign unclear
Brand name doesn't match registration	Campaign to brand mismatch
Same text pasted across multiple fields	Duplicate content across fields
Non-English content without translation	Non-English campaign content
Multiple brands referenced in one campaign	Multiple brands in one campaign
Describes personal or P2P messaging	Personal or P2P use case detected
Direct lending not declared as content attribute	Campaign undeclared direct lending
ISV registered instead of end brand	Invalid brand business connection

Tip

Good: "Acme Health Services sends appointment reminders, lab result notifications, and prescription refill alerts to patients who opted in through our patient portal. Messages are sent when appointments are scheduled, results are available, or refills are ready."
Bad: "We send messages to users." or "Testing SMS for our app."

4. Use case classification

What to do: Select the use case category that most accurately describes your messaging program. Ensure your campaign description, sample messages, and opt-in materials all align with the selected category.

Why: Reviewers verify that your selected use case matches the actual content of your campaign. Mismatches between the declared use case and your messaging content trigger rejections.

- Selected use case matches campaign description
- Selected use case matches sample messages
- Content attributes correctly selected (e.g., direct lending)
- Not using a test use case for production traffic
- Charity use case selected if soliciting donations
- Political use case selected if sending political messages
- Use case is a permitted category (not prohibited content)
- Only one campaign per use case (no duplicates)

Common mistakes

Mistake	Related denial title
Samples indicate charity but use case is not Charity	Campaign mismatch: charity
Samples indicate political but use case is not Political	Campaign mismatch: political

Mistake	Related denial title
Same use case duplicated across multiple campaigns	Campaign multi use
Test or non-production use case for live traffic	Campaign non-compliant content: non-subsc riber facing
Direct lending content without content attribute selected	Campaign undeclared direct lending
Emergency alert use case (not permitted for 10DLC)	Emergency alert use case not permitted
Campaign not qualified for selected use case	Campaign not qualified for use case

Tip

Good: Use case "Customer Care" selected for a campaign sending order confirmations, shipping updates, and support responses. Sample messages show order status and delivery notifications.
Bad: Use case "Marketing" selected but sample messages contain two-factor authentication codes.

5. Message samples

What to do: Provide at least two distinct sample messages that represent the actual messages your campaign sends. Include your brand name, use brackets for variable content, and include opt-out instructions in at least one sample.

Why: Reviewers read your samples to verify they match your declared use case, contain your brand name, and don't include prohibited content or restricted URL patterns.

- At least two different sample messages provided
- Samples reflect actual messages the campaign sends
- Brand name appears in samples

- Opt-out instructions included (e.g., "Reply STOP to unsubscribe")
- Variable fields use brackets: [name], [order number], [date]
- No public URL shorteners (bit.ly, tinyurl, etc.)
- No prohibited content (SHAFT, gambling, illegal substances)
- Samples match the declared use case
- If embedded phone number is selected, it appears in samples
- Each sample contains unique content

Common mistakes

Mistake	Related denial title
Brand name missing from samples	Sample message(s) mismatch
Samples don't match declared use case	Sample messages use case mismatch
Contains public URL shorteners	Sample message(s) URL shortener
Embedded phone selected but not in samples	Sample messages(s) embedded phone number
Prohibited SHAFT content in samples	Non-compliant message samples: SHAFT
High-risk financial content in samples	Non-compliant message samples: high-risk financial services
Gambling content in samples	Non-compliant message samples: gambling
Samples indicate charity but use case differs	Sample messages use case mismatch: charity
Samples indicate political but use case differs	Sample messages use case mismatch: political

Tip

Good: - "Acme Health: Your appointment with Dr. [name] is confirmed for [date] at [time]. Reply HELP for help or STOP to cancel messages." - "Acme Health: Your lab results are ready. Log in to your patient portal to view them. Msg & data rates apply."

Bad: - "Your code is 123456" (no brand name, single sample) - "Click here: bit.ly/abc123" (public URL shortener)

6. Opt-in mechanism

What to do: Describe and demonstrate how end users provide consent to receive your messages. Provide accessible URLs or screenshots showing the complete opt-in flow with all required disclosures visible at the point of consent.

Why: Reviewers verify that you collect proper, affirmative consent before sending messages. The opt-in mechanism must show clear consent with all required disclosures visible where the user opts in.

- Opt-in method clearly described (web form, keyword, paper form, QR code)
- URL or screenshot provided and accessible without login
- Brand name visible in opt-in flow
- Message frequency disclosure present (e.g., "Up to 4 msgs/month")
- "Message and data rates may apply" disclosure present
- HELP and STOP instructions visible
- Link to Terms and Conditions included
- Link to Privacy Policy included
- Privacy policy states mobile opt-in data is not shared with third parties
- Consent checkbox is unchecked by default (not pre-selected)
- Marketing consent is separate from transactional consent
- Each declared opt-in method has complete workflow details
- Consent is freely given (not bundled as condition of service)

Common mistakes

Mistake	Related denial title
No opt-in URL or screenshot provided	Opt-in workflow missing

Mistake	Related denial title
Missing "message and data rates" disclosure	Opt-in workflow non compliant message and data rates disclosure
Missing message frequency disclosure	Opt-in workflow non compliant message frequency disclosure
Missing HELP/STOP instructions	Opt-in workflow non-compliant HELP or STOP
Missing privacy policy link	Opt-in workflow non compliant privacy policy
Missing terms and conditions link	Opt-in workflow non compliant terms and conditions
Consent not sufficiently explicit	Opt-in workflow insufficient consent
Brand name missing from opt-in flow	Opt-in workflow mismatch
Checkbox pre-selected by default	Opt-in checkbox missing or pre-selected
Marketing consent bundled with transactional	Marketing consent not separated
Opt-in data shared with third parties	Opt-in data shared with third parties
Missing required consent language	Non-compliant consent language
Multiple opt-in methods but incomplete details	Incomplete opt-in workflow details

Tip

Good: Web form at https://www.acmehealth.com/sms-signup showing: - Unchecked checkbox: "I agree to receive appointment reminders via SMS from Acme Health (up to 8 msgs/month). Msg & data rates may apply. Reply STOP to cancel, HELP for help." - Links to Terms of Service and Privacy Policy below the checkbox.
Bad: A form that says "Enter your phone number" with no disclosures, or a pre-checked checkbox buried in Terms of Service acceptance.

7. Opt-out compliance

What to do: Configure compliant STOP, HELP, and opt-in confirmation messages. The STOP response must acknowledge the request, confirm no further messages will be sent, and include your brand name. The HELP response must provide at least one support contact method.

Why: Reviewers verify that recipients can easily stop messages and get support. Non-compliant opt-out, HELP, or opt-in confirmation messages are a common rejection reason.

- STOP keyword triggers opt-out confirmation
- Opt-out message acknowledges the request
- Opt-out message confirms no further messages will be sent
- Opt-out message includes brand name
- HELP keyword triggers support response
- HELP message includes brand name
- HELP message includes at least one contact method (email, phone, or URL)
- Email domain in HELP message matches brand
- Opt-in confirmation message includes HELP and STOP instructions
- Opt-in confirmation message includes message frequency
- Opt-in confirmation message includes "Message and data rates may apply"
- Opt-in confirmation message includes brand name

Common mistakes

Mistake	Related denial title
Opt-out message missing brand name	Opt-out message mismatch
Opt-out doesn't confirm messages will stop	Non-compliant opt-out message
HELP message missing support contact info	Non-compliant help message
HELP message brand name doesn't match registration	Help message mismatch

Mistake	Related denial title
Opt-in message missing HELP/STOP instructions	Non-compliant opt-in message HELP and STOP
Opt-in message missing frequency or data rate disclosure	Non-compliant opt-in message
Opt-in message brand name doesn't match	Opt-in message mismatch
No opt-in confirmation message provided	Missing opt-in message

Tip

Good: "Acme Health: You've been unsubscribed and will no longer receive messages from us. Reply HELP for assistance." **Good HELP response:** "Acme Health: For support, email support@acmehealth.com or call (512) 555-0100. Reply STOP to unsubscribe."
Bad: "You have been removed." (no brand name, doesn't confirm messages stop) **Bad HELP response:** "Text STOP to stop." (no brand name, no contact method)

Opt-out handling for OTP and 2FA programs

OTP and 2FA programs must adhere to the same opt-out response requirements as other use cases. If a recipient replies STOP to an OTP message, you must send a compliant opt-out acknowledgment response.

However, if your SMS program is compliant with all applicable regulations, you are not required to permanently opt out the recipient's phone number when they text STOP. A subsequent request for an OTP code by the end user (for example, initiating a new login attempt) is considered a new opt-in.

Your STOP response for OTP programs must meet the following requirements:

- Include your brand or program name
- Confirm the user is unsubscribed from the OTP program
- Provide instructions for opting back in (for example, "request a new code to login")
- Include HELP contact information

- Be under 160 GSM characters with no special characters

Example STOP response for OTP: "You are unsubscribed from *BRAND NAME* OTP. Opt back in by replying *OPT-IN KEYWORD* or requesting a new code to login. Reply HELP for help or call *xxx-xxx-xxxx*."

STOP behavior on US Toll-Free Numbers

US Toll-Free Numbers handle opt-outs differently from Short Codes and 10DLC numbers. On a Toll-Free Number, the opt-out flow is managed at the network level by US carriers and cannot be customized by the sender.

When a recipient replies STOP to a Toll-Free Number, the carrier automatically blocks all future messages from that number and sends a network-level response. The sender cannot override this block. The recipient must text UNSTOP or START to the same number to resume receiving messages.

This means the OTP guidance above (a subsequent user-initiated request constitutes a new opt-in) does not apply to Toll-Free Numbers. On a Toll-Free Number, if a user texts STOP, they will not receive messages from that number again until they explicitly text UNSTOP or START — regardless of any subsequent actions they take in your application.

For OTP and password reset use cases on Toll-Free Numbers, account for this behavior when designing your messaging flow. Provide users with instructions to text UNSTOP if they need to re-enable messages.

8. Content compliance

What to do: Ensure your messaging content, website, and business do not involve prohibited or restricted content categories. If your content involves age-restricted products, implement a compliant age gate requiring date-of-birth entry.

Why: Mobile operators prohibit certain content categories entirely and restrict others to businesses with proper safeguards. Campaigns associated with prohibited content are rejected and may not be eligible for resubmission.

- No SHAFT content (sex, hate, alcohol, firearms, tobacco/vape) without compliant age gate
- No gambling content

- No illegal substances (cannabis, CBD, controlled substances)
- No high-risk financial services (payday loans, crypto, debt collection, credit repair)
- No affiliate marketing or third-party lead generation
- No sweepstakes messaging
- No third-party job board content
- If age-restricted products: age gate requires full DOB entry (not yes/no confirmation)
- Privacy policy states mobile opt-in data is not shared with third parties
- Terms and conditions include carrier liability statement
- Terms and conditions include opt-out instructions
- Terms and conditions include message frequency disclosure
- Terms and conditions include customer care contact information
- Terms and conditions include link to privacy policy
- Terms and conditions include use case description

Common mistakes

Mistake	Related denial title
High-risk financial content (payday loans, crypto)	Campaign non-compliant content: high-risk financial
Cannabis or CBD content	Prohibited content: cannabis or CBD
Gambling content	Campaign non-compliant content: gambling.
SHAFT content without compliant age gate	Campaign non-compliant content: missing age gate
Affiliate marketing or lead generation	Campaign non-compliant content: affiliate marketing.
Sweepstakes content	Campaign non-compliant content: sweepstakes
Third-party job board content	Campaign non-compliant content: third party job boards.

Mistake	Related denial title
Privacy policy allows third-party data sharing	Non-compliant privacy policy
Terms missing carrier liability statement	Non-compliant Terms and Conditions: carrier liability
Terms missing opt-out instructions	Non-compliant Terms and Conditions: opt-out instructions
Terms missing message frequency	Non-compliant Terms and Conditions: message frequency
Terms missing customer care contact	Non-compliant Terms and Conditions: customer care info
Terms missing privacy policy link	Non-compliant Terms and Conditions: privacy policy
Terms missing use case description	Non-compliant Terms and Conditions: use case description
Spam or phishing association detected	Spam or phishing association

Next steps

- If your registration was denied, see Rejection troubleshooting to find your specific denial reason and resolution steps.
- For opt-in form examples, see Compliant opt-in examples.
- For industry-specific guidance, see the vertical guides for your business type.

Rejection troubleshooting

When your registration is denied, the AWS End User Messaging SMS console displays a rejection reason. These rejection reasons apply to all US registration types including 10DLC campaigns, Toll-Free numbers, and Short Codes. Use this guide to identify your rejection, understand what went wrong, and determine how to fix it.

Each entry shows the exact title displayed in the console, the API ENUM value returned in the registration response, a description of the issue, what you need to fix, and whether you can resubmit.

Brand Identity

Issues with your brand registration, business verification, EIN, contact information, and brand-level compliance.

Brand Identity rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Brand address invalid	`BRAND_ADDRESS_INVALID`	The brand's physical address cannot be verified.	Confirm the physical address is correct, complete, and matches public business records. Resubmit with the corrected address.	Yes
Invalid brand email	`BRAND_EMAIL_INVALID_OR_MISSING`	The brand's email address is missing or invalid. It must not be from a public domain provider such as Gmail, Yahoo, or Outlook.	Use a branded email domain associated with your business (for example, support@yourbusiness.com).	Yes
Public email domain	`BRAND_EMAIL_PUBLIC_DOMAIN`	The brand's email domain is from a public email provider.	Replace with an email address using your business domain.	Yes
Invalid brand business connection	`BRAND_INVALID_BUSINESS_CONNECTION`	The registered brand is an ISV, reseller, or government entity rather than the end brand whose name appears in messages.	Register the end brand – the business whose name the end user sees in messages. The brand must be the content provider.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Brand multi-use	BRAND_MULTI_USE	The same Employer Identification Number (EIN) is used for multiple brands.	Register only the minimum number of brands per EIN. Do not resubmit until brand registration is updated.	Yes
Non-compliant brand affiliation	BRAND_NON_COMPLIANT_SWEEPSTAKES	Brand or website references lead generation, affiliate marketing, gambling, illegal substances, third-party job boards, sweepstakes, or SHAFT content prohibited by mobile operators.	Remove prohibited content associations from your brand and website. If the rejection specifies content that does not apply to your business, open a technical support case. See Get help with registration issues through Support.	Depends on content
Non-compliant brand affiliation: high-risk financial	BRAND_NON_COMPLIANT_HIGH_RISK_FINANCIAL	Brand or website references high-risk financial services such as payday loans, short-term high-interest loans, third-party loan solicitation, cryptocurrency, or stocks and investing platforms.	Not eligible for resubmission under A2P 10DLC. If you believe this is in error, open a technical support case. See Get help with registration issues through Support.	No
Invalid brand phone number	BRAND_PHONE_NUMBER_INVALID_OR_MISSING	The brand's support phone number is missing or invalid.	Provide a valid, working support phone number and resubmit.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Spam or phishing association	SPAM_OR_PHISHING_ASSOCIATION	The campaign's phone number, business, traffic, or marketing has been flagged as spam or phishing, or the privacy policy indicates opt-in consent is shared with third parties.	Not eligible for resubmission. If you believe this is in error, open a technical support case. See Get help with registration issues through Support.	No
Brand unverified	BRAND_UNVERIFIED	The associated brand has not completed the registration process.	Complete your brand registration first, then resubmit your campaign.	Yes
Brand use case mismatch	BRAND_USE_CASE_MISMATCH_POLITICAL	Brand or website references content (charity or political) that does not match the campaign use case.	Align your campaign use case selection with the content on your website and in your brand registration.	Yes
Brand invalid vetting	BRAND_VETTING_INVALID	The brand's vetting score does not meet minimum requirements.	Ensure your brand information is accurate and complete to improve your vetting score.	Yes
DBA name mismatch	BRAND_DBA_NAME_MISMATCH	The DBA (Doing Business As) name does not match the legal business name on file.	Use the exact legal business name that matches your brand registration, or update your brand registration to include the DBA name.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Brand not TCR Authentication+ compliant	BRAND_NOT_TCR_AUTH_PLUS_COMPLIANT	Your brand has not completed the enhanced brand verification requirements.	Complete the Authentication+ brand verification process, which includes additional identity validation steps beyond standard registration.	Yes
Invalid business connection	INVALID_BUSINESS_CONNECTION	ISV or reseller – company information and service information or message samples do not match.	Register the end brand that consumers interact with, not the ISV or reseller.	Yes
Invalid multi business	INVALID_MULTI_BUSINESS	Same EIN used for multiple different brands.	Register only the minimum number of brands per EIN.	Yes
Invalid support email	INVALID_SUPPORT_EMAIL	Brand support email address is invalid.	Provide a valid branded email address.	Yes
Unofficial support email	UNOFFICIAL_SUPPORT_EMAIL	Unofficial email domain for what appears to be a large company.	Use the official corporate email domain for your brand.	Yes

Campaign Description

Issues with your campaign description, use case selection, message samples alignment, and campaign-level content.

Campaign Description rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Campaign mismatch	CAMPAIGN_MISMATCH	The campaign description does not match the messaging use case, message samples, or both.	Update the campaign description, messaging use case, and message samples to be consistent, then resubmit.	Yes
Campaign mismatch: charity	CAMPAIGN_MISMATCH_CHARITY	The campaign description indicates charitable donations, but the use case is not set to Charity or samples do not match.	Set the use case to Charity and ensure all fields are consistent.	Yes
Campaign mismatch: political	CAMPAIGN_MISMATCH_POLITICAL	The campaign description indicates political messaging, but the use case is not set to Political or samples do not match.	Set the use case to Political and ensure all fields are consistent.	Yes
Campaign multi use	CAMPAIGN_MULTI_USE	The same or similar use case is repeated across multiple campaigns, indicating snowshoeing.	Register only one campaign per use case. Remove duplicate campaigns.	Yes
Campaign to brand mismatch	CAMPAIGN_TO_BRAND_MISMATCH	The company name in the campaign description does not match the registered	Update the campaign description to use the registered brand name or DBA name.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
		brand name or DBA name.		
Campaign unclear	CAMPAIGN_UNCLEAR	The campaign description does not sufficiently describe the service the message program provides.	Add more details explaining the purpose of your message program. If you are an ISV registering a direct offering, indicate that.	Yes
Campaign undeclared direct lending	CAMPAIGN_UNDECLARED_DIRECT_LENDING	The campaign appears to involve direct lending but the Direct lending content attribute was not selected.	Select the Direct lending or loan arrangement content attribute, even if the specific campaign use case does not directly relate to loan offering.	Yes
Campaign not qualified for use case	CAMPAIGN_NOT_QUALIFIED_FOR_USE_CASE	The campaign is not qualified for the requested use case.	Review the use case requirements and select an appropriate use case that matches your messaging program.	Yes
Non-English campaign content	CAMPAIGN_NON_ENGLISH_CONTENT	Campaign registration fields contain non-English language content.	Translate all fields to English. If messaging traffic will be in another language, provide English translations of sample messages.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Duplicate content across fields	CAMPAIGN_TEMPLATE_REUSE	The same text was reused across multiple campaign registration fields.	Provide distinct, field-specific content for each field, including different sample messages representing the range of messages your campaign sends.	Yes
Personal or P2P use case detected	CAMPAIGN_NOT_QUALIFIED_P2P	The campaign describes personal or peer-to-peer messaging, which is not permitted for A2P 10DLC.	Describe a clear business use case and the application or system that generates the messages.	Yes
Multiple brands in one campaign	CAMPAIGN_MULTI_BRAND	The campaign references multiple companies or brands.	Create separate campaigns for each brand. Ensure all fields within each campaign reference only one company.	Yes
Influencer use case not permitted	CAMPAIGN_NOT_QUALIFIED_INFLUENCER	Social influencer or public figure communications are not a permitted use case.	If the influencer operates a legitimate business, register under that business use case and provide business context.	Yes
Emergency alert use case not permitted	CAMPAIGN_NOT_QUALIFIED_EMERGENCY_ALERT	Emergency alert notifications are not permitted through A2P 10DLC.	If your messages are time-sensitive business notifications (such as security alerts), resubmit with a description that accurately reflects the business nature.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Campaign attributes mismatch	CAMPAIGN_ATTRIBUTES_MISMATCH	Website URL, campaign description, message flow, and sample messages do not consistently identify the same sender and use case.	Update all fields to be consistent. If registering on behalf of a customer, use the customer's website and brand information.	Yes
Campaign confirmation issues	CAMPAIGN_CONFIRMATION_ISSUES	Issues with the campaign confirmation mobile-terminated message.	Review and correct your campaign confirmation message details.	Yes
Alternative messaging solution recommended	ALTERNATIVE_SOLUTION_RECOMMENDED	10DLC is not required for this use case – an alternative solution would be more appropriate.	Consider other messaging options that better align with your needs, such as toll-free numbers.	Yes
Unclear use case	UNCLEAR_USE_CASE	Campaign name, description, or opt-in workflow details are unclear.	Provide a clear, detailed campaign description explaining the purpose of your messaging program.	Yes
Use case mismatch	USE_CASE_MISMATCH	Use case and message samples are inconsistent.	Align your message samples with the declared use case.	Yes
Undeclared direct lending	UNDECLARED_DIRECT_LENDING	Campaign appears to be direct lending but the appropriate content attribute was not selected.	Select the Direct lending or loan arrangement content attribute.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Sample message(s) mismatch	SAMPLE_MESSAGE_MISMATCH	Sample messages do not contain the registered brand name or DBA name.	Include your registered brand name in the sample messages.	Yes
Sample messages use case mismatch	SAMPLE_MESSAGE_USE_CASE_MISMATCH	Sample messages do not match the declared use case.	Provide at least two different sample messages reflecting actual messages your campaign will send. Include your business name and opt-out instructions in at least one sample. Use brackets for templated fields (for example, [name], [order number]).	Yes
Sample messages use case mismatch: charity	SAMPLE_MESSAGE_USE_CASE_MISMATCH_CHARITY	Sample messages indicate charitable donations, but the use case is not set to Charity.	Set the use case to Charity or update sample messages to match the declared use case.	Yes
Sample messages use case mismatch: political	SAMPLE_MESSAGE_USE_CASE_MISMATCH_POLITICAL	Sample messages indicate political content, but the use case is not set to Political.	Set the use case to Political or update sample messages to match the declared use case.	Yes
Sample message(s) URL shortener	SAMPLE_MESSAGE_SHORT_URL	Sample messages contain public URL shorteners (such as bit.ly or tinyURL).	Public URL shorteners are not permitted in 10DLC message content. Use your full branded domain URL.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Sample messages(s) embedded phone number	SAMPLE_MESSAGE_PHONE_NUMBER	Use of embedded phone number is selected but not present in message samples.	Add the embedded phone number to the message samples, or deselect the embedded phone number option.	Yes
Message samples mismatch	MESSAGE_SAMPLES_MISMATCH	Company and message samples are inconsistent or message samples are missing.	Ensure sample messages are consistent with your brand and campaign description.	Yes
Embedded link issues	EMBEDDED_LINK_ISSUES	Sample messages include restricted content such as generic shortened URLs.	Remove public URL shorteners and use your full branded domain.	Yes
Embedded phone issues	EMBEDDED_PHONE_ISSUES	Issues with embedded phone numbers in the campaign.	Verify embedded phone number configuration matches your sample messages.	Yes
Help message mismatch	HELP_MESSAGE_MISMATCH	The company name or email domain in the HELP message does not match the registered brand name or DBA name.	Update the company name and support email domain in the HELP message to match your registered brand name.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant help message	HELP_MESSAGE_NON_COMPLIANT	The HELP message does not contain a support contact (email, phone number, or support website URL).	Include the brand name and at least one support contact method in the HELP message reply.	Yes
Subscriber help issues	SUBSCRIBER_HELP_ISSUES	Issues with the campaign subscriber HELP response.	Review and correct your HELP message to include brand name and support contact information.	Yes
Non-compliant message samples	NON_COMPLIANT_MESSAGE_SAMPLES	Campaign cannot be approved because of the sample messages content.	Review sample messages for prohibited content and update accordingly.	Depends on content
Missing required field	MISSING_REQUIRED_FIELD	A required field is missing from the submission.	Complete all required fields and resubmit.	Yes
Invalid field value	INVALID_FIELD_VALUE	A submitted field value is invalid.	Correct the invalid field value and resubmit.	Yes
Missing conditional field	MISSING_CONDITIONAL_FIELD	A conditionally required field is missing.	Provide the required field based on your other selections and resubmit.	Yes
Conditional field not allowed	CONDITIONAL_FIELD_NOT_ALLOWED	A conditionally allowed field was submitted but is not allowed for your configuration.	Remove the field that does not apply to your registration type and resubmit.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Cannot update registration	CANNOT_UPDATE_REGISTRATION	Certain campaign fields cannot be modified after submission.	Create a new campaign registration with the desired changes.	No
Wait to resubmit registration	WAIT_TO_RESUBMIT_REGISTRATION	A campaign registration cannot be submitted while brand vetting is under review.	Wait for brand vetting to complete, then resubmit the campaign.	Yes

Website

Issues with your website URL, privacy policy, and terms and conditions.

Website rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Invalid brand URL	BRAND_URL_INVALID	The brand website is missing, inaccessible, or online presence could not be validated.	Verify the URL is live, accessible, and relevant to your business. If the website is not yet live, indicate that in the campaign description.	Yes
Insufficient website content	BRAND_URL_INSUFFICIENT_CONTENT	The website does not contain sufficient information about the business or its messaging use case.	Ensure your website includes company name, contact information, description of services, privacy policy, and information about your SMS messaging program.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Website contains only a form	BRAND_URL_FORM_ONLY	The website contains only a form without adequate business context.	Provide a URL to a full business website with company details, service descriptions, and contact information, or add business context around the form.	Yes
High-risk domain reputation	BRAND_URL_HIGH_RISK_DOMAIN	The campaign website or URL has a poor domain reputation or is flagged in threat intelligence databases.	Not eligible for resubmission. Check your domain reputation using publicly available tools (such as Google Safe Browsing or VirusTotal) and remediate issues before registering a new campaign. If you believe this is in error, open a technical support case. See Get help with registration issues through Support.	No
Website requires authentication	BRAND_URL_AUTHENTICATION_REQUIRED	The website requires login or authentication and cannot be reviewed.	Provide a publicly accessible URL. If your primary service is behind a login, create a public page describing your business and messaging program.	Yes
Invalid URL	INVALID_URL	Website not provided or not working.	Provide a functional, publicly accessible website URL.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Privacy policy missing/inaccessible	PRIVACY_POLICY_MISSING	The privacy policy URL is unavailable or inaccessible.	Provide a working, publicly accessible privacy policy URL.	Yes
Non-compliant privacy policy	PRIVACY_POLICY_NON_COMPLIANT	The privacy policy references mobile opt-in data sharing with third parties or does not state that no mobile opt-in data will be shared.	Add an explicit statement that mobile opt-in data will not be shared with third parties for marketing or promotional purposes.	Yes
Privacy policy mismatch	PRIVACY_POLICY_MISMATCH	The privacy policy does not contain the registered brand name or DBA name.	Update the privacy policy to include your registered brand name.	Yes
Missing Terms and Conditions	TERMS_AND_CONDITIONS_MISSING	The Terms and Conditions URL is missing or inaccessible.	Provide a working, publicly accessible Terms and Conditions URL.	Yes
Non-compliant Terms and Conditions	TERMS_AND_CONDITIONS_NON_COMPLIANT	The Terms and Conditions are missing one or more required elements: carrier liability statement, message frequency disclosure, opt-out instructions, customer care contact, or HELP instructions.	Add all missing elements and resubmit.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant Terms and Conditions: affiliate marketing	TERMS_AND_CONDITIONS_NON_COMPLIANT_AFFILIATE_MARKETING	The Terms and Conditions indicate affiliate marketing or lead generation.	Affiliate marketing is prohibited. Not eligible for resubmission under A2P 10DLC.	No
Non-compliant Terms and Conditions: carrier liability	TERMS_AND_CONDITIONS_NON_COMPLIANT_CARRIER_LIABILITY	Missing statement that US carriers are not liable for delayed or undelivered messages.	Add a carrier liability disclaimer to your Terms and Conditions.	Yes
Non-compliant Terms and Conditions: customer care info	TERMS_AND_CONDITIONS_NON_COMPLIANT_CUSTOMER_CARE	Missing customer care contact information.	Add customer care contact information (email, phone, or support URL).	Yes
Non-compliant Terms and Conditions: message frequency	TERMS_AND_CONDITIONS_NON_COMPLIANT_MSG_FREQUENCY	Missing message frequency disclosure.	Add message frequency information (for example, "Up to 4 messages per month").	Yes
Non-compliant Terms and Conditions: opt-out instructions	TERMS_AND_CONDITIONS_NON_COMPLIANT_OPT_OUT	Missing opt-out instructions.	Add information on how end users can opt out (for example, "Reply STOP to cancel").	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant Terms and Conditions: privacy policy	TERMS_AND_CONDITIONS_NON_COMPLIANT_PRIVACY_POLICY	Missing link to privacy policy.	Add a link to your privacy policy within the Terms and Conditions.	Yes
Non-compliant Terms and Conditions: use case description	TERMS_AND_CONDITIONS_NON_COMPLIANT_USE_CASE	Missing description of the campaign use case.	Add a description of the purpose of the message program.	Yes
Terms and Conditions mismatch	TERMS_AND_CONDITIONS_MISMATCH	The Terms and Conditions do not contain the registered brand name or DBA name.	Update the Terms and Conditions to include your registered brand name.	Yes
Terms and Conditions use case mismatch	TERMS_AND_CONDITIONS_USE_CASE_MISMATCH	The Terms and Conditions program description is not related to the campaign use case.	Update the Terms and Conditions to describe the correct use case.	Yes
Terms and conditions issues	TERMS_AND_CONDITIONS_ISSUES	General Terms and Conditions issues.	Review all Terms and Conditions requirements and ensure compliance.	Yes

Opt-In

Issues with your opt-in workflow, opt-in message, and consent collection mechanisms.

Opt-In rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Opt-in workflow insufficient consent	`OPT_IN_WORKFLOW_CONSENT`	The opt-in workflow does not obtain sufficient consent. Express written consent is required for promotional content. Consent cannot be bundled as a required condition of service.	Detail all opt-in methods and provide links or hosted screenshots. Ensure opt-in data is not shared with unauthorized third parties. Separate marketing consent from transactional consent.	Yes
Opt-in workflow mismatch	`OPT_IN_WORKFLOW_MISMATCH`	The company name in the opt-in workflow does not match the registered brand name or DBA name.	Add the registered brand name or DBA name to the opt-in workflow.	Yes
Opt-in workflow missing	`OPT_IN_WORKFLOW_MISSING`	No opt-in workflow URL or image was provided, or the URL is inaccessible. The Message Flow must describe every way consent is collected and include required disclosures.	Describe every consent method (web, keyword, verbal, paper form, QR code). Include brand identification, message frequency, links to terms and privacy policy, "Message and data rates may apply" disclosure, and opt-out instructions. If not publicly accessible, provide hosted screenshots.	Yes
Opt-in workflow non compliant	`OPT_IN_WORKFLOW_NO`	The opt-in workflow is missing the	Add the "Message and data rates may apply"	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
message and data rates disclosure	N_COMPLIANT_DATA_RATES	"Message and data rates may apply" disclosure.	disclosure to your opt-in workflow.	
Opt-in workflow non-compliant HELP or STOP	OPT_IN_WORKFLOW_NON_COMPLIANT_HELP_STOP	The opt-in workflow does not contain HELP or STOP instructions.	Add instructions such as "Reply HELP for help" and "Reply STOP to cancel" to your opt-in workflow or Terms and Conditions.	Yes
Opt-in workflow non compliant message frequency disclosure	OPT_IN_WORKFLOW_NON_COMPLIANT_MSG_FREQUENCY	The opt-in workflow is missing the required message frequency disclosure.	Indicate the frequency at which messages will be sent (for example, "4 msgs/month" or "Message frequency varies").	Yes
Opt-in workflow non compliant privacy policy	OPT_IN_WORKFLOW_NON_COMPLIANT_PRIVACY_POLICY	The opt-in workflow is missing a link to the privacy policy or a statement that mobile opt-in data will not be shared with third parties.	Add a direct link to your privacy policy. The privacy policy must explicitly state that no mobile information will be shared with third parties for marketing purposes.	Yes
Opt-in workflow non compliant terms and conditions	OPT_IN_WORKFLOW_NON_COMPLIANT_TERMS_AND_CONDITIONS	The opt-in workflow is missing required terms and conditions language or a link to complete terms.	Add a link to your complete terms and conditions.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Marketing consent not separated	`OPT_IN_WORKFLOW_CONSENT_MARKETING_NOT_SEPARATED`	Marketing consent is combined with informational or transactional consent.	Implement a distinct opt-in mechanism for marketing messages, separate from informational messaging consent.	Yes
Incomplete opt-in workflow details	`OPT_IN_WORKFLOW_INCOMPLETE`	One or more declared opt-in methods do not include complete workflow descriptions.	Provide full details for every opt-in method you selected, or remove opt-in types you do not actually use.	Yes
Non-compliant consent language	`OPT_IN_WORKFLOW_NON_COMPLIANT_CONSENT_LANGUAGE`	The opt-in flow is missing required consent agreement language.	Include: (1) the type of messages the consumer will receive, (2) message frequency, (3) "Message and data rates may apply" disclosure, and (4) opt-out instructions such as "Reply STOP to unsubscribe."	Yes
Opt-in checkbox missing or pre-selected	`OPT_IN_WORKFLOW_CHECKBOX_INVALID`	The opt-in checkbox is missing or appears to be pre-selected by default.	Include an unchecked checkbox specifically for SMS messaging consent that the consumer must actively select. It must be separate from general Terms of Service acceptance.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Opt-in data shared with third parties	OPT_IN_DATA_SHARED_WITH_THIRD_PARTIES	Opt-in consent data is being shared with third parties without proper disclosure.	Update your privacy policy to explicitly state that mobile opt-in data will not be shared with third parties.	Yes
Non-compliant opt-in	NON_COMPLIANT_OPT_IN	Opt-in process is not compliant or opt-in is not explicit.	Review all opt-in compliance requirements and ensure explicit consent is collected.	Yes
Unclear opt-in	UNCLEAR_OPT_IN	Website not provided or not working; opt-in call-to-action is incomplete.	Provide a complete call-to-action if opt-in is outside of your website. Include a working URL or hosted screenshots.	Yes
Opt-in workflow non compliant content: gambling	OPT_IN_WORKFLOW_NON_COMPLIANT_CONTENT_GAMBLING	Opt-in workflow indicates message content is related to gambling.	Gambling content is not permitted by mobile operators.	No
Opt-in workflow non compliant content: high risk financial.	OPT_IN_WORKFLOW_NON_COMPLIANT_CONTENT_HIGH_RISK_FINANCIAL	Opt-in workflow indicates message content is related to high-risk financial services.	High-risk financial services content is not permitted by mobile operators.	No

Console title	ENUM value	Description	What to fix	Resubmittable
Opt-in workflow non compliant content: illegal substances.	OPT_IN_WORKFLOW_NON_COMPLIANT_CONTENT_ILLEGAL_SUBSTANCES	Opt-in workflow indicates message content is related to federally illegal substances.	Illegal substance content is not permitted by mobile operators.	No
Opt-in workflow non compliant content: SHAFT.	OPT_IN_WORKFLOW_NON_COMPLIANT_CONTENT_SHAFT_AGE_GATE	Opt-in workflow indicates message content contains SHAFT content (sex, hate, alcohol, firearms, tobacco/vape).	SHAFT content without an age gate is not permitted. If age-restricted (alcohol, firearms, tobacco), add a compliant age gate. Otherwise, this content is prohibited.	Depends on content
Opt-in message mismatch	OPT_IN_MESSAGE_MISMATCH	The company name in the opt-in message does not match the registered brand name or DBA name.	Update the company name in the opt-in message to match your registered brand name.	Yes
Missing opt-in message	OPT_IN_MESSAGE_MISSING	No opt-in message was provided. Recurring message programs must send an opt-in message with HELP and STOP instructions, message frequency, and "Message and data rates may apply" disclosure.	Add a compliant opt-in message with all required disclosures.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant opt-in message	`OPT_IN_MESSAGE_NON_COMPLIANT`	The opt-in message is missing message frequency disclosure or "Message and data rates may apply" disclosure.	Include the frequency of messages and the "Message and data rates may apply" disclosure in your opt-in message.	Yes
Non-compliant opt-in message HELP and STOP	`OPT_IN_MESSAGE_NON_COMPLIANT_HELP_STOP`	The opt-in message does not contain HELP or STOP instructions.	Add instructions such as "Reply STOP to cancel" to your opt-in message.	Yes

Opt-Out

Issues with your opt-out message and opt-out handling.

Opt-Out rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Opt-out message mismatch	`OPT_OUT_MESSAGE_MISMATCH`	The company name in the opt-out message does not match the registered brand name or DBA name.	Update the opt-out message to include your registered brand name or DBA name.	Yes
Non-compliant opt-out message	`OPT_OUT_MESSAGE_NON_COMPLIANT`	The opt-out message does not include acknowledgement of the opt-out request, confirmation that no further messages will	Include all three elements: (1) acknowledgement of the opt-out, (2) confirmation no further messages will be sent, (3) brand name.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
		be sent, or the brand name.		
Unclear opt-out	UNCLEAR_OPT_OUT	Opt-out details are unclear.	Provide clear opt-out instructions and a compliant opt-out confirmation message.	Yes

Age Gate

Issues with age verification requirements for age-restricted content (alcohol, firearms, tobacco/vape).

Age Gate rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Campaign non-compliant content: missing age gate	CAMPAIGN_NON_COMPLIANT_CONTENT_SHAFT_AGE_GATE	Your campaign includes age-restricted content (alcohol, firearms, or tobacco/vape) but a compliant age gate was not found on your website or opt-in flow.	Add an age gate that requires the recipient to enter their day, month, and year of birth. A simple yes/no age confirmation is not sufficient.	Yes
Age gate issues	AGE_GATE_ISSUES	Campaign age gate issues.	Implement a compliant age gate mechanism requiring full date-of-birth entry before opt-in to messaging.	Yes

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant alcohol use case	NON_COMPLIANT_USE_CASE_ALCOHOL	Age-restricted alcohol content without a compliant age gate.	Add a compliant age gate requiring full date-of-birth entry (day, month, year).	Yes
Non-compliant tobacco use case	NON_COMPLIANT_USE_CASE_TOBACCO	Age-restricted tobacco or vape content without a compliant age gate.	Add a compliant age gate requiring full date-of-birth entry (day, month, year).	Yes
Non-compliant guns use case	NON_COMPLIANT_USE_CASE_GUNS	Firearms or ammunition content without a compliant age gate.	Add a compliant age gate requiring full date-of-birth entry (day, month, year).	Yes

Disallowed Content

Content categories that are prohibited by mobile operators. Campaigns with these rejections are generally not eligible for resubmission.

Disallowed Content rejection reasons

Console title	ENUM value	Description	What to fix	Resubmittable
Campaign non-compliant content: affiliate marketing.	CAMPAIGN_NON_COMPLIANT_CONTENT_AFFILIATE_MARKETING	Message content involves lead generation or affiliate marketing.	Affiliate marketing and lead generation are prohibited by mobile operators. Consider alternative messaging approaches.	No
Campaign non-compl	CAMPAIGN_NON_COMPLIANT_CONT	Message content involves gambling.	Gambling content is prohibited by mobile operators.	No

Console title	ENUM value	Description	What to fix	Resubmittable
iant content: gambling.	ENT_GAMBLING			
Campaign non-compliant content: high-risk financial	CAMPAIGN_NON_COMPLIANT_CONTENT_HIGH_RISK_FINANCIAL	Message content involves high-risk financial services (payday loans, short-term high-interest loans, third-party loan solicitation, student loans, cryptocurrency, stocks, debt collection, debt consolidation, debt reduction, or credit repair).	Not eligible for resubmission. If you believe this is in error, open a technical support case. See Get help with registration issues through Support.	No
Campaign non-compliant content: illegal substances	CAMPAIGN_NON_COMPLIANT_CONTENT_ILLEGAL_SUBSTANCES	Message content involves federally illegal substances (such as cannabis).	Illegal substance content is prohibited by mobile operators.	No
Campaign non-compliant content: third party job boards.	CAMPAIGN_NON_COMPLIANT_CONTENT_JOB_BOARDS	Message content involves third-party job boards.	Third-party job board content is prohibited by mobile operators.	No

Console title	ENUM value	Description	What to fix	Resubmittable
Campaign non-compliant content: SHAFT	CAMPAIGN_NON_COMPLIANT_CONTENT_SHAFT	Message content involves SHAFT content (sex, hate, alcohol, firearms, tobacco/vape) or marijuana/CBD.	Not eligible for resubmission. If you believe this is in error, open a technical support case. See Get help with registration issues through Support.	No
Campaign non-compliant content: sweepstakes	CAMPAIGN_NON_COMPLIANT_CONTENT_SWEEPSTAKES	Message content involves sweepstakes or sweepstakes-related messaging.	Sweepstakes content is prohibited by mobile operators.	No
Campaign non-compliant content: non-subscriber facing	CAMPAIGN_NON_COMPLIANT_CONTENT_NON_SUBSCRIBER	Use case or message samples appear to be for testing or non-subscriber-facing purposes.	10DLC is only for production use cases. Register with the correct use case for subscriber-facing messaging.	Yes
Prohibited content: cannabis or CBD	CAMPAIGN_NON_COMPLIANT_CONTENT_CANNABIS	Campaign promotes, advertises, or helps the sale of cannabis, CBD, marijuana, or controlled substances.	Cannabis and CBD content is prohibited regardless of state-level legality. Consider alternative communication channels.	No
Non-compliant use case	NON_COMPLIANT_USE_CASE	Use case or message samples are considered restricted or disallowed by mobile operators.	Review your content against prohibited content categories and remove disallowed material.	Depends on content

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant affiliate marketing use case	NON_COMPLIANT_USE_CASE_AFFILIATE_MARKETING	Lead generation or affiliate marketing use case.	Affiliate marketing is prohibited by mobile operators.	No
Non-compliant gambling use case	NON_COMPLIANT_USE_CASE_GAMBLING	Gambling content.	Gambling is prohibited by mobile operators.	No
Non-compliant high risk financial use case	NON_COMPLIANT_USE_CASE_HIGH_RISK_FINANCIAL	High-risk financial services content.	High-risk financial content is prohibited by mobile operators.	No
Non-compliant SHAFT use case	NON_COMPLIANT_USE_CASE_SHAFT	SHAFT content (sex, hate, alcohol, firearms, tobacco/vape).	SHAFT content is prohibited by mobile operators.	No
Non-compliant testing use case	NON_COMPLIANT_USE_CASE_TESTING	Use case appears to be for testing rather than production.	10DLC is only for production use cases. Describe your actual production messaging program.	Yes
Non-compliant cannabis use case	NON_COMPLIANT_USE_CASE_CANNIBIS	Cannabis content.	Cannabis content is prohibited by mobile operators.	No

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant hate use case	NON_COMPLIANT_USE_CASE_HATE	Hate content.	Hate content is prohibited by mobile operators.	No
Non-compliant message samples: gambling	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_GAMBLING	Sample messages indicate gambling content.	Gambling content is not permitted by US carriers.	No
Non-compliant message samples: high-risk financial services	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_HIGH_RISK_FINANCIAL	Sample messages indicate high-risk financial services content (loans, cryptocurrency).	High-risk financial content is not permitted by US carriers.	No
Non-compliant message samples: illegal substances	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_ILLEGAL_SUBSTANCES	Sample messages indicate federally illegal substances (such as cannabis).	Illegal substance content is not permitted by US carriers.	No
Non-compliant message samples: third party job-boards	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_JOB_BOARDS	Sample messages indicate third-party job board content.	Third-party job board content is not permitted by US carriers.	No

Console title	ENUM value	Description	What to fix	Resubmittable
Non-compliant message samples: SHAFT	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_SHAFT	Sample messages indicate SHAFT content (sex, hate, alcohol, firearms, tobacco/vape).	SHAFT content is not permitted by US carriers.	No
Non-compliant message samples: sweepstakes	SAMPLE_MESSAGE_NON_COMPLIANT_CONTENT_SWEEPSTAKES	Sample messages indicate sweepstakes content.	Sweepstakes content is not permitted by US carriers.	No
Campaign suspended	REGISTRATION_SUSPENDED_BY_MNO	Your campaign and associated origination entities have been suspended by a downstream partner or mobile carrier.	Open a technical support case for assistance in restoring your registration. See Get help with registration issues through Support.	No
Security review requirements not met	SECURITY_REVIEW_FAILED	This registration did not meet security review requirements. This decision is final.	You may consider alternative messaging solutions or submit a new application in the future.	No

Industry vertical guides

Certain industries face additional scrutiny during registration review due to regulatory requirements or content restrictions imposed by mobile operators. The following guides provide industry-specific checklists, common rejection patterns, and compliant messaging examples for each vertical.

Direct Lenders

This guide covers registration requirements for direct lending organizations including mortgage lenders, auto lenders, personal loan providers, and other licensed financial institutions that originate loans directly to consumers.

What's allowed

Direct lenders who originate loans directly to consumers may register campaigns for:

- **Loan status notifications** – Application received, under review, approved, funded, payment due
- **Payment reminders** – Upcoming due dates, payment confirmations, late payment notices
- **Account servicing** – Balance updates, rate change notifications, escrow updates
- **Two-factor authentication** – Login verification, transaction confirmation
- **Customer care** – Support responses, document request follow-ups
- **Marketing (with proper consent)** – Refinance offers, new product announcements, rate alerts

> **Note**
>
> **Important:** You must select the **Direct lending or loan arrangement** content attribute during registration, even if the specific campaign is not directly about loan origination (for example, 2FA for a lending portal).

What's prohibited

The following lending-related activities are **not permitted** on A2P 10DLC:

Prohibited activity reference

Prohibited activity	Why
Payday loans / short-term high-interest loans	Classified as high-risk financial services
Third-party loan solicitation	Lead generation / affiliate marketing
Debt collection on behalf of others	Third-party debt collection is restricted

Prohibited activity	Why
Debt consolidation or credit repair marketing	High-risk financial category
Student loan refinancing solicitation	High-risk financial category
Cryptocurrency or investment-related lending	High-risk financial category

Campaigns involving these activities are **not eligible for resubmission**.

Content attribute requirement

All campaigns associated with a financial services organization must select the **Direct lending or loan arrangement** content attribute – regardless of the specific campaign use case.

Example: A mortgage lender registering a campaign solely for appointment reminders must still select this attribute because the brand is a lending organization.

Failure to select this attribute triggers the following denial:

Campaign undeclared direct lending – From the campaign description it appears that the purpose of your campaign is direct lending but the Direct lending or loan arrangement content attribute has not been selected. If your campaign is associated with a financial services organization, select the Direct lending or loan arrangement content attribute even if the specific campaign use case does not directly relate to loan offering (for example, two-factor authentication). Either update your campaign description or select the Direct lending or loan arrangement content attribute and resubmit.

Compliance checklist

Before submitting your registration, verify:

- **Content attribute selected** – Direct lending or loan arrangement is checked
- **Brand website is live** – Shows company name, NMLS number (if applicable), contact info, and services
- **Business email domain** – Uses your company domain, not Gmail/Yahoo/Outlook
- **Campaign description** – Clearly states the lending use case and identifies your company
- **Sample messages** – Include your brand name, reflect actual messages you'll send

- **Opt-in workflow documented** – Shows how borrowers consent to receive SMS
- **TCPA consent language** – Separate checkbox for marketing messages (unchecked by default)
- **Privacy policy** – States mobile opt-in data will not be shared with third parties
- **Terms and conditions** – Include message frequency, opt-out instructions, carrier liability disclaimer
- **HELP message** – Contains brand name and support contact (email, phone, or URL)
- **STOP message** – Acknowledges opt-out and confirms no further messages

Common rejection reasons

Common rejection reasons for lenders

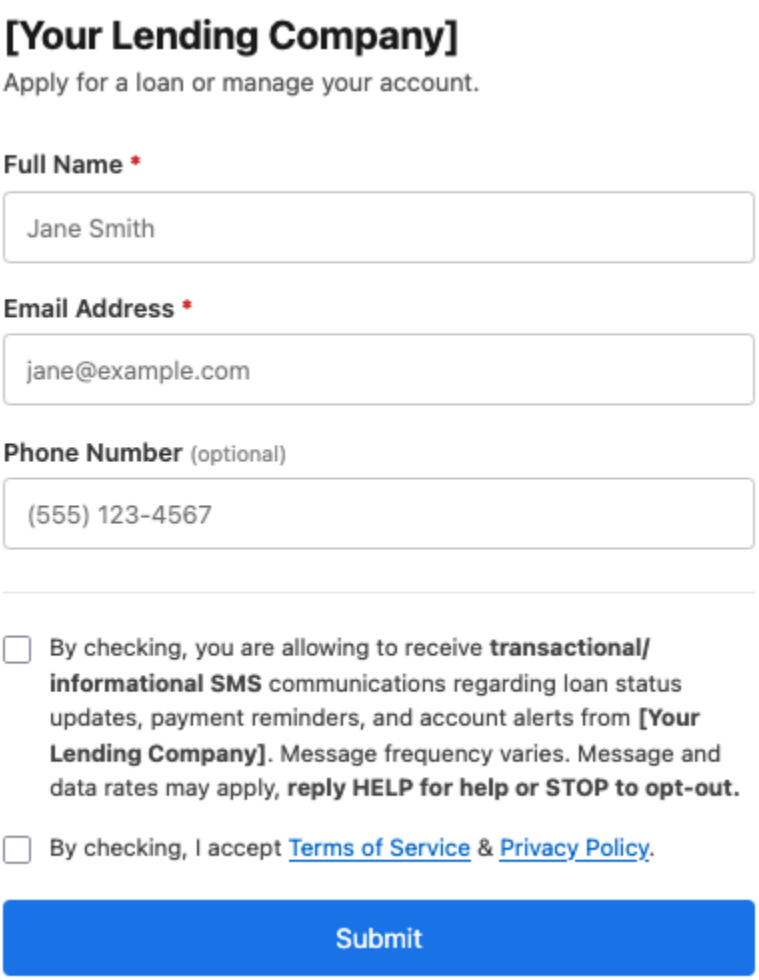
Denial title	What it means	How to fix
Campaign undeclared direct lending	Your brand is a lending organization but you did not select the Direct lending or loan arrangement content attribute.	Select the content attribute and resubmit. This applies even for non-lending campaigns (2FA, appointment reminders) if your brand is a lender.
Campaign non-compliant content: high-risk financial	Your campaign content references prohibited financial services: payday loans, short-term high-interest loans, third-party loan solicitation, student loans, cryptocurrency, stocks and investing platforms, debt collection, debt consolidation, debt reduction, or credit repair.	This campaign is **not eligible for resubmission** under A2P 10DLC. If you believe this rejection is in error, open a support case for assistance.
Non-compliant brand affiliation: high-risk financial	Your brand's website references high-risk financial services such as payday loans, short-term high-interest loans, third-party loan solicitation, cryptocurrency, or stocks and investing platforms.	This campaign is **not eligible for resubmission** under A2P 10DLC. If you believe this rejection is in error, open a support case for assistance.

Denial title	What it means	How to fix
Non-compliant message samples: high-risk financial services	Your sample messages reference high-risk financial services such as loans or cryptocurrency.	If your lending activity is legitimate direct lending (mortgage, auto, personal loans from a licensed lender), update your sample messages to clearly reflect direct lending language rather than language that could be interpreted as high-risk solicitation. Resubmit with corrected samples.
Opt-in workflow insufficient consent	Your opt-in process does not demonstrate that express written consent was obtained. For lending campaigns with marketing content, consent must be freely given and cannot be bundled as a condition of the loan application.	Implement a separate, unchecked checkbox for SMS marketing consent that is not required to complete the loan application. Ensure your opt-in clearly states what messages the borrower will receive. Update your opt-in workflow and resubmit.
Marketing consent not separated	Your opt-in combines marketing consent with transactional/info rmational consent. Under TCPA guidelines, consumers must have a separate choice to opt in to promotional messages.	Create distinct opt-in mechanisms: one for transacti onal messages (loan status, payment reminders) and a separate optional checkbox for marketing messages (refinance offers, new products). Resubmit with the updated workflow.

Denial title	What it means	How to fix
Campaign to brand mismatch	The company name in your campaign description doesn't match your registered brand name or DBA name.	Ensure the company name in your campaign description matches your brand registrat ion exactly. If you operate under a DBA, update your brand registration to include it. Resubmit.
Opt-in workflow non compliant privacy policy	Your opt-in flow is missing a link to your privacy policy, or your privacy policy does not state that mobile opt-in data will not be shared with third parties.	Add a direct link to your privacy policy within your opt-in flow. Ensure the privacy policy explicitly states that no mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Resubmit.

Opt-in form example

For a lender-specific opt-in form example, see the form screenshots in this section. This vertical follows the Transactional opt-in with industry-specific disclosures.



Insurance Brokers

This guide covers A2P SMS registration requirements specific to insurance brokers, agencies, and Managing General Agents (MGAs). Insurance messaging is permitted but requires careful attention to how your use case is described and how consent is collected.

What's allowed

- Policy renewal reminders and payment due notifications
- Claims status updates and adjuster appointment confirmations
- Quote follow-ups where the consumer initiated the request
- Open enrollment reminders for existing policyholders
- Appointment confirmations and rescheduling

- Policy document delivery notifications

What's prohibited

- Cold outreach to purchased lead lists (no prior relationship)
- Messages promoting specific policy products without prior consent
- Sharing consumer data across multiple agency brands under one registration

Common denial reasons

Brand identity issues

Denial title reference

Denial title	What it means for insurance brokers
Invalid brand URL	Your agency website is inaccessible, parked, or under construction. Reviewers must verify your business exists and offers insurance services.
Insufficient website content	A single landing page with only a quote form is insufficient. Your site must show who you are, what lines you write, and how consumers can contact you.
Invalid brand business connection	The brand name on your registration doesn't match the entity shown on your website or state insurance license. If you operate under a DBA, ensure it's reflected consistently.
DBA name mismatch	Your "Doing Business As" name doesn't match what appears on your website or consumer-facing materials. Common when agencies rebrand but don't update all assets.
Non-compliant brand affiliation: high-risk financial	Your website or brand materials reference payday loans, debt consolidation, or other

Denial title	What it means for insurance brokers
	high-risk financial services alongside insurance . Separate these lines of business into distinct registrations.

Campaign description issues

Denial title reference

Denial title	What it means for insurance brokers
Campaign unclear	Your description doesn't clearly explain what messages consumers will receive. "Insuranc e communications" is too vague. Instead, specify: "Policy renewal reminders and claims status updates for existing auto and home policyholders."
Campaign not qualified for use case	The selected use case category doesn't match your actual messaging. Insurance brokers typically register under "Customer Care" or "Account Notifications" – not "Marketing."
Campaign non-compliant content: high-risk financial	Your campaign description or samples reference financial products beyond standard insurance (e.g., premium financing with high APR, investment products). Keep insurance messaging separate from financial services.
Campaign undeclared direct lending	If you offer premium financing, you must declare the Direct Lending content attribute. Failure to disclose triggers this denial even if lending is a minor part of your business.
Campaign to brand mismatch	The campaign describes services for a different brand or agency than what's

Denial title	What it means for insurance brokers
	registered. Each brand/agency needs its own registration.

Opt-in workflow issues

Denial title reference

Denial title	What it means for insurance brokers
Opt-in workflow insufficient consent	Your quote request form collects a phone number but doesn't explicitly state the consumer will receive SMS messages. A phone number field alone is not consent.
Opt-in workflow missing	No screenshot or URL showing where consumers agree to receive texts. Provide your quote form, application, or client portal showing the SMS consent checkbox.
Opt-in workflow mismatch	The brand name on your opt-in form doesn't match your registered brand. For example, your form might say "ABC Insurance Group" but you registered as "ABC Agency LLC." This difference triggers a mismatch.
Marketing consent not separated	Your form bundles marketing SMS consent with the quote request or policy applicati on. Marketing opt-in must be a separate, unchecked checkbox – not buried in terms acceptance.
Opt-in workflow non compliant message frequency disclosure	Your consent language doesn't tell consumers how often they'll hear from you. Add: "You may receive up to 4 messages per month regarding your policy."

Denial title	What it means for insurance brokers
Opt-in workflow non-compliant HELP or STOP	Your opt-in disclosure is missing instructions for how to get help or opt out. Include: "Reply STOP to unsubscribe. Reply HELP for support."
Opt-in workflow non compliant message and data rates disclosure	Missing the "Message and data rates may apply" disclosure near your consent language.
Opt-in data shared with third parties	Your opt-in indicates consumer data may be shared with other agencies, carriers, or lead buyers. Each entity that will send messages needs its own consent.

Sample message issues

Denial title reference

Denial title	What it means for insurance brokers
Sample message(s) mismatch	Your sample messages don't match the use case you described. If you registered for "claims updates" but samples show marketing offers, this triggers a mismatch.
Sample message(s) URL shortener	Messages contain bit.ly, tinyurl, or other shortened links. Use your full branded domain (e.g., abcinsurance.com/renew).
Sample messages(s) embedded phone number	If you selected the 'embedded phone number' option during registration, your sample messages must contain a phone number. Otherwise, deselect that option during resubmission.
Non-compliant message samples: high-risk financial services	Samples reference premium financing rates, APR disclosures, or debt-related language that crosses into high-risk financial territory.

Insurance-specific registration tips

Describe your use case precisely

Bad: "We send insurance messages to our clients."

Good: "We send policy renewal reminders, payment due notifications, and claims status updates to existing policyholders of ABC Insurance Agency who opted in during their policy application."

Separate marketing from servicing

If you send both marketing (new product offers, cross-sell) and servicing (renewal reminders, claims updates) messages, register them as separate campaigns:

- **Campaign 1 (Customer Care):** "Policy renewal reminders, payment confirmations, and claims status updates for existing policyholders."
- **Campaign 2 (Marketing):** "Promotional offers for additional coverage options sent to existing policyholders who separately opted in to marketing communications."

Multi-carrier agencies

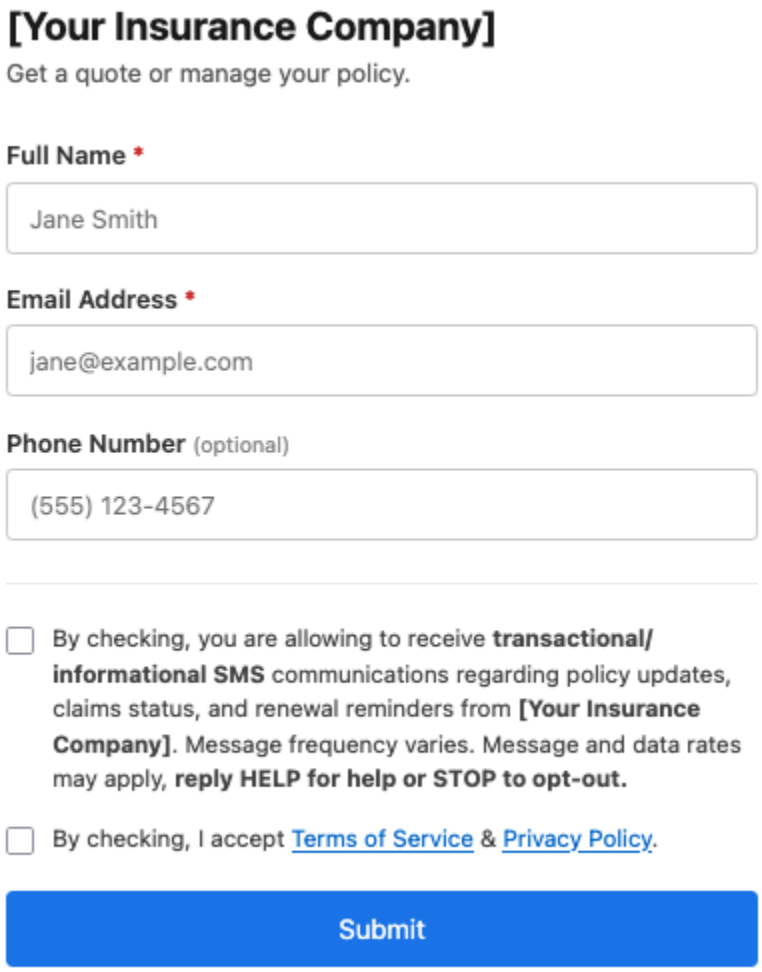
If your agency represents multiple insurance carriers, register under your agency brand – not the carrier's brand. Your consumers have a relationship with your agency, not directly with the carrier for messaging purposes.

Premium financing disclosure

Premium financing means paying insurance premiums in installments with interest. If any part of your business involves premium financing, you must select the **Direct Lending** content attribute during registration. Omitting this when your website mentions financing options triggers the "Campaign undeclared direct lending" denial.

Opt-in form example

For a insurance-specific opt-in form example, see the form screenshots in this section. This vertical follows the Transactional opt-in with industry-specific disclosures.



Realty Brokers

This guide covers A2P SMS registration requirements specific to real estate brokerages, agents, and property management companies. Real estate messaging is permitted but requires careful attention to brand identity, lead source disclosure, and consent collection.

What's allowed

- Property showing confirmations and schedule changes
- New listing alerts for buyers who opted in during a property search
- Open house reminders for registered attendees
- Transaction status updates (offer submitted, inspection scheduled, closing date)
- Lease renewal reminders and maintenance appointment confirmations

- Rent payment reminders for existing tenants

What's prohibited

- Cold outreach to purchased lead lists (no prior relationship)
- Messages on behalf of multiple brokerages under one registration
- Lead generation or affiliate marketing (routing inquiries to third-party agents)
- Messaging consumers who submitted inquiries on aggregator sites unless your brokerage is explicitly named in the consent
- Sharing opt-in data with other agents or brokerages

Common denial reasons

Brand identity issues

Denial title reference

Denial title	What it means for realty brokers
Invalid brand URL	Your brokerage website is inaccessible, parked, or under construction. Reviewers must verify your business exists and offers real estate services.
Insufficient website content	A single IDX search page or property listing feed is insufficient. Your site must show who you are, what markets you serve, and how consumers can contact you.
Invalid brand business connection	The brand name on your registration doesn't match the entity shown on your website or real estate license. If you operate a team under a parent brokerage, ensure the registere d brand matches your consumer-facing identity.
DBA name mismatch	Your "Doing Business As" name doesn't match what appears on your website or marketing

Denial title	What it means for realty brokers
	materials. Common when agents form teams with branded names different from their brokerage.
Non-compliant brand affiliation	Your website or brand materials reference lead generation or affiliate marketing. If your site routes inquiries to multiple agents or brokerages, this signals a lead-gen model rather than a direct brokerage.

Campaign description issues

Denial title reference

Denial title	What it means for realty brokers
Campaign unclear	Your description doesn't clearly explain what messages consumers will receive. "Real estate communications" is too vague. Instead, specify the message types and audience. For example: "Property showing confirmations and new listing alerts for active buyers working with ABC Realty."
Campaign not qualified for use case	The selected use case category doesn't match your actual messaging. Realty brokers typically register under "Customer Care" or "Account Notifications" – not "Marketing" unless sending promotional content.
Campaign to brand mismatch	The campaign describes services for a different brokerage or team than what's registered. Each brand/team needs its own registration.

Denial title	What it means for realty brokers
Campaign non-compliant content: affiliate marketing	Your campaign description or samples suggest routing leads to third-party agents or brokerages. Each entity sending messages needs its own registration with direct consumer consent.

Opt-in workflow issues

Denial title reference

Denial title	What it means for realty brokers
Opt-in workflow insufficient consent	Your property inquiry form collects a phone number but doesn't explicitly state the consumer will receive SMS messages. A phone number field on a listing page is not consent.
Opt-in workflow missing	No screenshot or URL showing where consumers agree to receive texts. Provide your buyer registration form, property inquiry page, or tenant portal showing the SMS consent mechanism.
Opt-in workflow mismatch	The brand name on your opt-in form doesn't match your registered brand. If your form says "Smith Team" but you registered as "Smith Realty Group LLC," this triggers a mismatch.
Marketing consent not separated	Your form bundles marketing SMS consent with the property inquiry or lease agreement . Marketing opt-in must be a separate, unchecked checkbox – not buried in terms acceptance.
Opt-in workflow non compliant message frequency disclosure	Your consent language doesn't tell consumers how often they'll hear from you. Add: "You

Denial title	What it means for realty brokers
	may receive up to 10 messages per month regarding property listings and showing updates."
Opt-in workflow non-compliant HELP or STOP	Your opt-in disclosure is missing instructions for how to get help or opt out. Include: "Reply STOP to unsubscribe. Reply HELP for support."
Opt-in workflow non compliant message and data rates disclosure	Missing the "Message and data rates may apply" disclosure near your consent language.
Opt-in data shared with third parties	Your opt-in indicates consumer data may be shared with other agents, brokerages, or lead buyers. Each entity that will send messages needs its own consent.

Sample message issues

Denial title reference

Denial title	What it means for realty brokers
Sample message(s) mismatch	Your sample messages don't match the use case you described. If you registered for "showing confirmations" but samples show marketing offers, this triggers a mismatch.
Sample message(s) URL shortener	Messages contain bit.ly, tinyurl, or other shortened links. Use your full branded domain (e.g., abcrealty.com/listings).
Sample messages(s) embedded phone number	If you selected the 'embedded phone number' option during registration, your sample messages must contain a phone number. Otherwise, deselect that option during resubmission.

Realty-specific registration tips

Describe your use case precisely

Bad: "We send real estate messages to our clients."

Good: "We send property showing confirmations, new listing alerts matching saved search criteria, and transaction status updates to active buyers and sellers working with ABC Realty who opted in via our buyer registration form."

Separate marketing from servicing

If you send both marketing (new listing blasts, market reports) and servicing (showing confirmations, transaction updates) messages, register them as separate campaigns:

- **Campaign 1 (Customer Care):** "Property showing confirmations, offer status updates, and closing timeline notifications for active clients of ABC Realty."
- **Campaign 2 (Marketing):** "New listing alerts and market report summaries sent to registered buyers who separately opted in to property notifications."

Agent teams under a parent brokerage

You might operate a named team (e.g., "The Johnson Group") under a parent brokerage (e.g., "Keller Williams"). In this case, register under the name consumers recognize. Your website and opt-in materials must consistently use the same brand name as your registration.

Property inquiry forms

Your property inquiry or buyer registration form is your primary opt-in mechanism. Ensure it includes:

1. An unchecked checkbox (not pre-selected) for SMS consent
2. Clear language: "I agree to receive text messages from [Brokerage Name] regarding property listings, showing updates, and transaction notifications"
3. Message frequency disclosure
4. "Message and data rates may apply"
5. STOP/HELP instructions or link to full terms
6. Link to your privacy policy and SMS terms

Lead source matters

If consumers find you through a third-party portal (e.g., a property aggregator site), you cannot rely on that portal's consent for your messaging. You must collect your own SMS consent directly. The opt-in must clearly name your brokerage – not the aggregator.

Property management companies

If you manage rental properties and send tenant communications (rent reminders, maintenance updates), register under your property management brand. Ensure your lease or tenant portal includes SMS consent language. Tenant communications typically qualify as "Account Notifications" or "Customer Care."

Sample messages for realty brokers

Transactional examples:

- `[BrandName]: Your showing at 123 Main St is confirmed for tomorrow at 2:00 PM. Reply STOP to opt out.`
- `[BrandName]: Your offer on 456 Oak Ave has been submitted. We'll notify you when we hear back. Reply HELP for help, STOP to unsubscribe.`
- `[BrandName]: Reminder – your home inspection is scheduled for [date] at [time]. Questions? Visit [url]. Reply STOP to cancel texts.`

Marketing examples (requires separate consent):

- `[BrandName]: New listing! 3BR/2BA in [neighborhood] at $[price]. Photos: [url]. Reply STOP to opt out. Msg&data rates apply.`
- `[BrandName]: [neighborhood] market update – median price up 3% this month. Full report: [url]. Reply STOP to unsubscribe.`

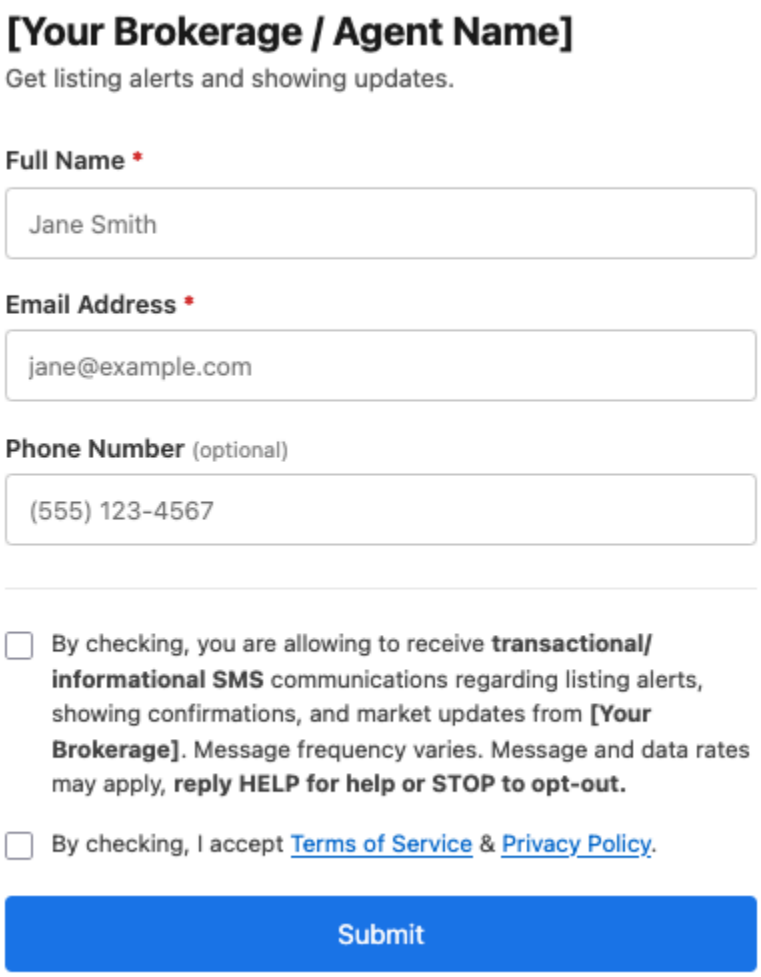
Tips for approval

1. **Be explicit about your role** – State "licensed real estate brokerage," "property management company," or "real estate team" in your campaign description. Vague language triggers lead-gen reviews.
2. **Show your license** – Include your real estate license number or brokerage affiliation on your website. This helps reviewers confirm you are a legitimate brokerage, not a lead aggregator.

3. **Separate transactional from marketing** – Register separate campaigns if you send both transaction updates and listing alerts. This simplifies compliance.
4. **Avoid lead-gen language** – Phrases like "get matched with agents," "find homes from multiple brokerages," or "compare agents in your area" signal third-party lead generation. These phrases will cause your registration to be rejected.
5. **Don't use URL shorteners** – Use your branded domain in sample messages. Public shorteners (bit.ly, tinyurl) are prohibited in 10DLC message content.
6. **Keep your website current** – A single IDX search page or MLS feed without brokerage information is insufficient. Your site must show company details, agent profiles, contact information, and privacy policy.

Opt-in form example

For a real estate-specific opt-in form example, see the form screenshots in this section. This vertical follows the Transactional opt-in with industry-specific disclosures.



Healthcare Providers

This guide covers A2P SMS registration requirements specific to healthcare providers, clinics, hospitals, and medical practices. Healthcare messaging is permitted but requires careful attention to patient privacy, consent mechanisms, and content restrictions.

What's allowed

- Appointment reminders and scheduling confirmations
- Prescription refill notifications
- Lab result availability alerts (without including results in the message)
- Post-visit follow-up and care instructions
- Billing and payment reminders

- Patient portal notifications
- Preventive care and wellness check reminders
- Telehealth session links and reminders

What's prohibited

- **Third-party lead generation** – Healthcare marketing from third-party aggregators who sell patient data to multiple clinics is prohibited.
- **Medical debt collection** – Messaging related to medical debt collection or credit repair is highly restricted and often blocked.
- **Shared opt-ins** – You cannot use a blanket consent form. A patient opting into a hospital's alerts does not automatically opt them into messages from an unrelated pharmacy or specialist.
- **High-risk marketing** – Promotional cold texts for elective procedures or supplements to individuals who have not provided express consent are strictly forbidden.
- **Public URL shorteners** – Using generic URL shorteners (like bit.ly) is flagged as spam. Use full, branded domains.

Common denial reasons

Brand identity issues

Denial title reference

Denial title	What it means for healthcare providers
Invalid brand URL	Your practice website is inaccessible or under construction. Reviewers must verify your medical practice exists and offers healthcare services.
Insufficient website content	A patient portal login page alone is insuffici ent. Your site must show practice information, services offered, provider details, and contact information.
Website requires authentication	Your primary URL leads to a patient portal login. Provide a publicly accessible page

Denial title	What it means for healthcare providers
	describing your practice – not the portal login screen.
Website contains only a form	A standalone appointment booking form without surrounding practice context is insufficient. Add practice details, provider bios, and service descriptions around the form.
Invalid brand business connection	The brand name on your registration doesn't match the entity on your website or medical license. Common when practices operate under a health system umbrella but register independently.
DBA name mismatch	Your "Doing Business As" name doesn't match what appears on your website or patient-facing materials. Common when practices rebrand or join a health network.
Public email domain	Using Gmail or Yahoo for a medical practice appears unprofessional and raises legitimac y concerns. Use your practice domain (e.g., info@smithfamilymedicine.com).

Campaign description issues

Denial title reference

Denial title	What it means for healthcare providers
Campaign unclear	Your description doesn't clearly explain what messages patients will receive. "Healthca re communications" is too vague. Specify something like: "Appointment reminders, prescription refill notifications, and billing

Denial title	What it means for healthcare providers
	alerts for established patients of Smith Family Medicine."
Campaign not qualified for use case	The selected use case category doesn't match your actual messaging. Healthcare providers typically register under "Customer Care" or "Account Notifications" – not "Marketing" unless sending promotional wellness content.
Campaign to brand mismatch	The campaign describes services for a different practice or health system than what's registered. Each practice location or brand needs its own registration.
Multiple brands in one campaign	If your health system has multiple practice brands, each needs a separate campaign. Don't combine "Smith Cardiology" and "Smith Primary Care" in one registration.
Campaign mismatch	Your campaign description says "appointm ent reminders" but your samples include marketing offers for elective procedures. Description and samples must align.

Opt-in workflow issues

Denial title reference

Denial title	What it means for healthcare providers
Opt-in workflow insufficient consent	Your patient intake form collects a phone number but doesn't explicitly state the patient will receive SMS messages. A phone number field on a medical form is not SMS consent.
Opt-in workflow missing	No screenshot or URL showing where patients agree to receive texts. Provide your patient

Denial title	What it means for healthcare providers
	intake form, portal enrollment screen, or paper form showing the SMS consent section.
Opt-in workflow mismatch	The practice name on your opt-in form doesn't match your registered brand. For example, your form might say "Downtown Medical Associates" but you registered as "DMA Health LLC." This difference triggers a mismatch.
Marketing consent not separated	Your form bundles marketing SMS consent (wellness promotions, new service announcements) with transactional consent (appointment reminders). Marketing opt-in must be a separate, unchecked checkbox.
Opt-in checkbox missing or pre-selected	Your patient intake form has a pre-checked SMS consent box. TCPA requires patients to actively check the box themselves – it cannot be pre-selected.
Opt-in workflow non compliant message frequency disclosure	Your consent language doesn't tell patients how often they'll hear from you. Add: "You may receive up to 8 messages per month regarding appointments, prescriptions, and billing."
Opt-in workflow non-compliant HELP or STOP	Your opt-in disclosure is missing instructions for how to get help or opt out. Include: "Reply STOP to unsubscribe. Reply HELP for support."
Opt-in workflow non compliant message and data rates disclosure	Missing the "Message and data rates may apply" disclosure near your consent language.

Denial title	What it means for healthcare providers
Opt-in workflow non compliant privacy policy	Your opt-in flow doesn't link to a privacy policy. Or it doesn't state that mobile opt-in data won't be shared with third parties. This is critical for healthcare – patients expect strict data handling.
Opt-in data shared with third parties	Your opt-in indicates patient data may be shared with affiliated practices, referral networks, or marketing partners. Each entity that will send messages needs its own consent.
Incomplete opt-in workflow details	You selected multiple opt-in methods (website + paper form) but only described one. Provide complete details for every opt-in method – especially paper forms common in healthcare.
Non-compliant consent language	Your consent language is missing required elements. Must include: message types, frequency, "Message and data rates may apply," and opt-out instructions.

Sample message issues

Denial title reference

Denial title	What it means for healthcare providers
Sample message(s) mismatch	Your sample messages don't match the use case you described. If you registered for "appointment reminders" but samples show marketing for cosmetic procedures, this triggers a mismatch.

Denial title	What it means for healthcare providers
Sample message(s) URL shortener	Messages contain bit.ly or other shortened links. Use your full practice domain (e.g., smithmedicine.com/portal).
Sample messages(s) embedded phone number	If you selected the 'embedded phone number' option during registration, your sample messages must contain a phone number. Otherwise, deselect that option during resubmission.
Sample messages use case mismatch	Your samples show messages for a different use case than what you registered. Ensure samples reflect actual appointment reminders, billing alerts, or whatever you declared.

Opt-out and HELP message issues

Denial title reference

Denial title	What it means for healthcare providers
Non-compliant opt-out message	Your opt-out confirmation must acknowledge the request and confirm no further messages will be sent. Include your practice name.
Help message mismatch	The practice name or email domain in your HELP response doesn't match your registered brand.
Non-compliant help message	Your HELP reply must include your practice name and at least one contact method (phone, email, or website).

Healthcare-specific registration tips

Describe your use case precisely

Bad: "We send healthcare messages to patients."

Good: "We send appointment reminders, prescription refill notifications, lab result availability alerts, and billing statements to established patients of Smith Family Medicine who opted in during patient intake."

Separate marketing from patient care

If you send both care-related (appointment reminders, refill alerts) and marketing (new service announcements, wellness promotions) messages, register them as separate campaigns:

- **Campaign 1 (Customer Care):** "Appointment reminders, prescription refill notifications, and billing alerts for established patients."
- **Campaign 2 (Marketing):** "Preventive care promotions and new service announcements sent to patients who separately opted in to marketing communications."

Paper form opt-in

Many healthcare practices collect SMS consent on paper intake forms. This is valid but requires:

1. A clearly labeled SMS consent section (not buried in general consent-to-treat)
2. An unchecked checkbox or signature line specifically for text messaging
3. Language stating: "I agree to receive text messages from [Practice Name] regarding appointments, prescriptions, and billing"
4. Message frequency disclosure
5. "Message and data rates may apply"
6. STOP/HELP instructions
7. Reference to privacy policy

For registration: Photograph or scan the relevant section of your paper form. Then host it at a publicly accessible URL, or upload a screenshot showing the SMS consent portion.

Patient portal opt-in

If patients opt in through your patient portal:

1. Capture a screenshot of the SMS preferences screen
2. Host it at a public URL (the portal itself requires login, but the screenshot must be accessible to reviewers)
3. Ensure the portal consent screen includes all required disclosures

Multi-location practices

If your practice has multiple locations under one brand, you can use a single campaign registration. Locations might operate under different brand names (for example, "Smith Cardiology" vs. "Smith Orthopedics"). In that case, register each as a separate campaign.

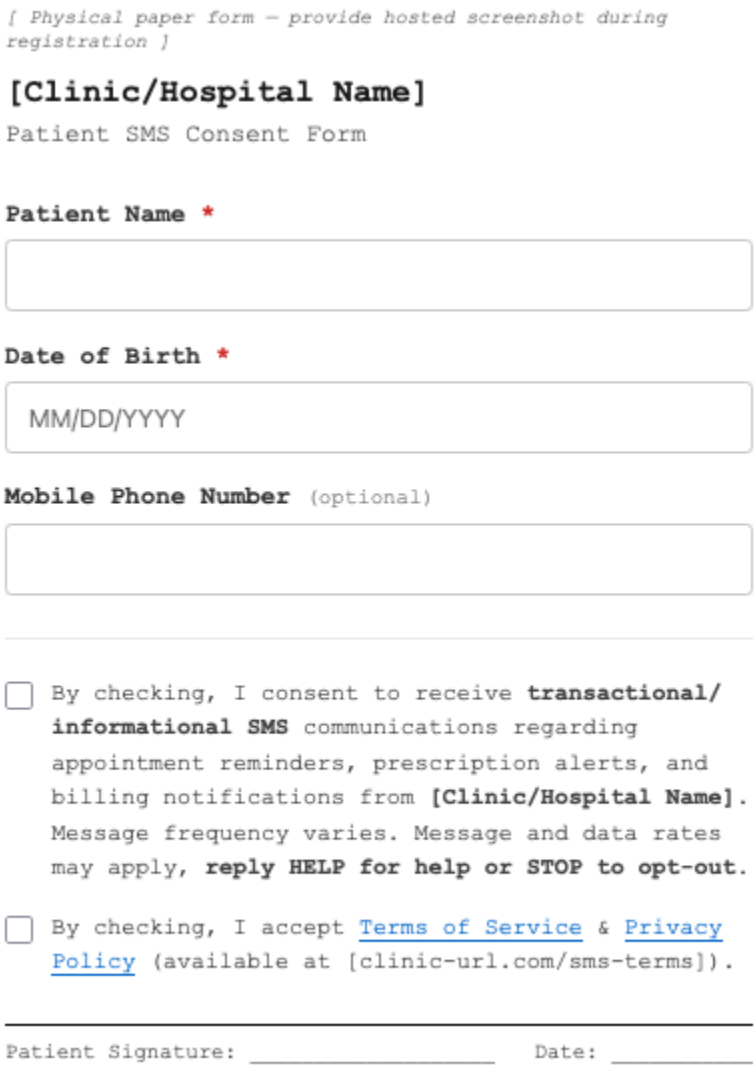
Privacy policy requirements

Your privacy policy must explicitly state that mobile opt-in data will not be shared with third parties. For healthcare providers, this is especially important because:

- Patients expect heightened privacy protections
- Referral networks and affiliated practices are considered third parties for messaging purposes
- Marketing partners or patient engagement platforms cannot receive opt-in data without explicit disclosure

Opt-in form example

For a healthcare paper form opt-in form example, see the form screenshots in this section. This vertical follows the Transactional opt-in with industry-specific disclosures.



[Physical paper form — provide hosted screenshot during registration]

[Clinic/Hospital Name]

Patient SMS Consent Form

Patient Name *

Date of Birth *

MM/DD/YYYY

Mobile Phone Number (optional)

☐ By checking, I consent to receive **transactional/informational SMS** communications regarding appointment reminders, prescription alerts, and billing notifications from **[Clinic/Hospital Name]**. Message frequency varies. Message and data rates may apply, **reply HELP for help or STOP to opt-out.**

☐ By checking, I accept Terms of Service & Privacy Policy (available at [clinic-url.com/sms-terms]).

Patient Signature: _____ Date: _____

GLP-1 and metabolic medications

Campaigns involving GLP-1 receptor agonists and similar weight-loss or metabolic medications are subject to additional restrictions beyond standard healthcare messaging.

Prohibited for GLP-1

The use of SMS for the **marketing or promotion** of GLP-1 receptor agonists and related metabolic medications is strictly prohibited. Messages must not include the prescription drug or brand name.

Approved use cases for GLP-1

Campaign submissions will only be approved if the messaging intent is purely informational or transactional:

- Two-factor authentication (2FA) and identity verification
- Transactional notifications (order confirmations, payment receipts, billing)
- Logistics updates (delivery tracking, shipping status)
- Account management (appointment reminders, account alerts)
- Marketing for rewards programs unrelated to the prescription

Regulatory requirements for GLP-1

- **FDA approval required** – Products must have formal FDA approval. Lack of approval significantly increases the likelihood of rejection.
- **Legal in all 50 states** – Products must be legal in all 50 U.S. states. If restricted in even one state, the campaign will be rejected.

Lead Nurturing vs Lead Generation

This guide clarifies the critical distinction between first-party lead nurturing (allowed) and third-party lead generation (restricted/prohibited) for A2P 10DLC registration.

Understanding the distinction

> **Note**
>
> **Key principle:** The brand sending messages must be the same brand the consumer gave consent to. If there is any intermediary between the consumer's consent and the message sender, the campaign is classified as lead generation.

Lead generation vs. lead nurturing

	First-party lead nurturing	Third-party lead generation
Definition	Messaging people who gave consent directly to *your* brand	Collecting contacts and selling/sharing them with other businesses
Consent source	Your own form, website, or interaction	Aggregator sites, affiliate networks, purchased lists
Who sends?	The brand the consumer opted in to	A different brand than the one the consumer interacted with
Registration outcome	Approved (with proper opt-in)	Denied – not eligible for resubmission

What's allowed (first-party lead nurturing)

Businesses that collect their own leads and message those leads directly may register campaigns for:

- **Follow-up on inquiries** – Responding to form submissions, quote requests, demo signups
- **Drip campaigns** – Scheduled educational or promotional sequences to opted-in contacts
- **Re-engagement** – Reaching out to inactive customers who previously consented
- **Appointment scheduling** – Confirming or reminding about scheduled consultations
- **Event follow-up** – Post-webinar or post-event messaging to attendees who opted in

What's prohibited (third-party lead generation)

The following activities are **not permitted** on A2P 10DLC:

Prohibited activity reference

Prohibited activity	Why
Selling or sharing opt-in lists with other businesses	Consent is non-transferable between brands
Messaging contacts acquired from lead aggregator sites	Consumer did not consent to your brand specifically
Affiliate marketing via SMS	Promoting third-party products/services to your list
Co-registration (bundled consent for multiple brands)	Each brand must obtain its own separate consent
Messaging contacts from purchased databases	No direct consent relationship exists
Operating as a lead-gen intermediary	Brand sending must be the brand that collected consent

Campaigns involving these activities trigger permanent denials that are **not eligible for resubmission**.

Common denial reasons

The following denials are triggered when lead generation or affiliate marketing is detected:

> **Note**
>
> **Non-compliant brand affiliation** – Brand associated with or website indicates that message content contains the following which is considered restricted or disallowed by mobile operators: Lead generation or affiliate marketing.

> **Note**
>
> **Campaign non-compliant content: affiliate marketing** – Campaign use case indicates that message content contains one or more of the following which is considered restricted or disallowed by mobile operators: Lead generation or affiliate marketing.

> **Note**
>
> **Campaign flagged as spam or phishing** – The Privacy policy or Terms associated with the campaign may indicate that SMS opt-in consent or phone numbers are being shared with third parties or affiliates. This campaign is not eligible for resubmission.

> **Note**
>
> **Invalid brand business connection** – Brand is an ISV or Reseller and not the content provider. The brand that is registered should be the end brand, such as the business whose name is in the message content and who the end user believes to be sending the message.

Red flags that trigger lead-gen denials

Reviewers look for these signals in your registration:

- Website contains language about "connecting you with partners" or "our network of providers"
- Privacy policy mentions sharing phone numbers or consent with third parties or affiliates
- Campaign description references multiple brands or "on behalf of" language
- Brand is a marketing agency or platform registering under its own name rather than the end brand
- Message samples reference a different company than the registered brand
- Opt-in form collects consent for multiple unrelated services simultaneously

How to register correctly as a lead nurturer

If you are a legitimate first-party business that nurtures your own leads:

1. **Register as the end brand** – The brand name must match who the consumer believes is messaging them
2. **Own your opt-in** – Consent must be collected on your own properties (website, app, in-store)
3. **Match brand to messages** – Message samples must reference your registered brand name
4. **Clean your privacy policy** – Remove any language about sharing consent or phone numbers with third parties
5. **Describe your flow clearly** – Campaign description should state "We message people who submit inquiries on our website" not "We connect consumers with service providers"

Compliance checklist

Before submitting your registration, verify:

- **You are the end brand** – Not a marketing agency, aggregator, or intermediary
- **Consent is first-party** – Collected directly by your brand on your own properties
- **No consent sharing** – Privacy policy does not mention sharing opt-in data with third parties
- **Brand matches messages** – Your registered brand name appears in message samples
- **No affiliate language** – Website and campaign description contain no references to partner networks, lead distribution, or affiliate programs
- **Single-brand consent** – Opt-in form collects consent for your brand only, not bundled with others
- **Campaign description is specific** – Clearly states what messages you send and to whom (your own customers/leads)

If you were denied

If your campaign was denied for lead generation or affiliate marketing:

1. **Audit your website** – Remove any language suggesting you share leads, connect consumers with partners, or operate an affiliate network
2. **Update your privacy policy** – Ensure it explicitly states you do not share opt-in consent or phone numbers with third parties
3. **Revise campaign description** – Describe only your direct relationship with the message recipients

4. **Verify brand alignment** – Confirm the registered brand is the same entity consumers see in messages

> **Note**
>
> **Note:** If your business model fundamentally involves collecting leads for other businesses, this use case is not eligible for A2P 10DLC regardless of how the registration is worded. Consider whether your messaging program can be restructured so that each end brand registers and messages independently.

Hiring Agencies & Job Boards

This guide covers registration requirements for organizations that send employment-related messages. It distinguishes between direct employer messaging (allowed) and third-party job board aggregation (prohibited).

Direct employer vs staffing agency vs job board

> **Note**
>
> **Key distinction:** The brand sending messages must be the entity the candidate has a direct relationship with. If candidates applied to *your* company or *your* agency directly, you may message them. If you scraped or purchased candidate lists, or aggregate jobs from other employers, you are operating as a third-party job board.

Model reference

Model	Description	Eligible?
Direct employer	Company messaging its own applicants/employees about roles at that company	# Yes
Staffing agency (exclusive)	Agency messaging candidate s it directly recruited for specific client placements	# Yes (with conditions)

Model	Description	Eligible?
Staffing agency (aggregator)	Agency blasting candidate s about roles across many unrelated employers	# No
Third-party job board	Platform aggregating listings from multiple employers and messaging candidates on their behalf	# No

What's allowed

Direct employers and exclusive staffing agencies may register campaigns for:

- **Application status updates** – Received, under review, interview scheduled, offer extended, rejected
- **Interview coordination** – Date/time confirmations, location details, rescheduling
- **Onboarding notifications** – Document requests, orientation details, start date reminders
- **Shift notifications** – Schedule changes, open shift alerts, timesheet reminders
- **Two-factor authentication** – Portal login verification
- **Employee communications** – Benefits enrollment reminders, policy updates (for current employees)

What's prohibited

The following employment-related activities are **not permitted** on A2P 10DLC:

Prohibited activity reference

Prohibited activity	Why
Third-party job board messaging	Explicitly disallowed content category
Job listing aggregation from multiple employers	Third-party job board pattern

Prohibited activity	Why
Lead generation for staffing clients	Affiliate marketing / lead generation
Mass candidate outreach from purchased lists	No prior consent relationship
Messaging on behalf of unnamed employers	Invalid business connection
"We found your resume" cold outreach	No opt-in consent obtained

Campaigns involving third-party job board activity are **not eligible for resubmission**.

Staffing agency requirements

If you are a staffing agency (not a job board), your registration must clearly establish:

1. **Direct candidate relationship** – Candidates applied to your agency directly
2. **Brand is the agency** – Register under your staffing agency brand, not your client's brand
3. **Campaign describes agency use case** – "We notify candidates who applied through [AgencyName] about placement opportunities and interview scheduling"
4. **Messages identify your agency** – Sample messages include your agency name, not the end client's name alone

If you message candidates about a specific client role, your message should still identify your agency as the sender:

`# [AgencyName]: You've been matched to a role at [ClientCo]. Interview available Thu 2pm. Reply YES to confirm or STOP to opt out.`

`# [ClientCo]: We'd like to interview you Thursday.` ← Appears to be from a brand you're not registered as

Compliance checklist

Before submitting your registration, verify:

- **You are NOT a job board** – You do not aggregate listings from multiple unrelated employers
- **Direct candidate relationship** – All recipients applied to your company/agency directly

- **Brand website is live** – Shows company name, services, contact info, and careers/staffing page
- **Business email domain** – Uses your company domain, not Gmail/Yahoo/Outlook
- **Campaign description** – Clearly states whether you are a direct employer or staffing agency, and what messages candidates receive
- **Sample messages** – Include your brand name and reflect actual messages you send
- **Opt-in workflow documented** – Shows how candidates consent to SMS (application form, portal signup)
- **Consent is specific** – Candidates opted in to receive SMS from *your* organization specifically
- **Privacy policy** – States mobile opt-in data will not be shared with third parties
- **Terms and conditions** – Include message frequency, opt-out instructions, carrier liability disclaimer
- **HELP message** – Contains brand name and support contact
- **STOP message** – Acknowledges opt-out and confirms no further messages

Common rejection reasons

Non-compliant brand affiliation: third party job boards

Title: Non-compliant brand affiliation

What it means: Your brand's website indicates you operate as a third-party job board – aggregating listings from multiple employers and messaging candidates on their behalf.

How to fix: This campaign is **not eligible for resubmission** under A2P 10DLC. Third-party job boards are an explicitly prohibited content category. If you believe this rejection is in error (you are a direct employer or exclusive staffing agency), open a support case and provide evidence of your direct candidate relationships.

Campaign non-compliant content: third party job boards

Title: Campaign non-compliant content: third party job boards.

What it means: Your campaign description, sample messages, or use case indicates third-party job board activity – messaging candidates about roles at multiple unrelated employers.

How to fix: This campaign is **not eligible for resubmission**. If you are a direct employer or exclusive staffing agency incorrectly flagged, open a support case. Provide your campaign description rewritten to clearly identify your direct employer or agency relationship.

Campaign non-compliant content: affiliate marketing

Title: Campaign non-compliant content: affiliate marketing.

What it means: Your campaign appears to involve lead generation – collecting candidate information and passing it to other employers or agencies for a fee.

How to fix: This campaign is **not eligible for resubmission**. If you are a legitimate staffing agency that directly places candidates (not a lead generator), open a support case with evidence of your direct placement model.

Invalid brand business connection

Title: Invalid brand business connection

What it means: Your registered brand is a staffing agency or intermediary, but your campaign content and messages reference a different company (your client). The brand must be the entity sending the messages.

How to fix: Register under your own staffing agency brand. Update campaign description and sample messages to identify your agency as the sender. You may reference client companies in message content, but the sender identity must be your agency. Resubmit.

Campaign to brand mismatch

Title: Campaign to brand mismatch

What it means: Your campaign description references a company name that doesn't match your registered brand. Common when staffing agencies describe their client's roles without identifying themselves.

How to fix: Ensure your agency name appears in the campaign description as the sender. Example: "[AgencyName] sends interview scheduling and placement updates to candidates who applied through our platform." Resubmit.

Campaign unclear

Title: Campaign unclear

What it means: Your campaign description doesn't sufficiently explain what messages candidates receive and why. Vague descriptions like "job notifications" or "recruitment messages" are insufficient.

How to fix: Add specifics: who you are, what relationship you have with candidates, what messages they receive, and how they opted in. Example: "[AgencyName] is a healthcare staffing agency. We notify registered nurses who created profiles on our platform about shift opportunities and interview scheduling." Resubmit.

Opt-in workflow insufficient consent

Title: Opt-in workflow insufficient consent

What it means: Your opt-in process doesn't demonstrate that candidates gave express written consent to receive SMS from your organization. Common issue: relying on a job application submission as blanket consent without explicit SMS disclosure.

How to fix: Add explicit SMS consent language to your application or registration flow. The consent must clearly state candidates will receive text messages, what kind, and how to opt out. A buried clause in general terms of service is insufficient. Update your opt-in workflow and resubmit.

Opt-in workflow non compliant privacy policy

Title: Opt-in workflow non compliant privacy policy

What it means: Your privacy policy doesn't state that mobile opt-in data won't be shared with third parties. Critical for staffing agencies – reviewers check whether candidate phone numbers are shared with client employers.

How to fix: Add explicit language to your privacy policy: "We will not share your mobile opt-in data or phone number with third parties or affiliates for marketing purposes." Include a direct link to this policy in your opt-in flow. Resubmit.

Sample messages

Direct employer examples:

- `[BrandName]: Your application for [Role] has been received. We'll update you on next steps. Reply HELP for help, STOP to opt out.`
- `[BrandName]: Interview confirmed for [date] at [time]. Location: [address]. Reply C to confirm or R to reschedule. STOP to opt out.`
- `[BrandName]: Open shift available [date] [time]-[time]. Reply YES to claim. Msg&data rates apply. STOP to unsubscribe.`

Staffing agency examples:

- `[AgencyName]: You've been matched to a [Role] position. Interested? Reply YES and we'll schedule a call. STOP to opt out.`
- `[AgencyName]: Reminder – your onboarding docs for [ClientCo] placement are due by [date]. Upload at [url]. Reply HELP for help.`
- `[AgencyName]: Your assignment at [ClientCo] starts [date]. Report to [address] at [time]. Questions? Reply HELP. STOP to cancel alerts.`

Tips for approval

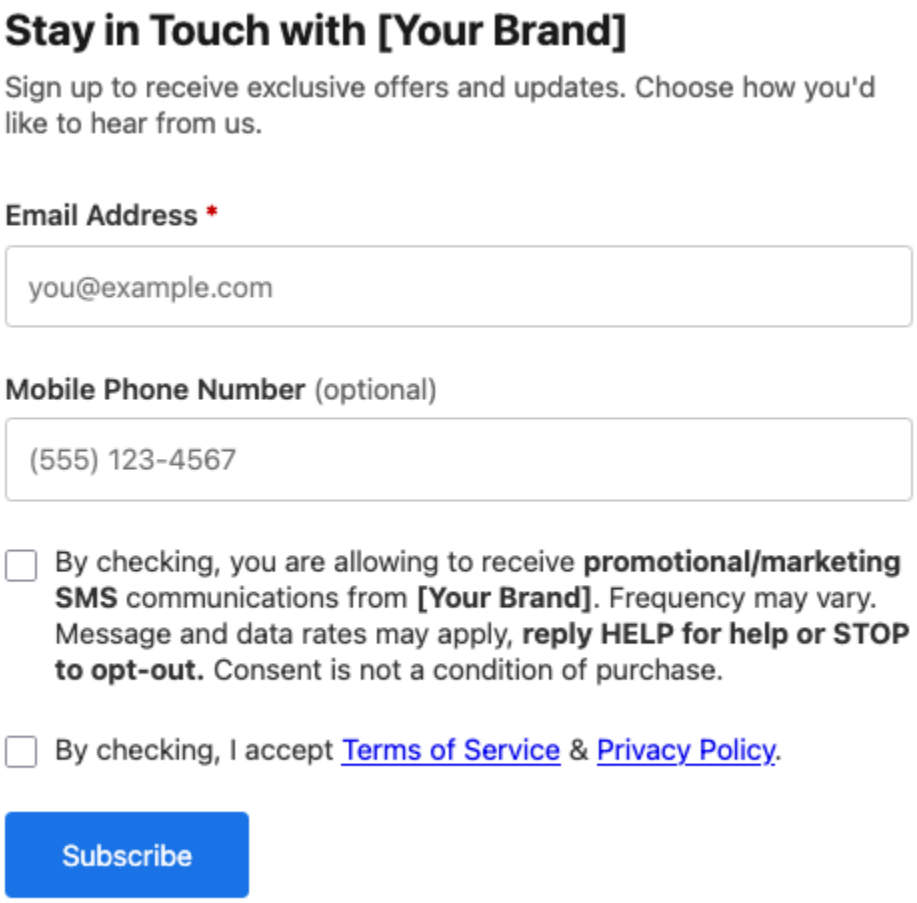
1. **State your model explicitly** – In your campaign description, say "direct employer," "exclusive staffing agency," or "recruitment firm." Don't leave reviewers guessing whether you're a job board.
2. **Show the candidate relationship** – Describe how candidates enter your system: "Candidates create profiles on our website" or "Applicants submit through our careers page." This proves direct consent.
3. **Don't reference multiple unrelated employers** – If your sample messages mention different company names, it signals job board behavior. Keep samples focused on your brand as the sender.
4. **Separate use cases** – If you send both shift notifications (transactional) and new opportunity alerts (marketing), consider separate campaigns with distinct consent flows.
5. **Avoid lead-gen language** – Phrases like "matched with top employers," "opportunities from our network of companies," or "jobs from 500+ employers" signal aggregation and will be rejected.
6. **Keep your website clear** – Your site should show your company as an employer or staffing agency, not a job listing marketplace. If you list roles, they should be your own openings or your agency's active placements.
7. **Don't use purchased lists** – Messaging candidates who didn't directly apply to your organization has no valid opt-in path and will fail consent review.

Compliant opt-in examples

The following examples demonstrate compliant opt-in implementations for each campaign type. Each example includes a screenshot of the form and explains what makes it compliant. For industry-specific opt-in examples, see the relevant vertical guide.

Marketing opt-in

Use this pattern when your campaign sends **promotional or marketing** messages (offers, discounts, product announcements). Marketing messages require express written consent under TCPA, which means the user must actively check a box — providing a phone number alone is not sufficient.



What makes this form compliant

- **Phone number is optional** — The form can be submitted without providing a phone number. Email is the primary contact method; SMS is an additional opt-in channel.
- **SMS consent is a separate, unchecked checkbox** — The user must actively check the box to consent. It is not pre-selected and is not required to complete the form submission.
- **Consent text identifies the brand and message type** — The checkbox label names the brand and explicitly states "promotional/marketing SMS communications."

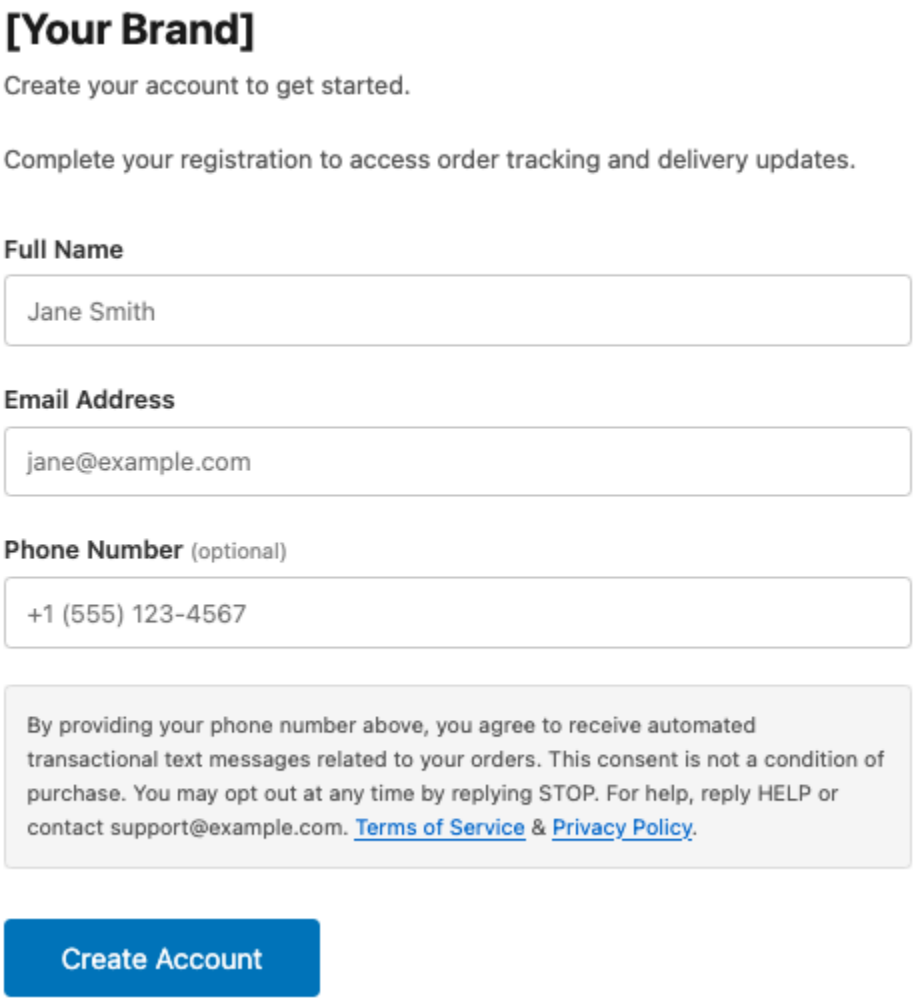
- **All required disclosures in the consent text** — Frequency ("Frequency may vary"), data rates ("Message and data rates may apply"), and opt-out/help instructions ("reply HELP for help or STOP to opt-out") are all present in the checkbox label.
- **Terms and Privacy Policy are a separate checkbox** — Acceptance of Terms of Service and Privacy Policy is collected independently from SMS consent, with direct links to each document.

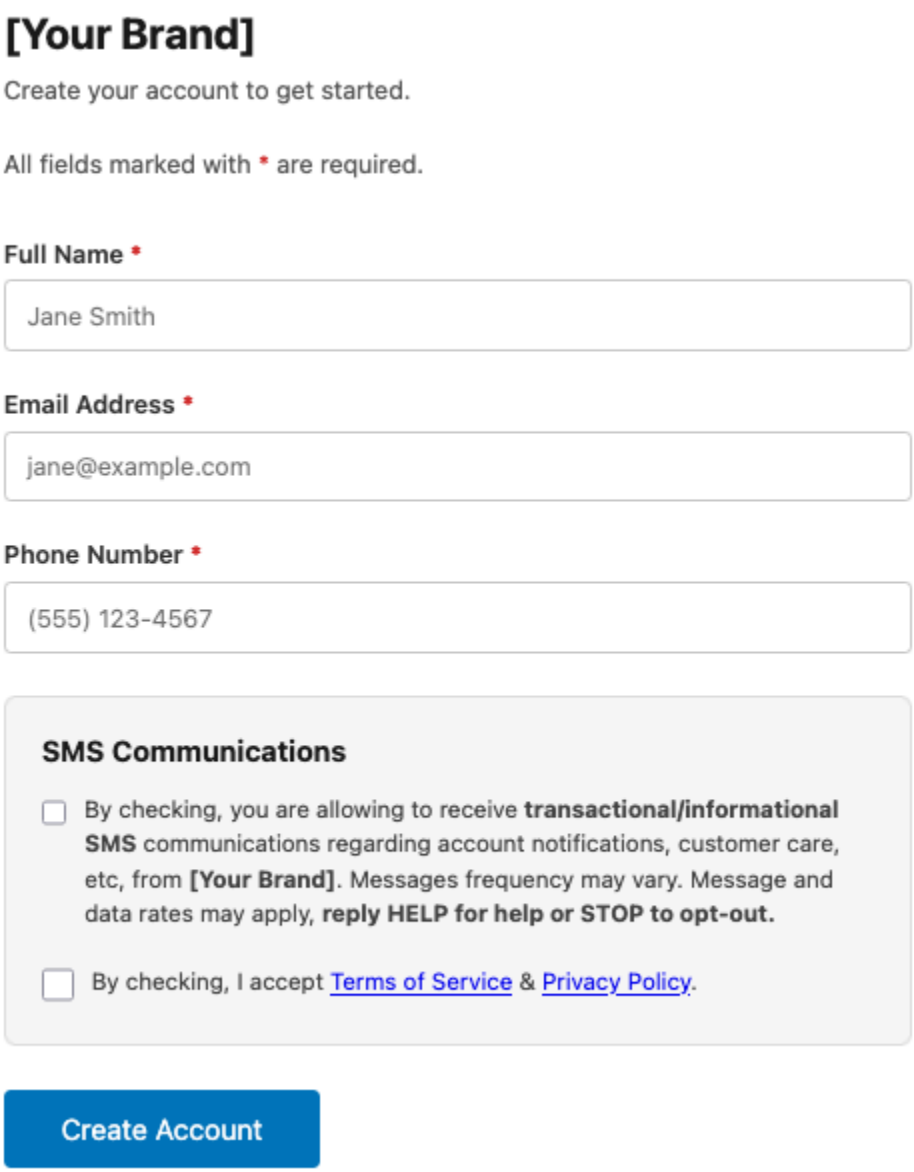
Common mistakes that cause denial

- Pre-checking the SMS consent checkbox
- Making the phone number a required field
- Bundling SMS consent into the Terms of Service checkbox
- Missing frequency or data rates disclosure in the consent text
- Not identifying the brand name in the consent language

Transactional opt-in

Use this pattern when your campaign sends **transactional or informational** messages (order confirmations, account alerts, appointment reminders). Transactional messages have two variants depending on whether the phone number is optional or required for the service.


[Your Brand]
Create your account to get started.
Complete your registration to access order tracking and delivery updates.
Full Name
Jane Smith
Email Address
jane@example.com
Phone Number (optional)
+1 (555) 123-4567
By providing your phone number above, you agree to receive automated transactional text messages related to your orders. This consent is not a condition of purchase. You may opt out at any time by replying STOP. For help, reply HELP or contact support@example.com. Terms of Service & Privacy Policy.
Create Account



What makes this compliant

- **Optional phone (first image)** — No checkbox is needed. Providing the phone number is the consent action. Disclosure text near the phone field covers all required elements (brand, purpose, frequency, data rates, STOP/HELP, Terms, Privacy).
- **Required phone (second image)** — When the phone is required for the service (e.g., delivery tracking), a separate SMS consent checkbox is needed because providing the number does not imply consent to receive messages.

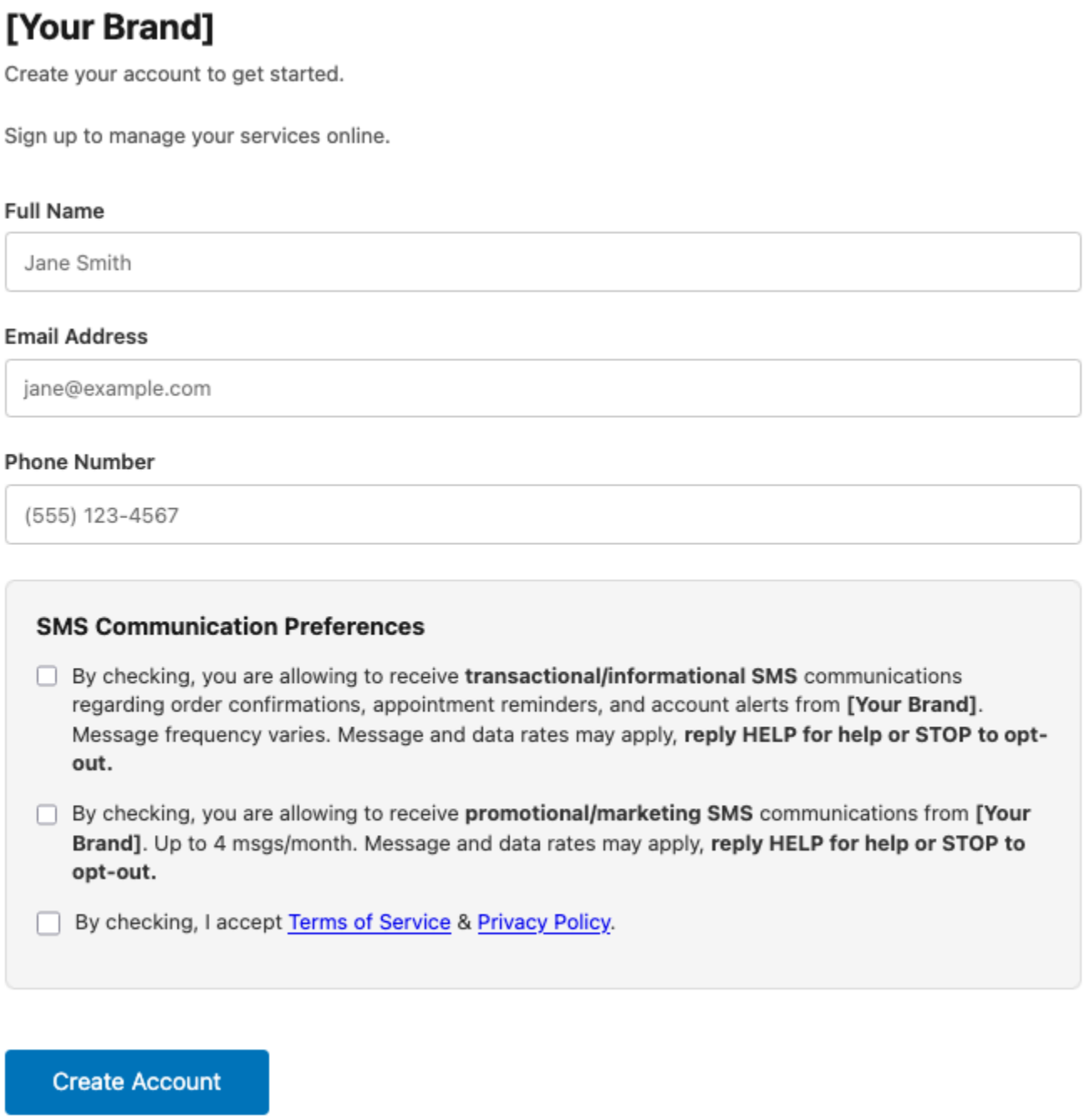
- **Brand clearly identified** — The brand name appears at the top of the form and in the disclosure/consent text.
- **Message purpose is specific** — The disclosure describes the exact types of messages (account notifications, order updates, customer care).
- **Terms and Privacy are a separate checkbox** — When a checkbox is present, Terms/Privacy acceptance is collected independently from SMS consent.

Common mistakes that cause denial

- Using a checkbox when the phone number is optional (unnecessary — disclosure text is sufficient)
- Omitting the checkbox when the phone number is required (phone required for service does not equal SMS consent)
- Missing HELP or STOP instructions in the disclosure text
- Not identifying the brand name in the consent language
- Placing the disclosure below the submit button instead of near the phone field

Mixed use-case opt-in

Use this pattern when your campaign sends **both transactional and marketing** messages. Carrier compliance requires that marketing and transactional consent are collected in separate checkboxes — a single checkbox cannot cover both. The user must be able to opt into transactional only, marketing only, both, or neither.



What makes this compliant

- **Separate checkboxes for each message type** — Transactional SMS and marketing SMS each have their own checkbox with distinct consent language.
- **Each checkbox has its own HELP/STOP instructions** — Both SMS consent checkboxes independently include frequency, data rates, and opt-out instructions.

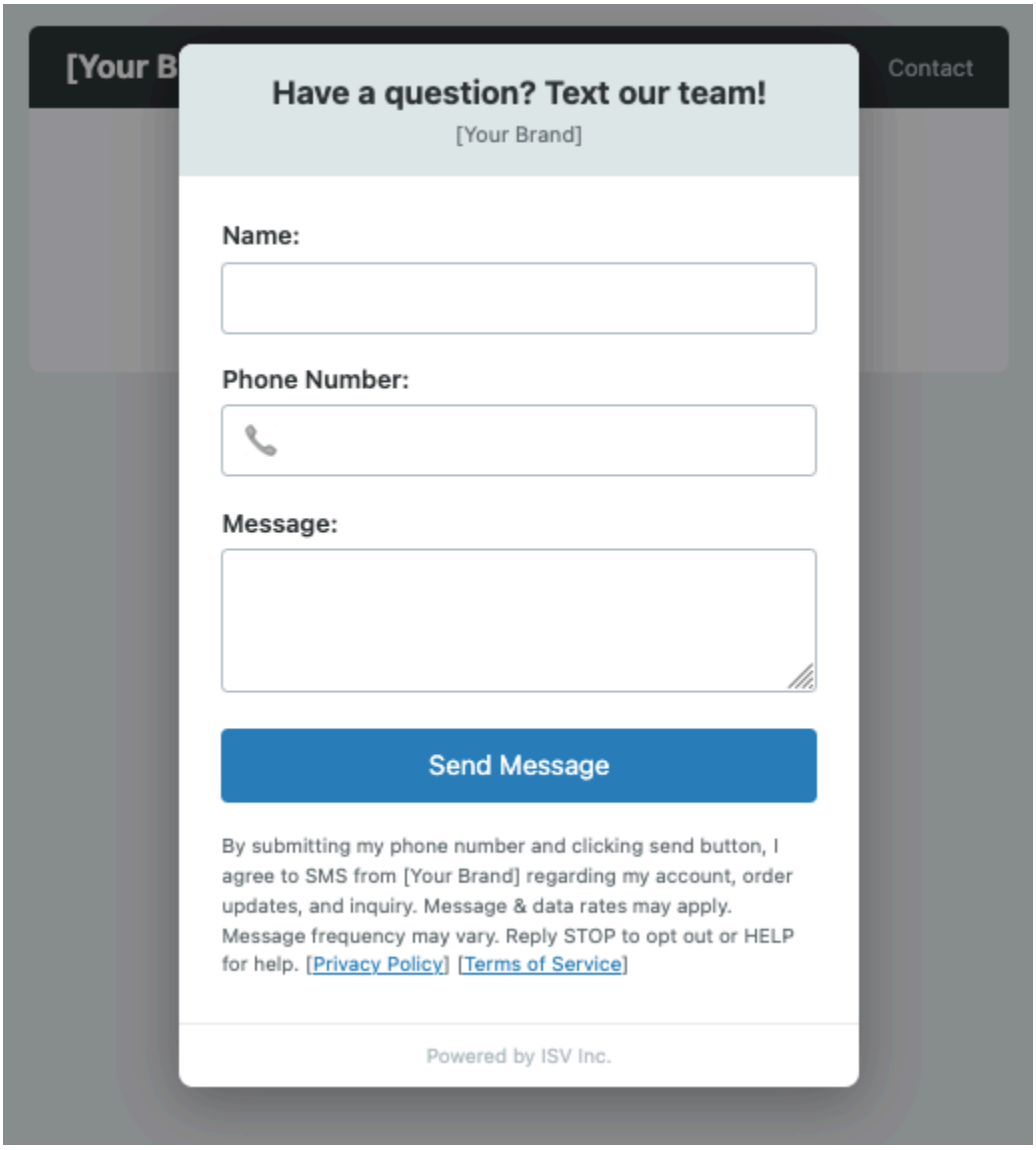
- **Terms and Privacy are a third checkbox** — Acceptance of Terms/Privacy is separate from both SMS consent types.
- **Neither SMS checkbox is required** — The user can submit the form without checking either SMS consent box.
- **Marketing checkbox specifies frequency** — "Up to 4 msgs/month" is more specific than "frequency varies" and is preferred for marketing campaigns.

Common mistakes that cause denial

- Combining transactional and marketing consent into a single checkbox
- Making either SMS checkbox required to submit the form
- Missing HELP/STOP on one of the SMS checkboxes
- Not clearly distinguishing which messages are marketing vs. transactional
- Pre-checking either consent box

Widget and ISV opt-in

Use this pattern for **embedded widgets** (modals, pop-ups, chatbots) provided by an ISV (Independent Software Vendor) to their customers. The ISV is the message controller — they control the data and messaging flow. The Privacy Policy and Terms link to the ISV's policies. All disclosures must be visible within the widget itself.



What makes this compliant

- **All disclosures within the widget** — Brand name, message purpose, frequency, data rates, STOP/HELP, Privacy Policy, and Terms are all visible inside the modal without navigating away.
- **No checkbox needed** — Submitting the phone number and choosing Send is the consent action (same as transactional optional phone pattern).
- **'Powered by' identifies the ISV** — The footer identifies the platform provider. This allows the ISV to use their own SMS terms and privacy policy.
- **Brand name in disclosure text** — The end brand is named in the consent disclosure so the user knows who will send messages.

- **Privacy and Terms link to ISV policies** — The ISV controls the messaging flow, so their policies govern the SMS program.

Common mistakes that cause denial

- Placing disclosures on a separate page that requires navigation away from the widget
- Not identifying the brand name in the disclosure
- Missing the 'Powered by' ISV identification
- Not providing hosted screenshots if the widget is behind authentication
- Missing Privacy Policy or Terms links within the widget

QR code opt-in

Use this pattern for **physical signage** (in-store displays, receipts, mailers, posters) with a QR code or NFC tag. All required disclosures must be printed directly on the signage — the user sees them before scanning. Scanning the QR code deeplinks to the native messaging app to send an inbound message to the registered number.

What makes this compliant

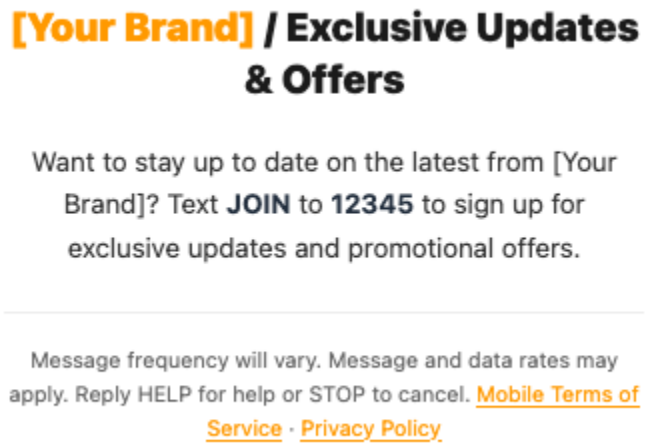
- **All disclosures on the physical sign** — Brand name, message purpose, frequency, data rates, STOP/HELP instructions, Privacy Policy URL, and SMS Terms URL are all printed on the signage.
- **No checkbox needed** — Scanning the QR code and sending the inbound message is the consent action (user-initiated).
- **Shortened URLs for policies** — Privacy Policy and SMS Terms are accessible via shortened URLs printed on the sign (e.g., yourbrand.com/privacy/).
- **QR deeplinks to messaging app** — The QR code opens the device's native messaging app with a pre-populated SMS to the registered number.
- **Registration describes placement** — The registration submission must describe where the signage is displayed and provide a photo as proof.

Common mistakes that cause denial

- Hiding disclosures behind the QR code (on a landing page instead of the sign itself)
- Missing Privacy Policy or Terms URL on the physical signage
- Not describing where the signage is displayed in the registration submission
- Not providing a photo of the physical signage during registration
- Using a URL shortener that is not your own branded domain

Inbound keyword opt-in

Use this pattern for **promotional advertisements** (flyers, webpages, emails, social posts, in-store signage) that advertise a keyword for users to text. All required disclosures must appear on the advertisement itself. The user texts the keyword to opt in, and the auto-reply confirmation must also contain all disclosures.



What makes this compliant

- **All disclosures on the advertisement** — Brand name, message purpose, frequency, data rates, STOP/HELP instructions, Terms of Service link, and Privacy Policy link are all visible on the ad.
- **Clear keyword and number** — The CTA clearly states the keyword and number (e.g., "Text JOIN to 12345").
- **No checkbox needed** — Texting the keyword is the consent action (user-initiated).
- **Auto-reply must also contain disclosures** — The confirmation message sent after the user texts the keyword must repeat all required disclosures (brand, frequency, data rates, STOP/HELP).

- **Registration describes ad placement** — The registration submission must describe where the keyword is advertised and provide a screenshot or photo.

Common mistakes that cause denial

- Missing disclosures on the advertisement (relying only on the auto-reply)
- Not including Terms or Privacy Policy links on the ad
- Auto-reply confirmation missing required disclosures
- Not describing where the keyword is advertised in the registration
- Using a generic keyword that doesn't relate to the brand

Verbal script opt-in

Use this pattern when consent is collected **verbally** (call center, in-person enrollment, patient intake). The full script must be provided in the registration submission. Agents must read the script verbatim — paraphrasing risks missing required elements.

```
[Agent]: "As part of our service, we can send you automated text alerts
regarding [use case types, e.g., appointment reminders, order updates, account
notifications].

Message frequency may vary. Message and data rates may apply.

At any time, you can get more help by replying HELP to these texts, or you can
opt out completely by replying STOP.

Mobile Terms of Service are available at [mobile terms URL] and our Privacy
Statement can be found at [privacy policy URL].

Please reply with 'yes' or 'no' to indicate if you would like this service."


[Customer]: "Yes please."


[Agent]: "Great! We will send you a text message to confirm your enrollment here
shortly."
```

What makes this compliant

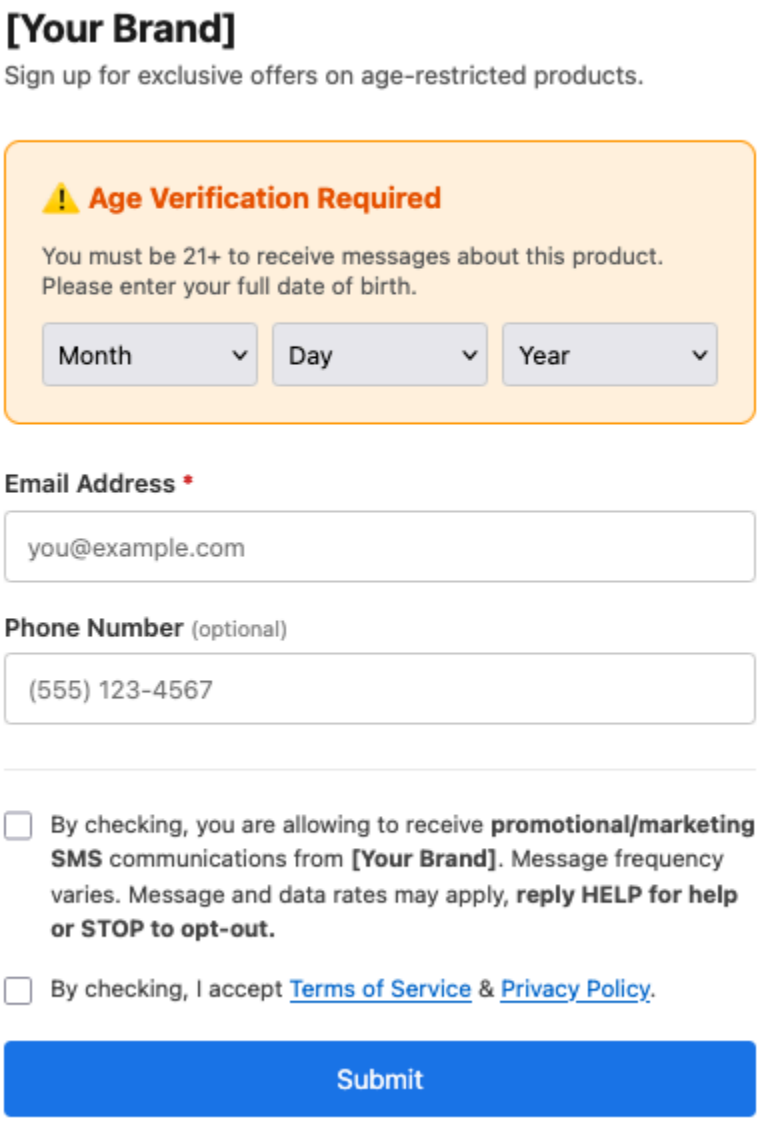
- **All disclosures spoken verbatim** — Brand name, message types, frequency, data rates, STOP/HELP instructions, and Terms/Privacy URL references are all included in the script text.
- **Clear affirmative consent** — The customer must verbally agree ("Yes") before enrollment proceeds.
- **Confirmation message promised** — The agent tells the customer a confirmation text will be sent, which serves as the opt-in confirmation message.
- **Terms and Privacy referenced by URL** — The agent provides a URL where the customer can find the full Terms and Privacy Policy.
- **Full script submitted with registration** — The exact script text must be provided in the registration submission (in the Message Flow field or as an attachment).

Common mistakes that cause denial

- Allowing agents to paraphrase or skip disclosures
- Not providing the full script text in the registration submission
- Missing frequency or data rates disclosure in the script
- Not referencing Terms of Service or Privacy Policy
- Not sending a confirmation text message after verbal consent

Age-restricted content opt-in

Use this pattern when your campaign involves **age-restricted content** that is legally permitted (such as restaurants serving alcohol, tobacco products over short codes, or gun advocacy/safety training). A full date-of-birth age gate must appear before the SMS consent — the user cannot consent to messages until age is verified.



What makes this compliant

- **Full date-of-birth collection** — The age gate requires day, month, AND year. A simple "Are you 21+? Yes/No" button is not sufficient and will be automatically denied.
- **Age gate appears before consent** — The DOB fields are positioned above the SMS consent checkbox. The user must verify age before they can opt in.
- **Phone number is optional** — Same as other marketing forms, the phone field is not required to submit.

- **Standard SMS consent checkbox** — After age verification, the same two-checkbox pattern applies (SMS consent + Terms/Privacy).
- **All standard disclosures present** — Brand name, message type, frequency, data rates, STOP/HELP, Terms, and Privacy are all included.

Common mistakes that cause denial

- Using a simple Yes/No age confirmation instead of full date-of-birth
- Placing the age gate after the SMS consent checkbox
- Missing the age gate entirely for age-restricted content
- Not clearly identifying the content as age-restricted in the registration
- Attempting to register content that is not approvable even with an age gate (e.g., direct firearms sales, vapes, cannabis)

Two-way SMS messaging in AWS End User Messaging SMS

AWS End User Messaging SMS includes support for two-way SMS. When you set up two-way SMS, you can receive incoming messages from your customers. You can also use two-way messaging together with other AWS services, such as Lambda and Amazon Lex, to create interactive text messaging experiences.

When one of your customers sends a message to your phone number, the message body is sent to an Amazon SNS topic or Connect Customer for processing.

When using two-way SMS, consider the following:

- Two-way SMS is only available in certain countries and regions. For more information, see SMS and MMS country capabilities and limitations.
- Sender IDs do not support two-way SMS messaging.
- Two-way MMS is not supported, but your phone number can still receive incoming SMS messages in response to an outbound MMS message.
- Connect Customer for two-way SMS is available in the AWS Regions listed in Chat messaging: SMS subtype in the *Connect Customer administrator guide*.
- Inbound SMS messages are not guaranteed to arrive in the order they were sent. SMS protocols do not provide message ordering guarantees across carrier networks, and Amazon SNS Standard topics deliver messages with best-effort ordering. If your application requires ordered message processing, use the timestamp from the Amazon SNS notification metadata to approximate message ordering at the application layer.

Topics

- Set up two-way SMS messaging for a phone number in AWS End User Messaging SMS
- Set up two-way SMS messaging for a phone pool in AWS End User Messaging SMS
- IAM policies for Amazon SNS topics
- Topic policies for Amazon SNS topics
- IAM policies for Connect Customer
- Example of a two-way SMS message payload for Amazon SNS topics

Set up two-way SMS messaging for a phone number in AWS End User Messaging SMS

AWS End User Messaging SMS includes support for two-way SMS. When you set up two-way SMS, you can receive incoming messages from your customers. You can also use two-way messaging together with other AWS services, such as Lambda and Amazon Lex, to create interactive text messaging experiences.

When one of your customers sends a message to your phone number, the message body is sent to an Amazon SNS topic or Connect Customer instance for processing.

> **Note**
>
> - Two-way SMS is only available in certain countries and regions. For more information about two-way SMS support by country or region, see SMS and MMS country capabilities and limitations.
> - Connect Customer for two-way SMS is available in the AWS Regions listed in Chat messaging: SMS subtype in the *Connect Customer Administrator Guide*.
> - Two-way MMS is not supported but your phone number can still receive incoming SMS messages in response to an outbound MMS message.
> - Simulator phone numbers do not support Connect Customer as a two-way SMS destination type. To use two-way SMS with Connect Customer, use a standard phone number such as a toll-free number, long code, short code, or 10DLC number.

Two-way SMS messaging (Console)

To enable two-way SMS using the AWS End User Messaging SMS console, follow these steps:

Enable two-way SMS

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose a phone number.
4. On the **Two-way SMS** tab, choose the **Edit settings** button.

5. On the **Edit settings** page, choose **Enable two-way message**.
6. For **Destination type**, choose either **Amazon SNS** or **Connect Customer**.

   - For Amazon SNS choose either **New Amazon SNS topic** or **Existing Amazon SNS topic** and then for **Two-way channel role**, choose either **Choose existing IAM role** or **Use Amazon SNS topic policies**.
     - **New Amazon SNS topic** – If you choose this option, AWS End User Messaging SMS creates a topic in your account. The topic is automatically created with all of the required permissions. For more information on Amazon SNS topics see Configuring Amazon SNS in the Amazon Simple Notification Service Developer Guide.
     - **Existing Amazon SNS topic** – If you choose this option, you must choose an existing Amazon SNS topic from the **Incoming messages destination** dropdown.
     - For **Two-way channel role**, choose either:
       - **Choose existing IAM role** – Choose an existing IAM policy to apply to the Amazon SNS topic. For example Amazon SNS policies see IAM policies for Amazon SNS topics.
       - **Use Amazon SNS topic policies** – The Amazon SNS topic requires the appropriate Amazon SNS topic policy to grant access to AWS End User Messaging SMS. For example Amazon SNS policies, see Topic policies for Amazon SNS topics.
   - For Connect Customer, in **Two-way channel role**, choose **Choose existing IAM roles**.
     - In the **Existing IAM roles** drop down choose an existing IAM role as the message destination. For example IAM policies, see IAM policies for Connect Customer .
7. Choose **Save changes**.
8. *(Optional)* If you've chosen Connect Customer as the **Destination type** then in the **Import Phone Number to Connect Customer** window:

   a. For the **Incoming messages destination** dropdown choose the Connect Customer instance that will receive incoming messages.

   b. Choose **Import Phone Number**.

Two-way SMS messaging (AWS CLI)

You can use the update-phone-number command to enable two-way SMS.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-phone-number \
```

```
> --phone-number-id PhoneNumber \
> --two-way-enabled True \
> --two-way-channel-arn TwoWayARN \
> --two-way-channel-role TwoChannelWayRole
```

In the preceding command, make the following changes:

- Replace *PhoneNumber* with the PhoneNumberID or Amazon Resource Name (ARN) of the of the phone number.
- Replace *TwoWayARN* with the Amazon Resource Name (ARN) to receive the incoming SMS messages. For example Amazon SNS policies, see Topic policies for Amazon SNS topics. To set Connect Customer as the inbound destination set *TwoWayARN* to `connect.region.amazonaws.com`. Replace *region* with the AWS Region the Connect Customer instance is hosted in.
- Replace *TwoChannelWayRole* with the Amazon Resource Name (ARN) of the IAM role to use. For example SNS permission policies, see IAM policies for Amazon SNS topics and for example Connect Customer policies, see IAM policies for Connect Customer. This parameter is only required if you choose to use IAM permission policies.

Set up two-way SMS messaging for a phone pool in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to enable two way SMS for your phone pool.

Two-way SMS messaging (Console)

To enable two-way SMS using the AWS End User Messaging SMS console, follow these steps:

Enable two-way SMS

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone pools** page, choose a phone pool.
4. On the **Two-way SMS** tab, choose **Edit settings**.
5. On the **Edit settings** page turn on **Enable two-way message**.

6. For **Destination type**, choose either **Amazon SNS** or **Connect Customer**.

   - For Amazon SNS choose either **New Amazon SNS topic** or **Existing Amazon SNS topic** and then for **Two-way channel role**, choose either **Choose existing IAM role** or **Use Amazon SNS topic policies**.
     - **New Amazon SNS topic** – If you choose this option, AWS End User Messaging SMS creates a topic in your account. The topic is automatically created with all of the required permissions. For more information on Amazon SNS topics see Configuring Amazon SNS in the *Amazon SNS developer guide*.
     - **Existing Amazon SNS topic** – If you choose this option, you must choose an existing Amazon SNS topic from the **Incoming messages destination** dropdown.
     - For **Two-way channel role**, choose either:
       - **Choose existing IAM role** – Choose an existing IAM policy to apply to the Amazon SNS topic. For example Amazon SNS policies see IAM policies for Amazon SNS topics.
       - **Use Amazon SNS topic policies** – The Amazon SNS topic requires the appropriate Amazon SNS topic policy to grant access to AWS End User Messaging SMS. For example Amazon SNS policies, see Topic policies for Amazon SNS topics.
   - For Connect Customer in **Two-way channel role**, choose **Choose existing IAM roles**.
     - In the **Existing IAM roles** drop down choose an existing IAM role as the message destination. For example IAM policies, see IAM policies for Connect Customer .
7. Choose **Save changes**.

Two-way SMS messaging (AWS CLI)

You can use the update-pool command to enable two-way SMS.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-pool \
> --pool-id poolid \
> --two-way-channel-arn TwoWayARN \
> --two-way-channel-role TwoChannelWayRole
```

In the preceding command, make the following changes:

- Replace *poolid* with the PhonePoolID or Amazon Resource Name (ARN) of the phone number.

- Replace *TwoWayARN* with the Amazon Resource Name (ARN) to receive the incoming SMS messages. For example Amazon SNS policies, see Topic policies for Amazon SNS topics. To set Connect Customer as the inbound destination set *TwoWayARN* to `connect.`*region*`.amazonaws.com`. Replace *region* with the AWS Region the Connect Customer instance is hosted in.
- Replace *TwoChannelWayRole* with the Amazon Resource Name (ARN) of the IAM role to use. For example SNS permission policies, see IAM policies for Amazon SNS topics and for example Connect Customer policies, see IAM policies for Connect Customer. This parameter is only required if you choose to use IAM permission policies.

IAM policies for Amazon SNS topics

If you want AWS End User Messaging SMS to use an existing IAM role or if you create a new role, attach the following policies to that role so that AWS End User Messaging SMS can assume it. For information about how to modify the trust relationship of a role, see Modifying a Role in the *IAM user guide*.

The following is the **trust policy** for the IAM role. In the following IAM policy, make the following changes:

- Replace *accountId* with the unique ID for your AWS account.

JSON

```
{
  "Version":"2012-10-17",
  "Statement": [
    {
      "Sid": "SMSVoice",
      "Effect": "Allow",
      "Principal": {
        "Service": "sms-voice.amazonaws.com"
      },
      "Action": "sts:AssumeRole",
      "Condition": {
        "StringEquals": {
          "aws:SourceAccount": "accountId"
        }
```

```
      }
    }
  ]
}
```

The following is the **permission policy** for the IAM role. The `SMSVoiceAllowSNSPublish` Sid is a permission policy to allow for publishing to Amazon SNS topics and the `SMSVoiceAllowEncryptedSNSTopics` Sid is an option for encrypted Amazon SNS topics.

In the following IAM permission policy, make the following changes:

- Replace *`partition`* with the AWS partition that you use AWS End User Messaging SMS in.
- Replace *`region`* with the AWS Region that you use AWS End User Messaging SMS in.
- Replace *`accountId`* with the unique ID for your AWS account.
- Replace *`snsTopicArn`* with the Amazon SNS topics that will receive messages.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Sid": "SMSVoiceAllowSNSPublish",
            "Effect": "Allow",
            "Action": "sns:Publish",
            "Resource": "arn:aws:sns:us-east-1:111122223333:snsTopicArn",
            "Condition": {
                "StringEquals": {
                "aws:ResourceAccount": "111122223333"
                }
            }
        },
        {
            "Sid": "SMSVoiceAllowEncryptedSNSTopics",
            "Effect": "Allow",
            "Action": [
                "kms:Decrypt",
                "kms:GenerateDataKey*"
            ],
```

```
            "Resource": "*",
            "Condition": {
                "StringEquals": {
                "kms:EncryptionContext:aws:sns:topicArn": "arn:aws:sns:us-
east-1:111122223333:snsTopicArn",
                    "aws:CalledViaLast": "sns.amazonaws.com"
                }
            }
        }
    ]
}
```

Topic policies for Amazon SNS topics

The Amazon SNS topic requires the appropriate topic policy to grant access to AWS End User Messaging SMS if they are not provided in the *TwoChannelWayRole* parameter.

```
{
  "Effect": "Allow",
  "Principal": {
    "Service": "sms-voice.amazonaws.com"
  },
  "Action": "sns:Publish",
  "Resource": "snsTopicArn"
}
```

In the preceding example, make the following changes:

- Replace *snsTopicArn* with the Amazon SNS topic that will send and receive messages.

> **Note**
>
> Amazon SNS FIFO topics are not supported.

Although AWS End User Messaging SMS data is encrypted, you can use Amazon SNS topics that are encrypted using AWS KMS keys for an additional level of security. This added security can be helpful if your application handles private or sensitive data.

You need to perform some additional setup steps to use encrypted Amazon SNS topics with two-way messaging.

The following example statement uses the, optional but recommended, `SourceAccount` and `SourceArn` conditions to avoid the confused deputy problem and only the AWS End User Messaging SMS owner account has access. For more information on the confused deputy problem, see The confused deputy problem in the *IAM user guide*.

First, the key that you use must be *symmetric*. Encrypted Amazon SNS topics don't support asymmetric AWS KMS keys.

Second, the key policy must be modified to allow AWS End User Messaging SMS to use the key. Add the following permissions to the existing key policy:

```
{
    "Effect": "Allow",
    "Principal": {
        "Service": "sms-voice.amazonaws.com"
    },
    "Action": [
        "kms:GenerateDataKey*",
        "kms:Decrypt"
    ],
    "Resource": "*",
    "Condition": {
        "StringEquals": {
          "aws:SourceAccount": "accountId"
        },
        "ArnLike": {
          "aws:SourceArn": "arn:aws:sms-voice:region:accountId:*"
        }
     }
}
```

For more information about editing key policies, see Changing a key policy in the *AWS Key Management Service Developer Guide*.

For more information about encrypting Amazon SNS topics using AWS KMS keys, see Enable compatibility between event sources from AWS services and encrypted topics in the *Amazon Simple Notification Service Developer Guide*.

IAM policies for Connect Customer

If you want AWS End User Messaging SMS to use an existing IAM role or if you create a new role, attach the following policies to that role so that AWS End User Messaging SMS can assume it. For information about how to modify an existing trust relationship of a role, see Modifying a Role in the *IAM user guide*.

To create new IAM polices, do the following:

1. Create a new **permission policy** by following the directions in Creating policies using the JSON editor in the IAM User Guide.
   - In step 4 use the **permission policy** defined below.
2. Create a new **trust policy** by following the directions in Creating a role using custom trust policies in the IAM User Guide.
   a. In step 4 use the **trust policy** defined below.
   b. In step 11 add the **permission policy** that you created in the previous step.

The following is the **permission policy** for the IAM role to allow for publishing to Connect Customer.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "connect:SendChatIntegrationEvent"
            ],
            "Resource": [
                "*"
            ]
        }
    ]
}
```

The following is the **trust policy** for the IAM role, make the following changes:

- Replace *accountId* with the unique ID for your AWS account.

JSON

```
{
  "Version":"2012-10-17",
  "Statement": [
    {
      "Sid": "SMSVoice",
      "Effect": "Allow",
      "Principal": {
        "Service": "sms-voice.amazonaws.com"
      },
      "Action": "sts:AssumeRole",
      "Condition": {
        "StringEquals": {
          "aws:SourceAccount": "accountId"
        }
      }
    }
  ]
}
```

Example of a two-way SMS message payload for Amazon SNS topics

When your number receives an SMS message, AWS End User Messaging SMS sends a JSON payload to an Amazon SNS topic that you designate. The JSON payload contains the message and related data, as in the following example:

```
{
  "originationNumber":"+14255550182",
  "destinationNumber":"+12125550101",
  "messageKeyword":"JOIN",
  "messageBody":"EXAMPLE",
  "inboundMessageId":"cae173d2-66b9-564c-8309-21f858e9fb84",
  "previousPublishedMessageId":"wJalrXUtnFEMI/K7MDENG/bPxRfiCYEXAMPLEKEY"
```

```
}
```

The incoming message payload contains the following information:

Property	Description
`originationNumber`	The phone number that sent the incoming message to you (in other words, your customer's phone number).
`destinationNumber`	The phone number that the customer sent the message to (your dedicated phone number).
`messageKeyword`	The registered keyword that's associated with your dedicated phone number.
`messageBody`	The message that the customer sent to you.
`inboundMessageId`	The unique identifier for the incoming message.
`previousPublishedMessageId`	The unique identifier of the message that the customer is responding to.

Keywords in AWS End User Messaging SMS

A *keyword* is a specific word or phrase that a customer can send to your phone number to elicit a response, such as an informational message, opting-in to receive more messages, a special offer and other promotional and transactional messages. When your number receives a message that begins with a keyword, AWS End User Messaging SMS responds with a customizable message.

For short codes, the console shows the keywords and responses that you initially define when you request a short code from Support. Support registers your keywords and responses with wireless carriers when it provisions your short code.

For long codes, the console shows the default keywords and responses.

> **Important**
>
> Your keywords and response messages must comply with the guidelines that are set by wireless carriers and wireless industry groups. Otherwise, following an audit, such groups might take action against your short code or long code. This action can include deny listing your number and blocking your messages.

A keyword can be between 1 and 30 characters in length and can't start or end with a space. Keywords are case insensitive.

For AWS RCS Agents, keywords are configured on the AWS RCS Agent and apply to all associated RCS for Business IDs (testing agent and country launch agents). When an end user sends a message containing a keyword to your AWS RCS Agent, AWS End User Messaging SMS responds with the configured keyword response. For more information about receiving inbound RCS messages and keyword handling, see Receiving inbound RCS messages.

Wireless carriers in the US require short codes to support the following keywords. In addition, AWS expects all long codes and short codes to support these keywords:

HELP

Used to obtain customer support. The response message must include customer-support contact information, as in the following example:

"For assistance with your account, call (206) 555-0199."

STOP

Used to opt out of receiving messages from your number. In addition to *STOP*, your audience can use any supported opt-out keyword, such as *CANCEL* or *OPTOUT*. For a list of supported opt-out keywords, see Required opt-out keywords. After your number receives an SMS message that contains an opt-out keyword, AWS End User Messaging SMS stops sending SMS messages from your account to the individual who opted out.

The response message must confirm that messages will stop being sent to the individual who opted out, as in the following example:

"You are now opted out and will no longer receive messages."

Topics

- Required opt-out keywords
- Keyword actions
- Add a keyword to a phone number in AWS End User Messaging SMS
- View the keywords used by a phone number in AWS End User Messaging SMS
- Edit a keyword used by a phone number in AWS End User Messaging SMS
- Delete a keyword from a phone number in AWS End User Messaging SMS
- Add a keyword to a phone pool in AWS End User Messaging SMS
- View keywords used by a phone pool in AWS End User Messaging SMS
- Edit a keyword in a phone pool
- Delete a keyword from a phone pool in AWS End User Messaging SMS

Required opt-out keywords

Where required by local laws and regulations (such as in the US and Canada), SMS and MMS recipients can use their devices to opt out by replying to the message with any of the following:

Note

You can add custom keywords to phone numbers and phone pools to opt-out.

- ARRET

- CANCEL
- END
- OPT-OUT
- OPTOUT
- QUIT
- REMOVE
- STOP
- TD
- UNSUBSCRIBE

To opt out, the recipient must reply to the same phone number that AWS End User Messaging SMS used to deliver the message. After opting out, the recipient no longer receives SMS or MMS messages from your AWS account.

> **Note**
>
> For US toll-free numbers, opt-outs are managed at the carrier level. The only supported opt-out keyword for a US toll-free number is STOP. You can't add additional opt-out keywords, or change the response message that your recipients get when they opt-out. A user can resubscribe by sending a new message to the toll-free using either UNSTOP or START as the keyword.
>
> To configure allowing a user to resubscribe add the keywords UNSTOP, START or both to your toll-free number and set the keyword action to `Opt-in`.

Keyword actions

A keyword can have one of three actions associated with it. When a customer responds with the keyword the action will be performed to add or remove the user from the opt-out list or respond to the user with a message.

- `Opt-out` – The recipient is added to the opt-out list and will not receive future messages.
- `Opt-in` – The recipient wants to receive future messages.
- `Automatic response` A message is sent to the recipient who send the text keyword message.

Add a keyword to a phone number in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to customize the keyword responses for your phone number.

Add a keyword (Console)

Use the AWS End User Messaging SMS console to add keywords to your phone number.

Add a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone number**.
3. On the **Phone number** page, choose the phone number to add a keyword to.
4. On the **Keywords** tab, choose the **Add keyword** button.
5. In the **Custom Keyword** pane add the following:
   - **Keyword** – The new keyword to add.
   - **Response message** – The message to send back to the recipient.
   - **Keyword action** – The action to perform when the keyword is received.
6. Choose **Add keyword**.

Add or edit a keyword (AWS CLI)

You can use the put-keyword command to create a new keyword or edit. If the keyword already exists then it will be over written.

To create a keyword, run the following command in the AWS CLI:

```
$ aws pinpoint-sms-voice-v2 put-keyword \
> --origination-identity OriginationIdentity \
> --keyword Keyword \
> --keyword-message KeywordMessage \
> --keyword-action KeywordAction
```

In the preceding command, make the following changes:

- Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number that you want to add the keyword to.
- Replace *Keyword* with the new keyword.
- Replace *KeywordMessage* with the message to use when responding to the keyword.
- Replace *KeywordAction* the action (AUTOMATIC_RESPONSE, OPT_OUT, OPT_IN) to perform when the keyword is received.

View the keywords used by a phone number in AWS End User Messaging SMS

You can use the describe-keywords command to view information about the keywords associated with an origination identity.

To view a list of keywords using the AWS CLI at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-keywords \
> --origination-identity OriginationIdentity
```

In the preceding command, make the following changes:

Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number or sender ID that you want a list of keywords from.

Edit a keyword used by a phone number in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to edit keyword responses for your phone number.

Edit a keyword (Console)

Use the AWS End User Messaging SMS console to edit keywords.

To edit a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Phone number**.
3. On the **Phone number** page, choose the phone number that contains the keyword.
4. On the **Keywords** tab, choose the keyword to edit and then the **Edit keyword** button.
5. In the **Custom Keyword** pane modify any of the following:

   - **Keyword** – The keyword to change.
   - **Response message** – The message to send back to the recipient.
   - **Keyword action** – The action to perform when the keyword is received.
6. Choose **Save keyword**.

Add or edit a keyword (AWS CLI)

You can use the put-keyword command to create a new keyword or edit. If the keyword already exists then it will be over written.

To create a keyword, run the following command in the AWS CLI:

```
$ aws pinpoint-sms-voice-v2 put-keyword \
> --origination-identity OriginationIdentity \
> --keyword Keyword \
> --keyword-message KeywordMessage \
> --keyword-action KeywordAction
```

In the preceding command, make the following changes:

- Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number that you want to add the keyword to.
- Replace *Keyword* with the new keyword.
- Replace *KeywordMessage* with the message to use when responding to the keyword.
- Replace *KeywordAction* the action (AUTOMATIC_RESPONSE, OPT_OUT, OPT_IN) to perform when the keyword is received.

Delete a keyword from a phone number in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console to delete a keyword from your phone number.

> **Note**
>
> Required opt-out keywords can't be deleted.

To delete a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose the phone number that contains the keyword.
4. On the **Keywords** tab, choose the keyword to delete and then **Remove keyword**.

Add a keyword to a phone pool in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to customize the keyword responses for your phone pool.

Add a keyword (Console)

Use the AWS End User Messaging SMS console to add keywords to your pool.

Add a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool to add a keyword to.
4. On the **Keywords** tab, choose **Add keyword**.
5. In the **Custom Keyword** pane do the following:
   - **Keyword** – The new keyword to add.
   - **Response message** – The message to send back to the recipient.
   - **Keyword action** – The action to perform when the keyword is received.

6. Choose **Add keyword**.

Add or edit a keyword (AWS CLI)

You can use the put-keyword command to create a new keyword or edit. If the keyword already exists then it will be over written.

To create a keyword, run the following command in the AWS CLI:

```
$ aws pinpoint-sms-voice-v2 put-keyword \
> --origination-identity OriginationIdentity \
> --keyword Keyword \
> --keyword-message KeywordMessage \
> --keyword-action KeywordAction
```

In the preceding command, make the following changes:

- Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the pool that you want to add the keyword to.
- Replace *Keyword* with the new keyword.
- Replace *KeywordMessage* with the message to use when responding to the keyword.
- Replace *KeywordAction* the action (`AUTOMATIC_RESPONSE`, `OPT_OUT`, `OPT_IN`) to perform when the keyword is received.

View keywords used by a phone pool in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to view the keyword responses for your phone pool.

View keywords (Console)

Use the AWS End User Messaging SMS console to view keywords to your pool.

Add a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool.
4. On the **Keywords** tab, you can view the keyword, response message, and actions.

List keywords (AWS CLI)

You can use the describe-keywords command to view information about the keywords associated with an origination identity.

To view a list of keywords using the AWS CLI at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-keywords \
> --origination-identity OriginationIdentity
```

In the preceding command, make the following changes:

Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number or sender ID that you want a list of keywords from.

Edit a keyword in a phone pool

Use the AWS End User Messaging SMS console or AWS CLI to edit keyword responses for your phone pool.

Edit a keyword (Console)

Use the AWS End User Messaging SMS console to edit keywords in your pool.

To edit a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool that contains the keyword.
4. On the **Keywords** tab, choose the keyword to edit and then **Edit keyword**.
5. In the **Custom Keyword** pane modify any of the following:

- **Keyword** – The keyword to edit.
- **Response message** – The message to send back to the recipient.
- **Keyword action** – The action to perform when the keyword is received.

6. Choose **Save keyword**.

Add or edit a keyword (AWS CLI)

You can use the put-keyword command to create a new keyword or edit. If the keyword already exists then it will be over written.

To create a keyword, run the following command in the AWS CLI:

```
$ aws pinpoint-sms-voice-v2 put-keyword \
> --origination-identity OriginationIdentity \
> --keyword Keyword \
> --keyword-message KeywordMessage \
> --keyword-action KeywordAction
```

In the preceding command, make the following changes:

- Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the pool that you want to add the keyword to.
- Replace *Keyword* with the new keyword.
- Replace *KeywordMessage* with the message to use when responding to the keyword.
- Replace *KeywordAction* the action (`AUTOMATIC_RESPONSE`, `OPT_OUT`, `OPT_IN`) to perform when the keyword is received.

Delete a keyword from a phone pool in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete a keyword from your phone pool.

Delete a keyword (Console)

Use the AWS End User Messaging SMS console to delete keywords in your pool.

> **Note**
>
> Required opt-out keywords can't be deleted.

To delete a keyword

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.
3. On the **Phone Pools** page, choose the pool that contains the keyword.
4. On the **Keywords** tab, choose the keyword and then **Remove keyword**.

Delete a keyword (AWS CLI)

You can use the delete-keyword CLI to delete a keyword.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-keyword \
> --origination-identity OriginationIdentity \
> --keyword Keyword
```

In the preceding command, make the following changes:

- Replace *OriginationIdentity* with the unique ID or Amazon Resource Name (ARN) of the phone number or sender ID that you want to remove the keyword from.
- Replace *Keyword* with the keyword to delete.

Configuration sets in AWS End User Messaging SMS

A *configuration set* is a set of rules that are applied when you send a message. For example, a configuration set can specify a destination for events related to a message. When SMS events occur (such as delivery or failure events), they are routed to the destination associated with the configuration set that you specified when you sent the message. You're not required to use configuration sets when you send messages, but we recommend that you do. If you don't specify a configuration set with an event destination, the API doesn't emit event records. These event records are a useful way to determine how many messages you sent, how much you paid for each one, and whether or not the message was received by the recipient.

Once you have created a configuration set you should add an event destination to help monitor your message send and receive events and a protect configuration to create allow rules to only send messages to the destinations you do business in.

Topics

- Create a configuration set in AWS End User Messaging SMS
- Edit a configuration set in AWS End User Messaging SMS
- View all configuration sets in AWS End User Messaging SMS
- Delete a configuration set in AWS End User Messaging SMS
- Manage tags for a configuration set in AWS End User Messaging SMS
- Edit a configuration set protect configuration association in AWS End User Messaging SMS

Create a configuration set in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to create a configuration set. After you have created a configuration set you should add an event destination and protect configuration.

Creating a configuration set (Console)

To create a configuration set using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Configuration sets** and then **Create configuration set**.
3. For **Configuration set name** enter a descriptive name for the configuration set.
4. Choose **Create configuration set**.

Creating a configuration set (AWS CLI)

You can use the create-configuration-set command to create a new configuration set.

```
$ aws pinpoint-sms-voice-v2 create-configuration-set \
> --configuration-set-name configurationSet
```

In the preceding command, replace *configurationSet* with the name of the configuration set that you want to create.

Edit a configuration set in AWS End User Messaging SMS

To edit a configuration set using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to edit.
4. Select the **Set settings** tab and then choose **Edit settings**.
5. In **List settings** do the following:
   - **Message type** choose either:
     - **Promotional** – Choose this option for sending marketing messages or messages promoting your business or service.
     - **Transactional** – Choose this option for sending time-sensitive messages, such as password resets or transaction alerts.
   - **Default sender ID** – Choose the default sender ID for the configuration set.
   - **Message feedback** – Choose to enable Message feedback for the configuration set.
6. Choose **Save changes**.

View all configuration sets in AWS End User Messaging SMS

Use the AWS CLI to view your configuration sets.

List configuration sets (AWS CLI)

You can use the describe-configuration-sets command to view information about the configuration sets in your AWS End User Messaging SMS account.

To view a list of the configuration sets in your account using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-configuration-sets
```

Describe a configuration set (AWS CLI)

You can use the describe-configuration-sets command to view information about a configuration set in your AWS End User Messaging SMS account.

To view information about specific configuration sets using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-configuration-sets \
> --configuration-set-names configurationSet
```

In the preceding command, replace *configurationSet* with the name of the configuration set that you want to find the details of. You can also specify multiple configuration sets by separating the name of each configuration set with a space.

Delete a configuration set in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete a configuration set.

Deleting a configuration set (Console)

To delete a configuration set using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. Select the **Configuration set** you want to delete and then choose **Delete**.

Deleting a configuration set (AWS CLI)

You can use the delete-configuration-set command to delete a configuration set.

```
$ aws pinpoint-sms-voice-v2 delete-configuration-set \
> --configuration-set-name configurationSet
```

In the preceding command, replace *configurationSet* with the name of the configuration set that you want to delete.

Manage tags for a configuration set in AWS End User Messaging SMS

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. Adding a tag to a resource can help you categorize and manage resources in different ways, such as by purpose, owner, environment, or other criteria. You can use tags to easily find existing resources, or to control which users can access specific resources.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add, edit or delete a Tag.

Add a Tag (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.

3. On the **Configuration sets** page, choose the configuration set to add a tag to.
4. On the **Tags** tab, choose **Manage tags**.
5.
   - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
6. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.
- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

Edit a configuration set protect configuration association in AWS End User Messaging SMS

To change a configuration set's associated protect configuration, you can use the AWS End User Messaging SMS console, the `AssociaterotectConfiguration` action in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice associate-protect-configuration` command in the AWS CLI. This section shows how to change a configuration set's protect configuration using the AWS End User Messaging SMS console and the AWS CLI.

To learn more about protect configurations see Using protect configurations in AWS End User Messaging SMS.

Edit a configuration set's protect configuration association (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose a configuration set.
4. On the **Configuration set details page** choose the **Protect configuration** tab and then **Edit settings**.
5. Under **Protect configuration management** for **Protect configuration**, choose the protect configuration to associate with the configuration set. This replaces the current protect configuration association. Choose **No association** to disassociate the configuration set from a protect configuration.
6. Choose **Save changes**

Edit a configuration set's protect configuration association (AWS CLI)

To change a configuration set's protect configuration association in the AWS CLI follow the direction in Change a protection configuration association in AWS End User Messaging SMS on the Edit a protect configuration association (AWS CLI) tab.

Event destinations in AWS End User Messaging SMS

An *event destination* is a location (such as a CloudWatch Group, a Amazon Data Firehose stream, or an Amazon SNS topic) that SMS and voice events are sent to. To use event destinations, you first create the destination, and then associate it with a Configuration sets in AWS End User Messaging SMS. You can associate up to five event destinations with a single configuration set. When you send a message, your call to the API includes a reference to the configuration set.

Events or Delivery Receipts (DLR) generated by carriers can take up to 72 hours to be received and should not be used to determine if there is a delay in outbound message delivery. After 72 hours, if AWS End User Messaging SMS has not received a final event from a carrier, the service will automatically return an UNKNOWN `messageStatus` as we do not know what happened to that message.

Prerequisites

You need to have already created a configuration set to associate the event destinations with, see Configuration sets in AWS End User Messaging SMS.

Topics

- Event types for SMS, MMS, and voice
- Example AWS End User Messaging SMS event data
- Set up an Amazon CloudWatch event destination in AWS End User Messaging SMS
- Set up an Amazon Data Firehose event destination in AWS End User Messaging SMS
- Set up an Amazon SNS event destination in AWS End User Messaging SMS

Event types for SMS, MMS, and voice

The easiest way to use event destinations is to send all SMS, MMS and voice events to a single destination. However, you can configure event destinations so that specific types of events are sent to different destinations. For example, you could send all delivery-related events to Firehose for storage, and all failure events to an Amazon SNS topic so that you can be notified when they occur. You can also send SMS events and voice events to different locations.

You can configure event destinations to send the following types of events:

SMS, MMS, and Voice events

- **ALL** – Sends all SMS, MMS, and voice events to the specified destination.

SMS events

- **TEXT_ALL** – Sends all SMS events to the specified destination.
- **TEXT_DELIVERED (Delivered)** – Sends all SMS delivery events to the specified destination. Depending on the destination country the **TEXT_DELIVERED** and **TEXT_SUCCESSFUL** events may be used interchangeably.
- **TEXT_SUCCESSFUL (Successful)** – Success events occur when the message is accepted by the recipient's carrier. Depending on the destination country the **TEXT_DELIVERED** and **TEXT_SUCCESSFUL** events may be used interchangeably.
- **TEXT_QUEUED (Queued)** – Queued events occur when the message is queued for delivery, but not delivered yet.
- **TEXT_PENDING (Pending)** – Pending events occur when a message is in the process of being delivered, but hasn't been delivered (or failed to be delivered) yet.
- **TEXT_BLOCKED (Blocked)** – Blocked events occur when the recipient's device or carrier is blocking messages to that recipient.
- **TEXT_TTL_EXPIRED (TTL expired)** – TTL Expired events occur when the time required to deliver the message exceeds the TTL value that you specified when you sent the message.
- **TEXT_CARRIER_UNREACHABLE (Carrier unreachable)** – Carrier Unreachable events occur when a transient error occurs on the carrier network of the message recipient.
- **TEXT_INVALID (SMS invalid)** – Invalid events occur when the destination phone number is not valid.
- **TEXT_INVALID_MESSAGE (Invalid message)** – Invalid message events occur when the body of the SMS message is invalid and can't be delivered.
- **TEXT_CARRIER_BLOCKED (Carrier blocked)** – Carrier blocked events occur when the recipient's carrier blocks the delivery of the message. This typically occurs when the carrier identifies the message as malicious (for example, if the message contains information related to a phishing scam) or abusive (for example, if the message is suspected of being unsolicited or prohibited content).
- **TEXT_UNREACHABLE (Unreachable)** – Unreachable events occur when the recipient's device is unavailable. This might occur if the device is not connected to a mobile network, or is powered off.

- **TEXT_SPAM (Spam)** – Spam events occur when the recipient's carrier identifies the message as containing unsolicited commercial content and blocks the delivery of the message.
- **TEXT_UNKNOWN (Unknown)** – Unknown events occur when a message fails to be delivered for a reason that isn't covered by one of the other event types. Unknown errors might be transient or permanent.
- **TEXT_PROTECT_BLOCKED (Protect Blocked)** – Message blocked by protect configuration.

Voice events

- **VOICE_ALL** – Sends all voice events to the specified destination.
- **VOICE_COMPLETED (Completed)** – Completed events occur when the audio message is played to the recipient. This status doesn't necessarily mean that the message was delivered to a human recipient. For example, it could indicate that the message was delivered to a voicemail system.
- **VOICE_ANSWERED (Answered)** – Answered events occur when the recipient answers the phone.
- **VOICE_INITIATED (Initiated)** – Sends events to the specified destination each time a voice message is initiated.
- **VOICE_TTL_EXPIRED (TTL expired)** – TTL Expired events occur when the time required to deliver the message exceeds the TTL value that you specified when you sent the message.
- **VOICE_BUSY (Busy)** – Busy events occur when the recipient's phone line is busy.
- **VOICE_NO_ANSWER (No answer)** – No answer events occur after the call has been placed, but the recipient (or their voicemail system) never answer.
- **VOICE_RINGING (Ringing)** – Ringing events occur after the call has been placed, but before the recipient answers.
- **VOICE_FAILED (Failed)** – Failure events occur when the message fails to be delivered.

MMS events

- **MEDIA_ALL** – Sends all MMS events to the specified destination.
- **MEDIA_PENDING (Pending)** – Pending events occur when a message is in the process of being delivered, but hasn't been delivered (or failed to be delivered) yet.
- **MEDIA_QUEUED (Queue)** – Queued events occur when the message is queued for delivery, but not delivered yet.
- **MEDIA_SUCCESSFUL (Successful)** – Success events occur when the message is accepted by the recipient's carrier.

- **MEDIA_DELIVERED (Delivered)** – Sends all MMS delivery events to the specified destination.
- **MEDIA_INVALID (MMS invalid)** – Invalid events occur when the destination phone number is not valid.
- **MEDIA_INVALID_MESSAGE (Invalid message)** – Invalid message events occur when the body of the MMS message is invalid and can't be delivered.
- **MEDIA_UNREACHABLE (Unreachable)** – Unreachable events occur when the recipient's device is unavailable. This might occur if the device is not connected to a mobile network, or is powered off.
- **MEDIA_CARRIER_UNREACHABLE (Carrier unreachable)** – Carrier Unreachable events occur when a transient error occurs on the carrier network of the message recipient.
- **MEDIA_BLOCKED (Blocked)** – Blocked events occur when the recipient's device or carrier is blocking messages to that recipient.
- **MEDIA_CARRIER_BLOCKED (Carrier blocked)** – Carrier blocked events occur when the recipient's carrier blocks the delivery of the message. This typically occurs when the carrier identifies the message as malicious (for example, if the message contains information related to a phishing scam) or abusive (for example, if the message is suspected of being unsolicited or prohibited content).
- **MEDIA_SPAM (Spam)** – Spam events occur when the recipient's carrier identifies the message as containing unsolicited commercial content and blocks the delivery of the message.
- **MEDIA_UNKNOWN (Unknown)** – Unknown events occur when a message fails to be delivered for a reason that isn't covered by one of the other event types. Unknown errors might be transient or permanent.
- **MEDIA_TTL_EXPIRED (TTL expired)** – TTL Expired events occur when the time required to deliver the message exceeds the TTL value that you specified when you sent the message.
- **MEDIA_FILE_TYPE_UNSUPPORTED (File type unsupported)** – File type unsupported events occur when a media file is not in a supported format. For a list of supported file types, see MMS file types, size and character limits
- **MEDIA_FILE_SIZE_EXCEEDED (File size)** – File size exceeded event occur when the media file is larger than 600 KB in size.
- **MEDIA_FILE_INACCESSIBLE (File inaccessible)** – File inaccessible events occur when AWS End User Messaging SMS doesn't have permissions to access the file.

Example AWS End User Messaging SMS event data

AWS End User Messaging SMS can stream event data for SMS, MMS, and voice message deliveries. Because it can take up to 72 hours to receive events generated by carriers, you should not use them to determine if there is a delay in outbound message delivery. After 72 hours, if AWS End User Messaging SMS has not received a final event from a carrier, the service automatically returns an `UNKNOWN` `messageStatus` as we do not know what happened to that message.

Examples

- SMS example log
- SMS Protect example log
- Voice example event log
- MMS example log
- RCS example log

SMS example log

The JSON object for an SMS event contains the data shown in the following example.

```
{
    "eventType": "TEXT_SUCCESSFUL",
    "eventVersion": "1.0",
    "eventTimestamp": 1686975103470,
    "isFinal": true,
    "originationPhoneNumber": "+12065550152",
    "destinationPhoneNumber": "+14255550156",
    "isInternationalSend": false,
    "mcc": "310",
    "mnc": "800",
    "messageId": "862a8790-60c0-4430-9b2b-658bdexample",
    "messageRequestTimestamp": 1686975103170,
    "messageEncoding": "GSM",
    "messageType": "PROMOTIONAL",
    "messageStatus": "SUCCESSFUL",
    "messageStatusDescription": "Message has been accepted by phone carrier",
    "context": {
        "account": "bar"
    },
```

```
    "totalMessageParts": 1,
    "totalMessagePrice": 0.09582,
    "totalCarrierFee": 0.0
}
```

Attribute	Description
`eventType`	The type of event. Values are listed in Event types for SMS, MMS, and voice
`eventVersion`	The version of the event JSON schema.
`eventTimestamp`	The time when the event was reported, shown as Unix time in milliseconds.
`isFinal`	`True` if this is the final status for the message. There are intermediate message statuses and it can take up to 72 hours for the final message status to be received.
`originationPhoneNumber`	The phone number or RCS agent ID that the message was sent from. For SMS and MMS messages, this value is an E.164 phone number or short code. For RCS messages delivered natively via RCS, this value is the RCS agent ID. For RCS messages that fell back to SMS, this value is the E.164 phone number or short code used for SMS delivery. If you send messages using the Amazon Pinpoint `SendMessages` API, the equivalent field in the delivery event is `originationNumber` .
`destinationPhoneNumber`	The phone number that you attempted to send the message to.
`isInternationalSend`	`True` if international messaging is enabled for this phone number.

Attribute	Description
`isoCountryCode`	The country that's associated with the recipient's phone number, shown in ISO 3166-1 alpha-2 format.
`mcc`	Mobile Country Codes identifies the country which a phone number belongs to. This field is optional and may not be present.
`mnc`	Mobile Network Codes identifies a mobile network operator. This field is optional and may not be present.
`messageId`	The unique ID that AWS End User Messaging SMS generates when it accepts the message.
`messageRequestTimestamp`	The time when the SMS message request was received, shown as Unix time in milliseconds.
`messageEncoding`	The encoding of the message. Possible values are **GSM** and **Unicode**. For more informati on on message encoding, see SMS character limits.
`messageType`	The type of message. Possible values are **Promotional** and **Transactional**.

Attribute	Description
`messageStatus`	The status of the message. Possible values are: • **SUCCESSFUL** – The message has been accepted by the phone carrier. • **DELIVERED** – The message has been accepted by the recipient's device. • **PENDING** – The message hasn't yet been delivered to the recipient's device. • **INVALID** – The destination phone number is invalid. • **UNREACHABLE** – The recipient's device is currently unreachable or unavailable. For example, the device might be powered off, or might be disconnected from the network. You can try to send the message again later. • **UNKNOWN** – An error occurred that prevented the delivery of the message. This error is usually transient, and you can attempt to send the message again later. • **BLOCKED** – The recipient's device is blocking SMS messages from the originator phone number. • **CARRIER_UNREACHABLE** – An issue with the mobile network of the recipient prevented the message from being delivered. This error is usually transient, and you can attempt to send the message again later. • **SPAM** – The recipient's mobile carrier identified the contents of the message as spam and blocked delivery of the message. • **INVALID_MESSAGE** – The body of the SMS message is invalid and can't be delivered.

Attribute	Description
	• **CARRIER_BLOCKED** – The recipient's carrier has blocked delivery of this message. This often occurs when the carrier identifies the contents of the message as unsolicited or malicious. • **TTL_EXPIRED** – The SMS message couldn't be delivered within a certain time frame. This error is usually transient, and you can attempt to send the message again later. • **ACCEPTED** – The SMS message was accepted. • **FAILED** – The SMS message failed to be delivered to the recipient's device. • **SENT** – The message has been sent but not delivered to the recipient's device. • **UNROUTABLE** – Not able to route due to a bad account configuration. • **QUEUED** – The message is queued for delivery. • **PROTECT_BLOCKED** – The SMS message was blocked by SMS Protect Rules.
`messageStatusDescription`	A description of the message status.
`context`	Custom attributes you can specify and will be logged, when you send a message.

Attribute	Description
totalMessageParts	The number of message parts that AWS End User Messaging SMS created to send the message. Generally, SMS messages can contain only 160 GSM-7 characters or 67 non-GSM characters, although these limits can vary by country . If you send a message that exceeds these limits, AWS End User Messaging SMS automatically splits the message into smaller parts. We bill you based on the number of message parts that you send. For more information on message parts, see What are the Message Parts per Second (MPS) limits.
totalMessagePrice	The amount that we charged you to send the message. This price is shown in thousandths of a United States cent. For example, if the value of this attribute is 645, then we charged you 0.645¢ to send the message (645 / 1000 = 0.645¢ = $0.00645).
totalCarrierFee	The total cost of carrier fees for a message.

SMS Protect example log

The JSON object for a SMS event when using SMS Protect contains the data shown in the following example.

```
{
    "eventType": "TEXT_PROTECT_BLOCKED",
    "eventVersion": "1.0",
    "eventTimestamp": 1686975103470,
    "isFinal": true,
    "originationPhoneNumber": "+12065550152",
    "destinationPhoneNumber": "+14255550156",
```

```
    "isoCountryCode": "US",
    "mcc": "310",
    "mnc": "800",
    "messageId": "862a8790-60c0-4430-9b2b-658bdexample",
    "messageRequestTimestamp": 1686975103170,
    "messageEncoding": "GSM",
    "messageType": "PROMOTIONAL",
    "messageStatus": "PROTECT_BLOCKED",
    "messageStatusDescription": "Message blocked by protect configuration",
    "context": {
        "account": "bar"
    },
    "totalMessageParts": 1,
    "totalMessagePrice": 0,
    "totalCarrierFee": 0,
    "protectConfiguration": {
        "protectConfigurationId": "protect-d777777777777771bbd5d59f4d903479",
        "protectStatus": "FILTER"
    },
    "protectConfigurationAssessment": {
        "protectRecommendation": "BLOCK"
         "protectInsights": {
            "blockReason": "AIT_SUSPECTED"
         }

    }
}
```


Attribute	Description
`eventType`	The type of event. Values are listed in Event types for SMS, MMS, and voice
`eventVersion`	The version of the event JSON schema.
`eventTimestamp`	The time when the event was reported, shown as Unix time in milliseconds.
`isFinal`	`True` if this is the final status for the message. There are intermediate message statuses

Attribute	Description
	and it can take up to 72 hours for the final message status to be received.
`originationPhoneNumber`	The phone number that the message was sent from.
`destinationPhoneNumber`	The phone number that you attempted to send the message to.
`isoCountryCode`	The country that's associated with the recipient's phone number, shown in ISO 3166-1 alpha-2 format.
`mcc`	Mobile Country Codes identifies the country which a phone number belongs to. This field is optional and may not be present.
`mnc`	Mobile Network Codes identifies a mobile network operator. This field is optional and may not be present.
`messageId`	The unique ID that AWS End User Messaging SMS generates when it accepts the message.
`messageRequestTimestamp`	The time when the SMS message request was received, shown as Unix time in milliseconds.
`messageEncoding`	The encoding of the message. Possible values are **GSM** and **Unicode**. For more informati on on message encoding, see SMS character limits.
`messageType`	The type of message. Possible values are **Promotional** and **Transactional**.

Attribute	Description
`messageStatus`	The status of the message. Possible values are: • **SUCCESSFUL** – The message has been accepted by the phone carrier. • **DELIVERED** – The message has been accepted by the recipient's device. • **PENDING** – The message hasn't yet been delivered to the recipient's device. • **INVALID** – The destination phone number is invalid. • **UNREACHABLE** – The recipient's device is currently unreachable or unavailable. For example, the device might be powered off, or might be disconnected from the network. You can try to send the message again later. • **UNKNOWN** – An error occurred that prevented the delivery of the message. This error is usually transient, and you can attempt to send the message again later. • **BLOCKED** – The recipient's device is blocking SMS messages from the originator phone number. • **CARRIER_UNREACHABLE** – An issue with the mobile network of the recipient prevented the message from being delivered. This error is usually transient, and you can attempt to send the message again later. • **SPAM** – The recipient's mobile carrier identified the contents of the message as spam and blocked delivery of the message. • **INVALID_MESSAGE** – The body of the SMS message is invalid and can't be delivered.

Attribute	Description
	• **CARRIER_BLOCKED** – The recipient's carrier has blocked delivery of this message. This often occurs when the carrier identifies the contents of the message as unsolicited or malicious. • **TTL_EXPIRED** – The SMS message couldn't be delivered within a certain time frame. This error is usually transient, and you can attempt to send the message again later. • **ACCEPTED** – The SMS message was accepted. • **FAILED** – The SMS message failed to be delivered to the recipient's device. • **SENT** – The message has been sent but not delivered to the recipient's device. • **UNROUTABLE** – Not able to route due to a bad account configuration. • **QUEUED** – The message is queued for delivery. • **PROTECT_BLOCKED** – The SMS message was blocked by SMS Protect Rules.
`messageStatusDescription`	A description of the message status.
`context`	Custom attributes you can specify and will be logged, when you send a message.

Attribute	Description
totalMessageParts	The number of message parts that AWS End User Messaging SMS created to send the message. Generally, SMS messages can contain only 160 GSM-7 characters or 67 non-GSM characters, although these limits can vary by country . If you send a message that exceeds these limits, AWS End User Messaging SMS automatic ally splits the message into smaller parts. We bill you based on the number of message parts that you send. For more information on message parts, see What are the Message Parts per Second (MPS) limits.
totalMessagePrice	The amount that we charged you to send the message. This price is shown in thousandths of a United States cent. For example, if the value of this attribute is 645, then we charged you 0.645¢ to send the message (645 / 1000 = 0.645¢ = $0.00645).
totalCarrierFee	The total cost of carrier fees for a message.
protectConfiguration	The Id of the protect configuration that was used when sending the message and the status the destination country was in at the time. For more information on SMS Protect, see SMS Protect.
protectConfigurationAssessment	An assessment of whether SMS Protect thinks your message should be Allowed or Blocked from sending and the blocking reasons when available.

Voice example event log

The JSON object for a Voice event contains the data shown in the following example.

```
{
    "eventType": "VOICE_COMPLETED",
    "eventVersion": "1.0",
    "eventTimestamp": 1697835373500,
    "isFinal": true,
    "originationPhoneNumber": "+12065550153",
    "destinationPhoneNumber": "+14255550159",
    "isoCountryCode": "US",
    "messageId": "567f6c11-6e8b-4352-9749-a42a0example",
    "messageRequestTimestamp": 1697835372720,
    "messageStatus": "COMPLETED",
    "callDurationInSeconds": 60,
    "totalDurationInMinutes": 1,
    "totalMessagePrice": 0.013,
    "context": {
        "account": "bar"
    }
}
```

Attribute	Description
`eventType`	The type of event. Values are listed in Event types for SMS, MMS, and voice
`eventVersion`	The version of the event JSON schema.
`eventTimestamp`	The time when the event was reported, shown as Unix time in milliseconds.
`isFinal`	`True` if this is the final status for the message. There are intermediate message statuses.
`originationPhoneNumber`	The phone number that the message was sent from.

Attribute	Description
`destinationPhoneNumber`	The phone number that you attempted to send the message to.
`isoCountryCode`	The country that's associated with the recipient's phone number, shown in ISO 3166-1 alpha-2 format.
`messageId`	The unique ID that AWS End User Messaging SMS generates when it accepts the message.
`messageRequestTimestamp`	The time when the SMS message request was received, shown as Unix time in milliseconds.

Attribute	Description
`messageStatus`	The status of the message. Possible values are: • **INITIATED** – The voice message is ready to start dialing. • **RINGING** – Ringing events occur after the call has been placed, but before the recipient answers. • **COMPLETED** – Sends all completed events for voice messages to the specified destinati on. Completed events occur when the audio message is played to the recipient. This status doesn't necessarily mean that the message was delivered to a human recipient. For example, it could indicate that the message was delivered to a voicemail system. • **ANSWERED** – Answered events occur when the recipient answers the phone. • **COMPLETED** – The call was answered and ended. • **BUSY** – Busy events occur when the recipient's phone line is busy. • **NO_ANSWER** – No answer events occur after the call has been placed, but the recipient (or their voicemail system) never answer. • **FAILED** – Failure events occur when the message fails to be delivered. • **TTL_EXPIRED** – TTL Expired events occur when the time required to deliver the message exceeds the TTL value that you specified when you sent the message.

Attribute	Description
	• **SPAM** – The call was marked as spam and blocked. • **PROTECT_BLOCKED** – The SMS message was blocked by SMS Protect Rules.
`callDurationInSeconds`	The duration of the call in seconds.
`totalDurationInMinutes`	The duration of the call in minutes.
`totalMessagePrice`	The amount that we charged you to send the voice message. This price is shown in thousandths of a United States cent.
`context`	Custom attributes you can specify and will be logged, when you send a message.

MMS example log

The JSON object for an MMS event contains the data shown in the following example.

```
{
    "contentType":"MMS",
    "eventType": "MEDIA_DELIVERED",
    "eventVersion": "1.0",
    "eventTimestamp": 1635197695208,
    "isFinal": true,
    "originationPhoneNumber": "+12065550153",
    "destinationPhoneNumber": "+14255550159",
    "isoCountryCode": "US",
    "messageId": "b4a3196d-5b61-4884-a0d9-745acf1f6235example",
    "messageRequestTimestamp": 1635197693241,
    "messageType": "TRANSACTIONAL",
    "messageStatus": "DELIVERED",
    "messageStatusDescription": "Message has been accepted by phone",
    "context": {"foo":"bar"},
    "totalMessageParts": 1,
    "totalMessagePrice": 0.0195,
    "totalCarrierFee": 0.00266
```

```
}
```

Attribute	Description
`eventType`	The type of event. Values are listed in Event types for SMS, MMS, and voice
`eventVersion`	The version of the event JSON schema.
`eventTimestamp`	The time when the event was reported, shown as Unix time in milliseconds.
`isFinal`	`True` if this is the final status for the message. There are intermediate message statuses and it can take up to 72 hours for the final message status to be received.
`originationPhoneNumber`	The phone number that the message was sent from.
`destinationPhoneNumber`	The phone number that you attempted to send the message to.
`isoCountryCode`	The country that's associated with the recipient's phone number, shown in ISO 3166-1 alpha-2 format.
`messageId`	The unique ID that AWS End User Messaging SMS generates when it accepts the message.
`messageRequestTimestamp`	The time when the SMS message request was received, shown as Unix time in milliseconds.
`messageType`	The type of message. Possible values are **Promotional** and **Transactional**.
`messageStatus`	The status of the message. Possible values are: • **SUCCESSFUL** – The message has been accepted by the phone carrier.

Attribute	Description
	• **DELIVERED** – The message has been accepted by the recipient's device. • **PENDING** – The message hasn't yet been delivered to the recipient's device. • **INVALID** – The destination phone number is invalid. • **UNREACHABLE** – The recipient's device is currently unreachable or unavailable. For example, the device might be powered off, or might be disconnected from the network. You can try to send the message again later. • **UNKNOWN** – An error occurred that prevented the delivery of the message. This error is usually transient, and you can attempt to send the message again later. • **BLOCKED** – The recipient's device is blocking SMS/MMS messages from the originator phone number. • **CARRIER_UNREACHABLE** – An issue with the mobile network of the recipient prevented the message from being delivered. This error is usually transient, and you can attempt to send the message again later. • **SPAM** – The recipient's mobile carrier identified the contents of the message as spam and blocked delivery of the message. • **INVALID_MESSAGE** – The body of the SMS/MMS message is invalid and can't be delivered. • **CARRIER_BLOCKED** – The recipient's carrier has blocked delivery of this message. This often occurs when the carrier identifies the

Attribute	Description
	contents of the message as unsolicited or malicious. • **TTL_EXPIRED** – The SMS message couldn't be delivered within a certain time frame. This error is usually transient, and you can attempt to send the message again later. • **ACCEPTED** – The SMS message was accepted. • **FAILED** – The SMS message failed to be delivered to the recipient's device. • **SENT** – The message has been sent but not delivered to the recipient's device. • **UNROUTABLE** – Not able to route due to a bad account configuration. • **QUEUED** – The message is queued for delivery
`messageStatusDescription`	A description of the message status.
`context`	Custom attributes you can specify and will be logged, when you send a message.
`totalMessageParts`	The number of message parts that AWS End User Messaging SMS created to send the message. For more information on message parts, see What are the Message Parts per Second (MPS) limits.
`totalMessagePrice`	The amount that we charged you to send the message. This price is shown in thousandths of a United States cent. For example, if the value of this attribute is 645, then we charged you 0.645¢ to send the message (645 / 1000 = 0.645¢ = $0.00645).

Attribute	Description
totalCarrierFee	The total cost of carrier fees for a message.

RCS example log

The JSON object for an RCS event contains the data shown in the following examples. The originationPhoneNumber field differs depending on whether the message was delivered natively via RCS or fell back to SMS.

RCS-native delivery — The originationPhoneNumber field contains the RCS agent ID:

```
{
    "eventType": "TEXT_SUCCESSFUL",
    "eventVersion": "1.0",
    "eventTimestamp": 1714000000000,
    "isFinal": true,
    "originationPhoneNumber": "rcs-agent-id-example",
    "destinationPhoneNumber": "+14255550156",
    "isInternationalSend": false,
    "messageId": "a1b2c3d4-e5f6-7890-abcd-ef1234example",
    "messageRequestTimestamp": 1714000000000,
    "messageType": "TRANSACTIONAL",
    "messageStatus": "SUCCESSFUL",
    "messageStatusDescription": "Message has been accepted by phone carrier",
    "totalMessageParts": 1,
    "totalMessagePrice": 0.003,
    "totalCarrierFee": 0.0
}
```

SMS fallback delivery — The originationPhoneNumber field contains the E.164 phone number or short code used for SMS delivery:

```
{
    "eventType": "TEXT_SUCCESSFUL",
    "eventVersion": "1.0",
    "eventTimestamp": 1714000000000,
    "isFinal": true,
    "originationPhoneNumber": "+12065550152",
    "destinationPhoneNumber": "+14255550156",
```

```
    "isInternationalSend": false,
    "messageId": "b2c3d4e5-f6a7-8901-bcde-f12345example",
    "messageRequestTimestamp": 1714000000000,
    "messageType": "TRANSACTIONAL",
    "messageStatus": "SUCCESSFUL",
    "messageStatusDescription": "Message has been accepted by phone carrier",
    "totalMessageParts": 1,
    "totalMessagePrice": 0.00645,
    "totalCarrierFee": 0.0
}
```

To determine the delivery channel, inspect the `originationPhoneNumber` field. If the value is an RCS agent ID, the message was delivered via RCS. If the value is an E.164 phone number or short code, the message was delivered via SMS (either directly or after RCS fallback). For more information about RCS fallback behavior, see RCS to SMS fallback using phone pools.

Set up an Amazon CloudWatch event destination in AWS End User Messaging SMS

Amazon CloudWatch Logs is an AWS service that you can use to monitor, store, and access log files. When you create a CloudWatch event destination, AWS End User Messaging SMS sends the types of events you specified in the event destination to a CloudWatch group. To learn more about CloudWatch, see the Amazon CloudWatch Logs User Guide.

Prerequisites

1. Before you can create a CloudWatch event destination, you must first create a CloudWatch group. For more information about creating log groups, see Working with log groups and log streams in the *Amazon CloudWatch Logs User Guide*.

   > **Important**
   >
   > You will need the Amazon Resource Name (ARN) of the CloudWatch group to create the event destination.

2. You must create an IAM role that allows AWS End User Messaging SMS to write to the log group.

> **Important**
>
> You will need the Amazon Resource Name (ARN) of the IAM role to create the event destination.

3. You also have setup a configuration set to associate the event destinations with, see Create a configuration set in AWS End User Messaging SMS.

IAM policy for Amazon CloudWatch

Use the following example to create a policy for sending events to a CloudWatch group.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "logs:CreateLogStream",
                "logs:DescribeLogStreams",
                "logs:PutLogEvents"
            ],
            "Resource": [
                "arn:aws:logs:us-east-1:111122223333:log-group:log-group-name:*"
            ]
        }
    ]
}
```

For more information about IAM policies, see Policies and permissions in IAM in the *IAM User Guide*.

The following example statement uses the, optional but recommended, `SourceAccount` and `SourceArn` conditions to check that only the AWS End User Messaging SMS owner account has access to the configuration set. In this example, replace *`accountId`* with your AWS account id, *`region`* with the AWS Region name and *`ConfigSetName`* with the name of the Configuration Set.

After you create the policy, create a new IAM role, and then attach the policy to it. When you create the role, also add the following trust policy to it:

JSON

```
{
    "Version":"2012-10-17",
    "Statement": {
        "Effect": "Allow",
        "Principal": {
            "Service": "sms-voice.amazonaws.com"
        },
        "Action": "sts:AssumeRole",
        "Condition": {
            "StringEquals": {
                "aws:SourceAccount": "111122223333"
            },
            "ArnLike": {
                "aws:SourceArn": "arn:aws:sms-voice:us-
east-1:111122223333:configuration-set/ConfigSetName"
            }
        }
    }
}
```

For more information about creating IAM roles, see Creating IAM roles in the *IAM User Guide*.

Create an Amazon CloudWatch event destination in AWS End User Messaging SMS

After you create the IAM role and the CloudWatch group, you can create the event destination.

Create event destination (Console)

To create an event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.

3. On the **Configuration sets** page ,choose the configuration set to add an event destination to.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under the **Event details** section, enter a friendly name for **Event destination name**.
6. From the **Destination type** dropdown choose Amazon CloudWatch.
7. For **IAM role arn** enter the ARN of the IAM role. For more information on the IAM role arn, see IAM policy for Amazon CloudWatch.
8. For **Log group arn** enter the ARN of the Amazon CloudWatch log group to deliver the events to.
9. Turn on **Event publishing**.
10. Under **Event types**, choose:

    - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon CloudWatch.
    - **Custom SMS events** – Choose specific SMS events to send to CloudWatch. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
    - **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon CloudWatch.
    - **Custom voice events** – Choose specific voice events to send to CloudWatch. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
    - **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon CloudWatch.
    - **Custom MMS events** – Choose specific MMS events to send to CloudWatch. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
11. Choose **Create event**.

Create event destination (AWS CLI)

You can use the create-event-destination command to create an event destination.

At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 create-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event-types eventTypes \
> --cloud-watch-logs-destination
 IamRoleArn=arn:aws:iam::111122223333:role/CWLSMSRole,LogGroupArn=arn:aws:logs:us-
east-1:111122223333:log-group:MyCWLLogGroup
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a name that describes the event destination.
- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with.
- Replace *eventTypes* with one or more of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of `IamRoleArn` with the Amazon Resource Name (ARN) of an IAM role that has the policies described in IAM policy for Amazon CloudWatch.
- Replace the value of `LogGroupArn` with the ARN of the CloudWatch group that you want to send events to.

Edit an Amazon CloudWatch event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to edit a CloudWatch event destination.

Update event destination (Console)

To update an event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to edit.
4. On the **Event settings** tab, choose a Amazon CloudWatch event destination and then **Edit**.

5. For **IAM role arn** enter the ARN of the IAM role. For more information about the IAM role arn, see IAM policy for Amazon CloudWatch.
6. For **Log group arn** enter the ARN of the Amazon CloudWatch log group to deliver the events to.
7. Under **Event types**, choose:

   - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon CloudWatch.
   - **Custom SMS events** – Choose this option choose specific SMS events to send to CloudWatch. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
   - **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon CloudWatch.
   - **Custom voice events** – Choose this option choose specific voice events to send to CloudWatch. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
   - **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon CloudWatch.
   - **Custom MMS events** – Choose this option choose specific MMS events to send to CloudWatch. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon CloudWatch. Choose **Save selection**.
8. Choose **Edit event**.

Update event destination AWS CLI)

You can use the update-event-destination command to update an event destination.

The procedure for updating a CloudWatch event destination is similar to the process for creating an event destination. At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 update-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event types eventTypes \
```

```
> --cloud-watch-logs-destination
 IamRoleArn=arn:aws:iam::111122223333:role/CWLSMSRole,LogGroupArn=arn:aws:logs:us-
east-1:111122223333:log-group:MyCWLLogGroup
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a name of the event destination that you want to modify.
- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with. You can associate the event destination with a different configuration set.
- Replace *eventTypes* with one of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of `IamRoleArn` with the Amazon Resource Name (ARN) of an IAM role that has the policies described in Event types for SMS, MMS, and voice.
- Replace the value of `LogGroupArn` with the ARN of the CloudWatch group that you want to send events to.

Delete an Amazon CloudWatch event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete a CloudWatch event destination.

Delete an CloudWatch event destination (Console)

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an CloudWatch event destination in the Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to remove an event destination from.
4. In the **All destinations** section choose an event destination and then choose **Delete**.

Delete an CloudWatch event destination (AWS CLI)

You can use the delete-event-destination command to delete an event destination.

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an CloudWatch event destination in the AWS CLI

- At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 delete-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSetName
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with the name or Amazon Resource Name (ARN) of the event destination that you want to delete.
- Replace *configurationSetName* with the name or ARN of the configuration set that the event destination is associated with.

Set up an Amazon Data Firehose event destination in AWS End User Messaging SMS

Amazon Data Firehose is a fully managed service for delivering real-time streaming data to multiple types of destinations. Amazon Data Firehose is part of the Kinesis streaming data platform. To learn more about Amazon Data Firehose, see the Amazon Data Firehose Developer Guide.

Some of the examples in this section assume that you've already installed and configured the AWS Command Line Interface. For more information about setting up the AWS CLI, see the AWS Command Line Interface User Guide.

Prerequisites

1. Before you can create a Amazon Data Firehose event destination, you must first create a Amazon Data Firehose delivery stream. For more information about creating streams, see

Creating an Amazon Data Firehose Delivery Stream in the *Amazon Data Firehose Developer Guide*.

> **Important**
>
> You will need the Amazon Resource Name (ARN) of the Amazon Data Firehose delivery stream to create the event destination.

2. You have to create an IAM role that allows AWS End User Messaging SMS to write to the delivery stream, see IAM policy for Amazon Data Firehose.

> **Important**
>
> You will need the Amazon Resource Name (ARN) of the IAM role to create the event destination.

3. You also have setup a configuration set to associate the event destinations with, see Create a configuration set in AWS End User Messaging SMS.

Topics

- IAM policy for Amazon Data Firehose
- Create an Amazon Data Firehose event destination in AWS End User Messaging SMS
- Edit an Amazon Data Firehose event destination in AWS End User Messaging SMS
- Delete an Amazon Data Firehose event destination in AWS End User Messaging SMS

IAM policy for Amazon Data Firehose

Use the following example to create a policy for sending events to a Amazon Data Firehose stream.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
```

```
            "Action": "firehose:PutRecord",
            "Resource": "arn:aws:firehose:us-
east-1:111122223333:deliverystream/DeliveryStreamName"
        }
    ]
}
```

For more information about IAM policies, see Policies and permissions in IAM in the *IAM User Guide*.

The following example statement uses the, optional but recommended, `SourceAccount` and `SourceArn` conditions to check that only the AWS End User Messaging SMS owner account has access to the configuration set. In this example, replace *`accountId`* with your AWS account id, *`region`* with the AWS Region name and *`ConfigSetName`* with the name of the Configuration Set.

After you create the policy, create a new IAM role, and then attach the policy to it. When you create the role, also add the following trust policy to it:

JSON

```
{
    "Version":"2012-10-17",
    "Statement": {
        "Effect": "Allow",
        "Principal": {
            "Service": "sms-voice.amazonaws.com"
        },
        "Action": "sts:AssumeRole",
        "Condition": {
            "StringEquals": {
            "aws:SourceAccount": "111122223333"
            },
            "ArnLike": {
            "aws:SourceArn": "arn:aws:sms-voice:us-
east-1:111122223333:configuration-set/ConfigSetName"
            }
        }
    }
}
```

For more information about creating IAM roles, see Creating IAM roles in the *IAM User Guide*.

Create an Amazon Data Firehose event destination in AWS End User Messaging SMS

Before you can create a Amazon Data Firehose event destination, you must first create a Amazon Data Firehose stream. For more inforation about creating log groups, see Creating an Amazon Data Firehose Delivery Stream in the *Amazon Data Firehose Developer Guide*.

You have to create an IAM role that allows the AWS End User Messaging SMS and Voice v2 API to send data to the stream. The following section contains information about the requirements for this role.

You also have already setup a configuration set to associate the event destinations with, see Configuration sets in AWS End User Messaging SMS.

Create Amazon Data Firehose event destination (Console)

To create an Amazon Data Firehose event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to add an event destination to.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under the **Event details** section, enter a friendly name for **Event destination name**.
6. From the **Destination type** dropdown choose Amazon Data Firehose.
7. For **IAM role arn** enter the ARN of the IAM role. For more information on the IAM role arn, see IAM policy for Amazon Data Firehose.
8. For **Delivery stream arn** enter the ARN of the Amazon Data Firehose log group to deliver the events to.
9. Turn on **Event publishing**.
10. Under **Event types**, choose:

    - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon Data Firehose.

- **Custom SMS events** – Choose specific SMS events to send to Amazon Data Firehose. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.
- **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon Data Firehose.
- **Custom voice events** – Choose specific voice events to send to Amazon Data Firehose. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.
- **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon Data Firehose.
- **Custom MMS events** – Choose t specific MMS events to send to Amazon Data Firehose. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.

11. Choose **Create event**.

Create Amazon Data Firehose event destination (AWS CLI)

After you create the IAM role and the Amazon Data Firehose delivery stream, you can create the event destination.

You can use the create-event-destination command to create an event destination.

```
$ aws pinpoint-sms-voice-v2 create-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event-types eventTypes \
> --kinesis-firehose-destination
 IamRoleArn=arn:aws:iam::111122223333:role/
AKFSMSRole,DeliveryStreamArn=arn:aws:firehose:us-
east-1:111122223333:deliverystream/MyDeliveryStream
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a name that describes the event destination.
- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with.

- Replace *eventTypes* with one or more of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of IamRoleArn with the Amazon Resource Name (ARN) of an IAM role that has the policies described in IAM policy for Amazon Data Firehose.
- Replace the value of DeliveryStreamArn with the ARN of the Amazon Data Firehose stream that you want to send events to.

Edit an Amazon Data Firehose event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to edit an Amazon Data Firehose event destination.

Update Amazon Data Firehose event destination (Console)

To update an Amazon Data Firehose event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to add an event destination to.
4. On the **Configuration sets** page, choose the configuration set to edit.
5. On the **Configuration set details** page, choose a Amazon Data Firehose event destination and then **Edit**.
6. For **IAM role arn** enter the ARN of the IAM role. For more information on the IAM role arn, see IAM policy for Amazon Data Firehose.
7. For **Delivery stream arn** enter the ARN of the Amazon Data Firehose log group to deliver the events to.
8. Under **Event types**, choose:
   - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon Data Firehose.

- **Custom SMS events** – Choose this option choose specific SMS events to send to CloudWatch. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.
- **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon Data Firehose.
- **Custom voice events** – Choose this option choose specific voice events to send to Amazon Data Firehose. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.
- **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon Data Firehose.
- **Custom MMS events** – Choose this option choose specific MMS events to send to CloudWatch. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon Data Firehose. Choose **Save selection**.

9. Choose **Edit event**.

Update Amazon Data Firehose event destination (AWS CLI)

You can use the update-event-destination command to update an event destination.

The procedure for updating a Amazon Data Firehose event destination is similar to the process for creating an event destination.

```
$ aws pinpoint-sms-voice-v2 create-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event-types eventTypes \
> --kinesis-firehose-destination
 IamRoleArn=arn:aws:iam::111122223333:role/
AKFSMSRole,DeliveryStreamArn=arn:aws:firehose:us-
east-1:111122223333:deliverystream/MyDeliveryStream
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a name of the event destination that you want to modify.

- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with. You can associate the event destination with a different configuration set.
- Replace *eventTypes* with one of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of `IamRoleArn` with the Amazon Resource Name (ARN) of an IAM role that has the policies described in IAM policy for Amazon Data Firehose.
- Replace the value of `DeliveryStreamArn` with the ARN of the Amazon Data Firehose stream that you want to send events to.

Delete an Amazon Data Firehose event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete an Amazon Data Firehose event destination.

Delete an Amazon Data Firehose event destination (Console)

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an Amazon Data Firehose event destination in the Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to remove an event destination from.
4. In the **All destinations** section choose an event destination and then choose **Delete**.

Delete an Amazon Data Firehose event destination (AWS CLI)

You can use the delete-event-destination command to delete an event destination.

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an Amazon Data Firehose event destination in the AWS CLI

- At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 delete-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSetName
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with the name or Amazon Resource Name (ARN) of the event destination that you want to delete.
- Replace *configurationSetName* with the name or ARN of the configuration set that the event destination is associated with.

Set up an Amazon SNS event destination in AWS End User Messaging SMS

Amazon Simple Notification Service (Amazon SNS) is a web service that enables applications, end-users, and devices to instantly send and receive notifications. To learn more about Amazon SNS, see the Amazon Simple Notification Service Developer Guide.

Some of the examples in this section assume that you've already installed and configured the AWS Command Line Interface. For more information about setting up the AWS CLI, see the AWS Command Line Interface User Guide.

Topics

- Amazon SNS access policy
- Create an Amazon SNS event destination in AWS End User Messaging SMS
- Edit an Amazon SNS event destination in AWS End User Messaging SMS
- Delete an Amazon SNS event destination in AWS End User Messaging SMS

Amazon SNS access policy

Access to an Amazon SNS topic is controlled by a *resource policy* attached to the Amazon SNS topic, this is also called an *access policy*. For more information about Amazon SNS *access polices*, see Identity and access management in the *Amazon SNS Developer Guide*.

> **Note**
>
> If your Amazon SNS topic has server-side encryption enabled with AWS Key Management Service then also add the policy to the associated symmetric encryption customer managed key.

Update the *access policy* with the following statement to permit AWS End User Messaging SMS to publish to the Amazon SNS topic.

- Replace *111122223333* with the unique ID for your AWS account.
- Replace *TopicName* with the name of the Amazon SNS topic.
- Replace *Region* with the AWS Region that contains the Amazon SNS topic and configuration set.
- Replace *ConfigSetName* with the name of the configuration set.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "sms-voice.amazonaws.com"
            },
            "Action": "sns:Publish",
            "Resource": "arn:aws:sns:us-east-1:111122223333:TopicName",
            "Condition": {
                "StringEquals": {
                    "aws:SourceAccount": "accountId"
                },
                "ArnLike": {
```

```
                    "aws:SourceArn": "arn:aws:sms-voice:us-
east-1:111122223333:configuration-set/ConfigSetName"
                }
            }
        }
    ]
}
```

Access policy for encrypted Amazon SNS topics

If your Amazon SNS topic has server-side encryption enabled with AWS Key Management Service, add the following policy to the associated symmetric encryption customer managed key. You must add the policy to a customer managed key because you cannot modify the AWS managed key for Amazon SNS.

JSON

```
{
    "Version":"2012-10-17",
    "Id": "example-ID",
    "Statement": [
        {
            "Sid": "example-statement-ID",
            "Effect": "Allow",
            "Principal": {
                "Service": "sms-voice.amazonaws.com"
            },
            "Action": [
                "kms:GenerateDataKey",
                "kms:Decrypt"
            ],
            "Resource": "*"
        }
    ]
}
```

Create an Amazon SNS event destination in AWS End User Messaging SMS

Before you can create an Amazon SNS event destination, you must first create an Amazon SNS topic. For more information about creating Amazon SNS topics, see Creating a topic in the *Amazon Simple Notification Service Developer Guide*.

You must also have already setup a configuration set to associate the event destinations with, see Configuration sets in AWS End User Messaging SMS.

Create an Amazon SNS event destination (Console)

To create an Amazon SNS event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to add an event destination to.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under the **Event details** section, enter a name.
6. From the **Destination type** dropdown choose Amazon SNS.

    a. **New Amazon SNS topic** – Choose this option, for AWS End User Messaging SMS to create a topic in your account. The topic is automatically created with all of the required permissions. For more information on Amazon SNS topics see Configuring Amazon SNS in the Amazon Simple Notification Service Developer Guide.

    b. **Existing Amazon SNS topic** – Choose this option if you have an existing Amazon SNS topic in the **Topic arn** dropdown.
7. Under **Event types**, choose:

    - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon SNS.
    - **Custom SMS events** – Choose t specific SMS events to send to Amazon SNS. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.

- **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon SNS.
- **Custom voice events** – Choose t specific voice events to send to Amazon SNS. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.
- **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon SNS.
- **Custom MMS events** – Choose specific MMS events to send to Amazon SNS. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.

8. Choose **Create event**.

Create an Amazon SNS event destination (AWS CLI)

You can use the create-event-destination command to create an event destination.

```
$ aws pinpoint-sms-voice-v2 create-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event-types eventTypes \
> --sns-destination TopicArn=arn:aws:sns:us-east-1:111122223333:snsTopic
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a descriptive name for the event destination.
- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with.
- Replace *eventTypes* with one of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of `TopicArn` with the Amazon Resource Name (ARN) of the Amazon SNS topic that you want to send events to.

Edit an Amazon SNS event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to edit an Amazon SNS event destination.

Update an Amazon SNS event destination (Console)

To update an AWS End User Messaging SMS event destination using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to add an event destination to.
4. On the **Configuration sets** page, choose the configuration set to edit.
5. On the **Configuration set details** page, choose a Amazon SNS event destination and then **Edit**.
6. From the **Destination type** dropdown choose Amazon SNS.
    a. **New Amazon SNS topic** – Choose this option, AWS End User Messaging SMS creates a topic in your account. The topic is automatically created with all of the required permissions. For more information on Amazon SNS topics see Configuring Amazon SNS in the Amazon Simple Notification Service Developer Guide.
    b. **Existing Amazon SNS topic** – Choose this option if you have an existing Amazon SNS topic in the **Topic arn** dropdown.
7. Under **Event types**, choose:
    - **All SMS events (Recommended)** – Choose this option to send all SMS events listed in Event types to Amazon SNS.
    - **Custom SMS events** – Choose this option choose specific SMS events to send to Amazon SNS. To edit the list of events choose **Edit SMS event selection**. On **Edit SMS event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.
    - **All voice events (Recommended)** – Choose this option to send all voice events listed in Event types to Amazon SNS.
    - **Custom voice events** – Choose this option choose specific voice events to send to Amazon SNS. To edit the list of events choose **Edit voice event selection**. On **Edit voice event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.

- **All MMS events (Recommended)** – Choose this option to send all MMS events listed in Event types to Amazon SNS.
- **Custom MMS events** – Choose this option choose specific MMS events to send to Amazon SNS. To edit the list of events choose **Edit MMS event selection**. On **Edit MMS event selection** check only the events you want to send to Amazon SNS. Choose **Save selection**.

8. Choose **Edit event**.

Update an Amazon SNS event destination (AWS CLI)

You can use the update-event-destination command to update an event destination.

The procedure for updating an Amazon SNS event destination is similar to the process for creating an event destination.

To update an Amazon SNS event destination in the AWS CLI

- At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 update-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSet \
> --matching-event types eventTypes \
> --sns-destination TopicArn=arn:aws:sns:us-east-1:111122223333:snsTopic
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with a name of the event destination that you want to modify.
- Replace *configurationSet* with the name of the configuration set that you want to associate the event destination with. You can associate the event destination with a different configuration set.
- Replace *eventTypes* with one or more of the event types listed in Event types for SMS, MMS, and voice.
- Replace the value of `TopicArn` with the Amazon Resource Name (ARN) of the Amazon SNS topic that you want to send events to.

Delete an Amazon SNS event destination in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete an Amazon SNS topic.

Delete an Amazon SNS event destination (Console)

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an Amazon SNS event destination in the Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose the configuration set to remove an event destination from.
4. In the **All destinations** section choose an event destination and then choose **Delete**.

Delete an Amazon SNS event destination (AWS CLI)

You can use the delete-event-destination command to delete an event destination.

The process for deleting an event destination is the same regardless of the type of event destination that you want to delete.

To delete an Amazon SNS event destination in the AWS CLI

- At the command line, run the following command:

```
$ aws pinpoint-sms-voice-v2 delete-event-destination \
> --event-destination-name eventDestinationName \
> --configuration-set-name configurationSetName
```

In the preceding command, make the following changes:

- Replace *eventDestinationName* with the name or Amazon Resource Name (ARN) of the event destination that you want to delete.

- Replace *configurationSetName* with the name or ARN of the configuration set that the event destination is associated with.

Opt-out lists in AWS End User Messaging SMS

An *opt-out list* is list of destination phone numbers that should not have messages sent to them. When you send SMS messages, destination identities are automatically added to the opt-out list if they reply to your originator phone number with the keyword STOP (unless you enable the self-managed opt-out option). If you attempt to send a message to a destination number that is on an opt-out list, and the opt-out list is associated with the phone number used to send the message, AWS End User Messaging SMS doesn't attempt to send the message.

If a phone number is in the opt-out list then the message is not sent, regardless if there is an override to allow the phone number to receive messages. The phone number has to be removed from the opt-out list for it start receiving messages again.

By default, opt-outs are managed by AWS automatically. You can choose to disable this automatic opt-out handling by enabling self-managed opt-outs. Your account can contain both numbers for which opt-outs are managed by AWS, and numbers for which you manage opt-outs yourself.

Topics

- Required AWS End User Messaging SMS opt-out list keywords
- Self managed opt-outs
- Set up self managed opt-outs for a phone pool or phone number in AWS End User Messaging SMS
- Create an opt-out list in AWS End User Messaging SMS
- View all origination identities associated with an opt-out list in AWS End User Messaging SMS
- View the details of an opt-out list in AWS End User Messaging SMS
- Add a destination phone number to an opt-out list in AWS End User Messaging SMS
- Search an opt-out list for a destination phone number in AWS End User Messaging SMS
- Remove a destination phone number from an opt-out list in AWS End User Messaging SMS
- Delete an opt-out list in AWS End User Messaging SMS
- Manage tags for an opt-out list in AWS End User Messaging SMS
- List shared opt-out lists with the AWS CLI

Required AWS End User Messaging SMS opt-out list keywords

Where required by local laws and regulations (such as in the US and Canada), SMS and MMS recipients can use their devices to opt out by replying to the message with any of the following:

- ARRET
- CANCEL
- END
- OPT-OUT
- OPTOUT
- QUIT
- REMOVE
- STOP
- TD
- UNSUBSCRIBE

To opt out, the recipient must reply to the same long code or short code that AWS End User Messaging SMS used to deliver the message. After opting out, the recipient no longer receives SMS or MMS messages from your AWS account.

> **Note**
>
> For US toll-free numbers, opt-outs are managed at the carrier level. The only supported opt-out keyword for a US toll-free number is STOP. You can't add additional opt-out keywords, or change the response message that your recipients get when they opt-out.

Self managed opt-outs

By default, when a customer sends a message that begins with *HELP* or *STOP* to one of your dedicated numbers, AWS End User Messaging SMS automatically replies with a customizable message. In the case of incoming STOP messages, AWS End User Messaging SMS also opts the customer out of receiving future SMS messages. If you prefer to manage HELP and STOP responses by using a service other than AWS End User Messaging SMS, you can enable self-managed opt-outs.

When you enable this feature, there are three changes to the way that AWS End User Messaging SMS handles incoming messages that your customers sends. First, it stops sending automatic responses to incoming HELP and STOP messages. Second, AWS End User Messaging SMS stops automatically opting your customers out of receiving future SMS and MMS messages when they send a STOP message. And finally, it routes incoming HELP and STOP messages to the Amazon SNS topic that you use to receive two-way SMS messages, rather than responding to the sender automatically.

If you enable this feature, you're responsible for responding to HELP and STOP requests. You're also responsible for tracking and honoring opt-out requests.

Important

Many countries, regions, and jurisdictions impose severe penalties for sending unwanted SMS messages. If you enable this feature, make sure you have systems and processes in place for capturing and managing opt-out requests.

Note

To enable self-managed opt-outs for a pool or phone number, you must first enable two-way SMS messaging. Self-managed opt-outs are supported when using Connect Customer for two-way SMS. For more information on using Connect Customer with two-way SMS messaging, see Set up SMS messaging in the *Connect Customer administrator guide*.

Set up self managed opt-outs for a phone pool or phone number in AWS End User Messaging SMS

If you enable this feature, you're responsible for responding to HELP and STOP requests. You're also responsible for tracking and honoring opt-out requests.

Turn on self managed opt-outs for a phone pool (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**.

3. On the **Phone Pools** page, choose the pool.
4. On the **Opt-out list** tab, choose **Edit settings**.
5. On the **Opt-out management** page, choose **Enable self-managed opt-out** and then **Save changes**.

Turn on self managed opt-outs for a phone number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Numbers** page, choose the phone number.
4. On the **Opt-out list** tab, choose the **Edit settings** button.
5. On the **Opt-out management** page, choose **Enable self-managed opt-out** and then **Save changes**.

Create an opt-out list in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to create an opt-out list.

Create opt-out list (Console)

To create an opt-out list using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list and then choose **Edit**.
4. On the **List details** page enter a **List name**.
5. Choose **Create list**.

Create opt-out list (AWS CLI)

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 create-opt-out-list \
```

```
> --opt-out-list-name optOutListName
```

In the preceding example, replace *optOutListName* with a name that makes the opt-out list easy to identify.

View all origination identities associated with an opt-out list in AWS End User Messaging SMS

You can view all of the origination identities that are linked to the opt-out list using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list.
4. Choose **Linked origination numbers** to view all origination identities.

View the details of an opt-out list in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to manage your opt-out lists.

View opt-out list (Console)

To view an opt-out list using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list and view the **Opt-out list details**.

Describe opt-out lists (AWS CLI)

You can use the describe-opt-out-lists command to view information about the opt-out lists in your AWS End User Messaging SMS account.

To view information about all of your opt-out lists using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-opt-out-lists
```

You can also view information about specific opt-out lists by using the `OptOutListNames` parameter.

To view information about specific opt-out lists using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-opt-out-lists \
> --opt-out-list-names optOutListName
```

In the preceding command, replace *optOutListName* with the name or Amazon Resource Name (ARN) of the opt-out list that you want to find more information about. You can also specify multiple opt-out lists by separating each list name with a space.

The AWS CLI returns the following information about all of the opt-out lists in your account.

Add a destination phone number to an opt-out list in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to add a destination phone number to an opt-out list. When you add a phone number to an opt-out list that phone number will no longer receive messages sent from an origination identity that is linked to the opt-out list.

Add a destination number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list.
4. On the **Opted-out numbers** tab, choose **Add number**.

5. On the **Add opt-out number** page, for **Destination number** enter in the phone number to add to the opt-out list. The phone number must be in E.164 format, for example +12065550150.
6. Choose **Add number**

Add a destination number (AWS CLI)

You can use the put-opted-out-number command add a phone number to an opt-out list.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 put-opted-out-number \
> --opt-out-list-name optOutListName \
> --opted-out-number +12065550123
```

In the preceding example, make the following changes:

- Replace *optOutListName* with the name or Amazon Resource Name (ARN) of the opt-out list that you want to add the destination identity to.
- Replace *+12065550123* with phone number that you want to add to the opt-out list. The phone number must be formatted in E.164 format.

Search an opt-out list for a destination phone number in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console to search an opt-out list to see if it contains a destination number.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list.
4. On the **Opted-out numbers** tab enter a phone number into the search field. The phone number must be in E.164 format, for example **+12065550149**.
5. Choose **Search**.

Remove a destination phone number from an opt-out list in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to remove destination phone numbers from an opt-out list. When you remove a phone number that phone number will receive messages sent from an origination identity that is linked to the opt-out list.

Remove a destination number (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list.
4. On the **Opted-out numbers** tab enter the phone number to remove and then **Search**.
5. If the phone number is found use it can be removed from the opt-out list by using **Remove number**.
6. In the **Remove opted-out number** window enter **`release`** and then **Remove number**.

Remove a destination number (AWS CLI)

You can use the delete-opted-out-number command remove a phone number to an opt-out list.

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-opted-out-number \
> --opt-out-list-name optOutListName \
> --opted-out-number +12065550123
```

In the preceding example, make the following changes:

- Replace *optOutListName* with the name or Amazon Resource Name (ARN) of the opt-out list that you want to add the destination identity to.
- Replace *+12065550123* with phone number that you want to add to the opt-out list. The phone number must be formatted in E.164 format.

Delete an opt-out list in AWS End User Messaging SMS

Use the AWS End User Messaging SMS console or AWS CLI to delete an opt-out list.

Delete opt-out list (Console)

To delete an opt-out list using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out lists**.
3. On the **Opt-out lists** page, choose an opt-out list, choose **Delete**.

Delete opt-out list (AWS CLI)

You can use the delete-opt-out-list command to delete an opt-out list

At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-opt-out-list \
> --opt-out-list-name optOutListName
```

In the preceding example, replace *optOutListName* with a name that makes the opt-out list easy to identify.

Manage tags for an opt-out list in AWS End User Messaging SMS

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. Adding a tag to a resource can help you categorize and manage resources in different ways, such as by purpose, owner, environment, or other criteria. You can use tags to easily find existing resources, or to control which users can access specific resources.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add or edit a Tag in your pool.

Manage tags (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Opt-out list**.
3. On the **Opt-out lists** page, choose the opt-out list to add a tag to.
4. On the **Tags** tab, choose **Manage tags**.
   - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
5. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.
- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

List shared opt-out lists with the AWS CLI

You can use the describe-opt-out-lists to view opt-out lists shared with your account. For more information about shared resources, see Working with shared resources in AWS End User Messaging SMS.

To list all opt-out lists shared with your account using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-opt-out-lists --owner SHARED
```

In the preceding command, replace *SHARED* with *SELF* to list the opt-out lists owned by your account.

Message feedback in AWS End User Messaging SMS

Use message feedback to monitor your SMS and MMS message delivery along with Delivery Receipts (DLR). DLRs generated by a carrier can take up to 72 hours to be returned. You need to setup an event destination to record DLRs. By using message feedback you don't have to wait for the DLR to be returned and you can set your message as received and update your message metrics. You can use signals from customers to determine if they have received the message and set the message feedback status record as delivered. Message feedback can be used for anything you expect a user action for, such as completing a workflow, clicking a link, verifying an OTP.

If a message feedback status record isn't set to received after one hour it is then set as failed but this doesn't update the CloudWatch metrics. We recommend that you also set the message feedback record to failed so your CloudWatch metrics are updated. You can then use CloudWatch to monitor the number of messages sent, messages delivered, and message expecting feedback.

For example, you send a customer a message with a link and the link is monitored for click events. When the customer chooses the link and generates the event you know the customer has received your message.

For example, you can use message feedback to monitor your One time password (OTP) conversion rate by monitoring if an OTP has been used:

- A customer requests an OTP.
- You generate an OTP for the customer and send it as an SMS with message feedback enabled.
- When the customer uses the OTP, which is a signal the message has been received, you then provide feedback for that message as received.

Updating the message feedback status record when a message is received or not received also updates the CloudWatch message metrics.

Topics

- How message feedback is processed in AWS End User Messaging SMS
- Enable message feedback for a configuration set AWS End User Messaging SMS
- Send a message with message feedback in AWS End User Messaging SMS
- Change a message feedback status record in AWS End User Messaging SMS

How message feedback is processed in AWS End User Messaging SMS

Message feedback can be set through an API parameter in SendTextMessage, SendMediaMessage, or as part of a configuration set. The API parameter takes precedent over the configuration set setting. For example, if the API parameter is set to False and the configuration set is set to True then message feedback is disabled because of the API parameter.

Enable message feedback for a configuration set AWS End User Messaging SMS

When the message feedback setting is enabled on a configuration set then messages sent using the configuration set will have message feedback enabled, unless message feedback has been disabled in the API call. To enable message feedback for a configuration set using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**.
3. On the **Configuration sets** page, choose a configuration set.
4. Select the **Set settings** tab and then choose **Edit settings**.
5. For **Message feedback** choose **Not enabled** to enable message feedback.
6. Choose **Save changes**.

Send a message with message feedback in AWS End User Messaging SMS

To enable message feedback when sending a message with SendTextMessage, or SendMediaMessage, set the `MessageFeedbackEnabled` parameter to true. When you use message feedback you have to set the message feedback status record to update your message feedback metrics .

The following is a partial example of sending an SMS with message feedback enabled by using the `--message-feedback-enabled` parameter.

Sending an SMS message with message feedback enabled with the API

- At the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 --region 'us-east-1' send-text-message --destination-
phone-number +12065550150 --origination-identity +14255550120 --message-body 'text
 body' --message-feedback-enabled
```

  In the preceding command, make the following changes:

  - Replace *us-east-1* with the AWS Region that your origination identity is stored in.
  - Replace *+12065550150* with the destination phone number.
  - Replace *+14255550120* with your origination identity. The origination identity must be ACTIVE and able to send to the destination phone number.
  - Replace *text body* with your text message.
  - Leave `--message-feedback-enabled` to have message feedback enabled.

The following is a partial example of sending an SMS with message feedback enabled in a configuration set. By using a configuration set you can also take advantage of any event logging specified by the configuration set.

Example of sending an SMS message with message feedback with a configuration set

- At the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 --region 'us-east-1' send-text-message --destination-
phone-number +12065550150 --origination-identity +14255550120 --message-body 'text
 body' --configuration-set-name ConfigSetName
```

  In the preceding command, make the following changes:

  - Replace *us-east-1* with the AWS Region that your origination identity is stored in.
  - Replace *+12065550150* with the destination phone number.
  - Replace *+14255550120* with your origination identity. The origination identity must be ACTIVE and able to send to the destination phone number.
  - Replace *text body* with your text message.
  - Replace ConfigSetName with the name of the configuration set.

If AWS End User Messaging SMS accepts the command you will receive the `MessageId`. This only means the command was successfully received and not that the destination device has received the message yet.

```
{
   "MessageId": "string"
}
```

You need to save the `MessageId` to update that your customer received the message.

Change a message feedback status record in AWS End User Messaging SMS

Once you have a signal that a customer has received your message you have to provide feedback for the message by using PutMessageFeedback or put-message-feedback. If the message feedback status record isn't updated after one hour it is automatically set to `FAILED` but the CloudWatch metrics are not updated until you set the record as `RECEIVED` or `FAILED`. We recommend that you have a timer to set message feedback status record to `FAILED` if you don't received a signal from your customer.

At the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 --region 'us-east-1' put-message-feedback --message-feedback-
status Status --message-id a1b2c3d4-5678-90ab-cdef-EXAMPLE11111
```

- Replace *us-east-1* with the AWS Region that your origination identity is stored in.
- Replace *Status* with `RECEIVED` or `FAILED`.
- Replace *a1b2c3d4-5678-90ab-cdef-EXAMPLE11111* with message id.

Fraud Protection in AWS End User Messaging SMS

Protect is a set of capabilities that help you to manage SMS message deliveries to all countries where your customers are located, helping you to combat Artificially Inflated Traffic (AIT). SMS AIT (or SMS Pumping) occurs when bots target web and mobile applications, especially workflows that trigger immediate SMS sends like login or sign-up processes. Protect lets you set rules at the account level, by country, or by use case (such as transaction alerts vs. authentication). These rules instruct how End User Messaging evaluates risk and delivers your messages. With SMS Protect, you can set configurations to:

- **Create protect configurations** – These are containers for your rules, where blocking decisions are made. Create separate configurations for different use cases to optimize protection. Set rules at the account level or for specific use cases. To apply protect configurations, reference them when making API calls by either adding the *ProtectConfigurationId* parameter to `SendTextMessage`, `SendMediaMessage`, or `SendVoiceMessage` API requests, or by associating it with the SMS configuration set you send messages with.
- **Set country rules** – Within each protect configuration, define country-specific rules. Choose from:
  - **Allow (service default)** – Permits all messages.
  - **Block** – Prevents all messages to the specified country.
  - **Monitor** – Allows messages while informing you of AIT risk (additional cost applies).
  - **Filter** – Allows messages but blocks those identified by our risk model (additional cost applies).
- **Manage phone number exceptions** – Use phone number rule overrides to create allow exceptions for protect blocked numbers or block specific numbers that would otherwise be allowed.
- **Implement message feedback** – Track customer engagement with message feedback API. For example, use trackable links to confirm message receipt or monitor usage of one-time passwords (OTPs).
- **Enable monitoring and alerting** – Use protect metrics and dashboards, event destinations, and CloudWatch to oversee message AIT risk and deliveries.

Important

- Messages using “monitor” or “filter” mode incur additional charges for AIT risk evaluation. See pricing for details.
- Protect’s filter and monitor modes use statistical models that generate AIT risk predictions based on patterns in data. We are always working to improve these models, but as with any such models, the accuracy of their predictions is not guaranteed (e.g., there is a chance that legitimate SMS messages may be flagged as an AIT risk).
- Filter and monitor modes are designed to help you mitigate the impacts of AIT, but do not guarantee complete protection from AIT. We recommend using additional safeguards on your web and mobile applications for well- rounded AIT protection.

Note

When you use Notify, a protect configuration is automatically created and managed by the service to enforce country-level restrictions based on your notify configuration's enabled countries. You do not need to create a separate protect configuration for Notify. For more information, see What is AWS End User Messaging Notify?.

Topics

- Using protect configurations in AWS End User Messaging SMS
- Country rule modes in AWS End User Messaging SMS
- View protect metrics in AWS End User Messaging SMS
- Phone number override rules in AWS End User Messaging SMS
- Managing unexpected blocks in SMS Protect

Using protect configurations in AWS End User Messaging SMS

Use protect configurations to control which destination countries AWS End User Messaging SMS can send your messages to. By controlling which countries you allow messages to be sent to, you can avoid sending to countries with high message prices or countries you don't operate in. Each protect configuration contains individual allow and block country rules for SMS, MMS, and voice.

Create separate protect configurations for each messaging use case to improve detection accuracy. Separating use cases like marketing notifications from login/sign-up enables more precise risk evaluation. Additionally, when one use case faces AIT, other use cases continue to deliver messages without any message filtering.

You can use a protect configurations as the *account default*, with a configuration set, or in the *ProtectConfigurationId* parameter of the `SendMediaMessage`, `SendTextMessage`, or `SendVoiceMessage` commands. When set as an *account default*, a protect configuration will also affect messages sent through Amazon SNS, Amazon Cognito and `SendMessages`.

The selection process for the *effective* protection configuration for a sending request is as follows:

1. *ProtectConfigurationId* – If a protection configuration is specified in the API request parameters, it will be used.
2. *ConfigurationSetName* – If no protection configuration is specified in the API request parameters, but a configuration set is specified and it has an associated protection configuration, then the protection configuration associated with this configuration set will be used.
3. *Account default* – If a protection configuration is not specified or available from 1 or 2, the *account default* protection configuration will be used.

> **Note**
>
> To use a protect configuration with other AWS services to send messages, like Amazon SNS or Amazon Pinpoint, you need to set your protect configuration as the *account default*.

4. *None* – The protect configuration will only be used if specified in a `SendTextMessage` API request.

A protect configuration can be associated to multiple configuration sets, while a configuration set can only be associated with one protect configuration. There can only be one *account default* protect configuration at any time.

The following example for `SendMediaMessage` has both a configuration set and protect configuration specified in the command. The protect configuration specified in the *ProtectConfigurationId* parameter is used regardless of whether the configuration set has an associated protect configuration or if there is an *account default* protect configuration.

```
aws pinpoint-sms-voice-v2 --region 'us-east-1' send-media-message --destination-phone-
number +12065550150 --origination-identity +14255550120 --message-body 'text body' --
media-urls 's3://s3-bucket/media_file.jpg' --configuration-set-name ConfigSetName --
protect-configuration-id ProtectConfigId
```

Depending on your use case we recommend the following:

- If you only need one set of country rules for all SMS, MMS, and voice you should create a protect configuration and associate it as your account *account default*.

  1. Create a protect configuration by following the directions in Create a protect configuration in AWS End User Messaging SMS and set the association as *account default*.
  2. Edit the *Allow*, *Block*, *Monitor*, and *Filter* country rules for SMS, MMS, and voice by following the directions in Change a protect configuration country rules in AWS End User Messaging SMS.
  3. Your *account default* protect configuration is now used for any message you send unless overridden by using the *ConfigurationSetName* or *ProtectConfigurationId*.

- If your use case requires more granular controls and event logging you can associate the protect configuration with a configuration set.

  1. If you don't already have a configuration set created then follow the directions at Create a configuration set in AWS End User Messaging SMS and we also recommend you setup an event destination to log SMS, MMS, and voice events.
  2. Create a protect configuration by following the directions in Create a protect configuration in AWS End User Messaging SMS and set the association as *configuration set* and choose one or more configuration sets.
  3. Edit the *Allow*, *Block*, *Monitor*, and *Filter* country rules for SMS, MMS, and voice by following the directions in Change a protect configuration country rules in AWS End User Messaging SMS.
  4. To use the protect configuration you need to pass the *ConfigurationSetName* in the of the `SendMediaMessage`, `SendTextMessage`, or `SendVoiceMessage` commands.

- If your use case requires more granular controls you can create the protect configuration and use the protect configuration in the *ProtectConfigurationId* API parameter.

  1. Create a protect configuration by following the directions in Create a protect configuration in AWS End User Messaging SMS and set the association as *No association*.

2. Edit the *Allow*, *Block*, *Monitor*, and *Filter* country rules for SMS, MMS, and voice by following the directions in Change a protect configuration country rules in AWS End User Messaging SMS.
3. To use the protect configuration you need to pass the *ProtectConfigurationId* in the of the `SendMediaMessage`, `SendTextMessage`, or `SendVoiceMessage` commands.

Topics

- Create a protect configuration in AWS End User Messaging SMS
- Change a protect configuration country rules in AWS End User Messaging SMS
- Change a protection configuration association in AWS End User Messaging SMS
- Delete a protect configuration in AWS End User Messaging SMS
- Set up deletion protection in AWS End User Messaging SMS
- Rename a protect configuration in AWS End User Messaging SMS
- Manage tags for a protect configuration in AWS End User Messaging SMS

Create a protect configuration in AWS End User Messaging SMS

To create a new protect configuration, you can use the AWS End User Messaging SMS console, the `CreateProtectConfiguration` action in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice create-protect-configuration` command in the AWS CLI. This section shows how to create protect configurations using the AWS End User Messaging SMS console and the AWS CLI.

By default you can have up to 25 protect configurations in your AWS account.

When creating a protect configuration, you can create rules that allow, filter, or block for countries based on your business needs. To learn more about editing the country rules, see Change a protect configuration country rules in AWS End User Messaging SMS.

> **Note**
>
> The name of your protect configuration is saved as a tag key/value pair. If you don't specify a "Name" tag then the name for the protect configuration will appear as –.

Create a protect configuration (Console)

To create a protect configuration using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration** and then **Create configuration** .
3. For **Protect configuration name** enter a descriptive name for the protect configuration.
4. Set country rules to *block*, *filter*, or *allow* message sending based on your business needs. You can sort and filter the country list based on Country, Region and Rule.
5. In **Protect configuration associations** for **Association type**, choose:
   - **Account default** – To use the protect configuration as your account default. If you already have an **Account default** protect configuration then it is replaced.
   - **Configuration set** – To associate the protect configuration with an existing configuration set. For **Configuration sets available for association**, choose one or more configuration sets to associate the protect configuration to. This replaces the existing protect configuration association.
   - **No association** – The protect configuration is not associated to your account default or a configuration set.
6. Choose **Create configuration**.

Now you have created your protect configuration you should edit the country rules list for MMS and voice. To learn more about editing the country rules, see Change a protect configuration country rules in AWS End User Messaging SMS.

Create a protect configuration (AWS CLI)

You can use the create-protect-configuration command to create a new protect configuration.

To create a protect configuration

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 create-protect-configuration --tags
 Key=Name,Value=ProtectConfigName
```

In the preceding command, make the following changes:

- Replace *ProtectConfigName* with a friendly name for your protect configuration.

Now you have created your protect configuration you need to edit the country rules list for SMS, MMS, and voice. To learn more about editing the country rules, see Change a protect configuration country rules in AWS End User Messaging SMS. Optionally you can associate the protect configuration with the *account default* protect configuration or a configuration set.

Change a protect configuration country rules in AWS End User Messaging SMS

Protect configuration country rules either *Allow*, *Block*, *Monitor*, or *Filter* messages for each destination country. To update protect configuration country rules, you can use the AWS End User Messaging SMS console or the `aws sms-voice update-protect-configuration-country-rule-set` command in the AWS CLI. This section shows how to update the protect configuration country rules using the AWS End User Messaging SMS console and the AWS CLI.

> **Note**
>
> You can only change your MMS country rules list through the AWS End User Messaging SMS and voice v2 API or AWS CLI.

Edit a protect configuration (Console)

To edit a protect configuration using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configuration** page, choose a protect configuration and then choose **Edit**.
4. In the protect configuration details table choose the **SMS rules** or **Voice rules** tab.
5. In the **SMS/Voice country rules** tab check the countries to change the rules for and then choose **Allow**, **Block**, **Monitor**, or **Filter**. For more information on country rule modes, see

Country rule modes. You can sort and filter the country list based on **Country**, **Region** and **Rule**.

6. In the **Status change confirmation** window review your changes and then choose **Confirm** to apply them.

The new country rule set is now used for the protect configuration.

Edit a protect configuration (AWS CLI)

You can use the update-protect-configuration-country-set command to change a protect configuration's country rules. You can change up to 300 country rules at a time.

To edit a protect configuration

- To edit two country rules at the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 update-protect-configuration-country-rule-set
 --protect-configuration-id ProtectConfigId --number-capability Capability
 --country-rule-set-updates '{"CountryISO1":{"ProtectStatus": "Rule1"},
 "CountryISO2": {"ProtectStatus":"Rule2"}}'
```

In the preceding command, make the following changes:

- Replace *ProtectConfigId* with the unique identifier of the protect configuration.
- Replace *Capability* with SMS, MMS, or VOICE.
- Replace *CountryISO1* with the two letter ISO country code. For a list of ISO country codes, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.
- Replace *Rule1* with ALLOW or BLOCK.
- Replace *CountryISO2* with the two letter ISO country code. For a list of ISO country codes, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS.
- Replace *Rule2* with ALLOW or BLOCK.

Change a protection configuration association in AWS End User Messaging SMS

To use the country rules contained in a protect configuration, you need to associate the protect configuration as the *account default* to a configuration set, or use it directly with a message send. If you only have one message sending use case, using an *account default* is the simplest option. If you have several use cases, you can use configuration sets to control which countries AWS End User Messaging SMS sends to, and for the most control, you can associate a protect configuration directly in a message send. To change a protect configuration's association, you can use the AWS End User Messaging SMS console, the `AssociateProtectConfiguration` or `SetAccountDefaultProtectConfiguration` action in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice associate-protect-configuration` or `aws sms-voice set-account-default-protect-configuration` commands in the AWS CLI. This section shows how to change a protect configuration's association using the AWS End User Messaging SMS console and the AWS CLI.

The selection process for the *effective* protection configuration for a sending request is as follows:

1. *ProtectConfigurationId* – If a protection configuration is specified in the API request parameters, it will be used.
2. *ConfigurationSetName* – If no protection configuration is specified in the API request parameters, but a configuration set is specified and it has an associated protection configuration, then the protection configuration associated with this configuration set will be used.
3. *Account default* – If a protection configuration is not specified or available from 1 or 2, the *account default* protection configuration will be used.
4. *None* – The protect configuration will only be used if specified in a `SendTextMessage` API request.

A protect configuration can be associated to multiple configuration sets, while a configuration set can only be associated with one protect configuration. There can only be one *account default* protect configuration.

Edit a protect configuration association (Console)

To edit a protect configuration using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configurations** page, choose a protect configuration.
4. Choose the **Associations** tab.
5. Choose **Edit settings**.
6. On the **Edit setting** page, choose one of the following options:
   - **Account default** – Use the protect configuration as your *account default* protect configuration. This replaces the current *account default* protect configuration.
   - **Configuration set** – Associate the protect configuration with one or more configuration sets.
     - In **Configuration sets available for association** check one or more configuration sets that do not already have a protect configuration association.
   - **No association** – The protect configuration is not associated with the *account default* or a configuration set.
7. Choose **Save changes**.

Edit a protect configuration association (AWS CLI)

You can use the associate-protect-configuration command to associate the protect configuration with a configuration set. To change the *account default* protect configuration use the set-account-defult-protect-configuration command.

To change a configuration sets association to a protect configuration at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 associate-protect-configuration --configuration-set-
name ConfigurationSetName --protect-configuration-id ProtectConfigurationID
```

In the preceding command, make the following changes:

- Replace *ConfigurationSetName* with the name of the configuration set.
- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.

To change the account default protect configuration at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 set-account-default-protect-configuration --protect-configuration-id ProtectConfigurationID
```

In the preceding command, make the following changes:

- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.

Disassociate a protect configuration (AWS CLI)

You can use the disassociate-protect-configuration command to disassociate the protect configuration with a configuration set. To remove the *account default* protect configuration use the delete-account-defult-protect-configuration command.

To remove a configuration sets association to a protect configuration at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 disassociate-protect-configuration --configuration-set-name ConfigurationSetName --protect-configuration-id ProtectConfigurationID
```

In the preceding command, make the following changes:

- Replace *ConfigurationSetName* with the name of the configuration set.
- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.

To remove the *account default* protect configuration at the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-account-default-protect-configuration
```

Delete a protect configuration in AWS End User Messaging SMS

To delete a protect configuration, you can use the AWS End User Messaging SMS console, the `DeleteProtectConfiguration` action in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice delete-protect-configuration` command in the AWS CLI. This section

shows how to delete a protect configuration using the AWS End User Messaging SMS console and the AWS CLI.

> **Important**
>
> Deletion protection has to be disabled before you can delete a protect configuration. The protect configuration has to be disassociated from any configuration sets or the *account default* protect configuration before you can delete it.

Delete a protect configuration (Console)

To delete a protect configuration using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. Choose the protect configuration to delete and then choose **Delete**.
4. On the **Delete protect configurations** enter **`confirm`** and choose **Delete**.

> **Note**
>
> If your protect configuration is still associated with a configuration set or as the account default choose **Remove associations**, then enter **`confirm`**, and choose **Delete**.

The protect configuration has now been removed from your account.

Delete a protect configuration (AWS CLI)

You can use the delete-protect-configuration command to delete a protect configuration.

To delete a protect configuration

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-protect-configuration --protect-
configuration-id ProtectConfigId
```

In the preceding command, make the following changes:

- Replace *ProtectConfigId* with the unique identifier of the protect configuration.

Set up deletion protection in AWS End User Messaging SMS

When you turn on deletion protection for a protect configuration you will not be able to delete the protect configuration until deletion protection is disabled and the protect configuration is no longer associated with a configuration set or the *account default* protect configuration. By default, deletion protection is disabled.

To enable deletion protection for a protect configuration, you can use the AWS End User Messaging SMS console, the `DeleteProtectConfiguration` action in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice delete-protect-configuration` command in the AWS CLI. This section shows how to delete a protect configuration using the AWS End User Messaging SMS console and the AWS CLI.

Enable deletion protection (Console)

Enable deletion protection

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configurations** page, choose the protect configuration that will have deletion protection enabled.
4. On the **Deletion protection** tab, choose **Edit settings**.
5. Check **Enable deletion protection** and then **Save changes**.

Enable or disable deletion protection (AWS CLI)

You can use the update-protect-configuration command to enable deletion protection.

Enable deletion protection

- At the command line, enter the following command:

```
$ update-protect-configuration --protect-configuration-id ProtectConfigurationId
 --deletion-protection-enabled Status
```

  In the preceding command, make the following changes:

  - Replace *ProtectConfigId* with the unique identifier of the protect configuration.
  - Replace *Status* with *true* to enable or *false* to disable deletion protection.

Disable deletion protection (Console)

Disable deletion protection

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configurations** page, choose the protect configuration that will have deletion protection disabled.
4. On the **Deletion protection** tab, choose **Edit settings**.
5. Uncheck **Enable deletion protection** and then **Save changes**.

Rename a protect configuration in AWS End User Messaging SMS

To help manage your protect configurations you should give them descriptive names. You can add or edit the name of a protect configuration at any time. You need to add a tag with the **Key** set to **Name** and the **Value** set to the name to use.

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configuration** page, choose the protect configuration to add a tag to.
4. On the **Tags** tab, choose **Manage tags**. In **Manage tags**, choose **Add new tag**.
5. For **Key** enter **Name** and for **Value** enter a friendly name.

6. Choose **Save changes**.

Manage tags for a protect configuration in AWS End User Messaging SMS

Tags are pairs of keys and values that you can optionally apply to your AWS resources to control access or usage. Adding a tag to a resource can help you categorize and manage resources in different ways, such as by purpose, owner, environment, or other criteria. You can use tags to easily find existing resources, or to control which users can access specific resources.

To manage tags for a protect configuration, you can use the AWS End User Messaging SMS console, the `TagResource` and `UnTagResource` actions in the AWS End User Messaging SMS and voice v2 API, or the `aws sms-voice tag-resource` and `aws sms-voice untag-resource` commands in the AWS CLI. This section shows how to tag and untag a protect configuration using the AWS End User Messaging SMS console and the AWS CLI.

Manage tags (Console)

Use the AWS End User Messaging SMS console to add, edit or delete a Tag.

Manage tags (Console)

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configurations**.
3. On the **Protect configurations** page, choose the protect configurations to add a tag to.
4. On the **Tags** tab, choose **Manage tags**.
   - **Add a tag** – In **Manage tags**, choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – In **Manage tags**, choose **Remove** next to the key/value pair.
   - **Edit a tag** – In **Manage tags**, choose the **Key** or **Value** and edit the text.
5. Choose **Save changes**.

Manage tags (AWS CLI)

Use the AWS CLI to add or edit a Tag.

```
$ aws pinpoint-sms-voice-v2 tag-resource \
  --resource-arn resource-arn \
  --tags tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to add the tags to.
- Replace *key1* and *key2* with the keys of the tags that you want to add to the resource.
- Replace *value1* and *value2* with the values of the tags that you want to add for the respective keys.

Use the AWS CLI to delete a Tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys tags={key1=value1,key2=value2}
```

In the preceding example, do the following:

- Replace *resource-arn* with the Amazon Resource Name (ARN) that you want to remove the tag from.
- Replace *key1* and *key2* with the keys of the tags that you want to remove.
- Replace *value1* and *value2* with the values of the tags that you want to remove.

Country rule modes in AWS End User Messaging SMS

Artificially inflated traffic (AIT) occurs when bots or bad actors target web or mobile applications that trigger SMS message sends. This results in unwanted and unaccepted SMS message charges. To help lessen the impact of an SMS AIT attack on your web or mobile application, set country rules to either block (prevent all messages to a country), or filter (to use the End User Messaging AIT detection model to filter suspected AIT message requests).

What are the country rule modes in AWS End User Messaging SMS

You can apply different country modes to individual countries or geographic regions, like North America. The country rule mode can be overridden with a phone number override rule for specific phone numbers.

Country rule mode

Mode name	Description
Block	Block sending of messages to the destination country.
Allow	Allow sending message to the destination country.
Monitor	Allow sending messages to the destination country, but include the SMS protect blocking recommendation in metrics and events.
Filter	Allow sending messages to the destination country, but block messages that the End User Messaging suspects as AIT.

Important

- Messages using “monitor” or “filter” mode incur additional charges for AIT risk evaluation. See pricing for details.
- Protect’s filter and monitor modes use statistical models that generate AIT risk predictions based on patterns in data. We are always working to improve these models, but, as with any such models, the accuracy of their predictions is not guaranteed (e.g., there is a chance that legitimate SMS messages may be flagged as an AIT risk).
- Filter and monitor modes are designed to help you mitigate the impacts of AIT, but do not guarantee complete protection from AIT. We recommend using additional safeguards on your web and mobile applications for well- rounded AIT protection.

Set a country mode in AWS End User Messaging SMS

Each protect configuration can apply a country rule mode to each country or geographic region. The country rule mode can be to *Allow*, *Block*, *Monitor*, or *Filter* messages to that country. Use phone number overrides to create allow and deny exceptions for specific phone numbers.

To edit a protect configuration country rules using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.
3. On the **Protect configuration** page, choose a protect configuration and then choose **Edit**.
4. In the protect configuration details table choose the **SMS rules** or **Voice rules** tab.
5. In the **SMS/Voice country rules** tab check the countries to change the rules for and then choose **Allow**, **Block**, **Monitor**, or **Filter**. You can sort and filter the country list based on **Country**, **Region** and **Rule**.
6. In the **Status change confirmation** window review your changes and then choose **Confirm** to apply them.

The new country rule set is now used for the protect configuration.

View protect metrics in AWS End User Messaging SMS

The **Monitoring** tab on a protect configuration provides an overview of message delivery metrics for the protect configuration. To view all metrics for your account in the AWS End User Messaging SMS console choose **Dashboard** in the left hand navigation.

You can also use CloudWatch to view and create alarms. For more information on CloudWatch metrics, see Dashboard metrics, and Create CloudWatch Alarms.

How to view protect metrics

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration**.

3. On the **Protect configuration** page, choose a protect configuration and then choose the **Monitoring** tab.
4. The graphs display actual message blocks and recommended blocks across your SMS traffic. Review data by count, percentage, and country. Recommended-to-block data appears only for countries with monitor or filter rules enabled. Use the date and time controls to change the date range and timezone.

How protect metrics are processed in AWS End User Messaging SMS

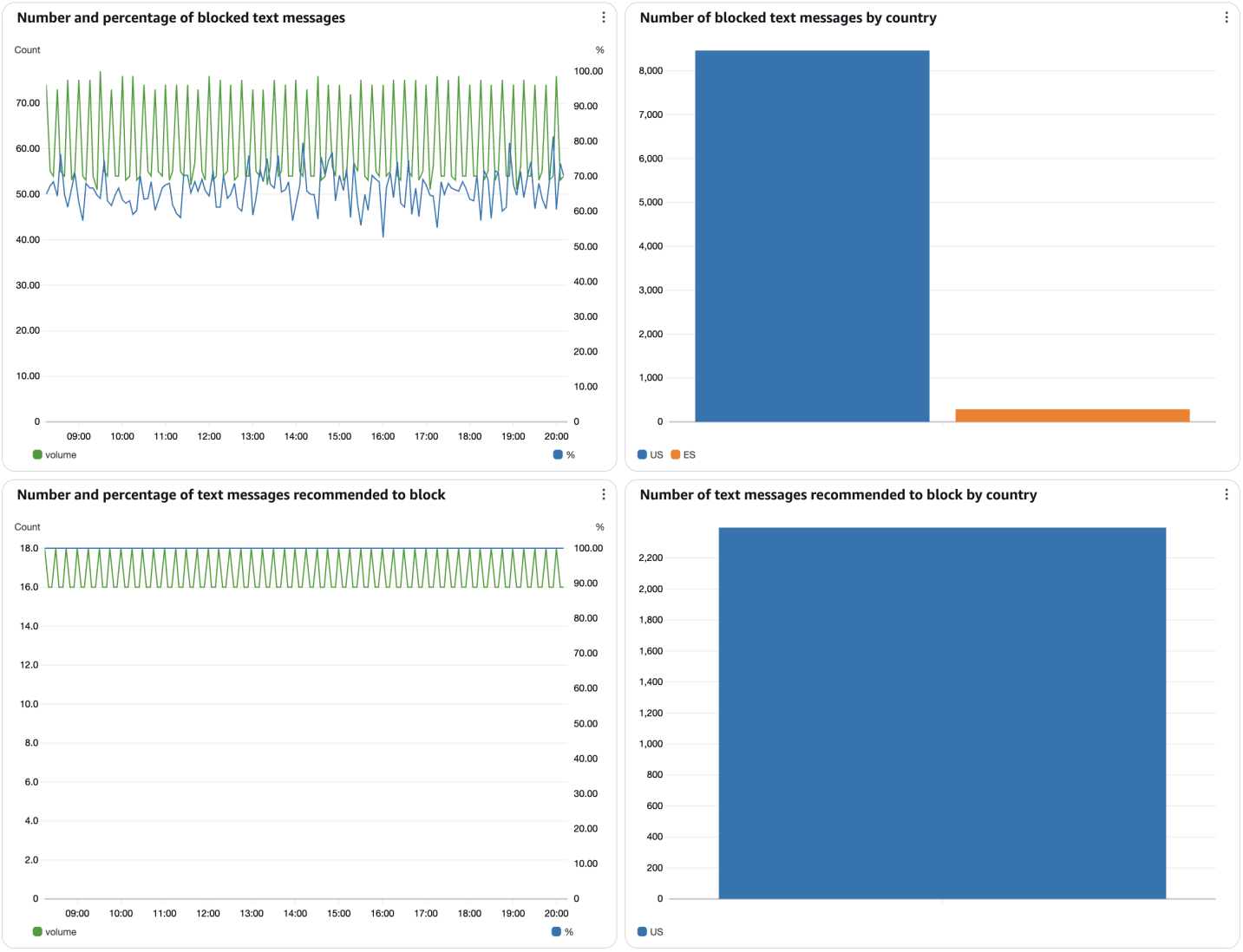
The protect metrics section provides information about messages that have been blocked and to which countries. These charts and metrics help you better understand message delivery.

Phone number override rules do affect blocked message metrics. If you block all messages to a country and add a phone number override rule then messages sent to the phone number with the override rule are not blocked and the graph is unchanged. For example, if you send 100 messages to a country that is blocked but 1 message is for a phone number with an override then the blocked messages graph will show 99 messages blocked for that country.

What the specific metrics show

On the monitoring tab, End User Messaging provides multiple charts that help you understand how your country rule configurations (*Allow*, *Block*, *Monitor*, or *Filter*), along with phone number rule overrides, are controlling SMS sending overall, and to specific countries. The included charts are:

- **Number and Percentage of Blocked Messages** – Shows the count and percentage of SMS and MMS messages that were blocked during the selected time period. This includes messages blocked by country rules set to 'block' or 'filter' mode, as well as messages blocked by phone number override rules.
- **Number of Blocked Messages by Country** – Shows the count of SMS and MMS messages that were blocked during the selected time period, broken down by destination country.
- **Number and Percentage of Messages Recommended to Block** – Shows the count and percentage of SMS and MMS messages that were identified as risky by the AIT risk detection model. This includes messages in both 'monitor' and 'filter' modes. In monitor mode, these messages are delivered but flagged; in filter mode, these messages are blocked.
- **Number of Messages Recommended to Block by Country** – Shows the count of SMS and MMS messages identified as risky by the AIT detection model, broken down by destination country.



When using the different country rules, your SMS traffic will show in the metrics in the following manner:

- **For Countries Set to Allow** – Messages should flow freely to these countries with no blocking. If you see blocked messages in the metrics, this indicates specific phone numbers have been blocked using your override rules.
- **For Countries Set to Block** – All messages to these countries should appear as blocked in the metrics. If you see successful message deliveries, this means your phone number allow override rules are in place for specific numbers.
- **For Countries Set to Monitor** – You will see recommendations for messages that should be blocked, but no actual blocking occurs unless you've set specific phone number block rules. Any

blocked messages shown in the metrics are solely from your phone number override rules, which take precedence over monitor mode.

- **For Countries Set to Filter** – Blocked messages and recommended-to-block metrics should match. If these numbers differ, it indicates your phone number override rules are active. Allow overrides will reduce the number of blocked messages, while block overrides will increase blocked messages beyond the recommendations.

Phone number override rules in AWS End User Messaging SMS

You can use a phone number override rule to override the country mode and ensure important phone numbers are always allowed or blocked. For example if you have an application that you only want to be able to send messages to your employees, you could block sending to every country and add phone number override rules for each employee phone number.

Additionally, you can integrate with your customer data platforms (CDPs), contact centers, or other internal tools to dynamically apply overrides based on customer value or support requests. For example, high-value customers identified in a CDP could receive SMS message allowlists, or a customer support agent could initiate an override for a customer complaining about not receiving SMS messages. Phone number overrides can be set as permanent or with an expiration date.

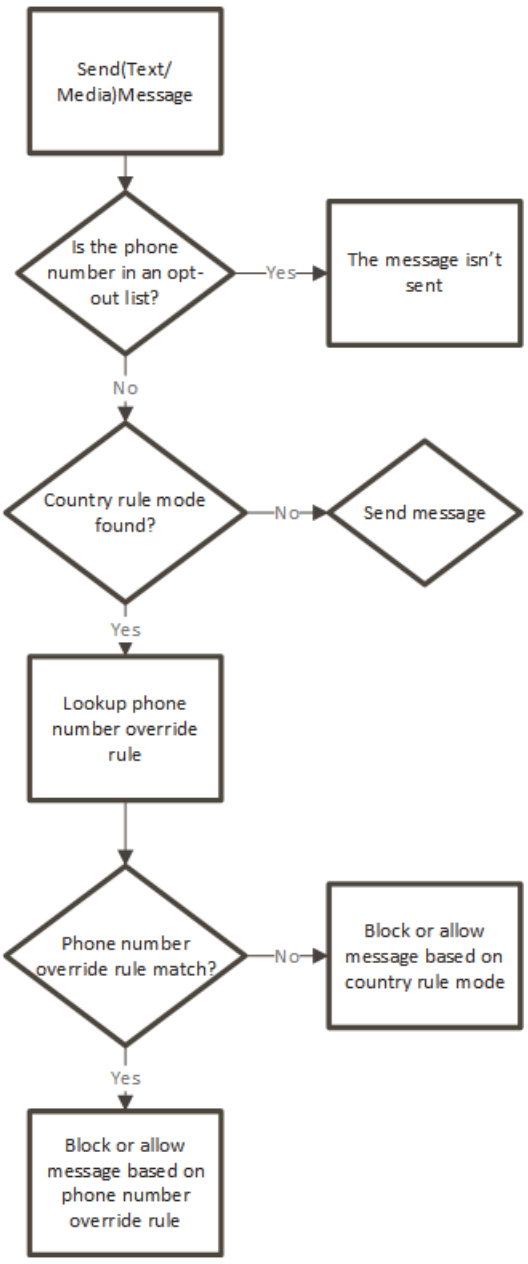
Topics

- How phone number override rules are processed in AWS End User Messaging SMS
- Create a phone number override rule in AWS End User Messaging SMS
- Query phone number override rule in AWS End User Messaging SMS
- Edit a phone number override rule in AWS End User Messaging SMS
- Delete a phone number override rule in AWS End User Messaging SMS

How phone number override rules are processed in AWS End User Messaging SMS

If a phone number is in the opt-out list then the message is not sent regardless if there is an override to allow. The phone number override always takes precedent over the country rule mode. For example, if the country rule mode is block and a phone number override rule is always allow then sending to the phone number is allowed. The opposite is also true, if the country rule mode is

allow and a phone number override rule is always block then sending to the phone number is not allowed.



Create a phone number override rule in AWS End User Messaging SMS

To create a new phone number override rule, you can use the AWS End User Messaging SMS console, the PutProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging SMS and voice v2 API, or the put-protect-configuration-rule-set-number-override command in the AWS CLI. This section shows how to create a phone number override rule using the AWS End User Messaging SMS console and the AWS CLI.

Create a phone number rule override (Console)

To create a phone number override rule using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration** and then choose the protect configuration to add a new phone number override rule to.
3. Choose the **Rule overrides** tab and in the **Rules override** section choose **Add override**.
4. In the **Rule override details** section, enter the following:
   a. For **Destination phone number** enter the phone number to create the rule for. The phone number must start with a '+' and can't contain any spaces, hyphens, or parentheses. For example, `+1 (206) 555-0142` is not in the correct format, but `+12065550142` is.
   b. For **Override type** choose either **Always allow** or **Always block**.
   c. For **Expiration date – optional** choose a date for the rule expire or leave it blank for the rule to never expire.
5. Choose **Add rule override**.

Create a phone number rule override (AWS CLI)

You can use the put-protect-configuration-rule-set-number-override AWS CLI command to create a new phone number rule override.

> **Note**
>
> Because `--expiration-timestamp` is not specified this rule will never expire.

```
$ aws pinpoint-sms-voice-v2 put-protect-configuration-rule-set-number-override
 --protect-configuration-id ProtectConfigurationID --destination-phone-
number +12065550150 --action ACTION
```

In the preceding command, make the following changes:

- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.
- Replace *+12065550150* with the phone number to create a rule for.
- Replace *ACTION* with *ALLOW* to allow messages to be sent to the phone number or *BLOCK* to not allow messages to the phone number.

Query phone number override rule in AWS End User Messaging SMS

To query phone number override rules, you can use the AWS End User Messaging SMS console, the ListProtectConfigurationRuleSetNumberOverrides action in the AWS End User Messaging SMS and voice v2 API, or the list-protect-configuration-rule-set-number-overrides command in the AWS CLI. This section shows how to query phone number override rules using the AWS End User Messaging SMS console and the AWS CLI.

List phone number rule override (Console)

To query a phone number override rule using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration** and then choose the protect configuration.
3. Choose the **Rule overrides** tab.
4. In **Query rule overrides** you can search for rules with a combination of all three of the available fields **Destination phone number**, **Override type**, and **Date**:

   a. For **Destination phone number**:

      - All numbers – Do not filter out any phone numbers.
      - Number lookup – Enter a prefix or full phone number to filter on.
      - By country – Choose a country to filter on.

   b. For **Override type**:

      - Always allowed – Only return allow rules.
      - Always blocked – Only return block rules.

   c. For **Date**

- All dates – Do not filter out any dates.
- Recently added – Return phone number override rules that were created in the last 24 hours.
- Expires before – Return phone number override rules that expire before the specified date.
- Expires on – Return phone number override rules that expire on the specified date.
- Expires after – Return phone number override rules that expire after the specified date.

5. Choose **Query**.

   Any phone number override rules that match your query are returned in the **Query results** section. You can choose rules from the section to edit or delete.

List phone number rule override (AWS CLI)

You can use the list-protect-configuration-rule-set-number-overrides AWS CLI command to list all phone number rule overrides in a protect configuration.

```
$ aws pinpoint-sms-voice-v2 list-protect-configuration-rule-set-number-overrides --
protect-configuration-id ProtectConfigurationID
```

In the preceding command, make the following changes:

- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.

Edit a phone number override rule in AWS End User Messaging SMS

To edit a phone number override rule, you can use the AWS End User Messaging SMS console, the PutProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging SMS and voice v2 API, or the put-protect-configuration-rule-set-number-override command in the AWS CLI. This section shows how to create a phone number override rule using the AWS End User Messaging SMS console and the AWS CLI. You can choose multiple phone number override rules at a time to make bulk edits.

Edit a phone number rule override (Console)

To edit a phone number override rule using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration** and then choose the protect configuration.
3. Choose the **Rule overrides** tab and in the **Rules override** section choose the phone number override rules to change. You can use Query phone number override rules to search for specific rules to edit. Choose **Edit**.
4. The **Destination phone numbers** section you can view the details about all of you phone number override rule.

   You can remove a phone number override rule from being edited by choosing **Remove** in the **Action** column.
5. For **Override type** choose either **Always allow** or **Always block**.
6. For **Expiration date – optional** choose a date for the rule expire or leave it blank for the rule to never expire.
7. Choose **Save changes**.

Edit a phone number rule override (AWS CLI)

You can use the put-protect-configuration-rule-set-number-override AWS CLI command to edit a new phone number rule override.

> **Note**
>
> Because `--expiration-timestamp` is not specified this rule will never expire.

```
$ aws pinpoint-sms-voice-v2 put-protect-configuration-rule-set-number-override
 --protect-configuration-id ProtectConfigurationID --destination-phone-
number +12065550150 --action ACTION
```

In the preceding command, make the following changes:

- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.
- Replace *+12065550150* with the phone number to create a rule for.
- Replace *ACTION* with *ALLOW* to allow messages to be sent to the phone number or *BLOCK* to not allow messages to the phone number.

Delete a phone number override rule in AWS End User Messaging SMS

To delete a phone number override rule, you can use the AWS End User Messaging SMS console, the DeleteProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging SMS and voice v2 API, or the delete-protect-configuration-rule-set-number-override command in the AWS CLI. This section shows how to delete a phone number override rule using the AWS End User Messaging SMS console and the AWS CLI.

Delete a phone number rule override (Console)

To delete a phone number override rule using the AWS End User Messaging SMS console, follow these steps:

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Protect**, choose **Protect configuration** and then choose the protect configuration.
3. Choose the **Rule overrides** tab and in the **Rules override** section choose the phone number override rules to delete. You can use Query phone number override rules to search for specific rules to edit. Choose **Delete**.
4. In the **Delete rule override** window, enter **`confirm`**, and the choose **Delete**

Delete a phone number rule override (AWS CLI)

You can use the delete-protect-configuration-rule-set-number-override AWS CLI command to delete a phone number rule override.

```
$ aws pinpoint-sms-voice-v2 delete-protect-configuration-rule-set-number-
override --protect-configuration-id ProtectConfigurationID --destination-phone-
number +12065550150
```

In the preceding command, make the following changes:

- Replace *ProtectConfigurationID* with the unique identifier of the protect configuration.
- Replace *+12065550150* with the phone number to delete the rule for.

Managing unexpected blocks in SMS Protect

Filter mode might occasionally block a legitimate message that was flagged as potential AIT. This page describes how to manage legitimate traffic that is being blocked, and how to reduce unexpected blocks at the source.

Confirm the messages are legitimate

Before adjusting any configuration, verify that the blocked messages are actually legitimate. Confirm the blocked traffic is legitimate before loosening controls. High, sustained volumes to a number (or many numbers with identical parallel patterns) might indicate a real AIT attack. Use the following approaches to gather evidence:

- **Protect configuration monitoring** – Review the protect configuration metrics in the AWS End User Messaging SMS console. The monitoring dashboard shows the volume and rate of blocked messages by country, helping you identify sudden spikes that might indicate AIT rather than unexpected blocks. For more information, see View protect metrics in AWS End User Messaging SMS.
- **Event destinations** – Configure an event destination on your configuration set to receive detailed per-message delivery events. Events with a PROTECT_BLOCKED status indicate messages blocked by Filter mode. Cross-reference these events with your application logs to determine whether the destination phone numbers belong to real users. For more information, see Event destinations in AWS End User Messaging SMS.
- **Amazon CloudWatch metrics** – Use CloudWatch to create alarms on protect-related metrics. You can set thresholds to alert you when the block rate exceeds normal levels, which might indicate either an AIT attack or an increase in unexpected blocks. For more information, see View protect metrics in AWS End User Messaging SMS.

If your investigation confirms that the blocked messages were sent to real users who initiated an action (such as requesting a one-time password or transactional notification), proceed with remediation.

Remediation options

The following options are ordered from narrowest to broadest scope. Apply the narrowest control that resolves the issue.

Phone number overrides

Add known-good numbers as Allow exceptions to bypass evaluation. This is the narrowest impact and the fastest way to clear a legitimate number that was blocked. You can manage overrides from the console or API.

You can set override rules as permanent or with an expiration date. If your customers report not receiving messages, integrate override creation with your support workflows or customer data platforms to dynamically allow specific numbers.

For more information, see Phone number override rules in AWS End User Messaging SMS.

Country rule mode

Set the country to Allow, or Monitor (delivers while still surfacing AIT signals), if Filter is blocking legitimate traffic. This is per configuration, effective immediately, and affects all traffic to that country.

- **Filter to Monitor** – Messages continue to be evaluated, but high-risk messages are delivered instead of blocked. You receive events indicating the risk assessment without impacting delivery.
- **Filter to Allow** – Disables risk evaluation entirely for the country. All messages are delivered regardless of risk score. Use this only for countries where you have strong application-layer controls in place to prevent AIT.

For more information about country rule modes, see Country rule modes in AWS End User Messaging SMS.

Separate protect configurations per use case

Isolate a sensitive use case (such as authentication) so a mode change does not affect unrelated traffic. If your account sends both high-risk traffic (such as sign-up flows) and low-risk traffic (such as transactional alerts to verified users), create separate protect configurations. Associate each configuration with different phone numbers or pools.

For more information about creating protect configurations, see Using protect configurations in AWS End User Messaging SMS.

Reduce unexpected blocks at the source

Protect is complementary to your application-layer controls, not a replacement. Implement the following controls to cut both attack volume and unexpected blocks:

- **Cap OTP requests per user** – Limit the number of OTP or verification messages a single user can request within a time window before calling the AWS End User Messaging SMS API. This cuts both attack volume and unexpected blocks.
- **CAPTCHA or proof-of-work challenges** – Add a CAPTCHA or similar challenge before triggering an SMS send. This prevents bots from generating high volumes of send requests that produce traffic patterns similar to AIT.
- **Message feedback API** – Use the message feedback API to confirm OTP delivery and usage, and right-size your rate limits. For more information, see Message feedback in AWS End User Messaging SMS.

What you cannot configure

The risk model and its detection sensitivity are managed by AWS and apply uniformly across all customers. The following aspects are not configurable:

- The risk scoring threshold that determines whether a message is blocked or flagged.
- The specific signals the model uses to evaluate risk.
- Tuning or training of the model for individual accounts.

To request new capabilities (for example, configurable detection sensitivity by country), contact your account team.

When to contact support

Open an AWS Support case if any of the following apply:

- Blocking persists after applying the options above.
- A message to a number on your Allow override list is blocked.
- A message that should have been blocked is delivered.

Include the following information: destination country, per-number send rate, affected time window, and relevant override rules.

Dashboard metrics for AWS End User Messaging SMS

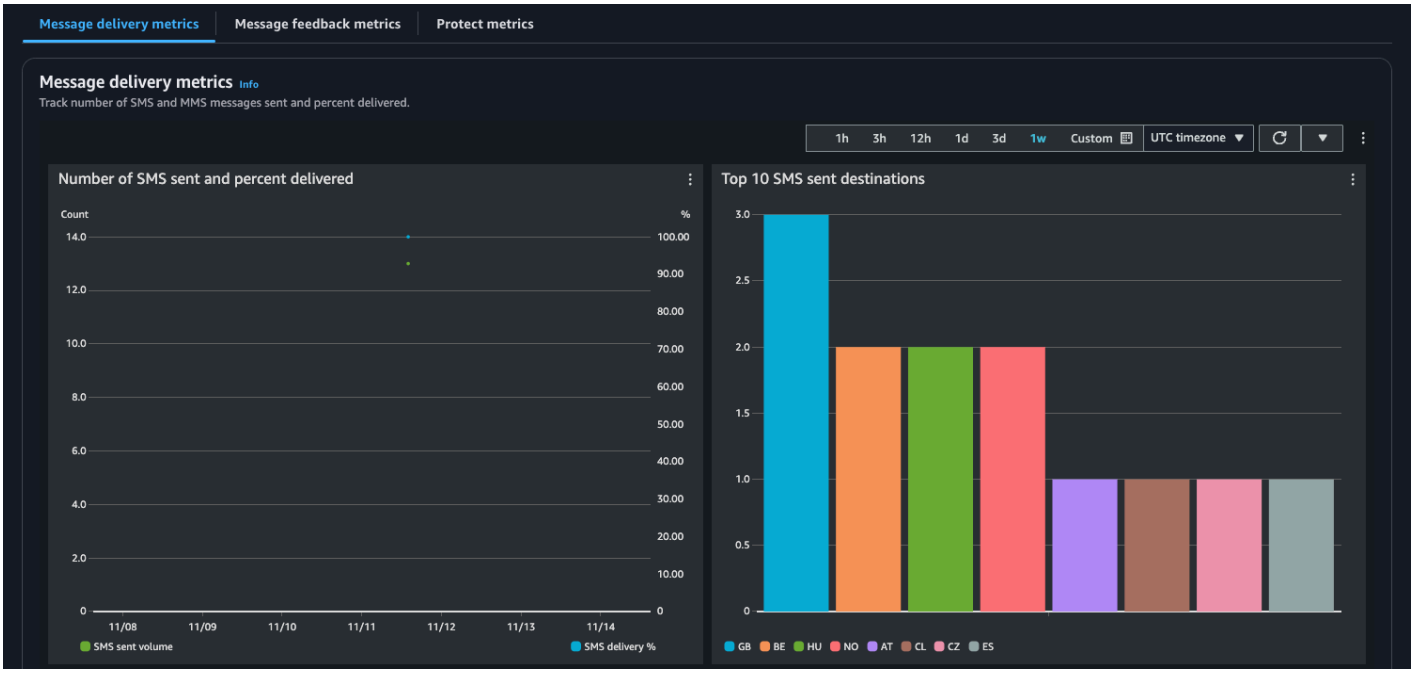
The **Dashboard** page contains several charts and metrics that provide an overview of message sending, message feedback, and messages evaluated by Protect. For a list of all CloudWatch metrics, see CloudWatch metrics. For directions on how to setup an alarm, see Create CloudWatch Alarms.

Account overview metrics: Are for the last 30 days of activity.

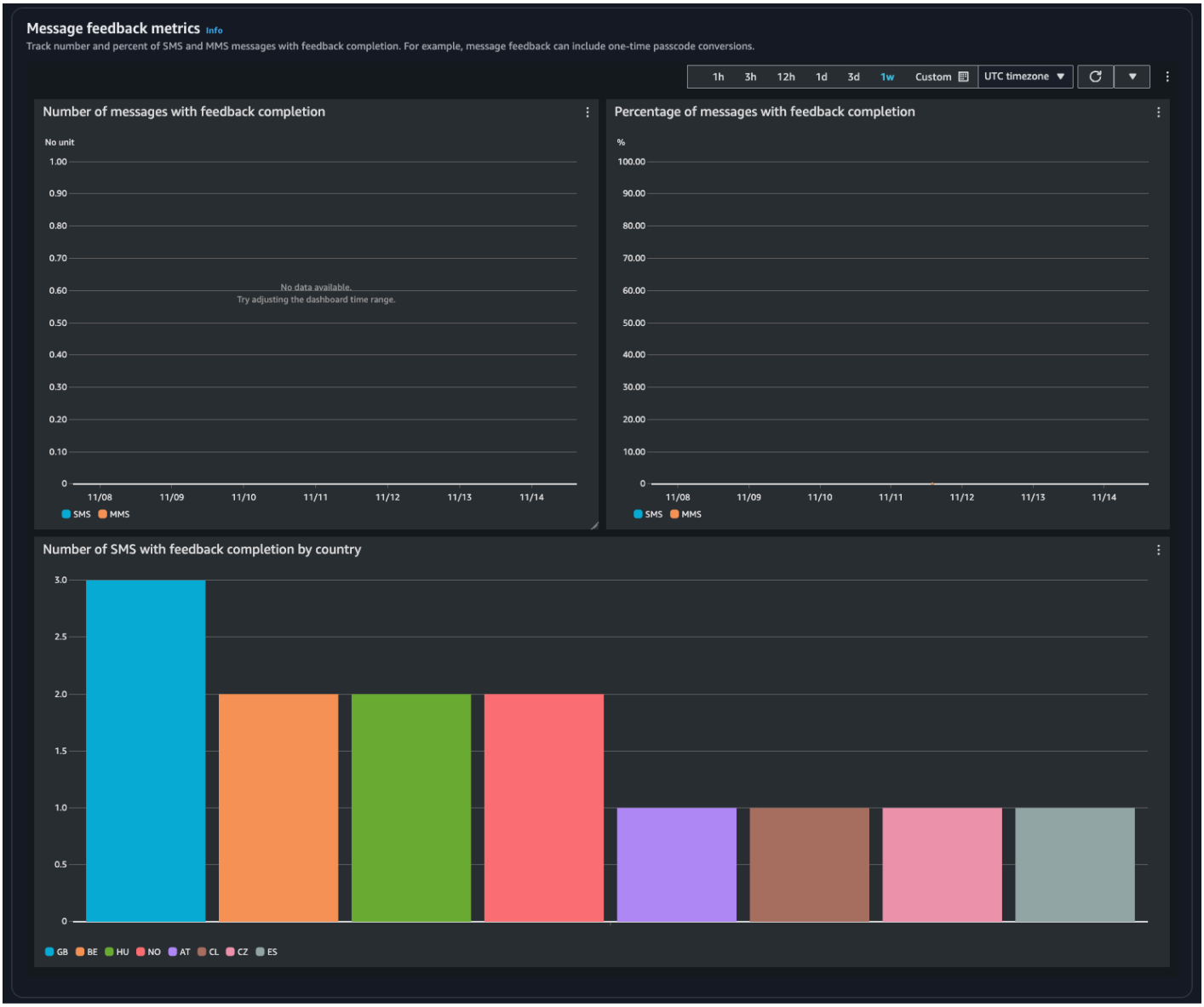
- **Message Parts Send** – The total number of message parts that have been sent but a delivery receipt (DLR) hasn't been received from the carrier yet..
- **Message Parts Delivered** – The total number of message parts that have been sent and received a success DLR.
- **Feedback Received** – The total number of messages that have received message feedback.
- **Messages sent with protect** – The total number of messages that were sent using a protect configuration.

Metric tabs

- **Message delivery metrics** – Metrics on the number of messages sent and top ten destination countries.
  - **Number of SMS sent and percent delivered** – The count of SMS messages that have been sent and the percentage of those messages that have been delivered.
  - **Top 10 SMS sent destinations** – The count of SMS messages that have been sent to the top 10 countries.
  - **Number of MMS sent and percent delivered** – The count of MMS messages that have been sent and the percentage of those messages that have been delivered.
  - **Top 10 MMS sent destinations** – The count of MMS messages that have been sent to the top 10 countries.



- **Message feedback metrics** – Metrics for messages that are sent using message feedback.
  - **Number of messages with feedback completion** – The count of SMS and MMS messages where the message feedback record is set to `RECEIVED`.
  - **Percentage of messages with feedback completion** – The percentage of SMS and MMS messages where the message feedback record is set to `RECEIVED`.
  - **Number of SMS with feedback completion by country** – The count of message feedback received by country.



- **Protect metrics** – Metrics for each protect configuration on messages blocked. Choose **View details** to view the graphs for a protect configuration.

You can access metrics from the AWS End User Messaging SMS console, the CloudWatch console, using the AWS CLI, or using the CloudWatch API. You can also set CloudWatch alarms for AWS End User Messaging SMS metrics.

AWS End User Messaging SMS Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane choose **Dashboard**.
3. Choose one of the tabs to view metrics for: **Message Delivery**, **Message Conversion**, or **Protect**.

   You can find more information about a graph by hovering over the information icon or review Monitoring AWS End User Messaging SMS with Amazon CloudWatch.

   a. To change the time range, use the **Time Range** dropdown and select the desired time range.
   b. Choose a graph to view additional statistics for it.
   c. In the CloudWatch Monitoring Details dialog box, you can choose a statistic such as the sum, average, or sample count. For a list of supported statistics, see CloudWatch metrics for AWS End User Messaging SMS.
   d. To access additional CloudWatch features, choose **View all CloudWatch metrics** and follow the directions in the CloudWatch console tab.

CloudWatch Console

1. Open the CloudWatch console at https://console.aws.amazon.com/cloudwatch/.
2. In the navigation pane, choose **Metrics**.
3. On the **All metrics** tab, choose `AWS/SMSVoice` namespace.
4. Choose one of the available metric dimensions.
5. You can now sort and filter the metric by:

   a. Sort the metrics using the column heading
   b. Create a graph by choosing the check box next to it
   c. Filter on a metric by choosing the metric name and choosing **Add to search**

   For more information and additional options, see Graph Metrics and Using Amazon CloudWatch Dashboards in the *Amazon CloudWatch User Guide*.

AWS CLI

To access AWS End User Messaging SMS metrics using the AWS CLI, run the `get-metric-statistics` command. For more information, see Get Statistics for a Metric in the *Amazon CloudWatch User Guide*.

CloudWatch API

To access AWS End User Messaging SMS metrics using the CloudWatch API, use the `GetMetricStatistics` action. For more information, see Get Statistics for a Metric in the *Amazon CloudWatch User Guide*.

Example of sending an SMS or voice message using AWS End User Messaging SMS

You can use the AWS End User Messaging SMS API to send messages directly from your apps. Transactional messages are messages that you send to specific recipients.

This section includes code examples for sending both SMS messages and voice messages.

> **Important**
>
> To use a shared resource you must use the full Amazon Resource Name (ARN).

Topics in this section:

- Sending an SMS message using AWS End User Messaging SMS
- Sending a voice message using AWS End User Messaging SMS

Sending an SMS message using AWS End User Messaging SMS

If you are using a shared resource then you must use the full Amazon Resource Name (ARN) of the resource. You can use the following code example to send an SMS message using the AWS SDK for Python (Boto3).

```
import boto3
from botocore.exceptions import ClientError


def send_sms_message(sms_voice_v2_client, configuration_set, context_keys,
                     country_parameters, destination_number, dry_run, keyword,
                     max_price, message_body, message_type, origination_number,
                     ttl):
    try:
        response = sms_voice_v2_client.send_text_message(
            ConfigurationSetName=configuration_set,
            Context=context_keys,
            DestinationCountryParameters=country_parameters,
            DestinationPhoneNumber=destination_number,
            DryRun=dry_run,
```

```
            Keyword=keyword,
            MaxPrice=max_price,
            MessageBody=message_body,
            MessageType=message_type,
            OriginationIdentity=origination_number,
            TimeToLive=ttl
        )

    except ClientError as e:
        print(e.response)
    else:
        return response['MessageId']


def main():
    configuration_set = "MyConfigurationSet"
    context_keys = {"key1": "value1"}
    country_parameters = {
        "IN_TEMPLATE_ID": "TEMPLATE01234",
        "IN_ENTITY_ID": "ENTITY98765"
    }
    destination_number = "+14255550168"
    dry_run = False
    keyword = "MyKeyword"
    max_price = "2.00"
    message_body = ("This is a test message sent from AWS End User Messaging SMS "
                    "using the AWS SDK for Python (Boto3). ")
    message_type = "TRANSACTIONAL"
    origination_number = "+12065550183"
    ttl = 120

    print(
        f"Sending text message to {destination_number}.")

    message_id = send_sms_message(
        boto3.client('pinpoint-sms-voice-v2'), configuration_set, context_keys,
        country_parameters, destination_number, dry_run, keyword, max_price,
        message_body, message_type, origination_number, ttl)

    print(f"Message sent!\nMessage ID: {message_id}")


if __name__ == '__main__':
```

```
    main()
```

In the preceding code example, make the following changes in the `main()` function:

- Change the value of `configuration_set` to the name or Amazon Resource Name (ARN) of the configuration set that you want to use to send this message.
- Change the value of `context_keys` to the keys and values that you want to use when sending this message. These keys appear in the event records associated with this message.
- If you use a registered sender ID to send messages to customers in India, change the value of `country_parameters` to match the registered Entity ID and Template ID that you received when you registered your sender ID.

  > **Important**
  >
  > If you don't use a registered sender ID to send messages to customers in India, omit this parameter completely. If you do, you must also remove the corresponding line in the `send_sms_message` function.

- Change the value of `destination_number` to the phone number that you want to send the message to.
- If you want to execute this operation without sending any messages, change the value of `dry_run` to `True`.
- Change the value of `max_price` to the maximum amount of money that you want to spend, in US Dollars, to send each message part this message. A message part contains up to 140 bytes of information. For more information, see SMS character limits.
- Change the value of `message_body` to include the message that you want to send. The maximum length of a message depends on which characters the message contains. For more information about SMS character encoding, see SMS character limits.
- Change the value of `message_type` to represent the appropriate message category. Valid values are TRANSACTIONAL (for messages that are critical or time-sensitive) and PROMOTIONAL (for messages that aren't critical or time-sensitive).
- Change the value of `origination_number` to the phone number that you want to use to send the message. The phone number must be in E.164 format.
- Change the value of `ttl` to the amount of time, in seconds, that AWS End User Messaging SMS should attempt to deliver the message. You can set the TTL value up to 259200 seconds (72 hours).

Sending a voice message using AWS End User Messaging SMS

You can use the following code example to send a voice message using the AWS SDK for Python (Boto3).

```
import boto3
from botocore.exceptions import ClientError


def send_voice_message(sms_voice_v2_client, configuration_set, context_keys,
                       destination_number, dry_run, max_price, message_body,
                       message_type, origination_number, ttl, voice_id):
    try:
        response = sms_voice_v2_client.send_voice_message(
            ConfigurationSetName=configuration_set,
            Context=context_keys,
            DestinationPhoneNumber=destination_number,
            DryRun=dry_run,
            MaxPricePerMinute=max_price,
            MessageBody=message_body,
            MessageBodyTextType=message_type,
            OriginationIdentity=origination_number,
            TimeToLive=ttl,
            VoiceId=voice_id
        )

    except ClientError as e:
        print(e.response)
    else:
        return response['MessageId']


def main():
    configuration_set = "MyConfigurationSet"
    context_keys = {"key1":"value1"}
    destination_number = "+12065550123"
    dry_run = False
    max_price = "2.00"
    message_body = (
        "<speak>"
        "This is a test message sent from <emphasis>AWS End User Messaging SMS</
emphasis>"
        "using the <break strength='weak'/> AWS SDK for Python (Boto3). "
```

```
        "<amazon:effect phonation='soft'>Thank you for listening."
        "</amazon:effect>"
        "</speak>")
    message_type = "SSML"
    origination_number = "+18445550142"
    ttl = 120
    voice_id = "MATTHEW"

    print(
        f"Sending voice message with AWS End User Messaging SMS from
 {origination_number} to {destination_number}.")

    message_id = send_voice_message(
        boto3.client('pinpoint-sms-voice-v2'), configuration_set, context_keys,
        destination_number, dry_run, max_price, message_body, message_type,
        origination_number, ttl, voice_id)

    print(f"Message sent!\nMessage ID: {message_id}")


if __name__ == '__main__':
    main()
```

In the preceding code example, make the following changes in the `main()` function:

- Change the value of `configuration_set` to the name or Amazon Resource Name (ARN) of the configuration set that you want to use to send this message.
- Change the value of `context_keys` to the keys and values that you want to use when sending this message. These keys appear in the event records associated with this message.
- Change the value of `destination_number` to the phone number that you want to send the message to.
- Change the value of `max_price` to the maximum amount of money that you want to spend per minute sending this message.
- Change the value of `message_body` to include the message that you want to send. Your message can contain up to 6,000 characters.
- If you want to use a plain text script rather than an SSML-formatted one, change the value of `message_type` to `TEXT`.
- Change the value of `origination_number` to the phone number that you want to use to send the message. The phone number must be in E.164 format.

- If you want to execute this operation without sending any messages, change the value of `dry_run` to `True`.
- Change the value of `ttl` to the amount of time, in seconds, that AWS End User Messaging SMS should attempt to deliver the message. You can set the TTL value up to 259200 seconds (72 hours).
- Replace `MATTHEW` with the name of the Amazon Polly voice that you want to use to send the message. For a complete list of supported voices, see SendVoiceMessage in the *SMS and Voice, version 2 API Reference*. If you don't specify a voice, your message is sent using the "MATTHEW" voice.

Example of sending an MMS message using AWS End User Messaging SMS

If you are using a shared resource then you must use the full Amazon Resource Name (ARN) of the resource. You can use the AWS CLI or AWS End User Messaging SMS and voice v2 API to send MMS messages to your customers.

Use the send-media-message AWS CLI command to send an MMS message. For more information on configuring the AWS CLI, see Configure the AWS CLI in the AWS Command Line Interface User Guide.

> **Important**
>
> MMS capabilities are only available in some countries. For more information on supported countries for SMS and MMS, see Supported countries and regions for SMS messaging with AWS End User Messaging SMS and Supported countries and regions for MMS messaging in AWS End User Messaging SMS.
> To check if you origination identity is MMS capable, see View a phone number status and capabilities in AWS End User Messaging SMS.
> To use a shared resource you must use the full Amazon Resource Name (ARN).

Prerequisites

Before you begin, the following prerequisites must be met:

- You must have an origination identity that supports sending an MMS message.
- You must upload your media files to an Amazon S3 bucket that is in the same AWS Region as your MMS capable origination identity, see Setting up an Amazon S3 bucket for MMS files.

  For a list of support file types and sizes, see

A single MMS media file can be up to 2 MB for all image types (gif, jpeg, png) and 600 KB in size for all audio and video media file types. The text message body of an MMS can contain 1600 from any character set. Unlike SMS, MMS message are not broken into multiple parts when they are sent. If you are sending large text message you may get better throughput sending an MMS message since they are not broken into multiple parts.

Graphics Interchange Format	`image/gif`	2 MB
Joint Photographic Experts Group	`image/jpeg`	2 MB
Portable Network Graphics	`image/png`	2 MB
Tag image file format	`image/tiff`	600 KB
Third generation partnership project	`audio/3gpp` , `video/3gpp`	600 KB
Third generation partnership project 2	`audio/3gpp2` , `video/3gpp2`	600 KB
Adaptive Multi-Rate	`audio/amr`	600 KB
MPEG-4	`audio/mp4` , `video/mp4`	600 KB
Moving picture experts group	`audio/mpeg` Only MP3 files are supported for `audio/mpeg`	600 KB
Ogg	`audio/ogg`	600 KB
QuickTime	`video/quicktime`	600 KB
WebM	`video/webm`	600 KB
iCalendar	`text/calendar`	600 KB
vCard	`text/vcard` , `text/x-vcard`	600 KB

File type	MIME types	Maximum file size
Portable Document Format	`application/pdf`	600 KB

- The S3 URIs of each MMS file.
- The identity used to call `send-media-message` must have read access to the Amazon S3 bucket that contains your media files. For more information on setting read access, see Identity-based policy examples for Amazon S3 in the Amazon S3 User Guide.

Send an MMS with the AWS CLI

The only required parameters for send-media-message are `destination-phone-number` and `origination-identity`. You can send a message that is only text by omitting the `media-urls` parameter. You can also send a message the is only media files by omitting the `message-body` parameter.

To send an MMS message

- At the command line, enter the following command:

```
aws pinpoint-sms-voice-v2 --region 'us-east-1' send-media-message --destination-
phone-number +12065550150 --origination-identity +14255550120 --message-body 'text
 body' --media-urls 's3://s3-bucket/media_file.jpg'
```

  In the preceding command, make the following changes:

  - Replace *us-east-1* with the AWS Region that your origination identity is stored in.
  - Replace *+12065550150* with the destination phone number.
  - Replace *+14255550120* with your origination identity. The origination identity must be ACTIVE and able to send the destination phone number.
  - Replace *text body* with your text message.
  - Replace *s3://s3-bucket/media_file.jpg* with the S3 URI of the MMS file. Supported media file formats are listed in MMS file types, size and character limits. For more information about creating an S3 bucket and managing objects, see Setting up an Amazon S3 bucket for MMS files or Creating a bucket and Uploading objects in the Amazon S3 User Guide.

If AWS End User Messaging SMS accepts the command you will receive the `MessageID`. This only means the command was successfully received and not that the destination device has received the message yet. For a list of error codes, see SendMediaMessage Errors.

```
{
   "MessageId": "string"
}
```

Setting up an Amazon S3 bucket for MMS files

Your MMS files must be stored in an Amazon S3 bucket. The Amazon S3 bucket must be in the same AWS account and AWS Region as your MMS capable origination identity. These directions show how to create an Amazon S3 bucket, upload a file, and build the URI to the file. For more information on Amazon S3 commands, see Use high-level (s3) commands with the AWS CLI. For more information on configuring the AWS CLI, see Configure the AWS CLI in the AWS Command Line Interface User Guide.

To create an Amazon S3 bucket use the create-bucket AWS CLI command. At the command line, enter the following command:

```
aws s3api create-bucket --region 'us-east-1' --bucket BucketName
```

In the preceding command:

- Replace *us-east-1* with the AWS Region your MMS capable origination identity is in.
- Replace *BucketName* with the name of the new bucket.

To copy a file to the Amazon S3 bucket use the cp AWS CLI command. At the command line, enter the following command:

```
aws s3 cp SourceFilePathAndName s3://BucketName/FileName
```

In the preceding command:

- Replace *SourceFilePathAndName* with the file path and name of the file to copy.
- Replace *BucketName* with the name of the bucket.
- Replace *FileName* with the name to use for the file.

The URI to use when sending is:

```
s3://BucketName/FileName
```

What is AWS End User Messaging Notify?

AWS End User Messaging Notify is a templated messaging feature that enables you to send SMS and voice messages using AWS-managed identities and pre-approved templates. With Notify, you can start sending code verification messages in minutes without provisioning phone numbers, managing sender IDs, or navigating carrier registration processes.

> **Note**
>
> Notify is a feature of AWS End User Messaging SMS and uses the `pinpoint-sms-voice-v2` API namespace. For general information about AWS End User Messaging SMS, see What is AWS End User Messaging SMS?.

Key benefits

Notify provides instant messaging access with no phone number provisioning or carrier registration wait times. AWS manages phone number pools, sender IDs, and carrier integrations on your behalf. Pre-approved code verification templates are provided with multi-language support built in. Mandatory SMS Protect integration filters artificially inflated traffic (AIT) and SMS pumping attacks. You can send messages with a single API call using your configuration ID, destination number, and template variables.

How Notify works

Sending a message with Notify involves these steps: (1) Create a Notify configuration with your brand's display name, use case, and channels. AWS automatically validates your account, configures fraud protection, assigns templates, and sets tier-appropriate limits. (2) Browse pre-approved templates using `DescribeNotifyTemplates` to find templates for your tier, channel, and language. (3) Send messages using `SendNotifyTextMessage` or `SendNotifyVoiceMessage` with your configuration ID, destination phone number, and template variables. AWS selects the appropriate identity, resolves the template, and delivers the message. (4) Receive delivery receipts and status updates through your configured event destinations. (5) Optionally call `PutMessageFeedback` to report whether the end user successfully received and used the verification code.

> **Note**
>
> Before sending messages with Notify, ensure you have met the mobile carrier prerequisites for terms, privacy, and opt-in. For more information, see Notify mobile carrier prerequisites.

Notify vs. standard SMS sending

Use Notify when you need to send OTP or verification codes and want AWS to manage identities, routing, and compliance. Use standard AWS End User Messaging SMS sending (`SendTextMessage`, `SendVoiceMessage`) when you need custom message bodies, marketing or promotional messages, MMS messaging, or full control over which origination identity sends each message.

Notify vs. standard SMS sending

Feature	Standard SMS	Notify
Phone number provisioning	Required	Not required
Number registration	Customer responsibility	AWS-managed
Time to first message	Days to weeks	Minutes
Message templates	Customer-managed	Pre-approved, AWS-managed
Fraud protection	Optional	Mandatory
Identity management	Customer-managed	AWS-managed
Routing logic	Customer-managed	AWS-managed

Key concepts

A *Notify configuration* is the primary resource representing your brand identity and messaging settings, including your display name, use case, enabled channels, enabled countries, and tier. Notify offers two service *tiers*: Basic tier provides immediate access with conservative limits, and Advanced tier unlocks higher limits and premium identities after brand verification. *Templates* are pre-approved message templates for code verification with multi-language support and typed variable substitution. Notify supports SMS and VOICE *channels*. *AWS-managed identities* are shared pools of phone numbers maintained by AWS across regions that Notify automatically selects

based on destination country and channel. Each Notify configuration has a service-managed *Protect configuration* that enforces country-level restrictions and artificially inflated traffic filtering, managed by AWS and not modifiable by customers.

Accessing Notify

You can use Notify through the AWS End User Messaging SMS console, the AWS CLI, or the AWS SDKs. For information about accessing the console, see Accessing AWS End User Messaging SMS.

Pricing

Notify pricing includes a per-message Notify service fee and standard SMS or voice transport rates based on destination country. For pricing details, see AWS End User Messaging Pricing.

Regional availability

Notify is available in the same AWS Regions as AWS End User Messaging SMS. For a list of supported Regions, see Regional availability.

Topics

- Getting started with Notify
- Managing Notify configurations
- Working with Notify templates
- Notify tiers
- Sending messages with Notify
- Using dedicated numbers with Notify
- Notify supported countries
- Notify spend limits
- Notify quotas and limits
- Notify mobile carrier prerequisites

Getting started with Notify

This tutorial walks you through creating a Notify configuration and sending your first OTP message. You can complete this tutorial in about 5 minutes.

Prerequisites

- An AWS account.
- IAM permissions for AWS End User Messaging SMS operations. For more information, see Identity and access management for AWS End User Messaging SMS.

The following IAM policy grants permissions to send messages and browse templates:

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "sms-voice:SendNotifyTextMessage",
                "sms-voice:SendNotifyVoiceMessage",
                "sms-voice:DescribeNotifyTemplates",
                "sms-voice:DescribeNotifyConfigurations",
                "sms-voice:ListNotifyCountries",
                "sms-voice:PutMessageFeedback"
            ],
            "Resource": "*"
        }
    ]
}
```

The following policy grants full Notify management permissions:

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "sms-voice:CreateNotifyConfiguration",
                "sms-voice:UpdateNotifyConfiguration",
                "sms-voice:DeleteNotifyConfiguration",
                "sms-voice:DescribeNotifyConfigurations",
                "sms-voice:DescribeNotifyTemplates",
                "sms-voice:ListNotifyCountries",
                "sms-voice:SendNotifyTextMessage",
```

```
                "sms-voice:SendNotifyVoiceMessage",
                "sms-voice:SetNotifyMessageSpendLimitOverride",
                "sms-voice:DeleteNotifyMessageSpendLimitOverride",
                "sms-voice:PutMessageFeedback"
            ],
            "Resource": "*"
        }
    ]
}
```

To restrict permissions to a specific Notify configuration, use the configuration ARN for resource-level actions (such as `SendNotifyTextMessage`, `SendNotifyVoiceMessage`, `DescribeNotifyConfigurations`, `CreateNotifyConfiguration`, `UpdateNotifyConfiguration`, and `DeleteNotifyConfiguration`). Actions that do not support resource-level permissions (such as `DescribeNotifyTemplates`, `ListNotifyCountries`, `SetNotifyMessageSpendLimitOverride`, `DeleteNotifyMessageSpendLimitOverride`, and `PutMessageFeedback`) require `"Resource": "*"`.

Step 1: Create a Notify configuration

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Notify configurations**.
3. Choose **Create Notify configuration**.
4. For **Display name**, enter your brand name (for example, `AcmeCorp`).
5. For **Use case**, **Code verification** is automatically selected.
6. For **Channels**, select **SMS**, **VOICE**, or both.
7. (Optional) Expand **Advanced settings** to select countries, a default template, an associated pool, or enable deletion protection.
8. Choose **Create Notify configuration**.

Your configuration is created in **Pending** status while the system validates your account. Once validated, the status changes to **Active** and you can start sending messages.

> **Note**
>
> Configuration creation includes automated account validation and brand name checks. Most configurations are activated within seconds. If your brand name requires verification, the status will be **Requires verification**.

AWS CLI

```
aws pinpoint-sms-voice-v2 create-notify-configuration \
    --display-name "AcmeCorp" \
    --use-case CODE_VERIFICATION \
    --enabled-channels SMS
```

Configuration statuses:

PENDING

Configuration is being validated.

ACTIVE

Ready to send messages.

REQUIRES_VERIFICATION

Brand name requires verification before activation.

REJECTED

Configuration was rejected. Check `RejectionReason` for details.

Step 2: Browse available templates

Before sending, check which templates are available for your tier and channel:

```
aws pinpoint-sms-voice-v2 describe-notify-templates \
    --filters '[{"Name":"channels","Values":["SMS"]},{"Name":"tier-access","Values":
["BASIC"]}]'
```

Step 3: Send a test message

Console

1. In the Notify configurations list, choose your configuration.
2. Choose the **Test** tab.
3. Select a template from the templates table.
4. For **Destination phone number**, enter a phone number in E.164 format (for example, +12065550100).
5. Fill in the template variables (for example, enter 123456 for the **code** variable).
6. Choose **Send**.

AWS CLI

```
aws pinpoint-sms-voice-v2 send-notify-text-message \
    --notify-configuration-id "nc-1234567890abcdef0" \
    --destination-phone-number "+12065550100" \
    --template-id "notify-code-verification-english-001" \
    --template-variables '{"code":"123456"}'
```

Python (boto3)

```
import boto3

client = boto3.client('pinpoint-sms-voice-v2')

response = client.send_notify_text_message(
    NotifyConfigurationId='nc-1234567890abcdef0',
    DestinationPhoneNumber='+12065550100',
    TemplateId='notify-code-verification-english-001',
    TemplateVariables={
        'code': '123456'
    }
)

print(f"Message ID: {response['MessageId']}")
print(f"Resolved body: {response['ResolvedMessageBody']}")
```

Step 4: Check available countries

Use `ListNotifyCountries` to see which countries are available for your tier and channel:

```
aws pinpoint-sms-voice-v2 list-notify-countries \
    --channels SMS \
    --tier BASIC
```

Next steps

- Managing Notify configurations – Learn about all configuration options.
- Working with Notify templates – Browse and understand available templates.
- Notify tiers – Learn about tiers and how to upgrade to Advanced.
- Notify spend limits – Manage your Notify spend limits.

Managing Notify configurations

A Notify configuration is the central resource for Notify. It defines your display name, use case, enabled channels, enabled countries, and optional settings like a default template and associated phone pool.

Configuration properties

Display name

A name that identifies your brand. Alphanumeric characters, underscores, hyphens, and spaces are allowed. Maximum 15 characters. When you submit a display name, it is automatically reviewed for profanity, URLs, and other disallowed content. See Display name review.

Use case

The messaging use case. Currently, `CODE_VERIFICATION` is supported.

Enabled channels

The channels available for sending: `SMS`, `VOICE`, or both.

Enabled countries

The countries you can send messages to. Available countries depend on your tier. See Notify supported countries.

Default template

(Optional) A template used when you send a message without specifying a template ID.

Associated pool

(Optional) A phone pool containing your own origination identities. See Using dedicated numbers with Notify.

Tier

`BASIC` (default) or `ADVANCED`. See Upgrading to Advanced tier.

Status

The current status: `PENDING`, `ACTIVE`, `REJECTED`, or `REQUIRES_VERIFICATION`. You can send messages only when the status is `ACTIVE`.

Deletion protection

When enabled, the configuration cannot be deleted until deletion protection is disabled.

Tags

Key-value pairs for organizing and tracking your configurations. Maximum 50 tags per configuration.

Display name review

When you create a Notify configuration, your display name is automatically reviewed for profanity, URLs, and other disallowed content. This review uses Amazon Bedrock, an AWS AI service, to evaluate the submitted display name.

If your display name is rejected, the configuration status is set to `REJECTED` and the `RejectionReason` field provides details. If you believe the rejection was made in error, you can create a support case in the AWS Support Center to appeal the decision.

Using a display name owned by another organization

If you are sending messages on behalf of another organization and want to use their brand name as your display name, you must provide a letter of authorization (LOA) from the brand owner. Download the brand verification LOA template, have the brand owner complete and sign it, and attach it to your support case or registration. The LOA must be dated within the last 30 days.

Opting out of AI-assisted review

If you prefer not to have your display name evaluated via AI-assisted review, you can create a support case in the AWS Support Center and request that a Notify configuration be created manually on your behalf instead.

Creating a Notify configuration

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Notify configurations**.
3. Choose **Create Notify configuration**.
4. For **Display name**, enter a name for your brand.
5. For **Use case**, choose **CODE_VERIFICATION**.
6. Select the channels to enable (**SMS**, **VOICE**, or both).
7. (Optional) Expand **Advanced settings** to select countries, a default template, an associated pool, or enable deletion protection.
8. (Optional) Expand **Tags** to add tags.
9. Choose **Create Notify configuration**.

AWS CLI

Use the `create-notify-configuration` command:

```
aws pinpoint-sms-voice-v2 create-notify-configuration \
  --display-name "MyBrand" \
  --use-case CODE_VERIFICATION \
  --enabled-channels SMS VOICE \
  --enabled-countries US CA GB \
  --tags Key=Environment,Value=Production
```

Viewing Notify configurations

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Notify configurations**.
3. Use the property filter to filter by display name, status, tier, or other properties.
4. Choose a configuration's display name to view its details.

AWS CLI

List all configurations:

```
aws pinpoint-sms-voice-v2 describe-notify-configurations
```

Describe a specific configuration:

```
aws pinpoint-sms-voice-v2 describe-notify-configurations \
  --notify-configuration-ids nc-1234567890abcdef0
```

Filter by status:

```
aws pinpoint-sms-voice-v2 describe-notify-configurations \
  --filters Name=status,Values=ACTIVE
```

Updating a Notify configuration

You can update the enabled channels, enabled countries, default template, associated pool, and deletion protection settings.

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to the Notify configuration you want to update.

3. Choose **Edit** to update channels, or use the individual tabs (Countries, Templates, Use Dedicated Numbers, Deletion protection) to update specific settings.
4. Make your changes and choose **Save**.

AWS CLI

Update enabled countries:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --enabled-countries US CA GB DE FR
```

Set a default template:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --default-template-id notify-code-verification-english-001
```

Clear the default template:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --default-template-id UNSET_DEFAULT_TEMPLATE
```

Associate a pool:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --pool-id pool-1234567890abcdef0
```

Disassociate a pool:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --pool-id UNSET_DEFAULT_POOL_FOR_NOTIFY
```

Enable deletion protection:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
```

```
  --notify-configuration-id nc-1234567890abcdef0 \
  --deletion-protection-enabled
```

Deleting a Notify configuration

> **Note**
>
> If deletion protection is enabled, you must disable it before you can delete the configuration.

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to **Notify configurations**.
3. Select the configuration you want to delete.
4. Choose **Delete**.
5. Type `delete` in the confirmation field and choose **Delete**.

AWS CLI

```
aws pinpoint-sms-voice-v2 delete-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0
```

Working with Notify templates

Notify templates are pre-approved, AWS-managed message templates for sending OTP and verification messages. Templates are pre-validated across supported countries. You select from available templates but cannot create or modify them.

Template properties

Template ID

A unique identifier for the template.

Template type

The use case category. Currently, `CODE_VERIFICATION` is available.

Channels

The channels the template supports: `SMS`, `VOICE`, or both.

Language code

The language of the template content (for example, `en`, `es`, `fr`).

Supported countries

The countries where this template can be used.

Tier access

Which tiers can use this template (`BASIC`, `ADVANCED`, or both).

Variables

Placeholders in the template content that you provide values for at send time. Each variable has a name, type, and constraints. Variables with a source of `CUSTOMER` must be provided by you. Variables with a source of `SYSTEM` are populated automatically.

Content

The message body with `{{variable}}` placeholders.

Browsing templates

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Templates** tab.
3. The **All templates** section shows all available templates. Use the property filter to filter by supported countries, language code, or other properties.

AWS CLI

List all templates:

```
aws pinpoint-sms-voice-v2 describe-notify-templates
```

Filter by template type:

```
aws pinpoint-sms-voice-v2 describe-notify-templates \
  --filters Name=template-type,Values=CODE_VERIFICATION
```

Filter by channel:

```
aws pinpoint-sms-voice-v2 describe-notify-templates \
  --filters Name=channels,Values=SMS
```

Filter by country:

```
aws pinpoint-sms-voice-v2 describe-notify-templates \
  --filters Name=supported-countries,Values=US
```

Filter by language:

```
aws pinpoint-sms-voice-v2 describe-notify-templates \
  --filters Name=language-code,Values=en
```

Template variables

Template variables are placeholders in the message content that are replaced with values you provide when sending a message. Each variable has the following metadata:

- **Type** – The logical data type: `STRING`, `INTEGER`, or `BOOLEAN`. All values are passed as strings in the API, regardless of type. For example, pass an integer value as `"42"` and a boolean as `"true"`.
- **Required** – Whether the variable must be provided. Required variables without a default value cause an error if omitted.
- **Source** – Either `CUSTOMER` (you provide the value) or `SYSTEM` (automatically populated).
- **Constraints** – Validation rules such as maximum length, minimum/maximum value, or a regex pattern.

Setting a default template

You can set a default template on a Notify configuration. When you send a message without specifying a template ID, the default template is used. If no default template is set and no template ID is provided in the send request, the request fails.

To set or change the default template, see Managing Notify configurations.

Notify tiers

Notify offers two service tiers with different capabilities and limits. All new configurations start on the Basic tier. You can upgrade to the Advanced tier after completing tier upgrade verification.

Basic tier

Basic tier provides immediate access to Notify with conservative limits designed for getting started and low-volume use cases.

Basic tier capabilities

Capability	Basic tier
Access	Immediate after configuration creation
Daily message limit	200 messages
Transactions per second (TPS)	1 TPS
Supported countries	30 pre-approved low-risk countries
Identity types	Long codes, toll-free, sender IDs
SMS Protect	Mandatory (cannot be disabled)
Country configuration	Fixed (pre-approved list only)
Default spend limit	See Notify spend limits
Customer-owned identity support	Yes (optional pool association)

Advanced tier

Advanced tier unlocks higher limits, premium identities, and configurable country rules after tier upgrade verification.

Advanced tier capabilities

Capability	Advanced tier
Access	After tier upgrade verification
Daily message limit	Unlimited
Transactions per second (TPS)	25
Supported countries	All supported countries
Identity types	Short codes, long codes, toll-free, sender IDs
SMS Protect	Mandatory
Country configuration	Configurable allow/block rules
Default spend limit	See Notify spend limits
Customer-owned identity support	Yes (optional pool association)

Upgrading to Advanced tier

To upgrade from Basic to Advanced tier, you must complete tier upgrade verification by demonstrating that you have a legitimate end-user consent mechanism in place.

What you need to provide

Opt-in method

Select how you collect consent from your end users:

- **Verbal** – Consent collected via phone call (for example, customer service call or IVR confirmation).

- **Digital form** – Consent collected via digital interaction (for example, web signup form, mobile app account creation, checkout checkbox, or terms acceptance).

Proof of opt-in

Provide evidence of your consent collection process:

- For verbal opt-in: Call script or IVR flow showing where consent is obtained.
- For digital opt-in: Screenshot or URL of the form or page where users give consent.

Business documentation

Provide information about your business and use case.

> **Important**
>
> Your opt-in process must include links to your terms and conditions and privacy policy pages. For the required language and examples, see Notify mobile carrier prerequisites.

Opt-in examples

Verbal opt-in (IVR or customer service call)

"To verify your identity, we'll send a one-time verification code to your mobile phone. By providing your phone number, you consent to receive this automated text message. Message and data rates may apply. Message frequency varies. Reply HELP for help or STOP to cancel. Do you consent to receive this verification code?"

Digital form opt-in (web or mobile app)

"By entering my phone number and clicking 'Send Code,' I consent to receive an automated one-time verification code from [Your Brand] at the number provided. Message and data rates may apply. Message frequency varies. Reply HELP for help, STOP to cancel. Terms of use | Privacy policy"

> **Note**
>
> These examples follow CTIA Messaging Principles and Best Practices for informational messaging. OTP verification codes are considered informational (not promotional) because the user initiates the request. While STOP/HELP disclosures are technically optional for

single transactional messages, including them is recommended for carrier compliance, especially when using US short codes.

How to request an upgrade

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Notify configurations**.
3. Select your configuration and choose the **Tier upgrade** tab.
4. Choose **Upgrade to Advanced**.
5. Complete the brand verification form with your opt-in method and proof.
6. Submit the request.

AWS CLI

The tier upgrade process uses the existing registration system:

1. Create a brand verification registration:

```
aws pinpoint-sms-voice-v2 create-registration \
  --registration-type MANAGED_ROUTES_BRAND_VERIFICATION
```

2. Complete the registration fields using `put-registration-field-value`.

3. Submit the registration:

```
aws pinpoint-sms-voice-v2 submit-registration-version \
  --registration-id reg-1234567890abcdef0
```

Upon approval, the Notify configuration tier is automatically upgraded.

Review process

Upgrade requests are reviewed using a combination of automated processing and human review. Reviewers validate that your opt-in mechanism is genuine, end users are clearly consenting to receive messages, and your use case aligns with code verification messaging.

Most requests are processed within 3–5 business days.

Upgrade review outcomes

Outcome	Description
Approved	Your configuration is upgraded to Advanced tier.
More information needed	Additional documentation is required. You'll receive details on what's needed.
Rejected	The request did not meet verification requirements. You can resubmit with updated information.

Tracking upgrade status

The `TierUpgradeStatus` field on your Notify configuration shows the current status:

TierUpgradeStatus values

Status	Description
`BASIC`	No upgrade has been requested. The configuration is at Basic tier.
`PENDING_UPGRADE`	An upgrade request has been submitted and is under review.
`ADVANCED`	The upgrade was approved. The configuration is at Advanced tier.
`REJECTED`	The upgrade request was rejected. You can submit a new registration with corrected information.

Your compliance responsibilities

Regardless of tier, you are responsible for:

- **Obtaining consent** – Get appropriate consent from recipients before sending messages. For code verification, this typically means the user initiated the action that triggers the OTP (for example, logging in, creating an account, or resetting a password).
- **Complying with applicable laws** – Follow legal requirements for your use case and destination countries, including the Telephone Consumer Protection Act (TCPA) in the US, GDPR in the EU, and other applicable regulations.
- **Following carrier policies** – Comply with carrier policies that apply to your messaging. AWS will make reasonable efforts to notify you of changes to carrier policies.

For more information, see Notify mobile carrier prerequisites.

Sending messages with Notify

Notify provides two APIs for sending messages:

- `SendNotifyTextMessage` – Sends an SMS message using a pre-approved template.
- `SendNotifyVoiceMessage` – Sends a voice call that reads the template content using text-to-speech.

Sending an SMS message

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Test** tab.
3. For channel, select **Text**.
4. Select a template from the templates table.
5. Enter the destination phone number in E.164 format.
6. Fill in the template variables.
7. Choose **Send**.

AWS CLI

```
aws pinpoint-sms-voice-v2 send-notify-text-message \
  --notify-configuration-id nc-1234567890abcdef0 \
  --destination-phone-number +12065550100 \
  --template-id notify-code-verification-english-001 \
  --template-variables '{"code":"123456"}'
```

Python (boto3)

```
import boto3

client = boto3.client('pinpoint-sms-voice-v2')

response = client.send_notify_text_message(
    NotifyConfigurationId='nc-1234567890abcdef0',
    DestinationPhoneNumber='+12065550100',
    TemplateId='notify-code-verification-english-001',
    TemplateVariables={
        'code': '123456'
    }
)

print(f"Message sent. MessageId: {response['MessageId']}")
print(f"Resolved body: {response.get('ResolvedMessageBody')}")
```

Sending a voice message

Voice messages require the `VOICE` channel to be enabled on your Notify configuration.

Tip

For voice messages, separate digits with periods or spaces (for example, `"1. 2. 3. 4. 5. 6."`) so that the text-to-speech engine reads each digit individually instead of as a single number.

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Test** tab.
3. For channel, select **Voice**.
4. Select a voice template from the templates table.
5. Enter the destination phone number and fill in template variables.
6. Choose **Send**.

AWS CLI

```
aws pinpoint-sms-voice-v2 send-notify-voice-message \
  --notify-configuration-id nc-1234567890abcdef0 \
  --destination-phone-number +12065550100 \
  --template-id notify-code-verification-english-001 \
  --template-variables '{"code":"123456"}' \
  --voice-id JOANNA
```

Using DryRun mode

Set `DryRun` to `true` to validate a send request without actually delivering the message. DryRun mode checks template variable validation, country restrictions, and spend limits, but does not send the message or deduct from your spend limit.

```
aws pinpoint-sms-voice-v2 send-notify-text-message \
  --notify-configuration-id nc-1234567890abcdef0 \
  --destination-phone-number +12065550100 \
  --template-id notify-code-verification-english-001 \
  --template-variables '{"code":"123456"}' \
  --dry-run
```

Send request parameters

Both `SendNotifyTextMessage` and `SendNotifyVoiceMessage` accept the following parameters:

NotifyConfigurationId (required)

The ID or ARN of the Notify configuration.

DestinationPhoneNumber (required)

The recipient's phone number in E.164 format.

TemplateVariables (required)

A map of variable names to values. All values are strings, even for integer or boolean variables.

TemplateId

The template to use. If omitted, the configuration's default template is used.

ConfigurationSetName

A configuration set for event routing.

Context

Key-value pairs included in event records.

DryRun

Validates the request without sending.

TimeToLive

How long the message is valid, in seconds. Default is 72 hours.

MessageFeedbackEnabled

Enables message feedback tracking via the `PutMessageFeedback` API.

VoiceId (voice only)

The Amazon Polly voice to use (for example, `JOANNA`, `MATTHEW`).

How message routing works

AWS automatically selects the best origination identity for each message based on the destination country. If you have associated a phone pool with your Notify configuration, customer-owned identities in the pool are tried first. If no suitable customer-owned identity is available, AWS-managed identities are used as a fallback.

Message feedback

If you enable `MessageFeedbackEnabled` when sending a message, you can report whether the end user successfully received and used the code:

```
client.put_message_feedback(
    MessageId='msg-1234567890abcdef',
    MessageFeedbackStatus='RECEIVED'  # or 'FAILED'
)
```

Delivery events

Notify emits delivery events to your configured event destinations (CloudWatch, Amazon Data Firehose, or Amazon SNS). For information about setting up event destinations, see Configuration sets in AWS End User Messaging SMS.

Delivery event types

Event	Description
PENDING	Message is queued for delivery.
DELIVERED	Message was delivered to the recipient's device.
FAILED	Message delivery failed. Check the failure reason for details.
BLOCKED	Message was blocked by Protect configuration rules.

Error handling

ValidationException

Missing or invalid template variables, invalid phone number format, or destination country not enabled on the configuration.

ResourceNotFoundException

The Notify configuration or template was not found.

ServiceQuotaExceededException

Daily message limit (Basic tier) or monthly spend limit reached.

ConflictException

The Notify configuration is not in `ACTIVE` status.

Important notes

- **Two-way messaging** – Two-way messaging is not supported when using AWS-managed origination identities. If you need two-way messaging, associate your own phone pool. See Using dedicated numbers with Notify.
- **Opt-out behavior** – For OTP use cases with AWS-managed identities, STOP keyword responses are informational only. No persistent opt-out list is maintained because each OTP request is an implicit opt-in. If you associate your own phone pool, the pool's opt-out list is respected.

Troubleshooting

Messages not delivering

If your messages are not being delivered, verify the following:

1. Verify the destination phone number is in E.164 format (starts with + and country code).
2. Check that the destination country is in your `EnabledCountries` list.
3. Verify your configuration status is `ACTIVE`.
4. Check your spend limit hasn't been exceeded.

BLOCKED status

The message was blocked by a Protect configuration. Common reasons include the destination country not being in your enabled countries list, or the message being flagged as potential AIT (artificially inflated traffic).

Validation errors

Ensure all required `TemplateVariables` are provided. Check that variable values match their declared types (for example, integers are valid numbers). Verify the template ID exists and is active.

Using dedicated numbers with Notify

By default, Notify uses AWS-managed origination identities to send messages. You can optionally associate an existing phone pool with your Notify configuration to use your own dedicated phone numbers alongside AWS-managed identities.

> **Note**
>
> For some countries, AWS does not provide managed origination identities. In these cases, you must associate your own phone pool with customer-owned numbers to send messages to those countries. Use the `ListNotifyCountries` API or the console Countries tab to check which countries require customer-owned identities.

How hybrid routing works

When you associate a phone pool with a Notify configuration, the system uses the following routing logic for each message:

1. Check the associated pool for a customer-owned origination identity that supports the destination country.
2. If a matching identity is found, use it to send the message.
3. If no matching identity is found (or no pool is associated), fall back to AWS-managed identities.

Benefits of associating a pool

- Use your own dedicated short codes or toll-free numbers for specific countries.
- Existing opt-out lists on the pool are respected.

Managing pool association

Console

Associate a pool

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Use Dedicated Numbers** tab.
3. Choose **Associate pool**.
4. Select a pool from the table and choose **Associate pool**.

Disassociate a pool

1. On the **Use Dedicated Numbers** tab, choose **Disassociate pool**.
2. Type `confirm` in the confirmation field and choose **Disassociate pool**.

AWS CLI

Associate a pool:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --pool-id pool-1234567890abcdef0
```

Disassociate a pool:

```
aws pinpoint-sms-voice-v2 update-notify-configuration \
  --notify-configuration-id nc-1234567890abcdef0 \
  --pool-id UNSET_DEFAULT_POOL_FOR_NOTIFY
```

Note

The pool must exist in the same AWS account. You can change or remove the pool association at any time.

Notify supported countries

The countries available for Notify messaging depend on your Notify configuration's tier:

- **Basic tier** – A curated set of countries optimized for reliability and quality.
- **Advanced tier** – An expanded list with additional countries. Some Advanced-tier countries may require you to associate your own phone pool with customer-owned origination identities.

Country availability may change over time. Use the `ListNotifyCountries` API or the console to check the current list of supported countries.

Basic tier countries

Basic tier supports 30 pre-approved countries. Use the `ListNotifyCountries` API for the most current list.

Basic tier supported countries

Country	ISO code
American Samoa	AS
Australia	AU
Belgium	BE
Brazil	BR
Canada	CA
Colombia	CO
Denmark	DK
Finland	FI
France	FR
Germany	DE
Guam	GU

Country	ISO code
Hong Kong	HK
India	IN
Ireland	IE
Italy	IT
Japan	JP
Mexico	MX
Netherlands	NL
New Zealand	NZ
Northern Mariana Islands	MP
Portugal	PT
Puerto Rico	PR
Singapore	SG
South Korea	KR
Spain	ES
Sweden	SE
Switzerland	CH
United Kingdom	GB
United States	US
US Virgin Islands	VI

Advanced tier countries

Advanced tier supports all countries available in AWS End User Messaging SMS. Use the `ListNotifyCountries` API with `--tier ADVANCED` to see the full list.

Checking supported countries

Console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Countries** tab.
3. The table shows countries grouped by region. Countries that require the Advanced tier are marked with an indicator. Use the property filter to search by country name or region.

AWS CLI

List all supported countries:

```
aws pinpoint-sms-voice-v2 list-notify-countries
```

Filter by channel:

```
aws pinpoint-sms-voice-v2 list-notify-countries \
  --channels SMS
```

Filter by tier:

```
aws pinpoint-sms-voice-v2 list-notify-countries \
  --tier BASIC
```

Filter by use case:

```
aws pinpoint-sms-voice-v2 list-notify-countries \
  --use-cases CODE_VERIFICATION
```

Country information fields

The `ListNotifyCountries` response includes the following information for each country:

IsoCountryCode

The two-character ISO 3166-1 alpha-2 country code.

CountryName

The name of the country.

SupportedChannels

The channels available for this country (`SMS`, `VOICE`).

SupportedUseCases

The use cases available for this country.

SupportedTiers

The tiers that can send to this country (`BASIC`, `ADVANCED`, or both).

CustomerOwnedIdentityRequired

Whether you must associate your own phone pool with customer-owned origination identities to send to this country. If `true`, see Using dedicated numbers with Notify.

Enabling countries on a configuration

To update the countries enabled on a Notify configuration, see Managing Notify configurations.

> **Note**
>
> If your configuration is on the Basic tier, countries that require the Advanced tier are visible but cannot be selected. Upgrade to the Advanced tier to access these countries.

Notify spend limits

Notify has its own dedicated monthly spend limit, separate from your SMS, MMS, and voice spend limits. Sending messages via Notify does not count against your SMS or voice spend limits.

The *account limit* is the maximum amount, in US dollars, that you can spend each month sending Notify messages. You can request an increase through the Service Quotas console.

The *enforced limit* is an optional spending cap between $1 and your account limit. When you reach the enforced limit, `SendNotifyTextMessage` and `SendNotifyVoiceMessage` return a `ServiceQuotaExceededException`.

Your Notify spend limit reflects the combined cost of the messaging channel fee and the Notify service fee for each message sent.

Managing Notify spend limits

Console

View spend limits

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. Navigate to a Notify configuration and choose the **Spend limit** tab.
3. The tab shows your max spend limit, enforced spend limit, current month spend, and remaining balance.

Edit the enforced limit

1. On the **Spend limit** tab, choose **Edit settings**.
2. Choose **Update enforced spend limit** and enter a new value, or choose **Default to max** to remove the override.
3. Choose **Save changes**.

AWS CLI

Set an enforced spend limit:

```
aws pinpoint-sms-voice-v2 set-notify-message-spend-limit-override \
  --monthly-limit 100
```

Remove the enforced limit (revert to account limit):

```
aws pinpoint-sms-voice-v2 delete-notify-message-spend-limit-override
```

View all spend limits (Notify appears alongside SMS and voice):

```
aws pinpoint-sms-voice-v2 describe-spend-limits
```

Requesting a higher account limit

To increase your Notify account spend limit beyond the default, use the Service Quotas console or create a support case. For more information, see Quotas for AWS End User Messaging SMS.

Notify quotas and limits

This section describes the default quotas, rate limits, and supported countries for Notify.

Account-level quotas

Account-level quotas

Quota	Default value	Adjustable
Notify configurations per account	25	Yes
Messages to a single destination phone number per day (account-wide)	10	No

Configuration-level limits

Configuration-level limits by tier

Limit	Basic tier	Advanced tier
Messages per day	200	Unlimited
TPS per configuration	1	25
Supported countries	30 pre-approved	All supported*

> **Note**
>
> For a given destination phone number, the limit is 10 messages per day per notify configuration and 10 messages per day per account.

* Some countries require a customer-owned origination identity. Use the `ListNotifyCountries` API to check which countries require customer-owned identities. For more information, see Notify supported countries.

API rate limits

API rate limits

API operation	Default RPS
`CreateNotifyConfiguration`	1
`UpdateNotifyConfiguration`	1
`DeleteNotifyConfiguration`	1
`DescribeNotifyConfigurations`	1
`DescribeNotifyTemplates`	1
`ListNotifyCountries`	1
`SendNotifyTextMessage`	1 (Basic) / 25 (Advanced)
`SendNotifyVoiceMessage`	1 (Basic) / 25 (Advanced)
`SetNotifyMessageSpendLimitOverride`	1
`DeleteNotifyMessageSpendLimitOverride`	1

Requesting quota increases

To request an increase to any Notify quota:

1. Open the Service Quotas console.
2. Navigate to **AWS End User Messaging SMS**.
3. Select the quota you want to increase.
4. Choose **Request quota increase**.

Alternatively, you can create a support case at the AWS Support Center.

Notify mobile carrier prerequisites

When using AWS End User Messaging Notify, you are responsible for complying with applicable messaging laws and mobile carrier requirements in each country or region where your customers are located. Consult an attorney to assess compliance obligations. Non-compliance with these requirements may result in carrier audit and removal of your access to Notify. This page specifies mobile-carrier mandated prerequisites for using Notify, including the minimum required language you must make available to your customers detailing your terms and conditions, privacy policy, and opt-in flow applicable to your messaging.

> **Important**
>
> You must publish your own terms and conditions and privacy policy pages that include the required language described below. You must also implement an opt-in flow before sending messages through Notify. These requirements apply to both Basic and Advanced tiers.

Required terms and conditions

Mobile carriers require that you make a specific set of messaging terms and conditions available to your customers. Your terms and conditions page must include, at minimum, the following information. Replace the bracketed placeholders with your own values.

```
Subscribers will opt-in via [YOUR_WEBSITE_URL] to receive verification
messages from [YOUR_COMPANY_NAME], powered by AWS Notify. Message
frequency may vary per user.

Text "HELP" for help. Text "STOP" to cancel.
```

```
Message and data rates may apply for any messages sent to you from us
and to us from you. Carriers are not liable for delayed or undelivered
messages.

If you have any questions about your text plan or data plan, contact
your wireless provider.

For all questions about the services provided, you can send an email
to [YOUR_SUPPORT_EMAIL] or call [YOUR_SUPPORT_PHONE_NUMBER].

If you have questions regarding privacy, please read our privacy policy
at [YOUR_PRIVACY_POLICY_URL].
```

Important

You must host this content at a publicly accessible URL and link to it from your opt-in flow.

Required privacy policy

Mobile carriers also require that you make a privacy policy available to your customers. Your privacy policy page must include, at minimum, the following statements:

- No mobile numbers will be shared with third parties or affiliates for marketing or promotional purposes.
- Text messaging originator opt-in data and consent will not be shared with any third parties.
- Messages are delivered through AWS Notify. AWS does not share end user phone numbers with third parties for marketing or promotional purposes.

Important

You must host this content at a publicly accessible URL. Your terms and conditions page must link to your privacy policy, and your privacy policy must link to your terms and conditions.

Your use of Notify is also governed by the AWS Service Terms, including Section 29 (Amazon Pinpoint and AWS End User Messaging).

Required opt-in flow

Before sending messages through Notify, mobile carriers require you to implement an opt-in flow that obtains explicit consent from your end users. The opt-in flow must meet the following requirements:

- End users must actively consent to receive messages (for example, by selecting a checkbox, choosing a button, or providing verbal confirmation).
- The opt-in must clearly state that the user will receive verification messages.
- The opt-in must include the disclosures: "Message and data rates may apply. Message frequency varies. Reply HELP for help. Reply STOP to cancel."
- The opt-in must include links to your terms and conditions and privacy policy.
- You must maintain records of consent.

Digital opt-in example (web or mobile app)

The following is an example of a digital opt-in. Replace the bracketed placeholders with your own values.

```
# By entering my phone number and choosing "Send Code," I consent to
receive an automated one-time verification code from [YOUR_BRAND] at
the number provided. Messages are powered by AWS Notify. Message and
data rates may apply. Message frequency varies. Reply HELP for help,
STOP to cancel.
Terms and conditions: [YOUR_TERMS_URL]
Privacy policy: [YOUR_PRIVACY_POLICY_URL]
```

Verbal opt-in example (IVR or customer service call)

The following is an example of a verbal opt-in script.

```
"To verify your identity, we'll send a one-time verification code to
your mobile phone, powered by AWS Notify. By providing your phone
number, you consent to receive this automated text message. Message
and data rates may apply. Message frequency varies. Reply HELP for
help or STOP to cancel. Do you consent to receive this verification
code?"
```

Note

These examples follow CTIA Messaging Principles and Best Practices for informational messaging. OTP verification codes are considered informational (not promotional) because the user initiates the request. STOP/HELP disclosures are required for all messages sent through Notify.

Customer support requirements

You must provide your own customer support contact information (email address and/or phone number) in your terms and conditions. This support contact must be accessible without requiring a login. Carrier and regulatory guidelines require that end users can reach support for questions about the messages they receive.

Notify mobile-carrier prerequisites checklist

Before sending messages with Notify, verify that you have completed the following:

- Published a terms and conditions page with the required language at a public URL.
- Published a privacy policy page with the required statements at a public URL.
- Implemented an opt-in flow that obtains explicit consent and includes all required disclosures.
- Included links to your terms and privacy policy in your opt-in flow.
- Provided a customer support contact (email and/or phone) that does not require a login.
- Cross-linked your terms and privacy policy pages to each other.

Use the carrier lookup service

AWS End User Messaging SMS includes a carrier lookup service that you can use to obtain information about a phone number, including if the phone number is valid. The carrier lookup service returns the following information for a phone number:

- The phone number in E164 format (sanitized from the original input).
- The phone number type (such as invalid, landline, mobile, other).
- The name of the country or region for the phone number.
- The country or region numeric dialing code for the phone number.
- The two-character country or region code, in ISO 3166-1 alpha-2 format, for the phone number.
- For mobile numbers, the mobile country code (MCC).
- For mobile numbers, the mobile network code (MNC).
- The carrier or service provider that the phone number is currently registered with. In some countries and regions, this value may be the carrier or service provider that the phone number was originally registered with.

There is an additional charge for using the carrier lookup service. For more information, see AWS End User Messaging SMS pricing.

Carrier lookup use cases

You can use the carrier lookup service to enable several use cases, including the following:

- **Lookup phone numbers provided on a web form** – If you use web-based forms to collect contact information for your customers, you can lookup the phone numbers that customers provide before submitting the form. Use your website's backend to lookup and validate the number by using the AWS End User Messaging SMS API. The API response states whether the number is valid—for example, if the phone number is formatted correctly. If you determine that the customer provided phone number is invalid, your web form can prompt the customer to provide a valid number.
- **Cleansing your existing contact database** – If you have a database of customer phone numbers, you can lookup each phone number, and update your database using the carrier lookup results.

For example, if you find endpoints with phone numbers that aren't capable of receiving SMS messages, you can change the `ChannelType` property for the endpoint from `SMS` to `VOICE`.

- **Choosing the right channel before you send a message** – If you intend to send an SMS message but you determine that the destination number is invalid, you can send a message to the recipient through a different channel. For example, if the endpoint isn't able to receive SMS messages, you can send a voice message instead.

Supported phone number formats

Phone numbers must be in E164 format, starting with a plus sign (+) followed by the country dialing code and phone number (for example, +12065551234). The carrier lookup service accepts various formatting characters and automatically removes them during processing. You can include the following formatting characters in your phone number input:

- Parentheses: `+1 (555) 123-4567`
- Brackets: `+1 [555] 123-4567`
- Spaces: `+1 555 123 4567`
- Hyphens: `+1-555-123-4567`
- Periods: `+1.555.123.4567`
- Commas: `+1,555,123,4567`
- Mixed formatting: `+1 (555)-123.4567`

All formatting characters are automatically removed during processing, and the service returns the phone number in standard E164 format (for example, `+15551234567`) in the `E164PhoneNumber` field of the response.

Using the carrier lookup service in the AWS CLI

The following example shows how to use the carrier lookup service in the AWS CLI. The service accepts phone numbers with various formatting characters (parentheses, brackets, spaces, hyphens, periods, commas) and automatically converts them to E164 format for processing. For more information, see CarrierLookup in the AWS End User Messaging SMS API reference or carrier-lookup in the AWS CLI Command Reference.

To use the carrier lookup service (CLI)

- At the command line, enter the following command. You can use various phone number formats - the service accepts special characters like parentheses, brackets, spaces, hyphens, periods, and commas:

```
$ aws pinpoint-sms-voice-v2 carrier-lookup --phone-number "+1 (555) 555-5333"
```

  Or with E164 format:

```
$ aws pinpoint-sms-voice-v2 carrier-lookup --phone-number +15555555333
```

Carrier lookup responses

The information that the carrier lookup service provides varies slightly based on the data that's available for the phone number that you provide. This section contains examples of the responses that the carrier lookup service returns.

> **Note**
>
> The data that's provided by the carrier lookup service is based on information provided by telecommunication providers and other entities around the world. Providers in some countries might update this information less frequently than providers in other countries do. For example, if you issue a request to validate a mobile phone number, and the number that you provided was ported from one mobile carrier to another, the response from the carrier lookup service might include the name of the original carrier, as opposed to the current one.

Valid mobile phone numbers

The following response is an example of the information `CarrierLookup` returns for a valid mobile phone number:

```
{
    "E164PhoneNumber": "+15555555333",
    "DialingCountryCode": "1",
    "IsoCountryCode": "US",
```

```
    "Country": "United States",
    "MCC": "310",
    "MNC": "260",
    "Carrier": "ExampleCorp Mobile",
    "PhoneNumberType": "MOBILE"
}
```

Valid landline phone numbers

The following response is an example of the information CarrierLookup returns for a valid landline phone number:

```
{
    "E164PhoneNumber": "+15555555333",
    "DialingCountryCode": "1",
    "IsoCountryCode": "CA",
    "Country": "Canada",
    "Carrier": "ExampleCorp Landline",
    "PhoneNumberType": "LANDLINE"
}
```

Invalid phone numbers

If your request contains an invalid phone number, the carrier lookup service returns information that resembles the following example:

```
{
    "E164PhoneNumber": "+15555555333444666",
    "PhoneNumberType": "INVALID"
}}
```

Note that the PhoneNumberType property in this response indicates that this phone number is INVALID, and that it doesn't include information about the carrier or location associated with the phone number. You should avoid sending SMS or voice messages to phone numbers where the PhoneNumberType is INVALID, because these numbers are unlikely to belong to actual recipients.

Other phone numbers

Phone numbers that are not classified as mobile, landline, or invalid are returned with a PhoneNumberType value of OTHER.

Working with shared resources in AWS End User Messaging SMS

AWS End User Messaging SMS integrates with AWS Resource Access Manager (AWS RAM) to enable resource sharing. AWS RAM is a service that enables you to share some AWS End User Messaging SMS resources with other AWS accounts or through AWS Organizations. With AWS RAM, you share resources that you own by creating a *resource share*. A resource share specifies the resources to share, and the consumers with whom to share them. Consumers can include:

- Specific AWS accounts inside or outside of its organization in AWS Organizations
- An organizational unit inside its organization in AWS Organizations
- Its entire organization in AWS Organizations
- Other AWS Services like Amazon Pinpoint or Amazon SNS

For more information about AWS RAM, see the *AWS RAM User Guide*.

This topic explains how to share resources that you own, and how to use resources that are shared with you.

Important

Shared resources (phone numbers, sender IDs, pools, and opt-out lists) accessed via AWS RAM can only be used with the AWS End User Messaging SMS API (for example, the SendTextMessage action). They are not supported with:

- Amazon SNS (`Publish` API for SMS)
- Amazon Pinpoint (`SendMessages` API)
- The AWS End User Messaging SMS console

To send from a shared resource, use the AWS CLI or an with the full Amazon Resource Name (ARN) of the resource in the `SendTextMessage` API call.

Important

Sharing origination identities with other AWS accounts does not grant those accounts permission to send messages to China. Each AWS account must be individually allowlisted for sending to China, regardless of whether the origination identity is owned or shared via AWS RAM. If a consuming account attempts to send to China using a shared origination identity without its own China allowlisting, the request will fail with a `DESTINATION_COUNTRY_BLOCKED` validation error.
To request China allowlisting for an account, open a case with AWS Support. For more information, see Requesting support for SMS, MMS, and voice messaging through Support.

Contents

- Prerequisites for sharing phone number, pool, opt-out list, or sender IDs
- Sharing a phone number, pool, opt-out list, or sender ID
- Unsharing a shared phone number, pool, opt-out list, or sender ID
- Identifying a shared phone number, pool, opt-out list, or sender ID
- Responsibilities and permissions for shared phone number, pool, opt-out list, or sender IDs
- Billing and metering
- Instance quotas
- Example policies for sharing a sender ID or phone number with Amazon Pinpoint
- Example policy for sharing a sender ID with Amazon Pinpoint and Amazon SNS
- Example policy for sharing a phone number with Amazon Pinpoint and Amazon SNS

Prerequisites for sharing phone number, pool, opt-out list, or sender IDs

- To share a phone number, pool, opt-out list, or sender ID, you must own it in your AWS account. This means that the resource must be allocated or provisioned in your account. You cannot share a phone number, pool, opt-out list, or sender ID that has been shared with you.
- To share a phone number, pool, opt-out list, or sender ID with your organization or an organizational unit in AWS Organizations, you must enable sharing with AWS Organizations. For more information, see Enable Sharing with AWS Organizations in the *AWS RAM User Guide*.

Sharing a phone number, pool, opt-out list, or sender ID

When you share a resources that you own with other AWS accounts, you enable them to do the following:

- **Opt-Out List** – Consumers with access to this resource can check the status of a phone number, remove a phone number, and add phone numbers to the opt-out list.
- **PhoneNumber** – Consumers with access to this resource can use the phone number to send messages.
- **Pool** – Consumers with access to this resource can view the pool. Any resources contained in the pool must also be shared for other AWS accounts to be able to access them. You can have a mix of shared and unshared resources in a pool.
- **Sender ID** – Consumers with access to this resource can use the Sender Id to send messages.

To share a phone number, pool, opt-out list, or sender ID, you must add it to a resource share. A resource share is an AWS RAM resource that lets you share your resources across AWS accounts. A resource share specifies the resources to share, and the consumers with whom they are shared. When you share a phone number, pool, opt-out list, or sender ID using the AWS End User Messaging SMS console, you add it to an existing resource share. To add the phone number, pool, opt-out list, or sender ID to a new resource share, you must first create the resource share using the AWS RAM console.

If you are part of an organization in AWS Organizations and sharing within your organization is enabled, consumers in your organization are automatically granted access to the shared phone number, pool, opt-out list, or sender ID. Otherwise, consumers receive an invitation to join the resource share and are granted access to the shared phone number, pool, opt-out list, or sender ID after accepting the invitation.

You can share a phone number, pool, opt-out list, or sender ID that you own using the AWS End User Messaging SMS console, AWS RAM console, or the AWS CLI.

> **Note**
>
> Shared resources can only be used through the AWS CLI or AWS End User Messaging SMS and Voice v2 API. You must use the full Amazon Resource Name (ARN) of the shared resource. Sending via Amazon SNS, Amazon Pinpoint, or the AWS End User Messaging SMS console is not supported for shared resources.

To view resources shared with your account you must use the AWS CLI or the AWS RAM console.

We recommend using the AWS RAM console to share resources.

To share a phone number, pool, opt-out list, or sender ID that you own using the AWS End User Messaging SMS console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose the resource type and then resource.
3. On the **Resource policy** tab, choose **Edit**.
4. You can edit the JSON resource based policy to change sharing permissions.
5. Choose **Save changes**.

To share a phone number, pool, opt-out list, or sender ID that you own using the AWS RAM console

See Creating a Resource Share in the *AWS RAM User Guide*.

To share a phone number, pool, opt-out list, or sender ID that you own using the AWS CLI

Use the create-resource-share command.

Unsharing a shared phone number, pool, opt-out list, or sender ID

When a resource owner stops sharing a phone number, pool, opt-out list, or sender ID with a consumer, the resource no longer appears in the consumer's console.

To unshare a shared phone number, pool, opt-out list, or sender ID that you own, you must remove it from the resource share. You can do this using the AWS End User Messaging SMS console, AWS RAM console, or the AWS CLI.

To unshare a shared phone number, pool, opt-out list, or sender ID that you own using the AWS RAM console

See Updating a Resource Share in the *AWS RAM User Guide*.

To unshare a shared phone number, pool, opt-out list, or sender ID that you own using the AWS CLI

Use the disassociate-resource-share command.

Identifying a shared phone number, pool, opt-out list, or sender ID

Owners and consumers can identify shared phone number, pool, opt-out list, or sender IDs using the AWS CLI.

> **Note**
>
> Phone numbers, pools, opt-out list, and sender IDs are generally not identifiable as a shared resource in the AWS End User Messaging SMS console.

To identify a shared phone number, pool, opt-out list, or sender ID using the AWS CLI

Use the describe-opt-out-lists, describe-phone-numbers, describe-pools, or describe-sender-ids command with the `Owner` parameter set to `SHARED`. The command returns the phone number, pool, opt-out list, or sender IDs that are shared with you.

Responsibilities and permissions for shared phone number, pool, opt-out list, or sender IDs

Permissions for owners

Owners can update, view, share, stop sharing, and use phone number, pool, opt-out list, or sender IDs.

Permissions for consumers

Consumers can use and view phone number, pool, opt-out list, or sender IDs.

Billing and metering

The owner of the resource is billed for the resource. Consumers aren't billed for resources shared with them but are billed for using resources to send messages. There aren't extra costs associated with sharing a resource.

Consumers are billed for sending a message with send-text-message, send-media-message or send-voice-message and this counts against the consumers spending limits. For more information about pricing or spending limits, see AWS End User Messaging Pricing and Set an SMS, MMS or voice spending limit in AWS End User Messaging SMS.

Instance quotas

Sharing a resource doesn't affect the limits of the resource in the owner's or consumer's account. Only the owner's account is used to calculate the limits of the resource.

Example policies for sharing a sender ID or phone number with Amazon Pinpoint

We recommend that you use the AWS RAM console to create and manage resource shares.

The following example allows Amazon Pinpoint to send SMS or Voice messages with the specified phone number.

To share a phone number that you own using the AWS End User Messaging SMS console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers** and then choose a phone number.
3. On the **Resource policy** tab, choose **Edit**.
4. You can edit the JSON resource based policy to change sharing permissions.

   In the following JSON, make the following changes and then paste the JSON to the **Resource policy**:

   - Replace *`Partition`* with the AWS partition the phone number is in.

- Replace *Region* with the AWS Region the phone number is in.
- Replace *Account* with the account number that owns the phone number.
- Replace *Phone-id* with the identifier of the phone number.

5. Choose **Save changes**.

The following example allows Amazon Pinpoint to send SMS messages with the specified sender ID.

To share a Sender ID that you own using the AWS End User Messaging SMS console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender IDs** and then choose a sender ID.
3. On the **Resource policy** tab, choose **Edit**.
4. You can edit the JSON resource based policy to change sharing permissions.

   In the following JSON, make the following changes and then paste the JSON to the **Resource policy**:

   - Replace *Partition* with the AWS partition the sender ID is in.
   - Replace *Region* with the AWS Region the sender ID is in.
   - Replace *Account* with the account number that owns the sender ID.
   - Replace *Senderid* with the identifier of the sender ID.
   - Replace *Countrycode* with the two-letter ISO-3166 alpha-2 code for the country of the sender ID.

5. Choose **Save changes**.

Example policy for sharing a sender ID with Amazon Pinpoint and Amazon SNS

We recommend that you use the AWS RAM console to create and manage resource shares.

The following example allows Amazon Pinpoint and Amazon SNS to send SMS messages with the specified sender ID.

To share a sender ID that you own using the AWS End User Messaging SMS console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Configurations**, choose **Sender IDs** and then choose a sender ID.
3. On the **Resource policy** tab, choose **Edit**.
4. You can edit the JSON resource based policy to change sharing permissions.

   In the following JSON, make the following changes and then paste the JSON to the **Resource policy**:

   - Replace *Partition* with the AWS partition the phone number is in.
   - Replace *Region* with the AWS Region the phone number is in.
   - Replace *OwnersAccountID* with the AWS account number that owns the sender ID.
   - Replace *SenderID* with the identifier of the sender ID.
   - Replace *ISO* with the two-letter ISO-3166 alpha-2 code for the country of the sender ID.
   - Replace *ConsumersAccountID* with the AWS account number to give access to.

   JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "pinpoint.amazonaws.com"
            },
            "Action": [
                "sms-voice:SendTextMessage",
                "sms-voice:SendVoiceMessage"
            ],
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:sender-
id/SenderID/ISO",
            "Condition": {
                "StringEquals": {
                "aws:SourceAccount": "111122223333"
                }
```

```
            }
        },
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "sns.amazonaws.com"
            },
            "Action": "sms-voice:SendTextMessage",
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:sender-
id/SenderID/ISO",
            "Condition": {
                "StringEquals": {
                "aws:SourceAccount": "111122223333"
                }
            }
        },
        {
            "Effect": "Allow",
            "Principal": {
                "AWS": "arn:aws:iam::111122223333:root"
            },
            "Action": "sms-voice:SendTextMessage",
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:sender-
id/SenderID/ISO"
        }
    ]
}
```

5. Choose **Save changes**.

Example policy for sharing a phone number with Amazon Pinpoint and Amazon SNS

We recommend that you use the AWS RAM console to create and manage resource shares.

The following example allows Amazon Pinpoint and Amazon SNS to send SMS messages with the specified phone number.

To share a phone number that you own using the AWS End User Messaging SMS console

1. Open the AWS End User Messaging SMS console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Configurations**, choose **Phone numbers** and then choose a phone number.
3. On the **Resource policy** tab, choose **Edit**.
4. You can edit the JSON resource based policy to change sharing permissions.

   In the following JSON, make the following changes and then paste the JSON to the **Resource policy**:

   - Replace *Partition* with the AWS partition the phone number is in.
   - Replace *Region* with the AWS Region the phone number is in.
   - Replace *OwnersAccountID* with the AWS account number that owns the phone number.
   - Replace *PhoneNumberID* with the identifier of the phone number.
   - Replace *ConsumersAccountID* with the AWS account number to give access to.

   JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Principal": {
                "Service": "pinpoint.amazonaws.com"
            },
            "Action": [
                "sms-voice:SendTextMessage",
                "sms-voice:SendVoiceMessage"
            ],
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:phone-
number/PhoneNumberID",
            "Condition": {
                "StringEquals": {
                "aws:SourceAccount": "111122223333"
                }
            }
        },
        {
            "Effect": "Allow",
            "Principal": {
```

```
                "Service": "sns.amazonaws.com"
            },
            "Action": "sms-voice:SendTextMessage",
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:phone-
number/PhoneNumberID",
            "Condition": {
                "StringEquals": {
                "aws:SourceAccount": "111122223333"
                }
            }
        },
        {
            "Effect": "Allow",
            "Principal": {
                "AWS": "arn:aws:iam::111122223333:root"
            },
            "Action": "sms-voice:SendTextMessage",
            "Resource": "arn:aws:sms-voice:us-east-1:111122223333:phone-
number/PhoneNumberID"
        }
    ]
}
```

5. Choose **Save changes**.

Understanding SMS billing and usage reports for AWS End User Messaging SMS

The AWS End User Messaging SMS channel generates a usage type that contains five fields in the following format: *Region code*–*MessagingType*–*ISO*–*RouteType*–*OriginationID*–*MessageCount/Fee*. For example, SMS messages sent from the Asia Pacific (Tokyo) Region to a Japanese phone number would appear as **APN1–OutboundSMS–JP–Standard–Senderid–MessageCount**.

RCS messaging has a separate pricing model that includes per-message fees and carrier pass-through charges, as well as registration fees for agent setup and maintenance. For detailed information about RCS pricing, see RCS billing and pricing model.

The following table displays the possible values and descriptions for the fields in the usage type. For more information about per SMS message, per MMS message, or origination identity pricing, see AWS End User Messaging Pricing.

Field	Options	Description
Region code	• **APN1** – Asia Pacific (Tokyo) Region • **APN2** – Asia Pacific (Seoul) Region • **APS1** – Asia Pacific (Singapore) Region • **APS2** – Asia Pacific (Sydney) Region • **APS3** – Asia Pacific (Mumbai) Region • **CAN1** – Canada (Central) Region • **EUC1** – Europe (Frankfurt) Region • **EU** – Europe (Ireland) Region	The AWS Region prefix that indicates where the SMS message was sent from.

Field	Options	Description
	• **EUW2** – Europe (London) Region • **UGW1** – AWS GovCloud (US-West) • **USE1 (or no prefix)** – US East (N. Virginia) Region • **USE2** – US East (Ohio) Region • **USW2** – US West (Oregon) Region	
MessagingType	**OutboundSMS**	This field lists the message type being sent. For Outbound SMS, it reads **OutboundSMS**.
ISO	See Supported countries and regions for SMS messaging with AWS End User Messaging SMS for the list of ISO country codes supported by AWS End User Messaging SMS.	The two–digit ISO country code that the message was sent to.
RouteType	**Standard**	The route type that the message was sent through. Currently, all messages are sent through the **Standard** route type.

Field	Options	Description
OrginationID	**TollFree**, **10DLC**, **Shortcode**, **Longcode**, **Senderid**, **Sharedroute**	This field specifies the origination identity that was used to send the message. See Choosing an origination identity for more information about supported origination identities.
MessageCount/Fee	**MessageCount**, **MessageFees**, **CarrierFeeCount**, **CarrierFees**	This field displays either the number of messages sent or the cost associated with sending those messages. • **MessageCount** – The number of messages sent using AWS End User Messaging SMS • **CarrierFeeCount** – The number of messages sent using AWS End User Messaging SMS that had carrier fee • **MessageFees** – The cost of sending messages sent using AWS End User Messaging SMS • **CarrierFees** – The cost of carrier fees to send messages using AWS End User Messaging SMS

Messages sent through AWS End User Messaging SMS for Outbound SMS generate 2 – 4 usage types per combination of ISO country and origination identity. View the following examples to better understand how the usage types appear on your bill.

Example 1: Sending messages to the United Kingdom

Suppose you sent 10 messages to the United Kingdom (ISO code GB) using a short code from USE1. Then you can expect the following two usage types in your bill:

```
1. USE1-OutboundSMS-GB-Standard-Shortcode-MessageCount
2. USE1-OutboundSMS-GB-Standard-Shortcode-MessageFee
```

Example 2: Sending messages to the United States

Suppose you sent 10 messages to the United States (ISO code US) using a 10DLC number from CAN1. Then you can expect the following four usage types in your bill:

```
1. CAN1-OutboundSMS-US-Standard-10DLC-MessageCount
2. CAN1-OutboundSMS-US-Standard-10DLC-MessageFee
3. CAN1-OutboundSMS-US-Standard-10DLC-CarrierFeeCount
4. CAN1-OutboundSMS-US-Standard-10DLC-CarrierFees
```

Tag AWS End User Messaging SMS resources for billing

You can use tags for organizing your AWS bill to reflect your own cost structure. To do this, sign up to get your AWS account bill with tag key values included. You can then organize your billing information by tag key values, to see the cost of your combined resources.

For example, you can tag several resources with a specific campaign name, and then organize your billing information to see the total cost of that campaign across several services. For more information, see Cost allocation and tagging in the *AWS Billing User Guide*.

Requesting support for SMS, MMS, and voice messaging through Support

Certain SMS options in AWS End User Messaging SMS can only be configured by creating a case in the AWS Support Center. Open a case to request any of the following:

- **An increase to your monthly SMS, MMS, or Voice spending threshold**

  By default, the monthly spending threshold is $1.00 (USD). Your spending threshold determines the volume of messages that you can send with AWS End User Messaging SMS. Request a spending threshold that meets the expected monthly message volume for your SMS, MMS, or voice use case. To change your spending threshold, see Change your spending threshold.
- **Moving from the sandbox to production**

  New AWS End User Messaging SMS accounts are placed into an SMS or voice sandbox. The sandbox protects both AWS customers and recipients from fraud and abuse. The sandbox also creates a safe environment for test, development, and QA accounts. To move your account out of the sandbox and into production, see The AWS End User Messaging SMS SMS/MMS sandbox and AWS End User Messaging SMS Voice sandbox.

When you create your case in the AWS Support Center, include all the information that's required for the type of request you're submitting. If you don't, Support will contact you to obtain this information before proceeding. By submitting a detailed case, you help to make sure that your request is fulfilled quickly. For the details that are required for specific types of SMS requests, see the topics in this section.

Topics

- Requesting an SMS, MMS, or voice spending quota change for AWS End User Messaging SMS

Requesting an SMS, MMS, or voice spending quota change for AWS End User Messaging SMS

Your spending quota determines how much money you can spend sending SMS, MMS, or voice messages through AWS End User Messaging SMS each month. When AWS End User Messaging SMS determines that sending an SMS, MMS, or voice message would incur a cost that exceeds your

spending quota for the current month, it stops publishing SMS, MMS, or voice messages within minutes.

> **Important**
>
> Because AWS End User Messaging SMS is a distributed system, it stops sending SMS, MMS, or voice messages within minutes of the spending quota being exceeded. During this period, if you continue to send SMS, MMS, or voice messages, you might incur costs that exceed your quota.

We set the maximum spending quota for all accounts in the Sandbox at $1.00 (USD) per month. This quota is intended to let you test the message-sending capabilities of AWS End User Messaging SMS. This quota also reduces the risk of sending large amounts of messages before you're ready to use AWS End User Messaging SMS for your production workloads and is necessary to prevent malicious users from abusing AWS End User Messaging SMS.

You can request an increase to the SMS, MMS, or voice spending quota for your account by opening a quota increase case in the AWS Support Center. Spending limits vary by region. Because of this you must specify the AWS Regions where you require an increase.

Change your spending threshold

You can request an increase to your maximum monthly spending quota by using the **AWS Service Quotas.**

To request a spending limit increase

1. Sign in to the AWS Management Console and open the Service Quotas console at https://console.aws.amazon.com/servicequotas/.
2. In the Navigation pane, choose **AWS Services**.
3. Choose **AWS End User Messaging** from the list, or search for **AWS End User Messaging** in the search box.
4. Choose the applicable spending quota

   - **TextMessageMonthlySpend**
   - **VoiceMessageMonthlySpend**
   - **MediaMessageMonthlySpend**

and then choose **Request increase at account level**.

5. For increased quota value, enter the new value. The new value must be greater than the current value.
6. Choose **Request**.
7. To view any pending or recently resolved requests in the console, navigate to the **Request history** tab from the service's details page or choose **Dashboard** from the navigation pane. For pending requests, choose the status of the request to open the request receipt. The initial status of a request is **Pending**. After the status changes to **Quota requested**, the Support case number is shown. Choose the case number to open the ticket for your request.

The AWS Support team provides an initial response to your request within 24 hours.

In order to prevent our systems from being used to send unsolicited or malicious content, we have to consider each request carefully. If we're able to do so, we'll grant your request within this 24-hour period. However, if we need to obtain additional information from you, it might take longer to resolve your request.

We might not be able to grant your request if your use case doesn't align with our policies.

Security in AWS End User Messaging SMS

Cloud security at AWS is the highest priority. As an AWS customer, you benefit from data centers and network architectures that are built to meet the requirements of the most security-sensitive organizations.

Security is a shared responsibility between AWS and you. The shared responsibility model describes this as security *of* the cloud and security *in* the cloud:

- **Security of the cloud** – AWS is responsible for protecting the infrastructure that runs AWS services in the AWS Cloud. AWS also provides you with services that you can use securely. Third-party auditors regularly test and verify the effectiveness of our security as part of the AWS Compliance Programs. To learn about the compliance programs that apply to AWS End User Messaging SMS, see AWS Services in Scope by Compliance Program.
- **Security in the cloud** – Your responsibility is determined by the AWS service that you use. You are also responsible for other factors including the sensitivity of your data, your company's requirements, and applicable laws and regulations.

This documentation helps you understand how to apply the shared responsibility model when using AWS End User Messaging SMS. The following topics show you how to configure AWS End User Messaging SMS to meet your security and compliance objectives. You also learn how to use other AWS services that help you to monitor and secure your AWS End User Messaging SMS resources.

Topics

- Data protection in AWS End User Messaging SMS
- Identity and access management for AWS End User Messaging SMS
- Compliance validation for AWS End User Messaging SMS
- Resilience in AWS End User Messaging SMS
- Infrastructure Security in AWS End User Messaging SMS
- Configuration and vulnerability analysis in AWS End User Messaging SMS
- Cross-service confused deputy prevention
- Security best practices
- SMS protocol security considerations

- SMS protocol security best practices

Data protection in AWS End User Messaging SMS

The AWS shared responsibility model applies to data protection in AWS End User Messaging SMS. As described in this model, AWS is responsible for protecting the global infrastructure that runs all of the AWS Cloud. You are responsible for maintaining control over your content that is hosted on this infrastructure. You are also responsible for the security configuration and management tasks for the AWS services that you use. For more information about data privacy, see Data Privacy FAQ. For information about data protection in Europe, see the General Data Protection Regulation (GDPR) Center.

For data protection purposes, we recommend that you protect AWS account credentials and set up individual users with AWS IAM Identity Center or AWS Identity and Access Management (IAM). That way, each user is given only the permissions necessary to fulfill their job duties. We also recommend that you secure your data in the following ways:

- Use multi-factor authentication (MFA) with each account.
- Use SSL/TLS to communicate with AWS resources. We require TLS 1.2 and recommend TLS 1.3.
- Set up API and user activity logging with AWS CloudTrail. For information about using CloudTrail trails to capture AWS activities, see Working with CloudTrail trails in the *AWS CloudTrail User Guide*.
- Use AWS encryption solutions, along with all default security controls within AWS services.
- Use advanced managed security services such as Amazon Macie, which assists in discovering and securing sensitive data that is stored in Amazon S3.
- If you require FIPS 140-3 validated cryptographic modules when accessing AWS through a command line interface or an API, use a FIPS endpoint. For more information about the available FIPS endpoints, see Federal Information Processing Standard (FIPS) 140-3.

We strongly recommend that you never put confidential or sensitive information, such as your customers' email addresses, into tags or free-form text fields such as a **Name** field. This includes when you work with AWS End User Messaging SMS or other AWS services using the console, API, AWS CLI, or AWS SDKs. Any data that you enter into tags or free-form text fields used for names may be used for billing or diagnostic logs. If you provide a URL to an external server, we strongly recommend that you do not include credentials information in the URL to validate your request to that server.

Data encryption

AWS End User Messaging SMS data is encrypted in transit and at rest within the AWS boundary. When you submit data to AWS End User Messaging SMS, it encrypts the data as it's received and stores it. When you retrieve data from AWS End User Messaging SMS, it transmits the data to you by using current security protocols. When you use AWS End User Messaging SMS to send an SMS message to an external mobile device, your data is transferred outside the AWS boundary through the SMS protocol and subject to the technical limitations of SMS.

Encryption at rest

AWS End User Messaging SMS encrypts all the data that it stores for you within the AWS boundary. This includes configuration data, registration data, and any data that you add into AWS End User Messaging SMS. To encrypt your data, AWS End User Messaging SMS uses internal AWS Key Management Service (AWS KMS) keys that the service owns and maintains on your behalf. We rotate these keys on a regular basis. For information about AWS KMS, see the AWS Key Management Service Developer Guide.

Encryption in transit

AWS End User Messaging SMS uses HTTPS and Transport Layer Security (TLS) 1.2 to communicate with your clients and applications. To communicate with other AWS services, AWS End User Messaging SMS uses HTTPS and TLS 1.2. In addition, when you create and manage AWS End User Messaging SMS resources by using the console, an AWS SDK, or the AWS Command Line Interface, all communications are secured using HTTPS and TLS 1.2.

When you use AWS End User Messaging SMS to send an SMS message to an external mobile device, your data is transferred outside the AWS boundary through the SMS protocol. The SMS protocol has several inherent limitations such as a lack of end-to-end encryption that may be relevant for your use case. For more information about the limitations of SMS and security best practices, see SMS protocol security considerations and SMS protocol security best practices.

End User Messaging's SMS Message Handling

AWS End User Messaging SMS processes and stores SMS messages within the AWS region selected by the customer. However, the final stages of SMS message delivery operate on international mobile networks beyond AWS control. As is typical in SMS message delivery, the SMS service

providers that AWS uses may themselves use downstream service providers to route the SMS messages globally. These downstream service providers may route the SMS messages through endpoints or networks in different regions from the customer's selected AWS region, even if the end user recipient of an SMS message is in the same region.

Key management

To encrypt your AWS End User Messaging SMS data, AWS End User Messaging SMS uses internal AWS KMS keys that the service owns and maintains on your behalf. We rotate these keys on a regular basis. You can't provision and use your own AWS KMS or other keys to encrypt data that you store in AWS End User Messaging SMS.

Inter-network traffic privacy

Internetwork traffic privacy refers to securing connections and traffic between AWS End User Messaging SMS and your on-premises clients and applications, and between AWS End User Messaging SMS and other AWS resources in the same AWS Region . The following features and practices can help you secure internetwork traffic privacy for AWS End User Messaging SMS.

Traffic between AWS End User Messaging SMS and on-premises clients and applications

To establish a private connection between AWS End User Messaging SMS and clients and applications on your on-premises network, you can use Direct Connect. This enables you to link your network to an AWS Direct Connect location by using a standard, fiber-optic Ethernet cable. One end of the cable is connected to your router. The other end is connected to an Direct Connect router. For more information, see What is Direct Connect? in the *Direct Connect User Guide*.

To help secure access to AWS End User Messaging SMS through published APIs, we recommend that you comply with AWS End User Messaging SMS requirements for API calls. AWS End User Messaging SMS requires clients to use Transport Layer Security (TLS) 1.2 or later. Clients must also support cipher suites with perfect forward secrecy (PFS), such as Ephemeral Diffie-Hellman (DHE) or Elliptic Curve Diffie-Hellman Ephemeral (ECDHE). Most modern systems such as Java 7 and later support these modes.

In addition, requests must be signed using an access key ID and a secret access key that's associated with an AWS Identity and Access Management (IAM) principal for your AWS account. Alternatively, you can use the AWS Security Token Service (AWS STS) to generate temporary security credentials to sign requests.

Traffic between AWS End User Messaging SMS and other AWS resources

To secure communications between AWS End User Messaging SMS and other AWS resources in the same AWS Region, AWS End User Messaging SMS uses HTTPS and TLS 1.2 by default.

Understanding SMS traffic outside the AWS boundary

At AWS, we take data protection seriously. We employ a variety of security measures to safeguard the data you store and process within our cloud environment. However, it's important to understand that the level of protection may differ when data leaves the AWS boundary and is processed or transmitted by external parties.

The SMS protocol does not support encryption. To send an SMS message AWS is required to transmit the SMS message outside of the AWS boundary and the SMS message will not be end-to-end encrypted.

Creating an interface VPC endpoint for AWS End User Messaging SMS

You can establish a private connection between your virtual private cloud (VPC) and an endpoint in AWS End User Messaging SMS by creating an interface VPC endpoint.

Interface endpoints are powered by AWS PrivateLink, a technology that allows you to privately access AWS End User Messaging SMS APIs without an internet gateway, NAT device, VPN connection, or Direct Connect. Instances in your VPC don't need public IP addresses to communicate with the AWS End User Messaging SMS APIs that integrate with AWS PrivateLink.

For more information, see the AWS PrivateLink Guide.

Creating an interface VPC endpoints

You can create an interface endpoint using either the Amazon VPC console or the AWS Command Line Interface (AWS CLI). For more information, see Create an interface endpoint in the AWS PrivateLink Guide.

AWS End User Messaging SMS supports the following service names:

- `com.amazonaws.region.sms-voice`

If you turn on private DNS for an interface endpoint, you can make API requests to AWS End User Messaging SMS using the default DNS name for the AWS Region, for example,

`com.amazonaws.us-east-1.sms-voice`. For more information, see DNS hostnames in the *AWS PrivateLink Guide*.

Creating a VPC endpoint policy

You can attach an endpoint policy to your VPC endpoint that controls access. The policy specifies the following information:

- The principal that can perform actions.
- The actions that can be performed.
- The resources on which actions can be performed.

For more information, see Control access to services using endpoint policies in the *AWS PrivateLink Guide*.

Example: VPC endpoint policy

The following VPC endpoint policy grants access to the listed AWS End User Messaging SMS actions for all principals on all resources.

```
{
"Statement": [
    {
      "Principal": "*",
      "Action": [
        "sms-voice:*"
      ],
      "Effect": "Allow",
      "Resource": "*"
    }
  ]
}
```

Identity and access management for AWS End User Messaging SMS

AWS Identity and Access Management (IAM) is an AWS service that helps an administrator securely control access to AWS resources. IAM administrators control who can be *authenticated* (signed in)

and *authorized* (have permissions) to use AWS End User Messaging SMS resources. IAM is an AWS service that you can use with no additional charge.

Topics

- Audience
- Authenticating with identities
- Managing access using policies
- How AWS End User Messaging SMS works with IAM
- Identity-based policy examples for AWS End User Messaging SMS
- AWS managed policies for AWS End User Messaging SMS
- Using service-linked roles for AWS End User Messaging SMS
- Troubleshooting AWS End User Messaging SMS identity and access
- AWS End User Messaging SMS actions for IAM policies

Audience

How you use AWS Identity and Access Management (IAM) differs based on your role:

- **Service user** - request permissions from your administrator if you cannot access features (see Troubleshooting AWS End User Messaging SMS identity and access)
- **Service administrator** - determine user access and submit permission requests (see How AWS End User Messaging SMS works with IAM)
- **IAM administrator** - write policies to manage access (see Identity-based policy examples for AWS End User Messaging SMS)

Authenticating with identities

Authentication is how you sign in to AWS using your identity credentials. You must be authenticated as the AWS account root user, an IAM user, or by assuming an IAM role.

You can sign in as a federated identity using credentials from an identity source like AWS IAM Identity Center (IAM Identity Center), single sign-on authentication, or Google/Facebook credentials. For more information about signing in, see How to sign in to your AWS account in the *AWS Sign-In User Guide*.

For programmatic access, AWS provides an SDK and CLI to cryptographically sign requests. For more information, see AWS Signature Version 4 for API requests in the *IAM User Guide*.

AWS account root user

When you create an AWS account, you begin with one sign-in identity called the AWS account *root user* that has complete access to all AWS services and resources. We strongly recommend that you don't use the root user for everyday tasks. For tasks that require root user credentials, see Tasks that require root user credentials in the *IAM User Guide*.

Federated identity

As a best practice, require human users to use federation with an identity provider to access AWS services using temporary credentials.

A *federated identity* is a user from your enterprise directory, web identity provider, or Directory Service that accesses AWS services using credentials from an identity source. Federated identities assume roles that provide temporary credentials.

For centralized access management, we recommend AWS IAM Identity Center. For more information, see What is IAM Identity Center? in the *AWS IAM Identity Center User Guide*.

IAM users and groups

An *IAM user* is an identity with specific permissions for a single person or application. We recommend using temporary credentials instead of IAM users with long-term credentials. For more information, see Require human users to use federation with an identity provider to access AWS using temporary credentials in the *IAM User Guide*.

An *IAM group* specifies a collection of IAM users and makes permissions easier to manage for large sets of users. For more information, see Use cases for IAM users in the *IAM User Guide*.

IAM roles

An *IAM role* is an identity with specific permissions that provides temporary credentials. You can assume a role by switching from a user to an IAM role (console) or by calling an AWS CLI or AWS API operation. For more information, see Methods to assume a role in the *IAM User Guide*.

IAM roles are useful for federated user access, temporary IAM user permissions, cross-account access, cross-service access, and applications running on Amazon EC2. For more information, see Cross account resource access in IAM in the *IAM User Guide*.

Managing access using policies

You control access in AWS by creating policies and attaching them to AWS identities or resources. A policy defines permissions when associated with an identity or resource. AWS evaluates these policies when a principal makes a request. Most policies are stored in AWS as JSON documents. For more information about JSON policy documents, see Overview of JSON policies in the *IAM User Guide*.

Using policies, administrators specify who has access to what by defining which **principal** can perform **actions** on what **resources**, and under what **conditions**.

By default, users and roles have no permissions. An IAM administrator creates IAM policies and adds them to roles, which users can then assume. IAM policies define permissions regardless of the method used to perform the operation.

Identity-based policies

Identity-based policies are JSON permissions policy documents that you attach to an identity (user, group, or role). These policies control what actions identities can perform, on which resources, and under what conditions. To learn how to create an identity-based policy, see Define custom IAM permissions with customer managed policies in the *IAM User Guide*.

Identity-based policies can be *inline policies* (embedded directly into a single identity) or *managed policies* (standalone policies attached to multiple identities). To learn how to choose between managed and inline policies, see Choose between managed policies and inline policies in the *IAM User Guide*.

Resource-based policies

Resource-based policies are JSON policy documents that you attach to a resource. Examples include IAM *role trust policies* and Amazon S3 *bucket policies*. In services that support resource-based policies, service administrators can use them to control access to a specific resource. You must specify a principal in a resource-based policy.

Resource-based policies are inline policies that are located in that service. You can't use AWS managed policies from IAM in a resource-based policy.

Other policy types

AWS supports additional policy types that can set the maximum permissions granted by more common policy types:

- **Permissions boundaries** – Set the maximum permissions that an identity-based policy can grant to an IAM entity. For more information, see Permissions boundaries for IAM entities in the *IAM User Guide*.
- **Service control policies (SCPs)** – Specify the maximum permissions for an organization or organizational unit in AWS Organizations. For more information, see Service control policies in the *AWS Organizations User Guide*.
- **Resource control policies (RCPs)** – Set the maximum available permissions for resources in your accounts. For more information, see Resource control policies (RCPs) in the *AWS Organizations User Guide*.
- **Session policies** – Advanced policies passed as a parameter when creating a temporary session for a role or federated user. For more information, see Session policies in the *IAM User Guide*.

Multiple policy types

When multiple types of policies apply to a request, the resulting permissions are more complicated to understand. To learn how AWS determines whether to allow a request when multiple policy types are involved, see Policy evaluation logic in the *IAM User Guide*.

How AWS End User Messaging SMS works with IAM

Before you use IAM to manage access to AWS End User Messaging SMS, learn what IAM features are available to use with AWS End User Messaging SMS.

IAM features you can use with AWS End User Messaging SMS

IAM feature	AWS End User Messaging SMS support
Identity-based policies	Yes
Resource-based policies	No
Policy actions	Yes
Policy resources	Yes
Policy condition keys	Yes
ACLs	No

IAM feature	AWS End User Messaging SMS support
ABAC (tags in policies)	Partial
Temporary credentials	Yes
Forward access sessions (FAS)	No
Service roles	Yes
Service-linked roles	Yes

To get a high-level view of how AWS End User Messaging SMS and other AWS services work with most IAM features, see AWS services that work with IAM in the *IAM User Guide*.

Identity-based policies for AWS End User Messaging SMS

Supports identity-based policies: Yes

Identity-based policies are JSON permissions policy documents that you can attach to an identity, such as an IAM user, group of users, or role. These policies control what actions users and roles can perform, on which resources, and under what conditions. To learn how to create an identity-based policy, see Define custom IAM permissions with customer managed policies in the *IAM User Guide*.

With IAM identity-based policies, you can specify allowed or denied actions and resources as well as the conditions under which actions are allowed or denied. To learn about all of the elements that you can use in a JSON policy, see IAM JSON policy elements reference in the *IAM User Guide*.

Identity-based policy examples for AWS End User Messaging SMS

To view examples of AWS End User Messaging SMS identity-based policies, see Identity-based policy examples for AWS End User Messaging SMS.

Resource-based policies within AWS End User Messaging SMS

Supports resource-based policies: No

Resource-based policies are JSON policy documents that you attach to a resource. Examples of resource-based policies are IAM *role trust policies* and Amazon S3 *bucket policies*. In services that support resource-based policies, service administrators can use them to control access to a specific

resource. For the resource where the policy is attached, the policy defines what actions a specified principal can perform on that resource and under what conditions. You must specify a principal in a resource-based policy. Principals can include accounts, users, roles, federated users, or AWS services.

To enable cross-account access, you can specify an entire account or IAM entities in another account as the principal in a resource-based policy. For more information, see Cross account resource access in IAM in the *IAM User Guide*.

Policy actions for AWS End User Messaging SMS

Supports policy actions: Yes

Administrators can use AWS JSON policies to specify who has access to what. That is, which **principal** can perform **actions** on what **resources**, and under what **conditions**.

The `Action` element of a JSON policy describes the actions that you can use to allow or deny access in a policy. Include actions in a policy to grant permissions to perform the associated operation.

To see a list of AWS End User Messaging SMS actions, see Actions Defined by AWS End User Messaging SMS in the *Service Authorization Reference*.

Policy actions in AWS End User Messaging SMS use the following prefix before the action:

```
sms-voice
```

To specify multiple actions in a single statement, separate them with commas.

```
"Action": [
      "sms-voice:action1",
      "sms-voice:action2"
         ]
```

You can specify multiple actions using wildcards (*). For example, to specify all actions that begin with the word `Describe`, include the following action:

```
"Action": "sms-voice:Describe*"
```

To see a list of AWS End User Messaging SMS actions, see Actions Defined by AWS End User Messaging SMS in the *IAM User Guide*.

However, as a best practice, you should create policies that follow the principle of *least privilege*. In other words, you should create policies that include only the permissions that are required to perform a specific action.

For a list of AWS End User Messaging SMS actions that you can use in IAM policies, see AWS End User Messaging SMS actions for IAM policies.

To view examples of AWS End User Messaging SMS identity-based policies, see Identity-based policy examples for AWS End User Messaging SMS.

Policy resources for AWS End User Messaging SMS

Supports policy resources: Yes

Administrators can use AWS JSON policies to specify who has access to what. That is, which **principal** can perform **actions** on what **resources**, and under what **conditions**.

The `Resource` JSON policy element specifies the object or objects to which the action applies. As a best practice, specify a resource using its Amazon Resource Name (ARN). For actions that don't support resource-level permissions, use a wildcard (*) to indicate that the statement applies to all resources.

```
"Resource": "*"
```

To see a list of AWS End User Messaging SMS resource types and their ARNs, see Resources Defined by AWS End User Messaging SMS in the *Service Authorization Reference*. To learn with which actions you can specify the ARN of each resource, see Actions Defined by AWS End User Messaging SMS .

To view examples of AWS End User Messaging SMS identity-based policies, see Identity-based policy examples for AWS End User Messaging SMS.

Some AWS End User Messaging SMS actions, such as certain actions for creating resources, can't be performed on a specific resource. In those cases, you must use the wildcard (*):

```
"Resource": "*"
```

In IAM policies, you can also specify ARNs for the following types of SMS and Voice resources:

- Configuration Set
- Opt Out List
- Phone Number
- Pool
- Registration
- Registration attachment
- Sender Id
- Verified destination phone number

For example, to create a policy statement for a phone number that has the phone number ID phone-1234567890123456789012345678901 2 use the following ARN:

```
"Resource": "arn:aws:sms-voice:us-east-1:123456789012:phone-number/
phone-1234567890123456789012345678901 2"
```

To specify all phone numbers that belong to a specific account, use a wildcard (*) in place of the phone number ID:

```
"Resource": "arn:aws:sms-voice:us-east-1:123456789012:phone-number/*"
```

Some AWS End User Messaging SMS and Voice actions are not performed on a specific resource, such as those for managing account-level settings like spend limits. In those cases, you must use the wildcard (*):

```
"Resource": "*"
```

Policy condition keys for AWS End User Messaging SMS

Supports service-specific policy condition keys: Yes

Administrators can use AWS JSON policies to specify who has access to what. That is, which **principal** can perform **actions** on what **resources**, and under what **conditions**.

The `Condition` element specifies when statements execute based on defined criteria. You can create conditional expressions that use condition operators, such as equals or less than, to match

the condition in the policy with values in the request. To see all AWS global condition keys, see AWS global condition context keys in the *IAM User Guide*.

To see a list of AWS End User Messaging SMS condition keys, see Condition Keys for AWS End User Messaging SMS in the *Service Authorization Reference*. To learn with which actions and resources you can use a condition key, see Actions Defined by AWS End User Messaging SMS .

To view examples of AWS End User Messaging SMS identity-based policies, see Identity-based policy examples for AWS End User Messaging SMS.

AWS End User Messaging SMS defines its own set of condition keys and also supports some global condition keys. To see a list of all AWS global condition keys, see AWS global condition context keys in the *IAM User Guide*. To see a list of AWS End User Messaging SMS condition keys, see Condition Keys for AWS End User Messaging SMS in the *IAM User Guide*. To learn which actions and resources you can use a condition key with, see Actions Defined by AWS End User Messaging SMS in the *IAM User Guide*.

ACLs in AWS End User Messaging SMS

Supports ACLs: No

Access control lists (ACLs) control which principals (account members, users, or roles) have permissions to access a resource. ACLs are similar to resource-based policies, although they do not use the JSON policy document format.

ABAC with AWS End User Messaging SMS

Supports ABAC (tags in policies): Partial

Attribute-based access control (ABAC) is an authorization strategy that defines permissions based on attributes called tags. You can attach tags to IAM entities and AWS resources, then design ABAC policies to allow operations when the principal's tag matches the tag on the resource.

To control access based on tags, you provide tag information in the condition element of a policy using the `aws:ResourceTag/key-name`, `aws:RequestTag/key-name`, or `aws:TagKeys` condition keys.

If a service supports all three condition keys for every resource type, then the value is **Yes** for the service. If a service supports all three condition keys for only some resource types, then the value is **Partial**.

For more information about ABAC, see Define permissions with ABAC authorization in the *IAM User Guide*. To view a tutorial with steps for setting up ABAC, see Use attribute-based access control (ABAC) in the *IAM User Guide*.

Using temporary credentials with AWS End User Messaging SMS

Supports temporary credentials: Yes

Temporary credentials provide short-term access to AWS resources and are automatically created when you use federation or switch roles. AWS recommends that you dynamically generate temporary credentials instead of using long-term access keys. For more information, see Temporary security credentials in IAM and AWS services that work with IAM in the *IAM User Guide*.

Forward access sessions for AWS End User Messaging SMS

Supports forward access sessions (FAS): No

Forward access sessions (FAS) use the permissions of the principal calling an AWS service, combined with the requesting AWS service to make requests to downstream services. For policy details when making FAS requests, see Forward access sessions.

Service roles for AWS End User Messaging SMS

Supports service roles: Yes

A service role is an IAM role that a service assumes to perform actions on your behalf. An IAM administrator can create, modify, and delete a service role from within IAM. For more information, see Create a role to delegate permissions to an AWS service in the *IAM User Guide*.

> **Warning**
>
> Changing the permissions for a service role might break AWS End User Messaging SMS functionality. Edit service roles only when AWS End User Messaging SMS provides guidance to do so.

Service-linked roles for AWS End User Messaging SMS

Supports service-linked roles: Yes

A service-linked role is a type of service role that is linked to an AWS service. The service can assume the role to perform an action on your behalf. Service-linked roles appear in your AWS

account and are owned by the service. An IAM administrator can view, but not edit the permissions for service-linked roles.

For details about creating or managing service-linked roles, see AWS services that work with IAM. Find a service in the table that includes a `Yes` in the **Service-linked role** column. Choose the **Yes** link to view the service-linked role documentation for that service.

Identity-based policy examples for AWS End User Messaging SMS

By default, users and roles don't have permission to create or modify AWS End User Messaging SMS resources. To grant users permission to perform actions on the resources that they need, an IAM administrator can create IAM policies.

To learn how to create an IAM identity-based policy by using these example JSON policy documents, see Create IAM policies (console) in the *IAM User Guide*.

For details about actions and resource types defined by AWS End User Messaging SMS, including the format of the ARNs for each of the resource types, see Actions, Resources, and Condition Keys for AWS End User Messaging SMS in the *Service Authorization Reference*.

Topics

- Policy best practices
- Using the AWS End User Messaging SMS console
- Allow users to view their own permissions
- Examples: Providing access to AWS End User Messaging SMS and Voice v2 API actions
- IAM role for streaming events to Kinesis

Policy best practices

Identity-based policies determine whether someone can create, access, or delete AWS End User Messaging SMS resources in your account. These actions can incur costs for your AWS account. When you create or edit identity-based policies, follow these guidelines and recommendations:

- **Get started with AWS managed policies and move toward least-privilege permissions** – To get started granting permissions to your users and workloads, use the *AWS managed policies* that grant permissions for many common use cases. They are available in your AWS account. We recommend that you reduce permissions further by defining AWS customer managed policies

that are specific to your use cases. For more information, see AWS managed policies or AWS managed policies for job functions in the *IAM User Guide*.

- **Apply least-privilege permissions** – When you set permissions with IAM policies, grant only the permissions required to perform a task. You do this by defining the actions that can be taken on specific resources under specific conditions, also known as *least-privilege permissions*. For more information about using IAM to apply permissions, see Policies and permissions in IAM in the *IAM User Guide*.
- **Use conditions in IAM policies to further restrict access** – You can add a condition to your policies to limit access to actions and resources. For example, you can write a policy condition to specify that all requests must be sent using SSL. You can also use conditions to grant access to service actions if they are used through a specific AWS service, such as CloudFormation. For more information, see IAM JSON policy elements: Condition in the *IAM User Guide*.
- **Use IAM Access Analyzer to validate your IAM policies to ensure secure and functional permissions** – IAM Access Analyzer validates new and existing policies so that the policies adhere to the IAM policy language (JSON) and IAM best practices. IAM Access Analyzer provides more than 100 policy checks and actionable recommendations to help you author secure and functional policies. For more information, see Validate policies with IAM Access Analyzer in the *IAM User Guide*.
- **Require multi-factor authentication (MFA)** – If you have a scenario that requires IAM users or a root user in your AWS account, turn on MFA for additional security. To require MFA when API operations are called, add MFA conditions to your policies. For more information, see Secure API access with MFA in the *IAM User Guide*.

For more information about best practices in IAM, see Security best practices in IAM in the *IAM User Guide*.

Using the AWS End User Messaging SMS console

To access the AWS End User Messaging SMS console, you must have a minimum set of permissions. These permissions must allow you to list and view details about the AWS End User Messaging SMS resources in your AWS account. If you create an identity-based policy that is more restrictive than the minimum required permissions, the console won't function as intended for entities (users or roles) with that policy.

You don't need to allow minimum console permissions for users that are making calls only to the AWS CLI or the AWS API. Instead, allow access to only the actions that match the API operation that they're trying to perform.

To ensure that users and roles can still use the AWS End User Messaging SMS console, also attach the AWS End User Messaging SMS *ConsoleAccess* or *ReadOnly* AWS managed policy to the entities. For more information, see Adding permissions to a user in the *IAM User Guide*.

Allow users to view their own permissions

This example shows how you might create a policy that allows IAM users to view the inline and managed policies that are attached to their user identity. This policy includes permissions to complete this action on the console or programmatically using the AWS CLI or AWS API.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Sid": "ViewOwnUserInfo",
            "Effect": "Allow",
            "Action": [
                "iam:GetUserPolicy",
                "iam:ListGroupsForUser",
                "iam:ListAttachedUserPolicies",
                "iam:ListUserPolicies",
                "iam:GetUser"
            ],
            "Resource": ["arn:aws:iam::*:user/${aws:username}"]
        },
        {
            "Sid": "NavigateInConsole",
            "Effect": "Allow",
            "Action": [
                "iam:GetGroupPolicy",
                "iam:GetPolicyVersion",
                "iam:GetPolicy",
                "iam:ListAttachedGroupPolicies",
                "iam:ListGroupPolicies",
                "iam:ListPolicyVersions",
                "iam:ListPolicies",
                "iam:ListUsers"
            ],
            "Resource": "*"
        }
    ]
}
```

Examples: Providing access to AWS End User Messaging SMS and Voice v2 API actions

This section provides example policies that allow access to features that are available from the AWS End User Messaging SMS and Voice v2 API. This is a supplemental API that provides advanced options for using and managing the SMS and voice channels in AWS End User Messaging SMS. To learn more about this API, see the AWS End User Messaging SMS and Voice v2 API.

Read-only access

The following example policy allows read-only access to all AWS End User Messaging SMS and Voice v2 API actions and resources in your AWS account:

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Sid": "SMSVoiceReadOnly",
            "Effect": "Allow",
            "Action": [
                "sms-voice:List*",
                "sms-voice:DescribeAccountAttributes",
                "sms-voice:DescribeAccountLimits",
                "sms-voice:DescribeConfigurationSets",
                "sms-voice:DescribeKeywords",
                "sms-voice:DescribeOptedOutNumbers",
                "sms-voice:DescribeOptOutLists",
                "sms-voice:DescribePhoneNumbers",
                "sms-voice:DescribePools",
                "sms-voice:DescribeRegistrationAttachments",
                "sms-voice:DescribeRegistrationFieldDefinitions",
                "sms-voice:DescribeRegistrations",
                "sms-voice:DescribeRegistrationSectionDefinitions",
                "sms-voice:DescribeRegistrationTypeDefinitions",
                "sms-voice:DescribeRegistrationVersions",
                "sms-voice:DescribeSenderIds",
                "sms-voice:DescribeSpendLimits",
                "sms-voice:DescribeVerifiedDestinationNumbers"
            ],
            "Resource": "*"
```

```
        }
    ]
}
```

Administrator access

The following example policy allows full access to all AWS End User Messaging SMS and Voice v2 API actions and resources in your AWS account:

JSON

```
{
    "Version":"2012-10-17",
    "Statement": [
        {
            "Sid": "SMSVoiceFullAccess",
            "Effect": "Allow",
            "Action": [
                "sms-voice:*"
            ],
            "Resource": "*"
        }
    ]
}
```

IAM role for streaming events to Kinesis

AWS End User Messaging SMS can automatically send app usage data, or *event data*, from your app to an Amazon Kinesis data stream or Amazon Data Firehose delivery stream in your AWS account. Before AWS End User Messaging SMS can begin streaming the event data, you must delegate the required permissions to AWS End User Messaging SMS.

If you use the console to set up event streaming, AWS End User Messaging SMS automatically creates an AWS Identity and Access Management (IAM) role with the required permissions.

If you want to create the role manually, attach the following policies to the role:

- A permissions policy that allows AWS End User Messaging SMS to send event data to your stream.

- A trust policy that allows AWS End User Messaging SMS to assume the role.

After you create the role, you can configure AWS End User Messaging SMS to automatically send events to your stream. For more information, see Set up an Amazon Data Firehose event destination in AWS End User Messaging SMS in this guide.

AWS managed policies for AWS End User Messaging SMS

An AWS managed policy is a standalone policy that is created and administered by AWS. AWS managed policies are designed to provide permissions for many common use cases so that you can start assigning permissions to users, groups, and roles.

Keep in mind that AWS managed policies might not grant least-privilege permissions for your specific use cases because they're available for all AWS customers to use. We recommend that you reduce permissions further by defining customer managed policies that are specific to your use cases.

You cannot change the permissions defined in AWS managed policies. If AWS updates the permissions defined in an AWS managed policy, the update affects all principal identities (users, groups, and roles) that the policy is attached to. AWS is most likely to update an AWS managed policy when a new AWS service is launched or new API operations become available for existing services.

For more information, see AWS managed policies in the *IAM User Guide*.

AWS managed policy: SMSVoiceServiceRolePolicy

This policy is attached to a service-linked role that allows the service to perform actions on your behalf. You cannot attach this policy to your users, groups, or roles.

This policy allows SMSVoice to put metric data into the `AWS/SMSVoice` CloudWatch namespaces.

For details about this policy, see SMSVoiceServiceRolePolicy.

AWS End User Messaging SMS updates to AWS managed policies

View details about updates to AWS managed policies for AWS End User Messaging SMS since this service began tracking these changes. For automatic alerts about changes to this page, subscribe to the RSS feed on the AWS End User Messaging SMS Document history page.

Change	Description	Date
AWS End User Messaging SMS started tracking changes	AWS End User Messaging SMS started tracking changes for its AWS managed policies.	November 15, 2024
SMSVoiceServiceRolePolicy - New Policy	This policy allows SMSVoice to put metric data into the `AWS/SMSVoice` CloudWatch namespaces. The service-linked role AWSServiceRoleForSMSVoice uses this policy.	November 15, 2024

Using service-linked roles for AWS End User Messaging SMS

AWS End User Messaging SMS uses AWS Identity and Access Management (IAM) service-linked roles. A service-linked role is a unique type of IAM role that is linked directly to AWS End User Messaging SMS. Service-linked roles are predefined by AWS End User Messaging SMS and include all the permissions that the service requires to call other AWS services on your behalf.

A service-linked role makes setting up AWS End User Messaging SMS easier because you don't have to manually add the necessary permissions. AWS End User Messaging SMS defines the permissions of its service-linked roles, and unless defined otherwise, only AWS End User Messaging SMS can assume its roles. The defined permissions include the trust policy and the permissions policy, and that permissions policy cannot be attached to any other IAM entity.

You can delete a service-linked role only after first deleting their related resources. This protects your AWS End User Messaging SMS resources because you can't inadvertently remove permission to access the resources.

For information about other services that support service-linked roles, see AWS services that work with IAM and look for the services that have **Yes** in the **Service-linked roles** column. Choose a **Yes** with a link to view the service-linked role documentation for that service.

Service-linked role permissions for AWS End User Messaging SMS

AWS End User Messaging SMS uses the service-linked role named **AWSServiceRoleForSMSVoice** – Allows SMSVoice to publish metrics to CloudWatch on your behalf.

The AWSServiceRoleForSMSVoice service-linked role trusts the following services to assume the role:

- `sms-voice.amazonaws.com`

The role permissions policy named SMSVoiceServiceRolePolicy allows AWS End User Messaging SMS to complete the following actions on the specified resources:

- Action: `cloudwatch:PutMetricData` on `any metric in the AWS/SMSVoice namespace`

You must configure permissions to allow your users, groups, or roles to create, edit, or delete a service-linked role. For more information, see Service-linked role permissions in the *IAM User Guide*.

Creating a service-linked role for AWS End User Messaging SMS

You don't need to manually create a service-linked role. When you use any of the following actions `CreateConfigurationSet`, `CreateOptOutList`, `CreatePool`, `CreateProtectConfiguration`, `CreateRegistration`, `CreateRegistrationAttachment`, `CreateVerifiedDestinationNumber`, `RequestPhoneNumber`, or `RequestSenderId` in the AWS Management Console, the AWS CLI, or the AWS API, AWS End User Messaging SMS creates the service-linked role for you.

If you delete this service-linked role, and then need to create it again, you can use the same process to recreate the role in your account. When you use any of the following actions `CreateConfigurationSet`, `CreateOptOutList`, `CreatePool`, `CreateProtectConfiguration`, `CreateRegistration`, `CreateRegistrationAttachment`,

`CreateVerifiedDestinationNumber`, `RequestPhoneNumber`, or `RequestSenderId`, AWS End User Messaging SMS creates the service-linked role for you again.

You can also use the IAM console to create a service-linked role with the **AWSEndUserMessagingSMS - Metrics** use case. In the AWS CLI or the AWS API, create a service-linked role with the `sms-voice.amazonaws.com` service name. For more information, see Creating a service-linked role in the *IAM User Guide*. If you delete this service-linked role, you can use this same process to create the role again.

Editing a service-linked role for AWS End User Messaging SMS

AWS End User Messaging SMS does not allow you to edit the AWSServiceRoleForSMSVoice service-linked role. After you create a service-linked role, you cannot change the name of the role because various entities might reference the role. However, you can edit the description of the role using IAM. For more information, see Editing a service-linked role in the *IAM User Guide*.

Deleting a service-linked role for AWS End User Messaging SMS

If you no longer need to use a feature or service that requires a service-linked role, we recommend that you delete that role. That way you don't have an unused entity that is not actively monitored or maintained. However, you must clean up the resources for your service-linked role before you can manually delete it.

> **Note**
>
> If the AWS End User Messaging SMS service is using the role when you try to delete the resources, then the deletion might fail. If that happens, wait for a few minutes and try the operation again.

To delete AWS End User Messaging SMS resources used by the AWSServiceRoleForSMSVoice

1. Verify you have no configuration sets, registrations, protect configurations, sender IDs, pools, long codes, and that you have not used AWS End User Messaging SMS in the last 30 days.
2. Call the iam DeleteServiceLinkedRole api to remove the role, for more information see Deleting a service-linked role.

To manually delete the service-linked role using IAM

Use the IAM console, the AWS CLI, or the AWS API to delete the AWSServiceRoleForSMSVoice service-linked role. For more information, see Deleting a service-linked role in the *IAM User Guide*.

Supported Regions for AWS End User Messaging SMS service-linked roles

AWS End User Messaging SMS supports using service-linked roles in all of the Regions where the service is available. For more information, see AWS End User Messaging endpoints and quotas.

Troubleshooting AWS End User Messaging SMS identity and access

Use the following information to help you diagnose and fix common issues that you might encounter when working with AWS End User Messaging SMS and IAM.

Topics

- I am not authorized to perform an action in AWS End User Messaging SMS
- I am not authorized to perform iam:PassRole
- I want to allow people outside of my AWS account to access my AWS End User Messaging SMS resources

I am not authorized to perform an action in AWS End User Messaging SMS

If you receive an error that you're not authorized to perform an action, your policies must be updated to allow you to perform the action.

The following example error occurs when the `mateojackson` IAM user tries to use the console to view details about a fictional *`my-example-widget`* resource but doesn't have the fictional `sms-voice:`*`GetWidget`* permissions.

```
User: arn:aws:iam::123456789012:user/mateojackson is not authorized to perform: sms-
voice:GetWidget on resource: my-example-widget
```

In this case, the policy for the `mateojackson` user must be updated to allow access to the *`my-example-widget`* resource by using the `sms-voice:`*`GetWidget`* action.

If you need help, contact your AWS administrator. Your administrator is the person who provided you with your sign-in credentials.

I am not authorized to perform iam:PassRole

If you receive an error that you're not authorized to perform the `iam:PassRole` action, your policies must be updated to allow you to pass a role to AWS End User Messaging SMS.

Some AWS services allow you to pass an existing role to that service instead of creating a new service role or service-linked role. To do this, you must have permissions to pass the role to the service.

The following example error occurs when an IAM user named `marymajor` tries to use the console to perform an action in AWS End User Messaging SMS. However, the action requires the service to have permissions that are granted by a service role. Mary does not have permissions to pass the role to the service.

```
User: arn:aws:iam::123456789012:user/marymajor is not authorized to perform:
 iam:PassRole
```

In this case, Mary's policies must be updated to allow her to perform the `iam:PassRole` action.

If you need help, contact your AWS administrator. Your administrator is the person who provided you with your sign-in credentials.

I want to allow people outside of my AWS account to access my AWS End User Messaging SMS resources

You can create a role that users in other accounts or people outside of your organization can use to access your resources. You can specify who is trusted to assume the role. For services that support resource-based policies or access control lists (ACLs), you can use those policies to grant people access to your resources.

To learn more, consult the following:

- To learn whether AWS End User Messaging SMS supports these features, see How AWS End User Messaging SMS works with IAM.
- To learn how to provide access to your resources across AWS accounts that you own, see Providing access to an IAM user in another AWS account that you own in the *IAM User Guide*.
- To learn how to provide access to your resources to third-party AWS accounts, see Providing access to AWS accounts owned by third parties in the *IAM User Guide*.

- To learn how to provide access through identity federation, see Providing access to externally authenticated users (identity federation) in the *IAM User Guide*.
- To learn the difference between using roles and resource-based policies for cross-account access, see Cross account resource access in IAM in the *IAM User Guide*.

AWS End User Messaging SMS actions for IAM policies

To manage access to AWS End User Messaging SMS resources in your AWS account, you can add AWS End User Messaging SMS actions to AWS Identity and Access Management (IAM) policies. By using actions in policies, you can control what users can do on the AWS End User Messaging SMS console. You can also control what users can do programmatically by using the AWS SDKs, the AWS Command Line Interface (AWS CLI), or the AWS End User Messaging SMS APIs directly.

This topic identifies AWS End User Messaging SMS actions that you can add to IAM policies for your AWS account. To see examples that demonstrate how you can use actions in policies to manage access to AWS End User Messaging SMS resources, see Identity-based policy examples for AWS End User Messaging SMS.

Topics

- AWS End User Messaging SMS and Voice v2 API actions

AWS End User Messaging SMS and Voice v2 API actions

This section identifies actions for features that are available from the AWS End User Messaging SMS and Voice v2 API. For the AWS End User Messaging SMS and Voice v2 API is an API that provides advanced options for using and managing the SMS and voice channels. For a complete list of actions available in version 2, see the AWS End User Messaging SMS and Voice API version 2 API Reference.

`sms-voice:AssociateOriginationIdentity`

Associate the specified origination identity with a pool.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:pool/`*`poolId`*
- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:phone-number/`*`phoneNumberId`*
- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:sender-id/senderId/`*`isoCountyCode`*

sms-voice:AssociateProtectConfiguration

Associate the specified protect configuration with a configuration set.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:CreateConfigurationSet

Create a new configuration set.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*

sms-voice:CreateEventDestination

Create a new event destination in a configuration set.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*

sms-voice:CreateOptOutList

Create a new opt-out list.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:opt-out-list/*optOutListName*

sms-voice:CreatePool

Create a new pool and associates the specified origination identity to the pool.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/senderId/*isoCountyCode*

sms-voice:CreateProtectConfiguration

Create a new protect configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:CreateRegistration

Create a registration.

- Resource ARN –arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:CreateRegistrationAssociation

Associate aregistration with an origination identity.

- Resource ARN –arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*

sms-voice:CreateRegistrationAttachment

Create an attachment for a registration.

- Resource ARN –arn:aws:sms-voice:*region*:*accountId*:registration-attachment/*registrationAttachmentId*

sms-voice:CreateRegistrationVersion

Create a new version of the registration.

- Resource ARN –arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:CreateVerifiedDestinationNumber

Create a new verififed destination phone number.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:verified-destination-number/*verifiedDestinationNumberId*

sms-voice:DeleteAccountDefaultProtectConfiguration

Disassociate the account default protect configuration.

- Resource ARN – Not available. Use *.

sms-voice:DeleteConfigurationSet

Delete an existing configuration set.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*

sms-voice:DeleteDefaultMessageType

Delete an existing default message type on a configuration set.

- Resource ARN – `arn:aws:sms-voice:region:accountId:configuration-set/configurationSetName`

sms-voice:DeleteDefaultSenderId

Delete an existing default sender ID on a configuration set.

- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/configuration-set/configurationSetName`

sms-voice:DeleteEventDestination

Delete an existing event destination.

- Resource ARN – `arn:aws:sms-voice:region:accountId:configuration-set/configurationSetName`

sms-voice:DeleteKeyword

Delete an existing keyword from an origination phone number or pool.

- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:phone-number/phoneNumberId`

sms-voice:DeleteMediaMessageSpendLimitOverride

Delete an account-level monthly spending limit override for sending MMS messages.

- Resource ARN – Not available. Use *.

sms-voice:DeleteOptedOutNumber

Delete an existing opted out destination phone number from the specified opt-out list.

- Resource ARN – `arn:aws:sms-voice:region:accountId:opt-out-list/optOutListName`

sms-voice:DeleteOptOutList

Delete an existing opt-out list. All opted out phone numbers in the opt-out list are deleted.

- Resource ARN – `arn:aws:sms-voice:region:accountId:opt-out-list/optOutListName`

sms-voice:DeletePool

Delete an existing pool.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*

sms-voice:DeleteProtectConfiguration

Delete a protect configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:DeleteRegistration

Delete a new version of the registration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:DeleteRegistrationAttachment

Delete the registration attachment.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:registration-attachment/*registrationAttachmentId*

sms-voice:DeleteRegistrationFieldValue

Delete the value from a registration field.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:DeleteTextMessageSpendLimitOverride

Delete an account-level monthly spending limit override for sending text messages.

- Resource ARN – Not available. Use *.

sms-voice:DeleteVerifiedDestinationNumber

Delete a verifiifed destination phone number.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:verified-destination-number/*verifiedDestinationNumberId*

sms-voice:DeleteVoiceMessageSpendLimitOverride

Delete an account-level monthly spend limit override for sending voice messages.

- Resource ARN – Not available. Use *.

sms-voice:DescribeAccountAttributes

Describe attributes of your AWS account.

- Resource ARN – Not available. Use *.

sms-voice:DescribeAccountLimits

Describe the current AWS End User Messaging SMS and Voice V2 resource quotas for your account.

- Resource ARN – Not available. Use *.

sms-voice:DescribeConfigurationSets

Describe the specified configuration sets or all in your account.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:configuration-set/`*`configurationSetName`*

sms-voice:DescribeKeywords

Describe the specified keywords or all keywords on your origination phone number or pool.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:pool/`*`poolId`*
- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:phone-number/`*`phoneNumberId`*

sms-voice:DescribeOptedOutNumbers

Describe the specified opted out destination numbers or all opted out destination numbers in an opt-out list.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:opt-out-list/`*`optOutListName`*

sms-voice:DescribeOptOutLists

Describe the specified opt-out list or all opt-out lists in your account.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:opt-out-list/`*`optOutListName`*

sms-voice:DescribePhoneNumbers

Describe the specified origination phone number, or all the phone numbers in your account.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:phone-number/`*`phoneNumberId`*

`sms-voice:DescribePools`

Retrieve the specified pools or all pools associated with your AWS account.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:pool/`*`poolId`*

`sms-voice:DescribeProtectConfiguration`

Retrieve the specified protect configurations.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:protect-configuration/`*`ProtectConfigurationId`*

`sms-voice:DescribeRegistrationAttachments`

List all registration attachments.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:registration-attachment/`*`registrationAttachmentId`*

`sms-voice:DescribeRegistrationFieldDefinitions`

List the field definition for a registration.

- Resource ARN – Not available. Use *.

`sms-voice:DescribeRegistrationFieldValues`

List the field values for a registration.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:registration/`*`registrationId`*

`sms-voice:DescribeRegistrations`

List the registrations in your account.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:registration/`*`registrationId`*

`sms-voice:DescribeRegistrationSectionDefinitions`

List the section definition for a registration.

- Resource ARN – Not available. Use *.

sms-voice:DescribeRegistrationTypeDefinitions

List the type definitions for a registration.

- Resource ARN – Not available. Use *.

sms-voice:DescribeRegistrationVersions

List the versions for a registration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:DescribeSenderIds

Describe the specified SenderIds or all SenderIds associated with your AWS account.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:DescribeSpendLimits

Describe the current AWS End User Messaging SMS monthly spend limits for sending voice and text messages.

- Resource ARN – Not available. Use *.

sms-voice:DescribeVerifiedDestinationNumbers

List the verififed destination phone numbers in your account.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:verified-destination-number/*verifiedDestinationNumberId*

sms-voice:DisassociateOriginationIdentity

Remove the specified origination identity from an existing pool.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:DisassociateProtectConfiguration

Disassociate a configuration set from a protect configuration.

- Resource ARN – `arn:aws:sms-voice:region:accountId:protect-configuration/ProtectConfigurationId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:configuration-set/configurationSetName`

`sms-voice:DiscardRegistrationVersion`

Discard the current version of a registration.

- Resource ARN – `arn:aws:sms-voice:region:accountId:registration/registrationId`

`sms-voice:GetProtectConfigurationCountryRuleSet`

Get the country rule set for a protect configuration.

- Resource ARN – `arn:aws:sms-voice:region:accountId:protect-configuration/ProtectConfigurationId`

`sms-voice:ListPoolOriginationIdentities`

Show the origination phone numbers in a pool.

- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`

`sms-voice:ListRegistrationAssociations`

List all resources associated with the registration.

- Resource ARN – `arn:aws:sms-voice:region:accountId:registration/registrationId`

`sms-voice:ListTagsForResource`

List the tags associated with a resource.

- Resource ARN – `arn:aws:sms-voice:region:accountId:configuration-set/configurationSetName`
- Resource ARN – `arn:aws:sms-voice:region:accountId:opt-out-list/optOutListName`
- Resource ARN – `arn:aws:sms-voice:region:accountId:phone-number/phoneNumberId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/senderId/isoCountryCode`

sms-voice:ProtectConfiguration

A protect configuration controls which destination countries messages can be sent to.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:PutKeyword

Add or update a keyword on an origination phone number or pool.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*

sms-voice:PutOptedOutNumber

Add a destination phone number to an opt-out list.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:opt-out-list/*optOutListName*

sms-voice:PutRegistrationFieldValue

Update a field value in the registration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:registration/*registrationId*

sms-voice:ReleasePhoneNumber

Remove an origination phone number from your AWS End User Messaging SMS account.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*

sms-voice:ReleaseSenderId

Remove a sender ID from your AWS End User Messaging SMS account.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:RequestPhoneNumber

Request to add an origination phone number to your account.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*

- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`

`sms-voice:RequestSenderId`

Request a new sender ID.

- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/senderId/isoCountryCode`

`sms-voice:SendDestinationNumberVerificationCode`

Send an SMS or voice message containg a verification code to the dsetination phone number.

- Resource ARN – `arn:aws:sms-voice:region:accountId:phone-number/phoneNumberId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/senderId/isoCountryCode`

`sms-voice:SendMediaMessage`

Send an MMS message.

- Resource ARN – `arn:aws:sms-voice:region:accountId:phone-number/phoneNumberId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/senderId/isoCountryCode`

`sms-voice:SendTextMessage`

Send an SMS message.

- Resource ARN – `arn:aws:sms-voice:region:accountId:phone-number/phoneNumberId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:pool/poolId`
- Resource ARN – `arn:aws:sms-voice:region:accountId:sender-id/senderId/isoCountryCode`

`sms-voice:SendVoiceMessage`

Send a voice message.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:phone-number/`*`phoneNumberId`*
- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:pool/`*`poolId`*

`sms-voice:SetAccountDefaultProtectConfiguration`

Set the account protect configuration.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:protect-configuration/`*`ProtectConfigurationId`*

`sms-voice:SetDefaultMessageType`

Set the default message type for SMS messages.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:configuration-set/`*`configurationSetName`*

`sms-voice:SetDefaultSenderId`

Set the default sender ID value for voice messages.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:configuration-set/`*`configurationSetName`*

`sms-voice:SetMediaMessageSpendLimitOverride`

Set a monthly spending limit for MMS messages.

- Resource ARN – Not available. Use *.

`sms-voice:SetTextMessageSpendLimitOverride`

Set a monthly spending limit for SMS messages.

- Resource ARN – Not available. Use *.

`sms-voice:SetVoiceMessageSpendLimitOverride`

Set a monthly spending limit for voice messages.

- Resource ARN – Not available. Use *.

`sms-voice:SubmitRegistrationVersion`

Submit the latest version of a registration.

- Resource ARN – `arn:aws:sms-voice:`*`region`*`:`*`accountId`*`:registration/`*`registrationId`*

sms-voice:TagResource

Add a tag to a resource.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:opt-out-list/*optOutListName*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:UntagResource

Remove tags from a resource.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:opt-out-list/*optOutListName*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*
- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:UpdateEventDestination

Update an existing event destination.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:configuration-set/*configurationSetName*

sms-voice:UpdatePhoneNumber

Update the configuration of an origination phone number.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:phone-number/*phoneNumberId*

sms-voice:UpdateProtectConfiguration

Update the protect configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:UpdateProtectConfigurationCountryRuleSet

Update the country rule set of a protect configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:protect-configuration/*ProtectConfigurationId*

sms-voice:UpdatePool

Update an existing phone number pool.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:pool/*poolId*

sms-voice:UpdateSenderId

Update a sender ID.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:sender-id/*senderId*/*isoCountryCode*

sms-voice:VerifyDestinationNumber

Verify a destination phone number.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:verified-destination-number/*verifiedDestinationNumberId*

sms-voice:CreateNotifyConfiguration

Create a new Notify configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:notify-configuration/*notifyConfigurationId*

sms-voice:UpdateNotifyConfiguration

Update an existing Notify configuration.

- Resource ARN – arn:aws:sms-voice:*region*:*accountId*:notify-configuration/*notifyConfigurationId*

sms-voice:DeleteNotifyConfiguration

Delete an existing Notify configuration.

- Resource ARN – `arn:aws:sms-voice:`*region*`:`*accountId*`:notify-configuration/`*notifyConfigurationId*

sms-voice:DescribeNotifyConfigurations

Describe the specified Notify configurations or all in your account.

- Resource ARN – `arn:aws:sms-voice:`*region*`:`*accountId*`:notify-configuration/`*notifyConfigurationId*

sms-voice:DescribeNotifyTemplates

Describe the available Notify templates.

- Resource ARN – Not available. Use *.

sms-voice:ListNotifyCountries

List the countries available for Notify.

- Resource ARN – Not available. Use *.

sms-voice:SendNotifyTextMessage

Send a templated SMS message using a Notify configuration.

- Resource ARN – `arn:aws:sms-voice:`*region*`:`*accountId*`:notify-configuration/`*notifyConfigurationId*

sms-voice:SendNotifyVoiceMessage

Send a templated voice message using a Notify configuration.

- Resource ARN – `arn:aws:sms-voice:`*region*`:`*accountId*`:notify-configuration/`*notifyConfigurationId*

sms-voice:SetNotifyMessageSpendLimitOverride

Set an account-level monthly spending limit override for sending Notify messages.

- Resource ARN – Not available. Use *.

sms-voice:DeleteNotifyMessageSpendLimitOverride

Delete an account-level monthly spending limit override for sending Notify messages.

- Resource ARN – Not available. Use *.

Compliance validation for AWS End User Messaging SMS

Our new AWS sign-up experience is not designed for regulated workloads. If you're using our new AWS sign-up experience, but you want to use AWS for regulated workloads, you can sign up for AWS (advanced) or activate advanced features for your AWS environment.

To learn whether an AWS service is within the scope of specific compliance programs, see AWS services in Scope by Compliance Program and choose the compliance program that you are interested in. For general information, see AWS Compliance Programs.

You can download third-party audit reports using AWS Artifact. For more information, see Downloading Reports in AWS Artifact.

Your compliance responsibility when using AWS services is determined by the sensitivity of your data, your company's compliance objectives, and applicable laws and regulations. For more information about your compliance responsibility when using AWS services, see AWS Security Documentation.

Security Assurance Program Considerations for SMS

The AWS End User Messaging capabilities are eligible for the security assurance programs list in Compliance Resources. This means that it is possible to build compliant solutions using SMS. For customers to build compliant solutions, they should consult their own security teams.

When dealing with sensitive data in SMS messages, it's crucial to follow relevant regulations and industry standards. While AWS provides robust security measures within our cloud environment, the responsibility for protecting data is shared with you, our customer. This shared responsibility model ensures that you have the flexibility to build solutions tailored to your specific needs, even when data leaves the AWS boundary.

While AWS End User Messaging SMS encrypts all data at rest and in transit, the final channel, such as SMS, may not be encrypted, and customers should configure any channel in a manner consistent with their requirements.

Resilience in AWS End User Messaging SMS

The AWS global infrastructure is built around AWS Regions and Availability Zones. AWS Regions provide multiple physically separated and isolated Availability Zones, which are connected with

low-latency, high-throughput, and highly redundant networking. With Availability Zones, you can design and operate applications and databases that automatically fail over between zones without interruption. Availability Zones are more highly available, fault tolerant, and scalable than traditional single or multiple data center infrastructures.

For more information about AWS Regions and Availability Zones, see AWS Global Infrastructure.

In addition to the AWS global infrastructure, AWS End User Messaging SMS offers several features to help support your data resiliency and backup needs.

Resilience in SMS Routing

AWS is committed to improving the resilience and deliverability of SMS messages for our customers. We maintain multiple routes and adjust SMS routing based on route trustworthiness, message deliverability, and message cost.

Infrastructure Security in AWS End User Messaging SMS

As a managed service, AWS End User Messaging SMS is protected by the AWS global network security procedures that are described in the Amazon Web Services: Overview of Security Processes whitepaper.

You use AWS published API calls to access AWS End User Messaging SMS through the network. Clients must support Transport Layer Security (TLS) 1.0 or later. We recommend TLS 1.2. Clients must also support cipher suites with perfect forward secrecy (PFS) such as DHE (Ephemeral Diffie-Hellman) or ECDHE (Elliptic Curve Ephemeral Diffie-Hellman). Most modern systems such as Java 7 and later support these modes.

Additionally, requests must be signed by using an access key ID and a secret access key that is associated with an IAM principal. Or you can use the AWS Security Token Service (AWS STS) to generate temporary security credentials to sign requests.

Configuration and vulnerability analysis in AWS End User Messaging SMS

As a managed service, AWS End User Messaging SMS is protected by AWS global network security. For information about AWS security services and how AWS protects infrastructure, see AWS Cloud

Security. To design your AWS environment using the best practices for infrastructure security, see Infrastructure Protection in *Security Pillar AWS Well-Architected Framework*.

You use AWS published API calls to access AWS End User Messaging SMS through the network. Clients must support the following:

- Transport Layer Security (TLS). We require TLS 1.2 and recommend TLS 1.3.
- Cipher suites with perfect forward secrecy (PFS) such as DHE (Ephemeral Diffie-Hellman) or ECDHE (Elliptic Curve Ephemeral Diffie-Hellman). Most modern systems such as Java 7 and later support these modes.

Cross-service confused deputy prevention

The confused deputy problem is a security issue where an entity that doesn't have permission to perform an action can coerce a more-privileged entity to perform the action. In AWS, cross-service impersonation can result in the confused deputy problem. Cross-service impersonation can occur when one service (the *calling service*) calls another service (the *called service*). The calling service can be manipulated to use its permissions to act on another customer's resources in a way it should not otherwise have permission to access. To prevent this, AWS provides tools that help you protect your data for all services with service principals that have been given access to resources in your account.

We recommend using the `aws:SourceArn` and `aws:SourceAccount` global condition context keys in resource policies to limit the permissions that AWS End User Messaging SMS gives another service to the resource. Use `aws:SourceArn` if you want only one resource to be associated with the cross-service access. Use `aws:SourceAccount` if you want to allow any resource in that account to be associated with the cross-service use.

The most effective way to protect against the confused deputy problem is to use the `aws:SourceArn` global condition context key with the full ARN of the resource. If you don't know the full ARN of the resource or if you are specifying multiple resources, use the `aws:SourceArn` global context condition key with wildcard characters (*) for the unknown portions of the ARN. For example, `arn:aws:`*`servicename`*`:*:`*`123456789012`*`:*`.

If the `aws:SourceArn` value does not contain the account ID, such as an Amazon S3 bucket ARN, you must use both global condition context keys to limit permissions.

The value of `aws:SourceArn` must be the ARN of the phone number.

The following example shows how you can use the `aws:SourceArn` and `aws:SourceAccount` global condition context keys in AWS End User Messaging SMS to prevent the confused deputy problem.

JSON

```
{
    "Version":"2012-10-17",
    "Statement": {
        "Sid": "ConfusedDeputyPreventionExamplePolicy",
        "Effect": "Allow",
        "Principal": {
            "Service": "sms-voice.amazonaws.com"
        },
        "Action": "sns:Publish",
        "Resource": "*",
        "Condition": {
            "StringEquals": {
            "aws:SourceAccount": "111122223333"
            },
            "ArnLike": {
            "aws:SourceArn": "arn:aws:sms-voice:us-east-1:111122223333:phone-
number/PhoneNumberID"
            }
        }
    }
}
```

Security best practices

AWS End User Messaging SMS provides a number of security features to consider as you develop and implement your own security policies. The following best practices are general guidelines and don't represent a complete security solution. Because these best practices might not be appropriate or sufficient for your environment, treat them as helpful considerations rather than prescriptions.

- Create an individual user for each person who manages AWS End User Messaging SMS resources, including yourself. Don't use AWS root credentials to manage AWS End User Messaging SMS resources.

- Grant each user the minimum set of permissions required to perform his or her duties.
- Use IAM groups to effectively manage permissions for multiple users.
- Rotate your IAM credentials regularly.

SMS protocol security considerations

It's important to understand the inherent limitations of the SMS protocol itself. Unlike secure messaging apps, SMS does not provide end-to-end encryption, message revocation, or inherent sender authentication, checksum error detection, and in some cases may store SMS in plain text on the device. There are also practical limitations such as message size that can impact how recipients view your message, see Messaging limits and restrictions.

SMS protocol security best practices

Given the limitations of the SMS protocols, here are some industry best practices to consider depending on your use case and your own security assessments:

- Choose a short time-to-live (TTL) for one time passwords (OTP).
- Block sending SMS messages to countries you don't do business in with AWS End User Messaging SMS Protect configurations.
- For sensitive information refer your customer to a secure portal.
- Use URL shorteners with caution to avoid the appearance of phishing or social engineering.
- Keep message content concise and include only necessary information.

For more information on the best practices of creating and sending SMS and MMS messages, see SMS and MMS best practices.

Monitoring AWS End User Messaging SMS

Monitoring is an important part of maintaining the reliability, availability, and performance of AWS End User Messaging SMS and your other AWS solutions. AWS provides the following monitoring tools to watch AWS End User Messaging SMS, report when something is wrong, and take automatic actions when appropriate:

- **Amazon CloudWatch** monitors your AWS resources and the applications you run on AWS in real time. You can collect and track metrics, create customized dashboards, and set alarms that notify you or take actions when a specified metric reaches a threshold that you specify. For example, you can have CloudWatch track CPU usage or other metrics of your Amazon EC2 instances and automatically launch new instances when needed. For more information, see the Amazon CloudWatch User Guide.
- **Amazon CloudWatch Logs** enables you to monitor, store, and access your log files from Amazon EC2 instances, CloudTrail, and other sources. CloudWatch can monitor information in the log files and notify you when certain thresholds are met. You can also archive your log data in highly durable storage. For more information, see the Amazon CloudWatch Logs User Guide.
- **AWS CloudTrail** captures API calls and related events made by or on behalf of your AWS account and delivers the log files to an Amazon S3 bucket that you specify. You can identify which users and accounts called AWS, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.
- **AWS Health Dashboards**, can check and monitor the status of your AWS End User Messaging SMS environment. To check the status of the AWS End User Messaging SMS service overall, use the AWS Service Health Dashboard. To check, monitor, and view historical data about any events or issues that might affect your AWS environment more specifically, use the AWS Personal Health Dashboard. To learn more about these dashboards, see the AWS Health User Guide.
- **AWS Trusted Advisor** inspects your AWS environment and provides recommendations for opportunities to address security gaps, improve system availability and performance, and save money. All AWS customers have access to a core set of Trusted Advisor checks. Customers who have a Business or Enterprise support plan have access to additional Trusted Advisor checks.

  Many of these checks can help you assess the security posture of your AWS End User Messaging SMS resources as part of your AWS account overall. For example, the core set of Trusted Advisor checks includes the following:

  - Logging configurations for your AWS account, for each supported AWS Region .

- Access permissions for your Amazon Simple Storage Service (Amazon S3) buckets, which might contain files that you import into AWS End User Messaging SMS to build segments.
- Use of AWS Identity and Access Management users, groups, and roles to control access to AWS End User Messaging SMS resources.
- IAM configurations and policy settings that might compromise the security of your AWS environment and AWS End User Messaging SMS resources.

For more information, see AWS Trusted Advisor in the *Support User Guide*.

Topics

- Monitoring AWS End User Messaging SMS with Amazon CloudWatch
- Create CloudWatch Alarms for AWS End User Messaging SMS metrics
- Monitoring SMS, MMS, and voice spending activity with AWS End User Messaging SMS
- Logging AWS End User Messaging SMS API calls using AWS CloudTrail
- Monitoring with EventBridge

Monitoring AWS End User Messaging SMS with Amazon CloudWatch

You can monitor AWS End User Messaging SMS using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. These statistics are kept for 15 months, so that you can access historical information and gain a better perspective on how your web application or service is performing. You can also set alarms that watch for certain thresholds, and send notifications or take actions when those thresholds are met. For more information, see the Amazon CloudWatch User Guide.

AWS End User Messaging SMS uses AWS Identity and Access Management (IAM) service-linked roles. A service-linked role is a unique type of IAM role that is linked directly to AWS End User Messaging SMS. Service-linked roles are predefined by AWS End User Messaging SMS and include all the permissions that the service requires to call other AWS services on your behalf. You must create a service-linked role for CloudWatch metrics to be collected.

CloudWatch metrics for AWS End User Messaging SMS

The following sections list the metrics and dimensions for AWS End User Messaging SMS.

Important

You must create a service-linked role for CloudWatch metrics to be collected.

Note

For some metrics, the result may be approximate due to the distributed nature of the service. In most cases, the count should be close to the actual number of messages processed.

For AWS End User Messaging SMS, you might want to watch for **TextMessageMonthlySpend**, **MediaMessageMonthlySpend** and **VoiceMessageMonthlySpend** and trigger an alarm when greater than, greater than or equal to, or equal to the threshold. The namespace for AWS End User Messaging SMS is `AWS/SMSVoice`.

AWS End User Messaging SMS also publishes RCS-specific metrics in the `AWS/SMSVoice` namespace, including `RCS.MessagesSent`, `RCS.MessagesDelivered`, and `RCS.MessagesFallenBackToSMS`. Existing metrics now include an `OriginationIdentityType` dimension with values such as `PHONE_NUMBER`, `SENDER_ID`, `RCS_AGENT`, and `POOL`. For the full list of RCS metrics and dimensions, see RCS CloudWatch metrics and monitoring.

Topics

- Message spend metrics
- Message delivery metrics
- Message feedback metrics
- Protect metrics in AWS End User Messaging SMS
- Dimensions

Message spend metrics

Message spend metrics

Metric	Description	Unit	Meaningful statistics
TextMessageMonthlySpend	The amount of money (in US Dollars) that you have spent sending SMS messages this month.	US Dollars	Maximum
VoiceMessageMonthlySpend	The amount of money (in US Dollars) that you have spent sending Voice messages this month.	US Dollars	Maximum
MediaMessageMonthlySpend	The amount of money (in US Dollars) that you have spent sending MMS messages this month.	US Dollars	Maximum

Message delivery metrics

The `AWS/SMSVoice` namespace includes the following message delivery metrics.

Message delivery metrics

Metric	Description	Unit	Meaningful statistics
NumberOfTextMessagePartsSent	Number of text message parts sent. Excludes messages that are blocked by Protect and service	Count	• Sum • Sample Count • Max • Min • Average

Metric	Description	Unit	Meaningful statistics
	limits like message spend limits		• Percentile
NumberOfMediaMessagePartsSent	Number of media message parts sent. Excludes messages that are blocked by Protect and service limits like message spend limits	Count	• Sum • Sample Count • Max • Min • Average • Percentile
NumberOfTextMessagePartsDelivered	Number of text message parts delivered to the recipient.	Count	• Sum • Sample Count • Max • Min • Average • Percentile
NumberOfMediaMessagePartsDelivered	Number of media message parts delivered to the recipient.	Count	• Sum • Sample Count • Max • Min • Average • Percentile

Duplicate delivery receipts for multi-part messages

When a message is split into multiple parts, the carrier infrastructure may return more than one delivery confirmation for the same message. The **NumberOfTextMessagePartsDelivered** and **NumberOfMediaMessagePartsDelivered** metrics record each delivery receipt received, which means the delivered count can occasionally exceed the sent count for a given message. Each message is sent and delivered

only once—the recipient does not receive duplicates. The extra delivery events are duplicate delivery receipts, not duplicate sends.
There is no billing impact. You are charged once per message part sent, regardless of how many delivery receipts are recorded.
If your application counts delivery events for reconciliation, we recommend deduplicating on the message ID.

Message feedback metrics

The `AWS/SMSVoice` namespace includes the following message feedback metrics.

Message feedback metrics

Metric	Description	Unit	Meaningful statistics
NumberOfTextMessagesExpectingFeedback	The total number of text messages for which feedback is tracked. **NumberOfTextMessagesExpectingFeedback** will have a value of 1 for each `SendTextMessage` request with MessageFeedbackEnabled enabled.	Count	• Sum • Sample Count • Average
NumberOfMediaMessagesExpectingFeedback	The total number of media messages for which feedback is tracked. **NumberOfMediaMessagesExpectingFeedback** will	Count	• Sum • Sample Count • Average

Metric	Description	Unit	Meaningful statistics
	have a value of 1 for each `SendMedia Message` request with MessageFe edbackEnabled enabled.		
NumberOfT extMessagesWithFee dback	The total number of text messages for which feedback was tracked and a feedback response was received. **NumberOfT extMessagesWithFee dback** will have a value of 1 for each message that receives a feedback. Percentage of messages with feedback can be determined by `100 * SUM(`**`NumberOfT extMessag esWithFee dback`**` ) / SUM(`**`NumberOfT extMessag esExpecti ngFeedback`**` )`	Count	• Sum • Sample Count • Average

Metric	Description	Unit	Meaningful statistics
NumberOfMediaMessagesWithFeedback	The total number of media messages for which feedback was tracked and a feedback response was received. **NumberOfMediaMessagesWithFeedback** will have a value of 1 for each message that receives a feedback. Percentage of messages with feedback can be determined by `100 * SUM(`**`NumberOfMediaMessagesWithFeedback`**` ) / SUM(`**`NumberOfMediaMessagesExpectingFeedback`**`  )`	Count	• Sum • Sample Count • Average

Protect metrics in AWS End User Messaging SMS

The `AWS/SMSVoice` namespace includes the following Protect metrics.

Metric name	Description	Unit	Meaningful Statistics
TextMessagesBlockedByProtect	Number of text messages blocked	Count	• Sum • Average

Metric name	Description	Unit	Meaningful Statistics
	due to country mode block rules. **TextMessagesBlocked ByProtect** will have a value of 1 if the message is blocked by protect and 0 if the message is not blocked. The percentage of SMS messages blocked by Protect can be determined by `100 * AVG(`**`TextMessagesBlocked ByProtect`**` )`.		• Sample Count

Metric name	Description	Unit	Meaningful Statistics
MediaMessagesBlockedByProtect	Number of media messages blocked due to country mode block rules. **MediaMessagesBlockedByProtect** will have a value of 1 if the message is blocked by protect and 0 if the message is not blocked. The percentage of MMS messages blocked by Protect can be determined by `100 * AVG(`**`MediaMessagesBlockedByProtect`**`)`.	Count	• Sum • Average • Sample Count

Dimensions

You can use the following dimensions to refine the metrics listed in the previous tables. These dimensions allow you to filter and group the metrics based on specific attributes of your SMS and voice messages.

Dimension	Description
None	Do not filter
IsoCountryCode	This dimension filters the data you request by ISO country code

Dimension	Description
MessageFeedbackStatus	This dimension filters the data you request by the message feedback status of `RECEIVED` or `FAILED`
ProtectConfigurationId	This dimension filters the data you request by protect configuration
[IsoCountryCode, MessageFeedbackStatus]	This dimension filters the data you request by ISO country code and message feedback status
[ProtectConfigurationId, IsoCountryCode]	This dimension filters the data you request by protect configuration and ISO country code
OriginationIdentityType	This dimension filters the data you request by origination identity type. Values include `PHONE_NUMBER` , `SENDER_ID` , `RCS_AGENT` , and `POOL`. For more information, see RCS CloudWatch metrics and monitoring.

Create CloudWatch Alarms for AWS End User Messaging SMS metrics

With CloudWatch you can create alarms that trigger based on metric thresholds for AWS End User Messaging SMS metrics. For example, you can create an alarm for the `NumberOfTextMessagePartsSent` metric. If more than 1000 text message parts are sent in 1 hour, an email notification can be sent. For more information, see Using Amazon CloudWatch Alarms in the *Amazon CloudWatch User Guide*.

To create an alarm that sends an email when 1000 text message parts have been sent in an hour

1. Open the CloudWatch console at https://console.aws.amazon.com/cloudwatch/.
2. Choose **Alarms** in the navigation pane, then choose **Create Alarm**.

3. In the **Select Metric** section choose **Browse Metrics** and then choose the `AWS/SMSVoice` namespace.
4. For `AWS/SMSVoice` metrics, choose the metric for which you want to set an alarm, then choose **Next**. For a list of available metrics, see Monitoring with CloudWatch.
5. To set an alarm for the number of text message parts sent:
   a. Choose **Message Delivery Metrics**
   b. Choose the **NumberOfTextMessagePartsSent** metric
6. In the **Specify metric and conditions** section:
   a. Set the statistic to Sum
   b. Set the period to 1 hour
   c. For **Conditions**, choose **Static**
   d. Set "**Whenever NumberOfTextMessagePartsSent is...**" to "**Greater than**"
   e. Enter the threshold value of 1000
7. In the **Configure actions** section:
   a. For **Alarm state trigger**, choose **In alarm**
   b. Choose an existing Amazon SNS topic to notify or create a new one
   c. If creating a new topic, enter email addresses separated by commas

   > **Note**
   >
   > If you create a new Amazon SNS topic, the email addresses must be verified before they receive notifications.

8. In the **Add name and description** section:
   a. Enter a name for your alarm. for example, **High Text Message Volume**
   b. Optionally, add a description
9. Preview the alarm settings in the **Preview and create** section, then choose **Create alarm**.

The alarm is now created and will trigger based on the conditions you specified.

You can create similar alarms for other AWS End User Messaging SMS metrics, such as:

- `NumberOfMediaMessagePartsSent`
- `NumberOfTextMessagePartsDelivered`
- `TextMessagesBlockedByProtect`

Adjust the metric, threshold, and other settings as needed for your specific use case.

Monitoring SMS, MMS, and voice spending activity with AWS End User Messaging SMS

This topic provides information about viewing SMS, MMS, and voice spending metrics in Amazon CloudWatch. It also explains how to set up a CloudWatch alarm that sends you a notification when your monthly SMS, MMS, or voice spending exceeds a certain amount.

If you only want to view your monthly charges for using AWS End User Messaging SMS, including the amount of money you've spent, you should use the AWS Billing and Cost Management console. The Billing and Cost Management console provides an estimate of your bill for the current month, and your final charges for previous months. For more information, see Viewing your monthly charges in the *AWS Billing User Guide*.

> **Important**
>
> You must create a service-linked role for CloudWatch metrics to be collected.

View your monthly SMS, MMS, and voice spending by using CloudWatch

To quickly determine how much money you've spent sending SMS, MMS, and voice messages during the current month, you can use the Metrics section of the CloudWatch console. CloudWatch retains metrics data for 15 months, so you can view real-time data and analyze historical trends.

For more information about viewing metrics in CloudWatch, see Using Amazon CloudWatch metrics in the *Amazon CloudWatch User Guide*.

To view SMS, MMS, and voice spending metrics in CloudWatch

1. Open the CloudWatch console at https://console.aws.amazon.com/cloudwatch/.

2. In the navigation pane, choose **Metrics**.
3. On the **All metrics** tab, choose **SMSVoice**.
4. Choose **Account Metrics**.
5. Select from options **TextMessageMonthlySpend**, **MediaMessageMonthlySpend**, and **VoiceMessageMonthlySpend**. Based on your selection, the graph updates to display the amount of money spent during the current month by using AWS End User Messaging SMS.

> **Note**
>
> The **TextMessageMonthlySpend**, **MediaMessageMonthlySpend**, and **VoiceMessageMonthlySpend** metrics don't appear until you send at least one message using AWS End User Messaging SMS.

Create an SMS, MMS, or voice spending alarm by using CloudWatch

In addition to viewing your monthly SMS, MMS, and voice spending metrics, you can create CloudWatch alarms that notify you when your SMS, MMS, or voice spending exceeds a certain amount. You can set up CloudWatch to deliver these notifications to you by sending them to an Amazon SNS topic.

For more information about creating alarms in CloudWatch, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

To create an SMS or voice spending alarm in CloudWatch

1. If you haven't already done so, create an Amazon SNS topic and subscribe an endpoint to it. The endpoint that you subscribe to the topic should be the location where you want to receive spending notifications. For example, if you want to receive spending notifications by email, subscribe your email address to the Amazon SNS topic. If you want to receive spending notifications by text message, subscribe an SMS endpoint to the topic.

   For information about creating and subscribing to topics, see Getting started with Amazon SNS in the *Amazon Simple Notification Service Developer Guide*.
2. Open the CloudWatch console at https://console.aws.amazon.com/cloudwatch/.

3. **Important**

   Before you create a billing alarm, you must set your AWS Region to US East (N. Virginia). Billing metric data is stored in this AWS Region and represents worldwide charges. You also must enable billing alerts for your account or in the management/payer account (if you are using consolidated billing). For more information, see Enabling billing alerts.

   In the navigation pane, under **Alarms**, choose **Billing**.
4. Next to **Billing alarms**, choose **Create alarm**.
5. Choose **Select metric**.
6. On the **All metrics** tab, choose **SMSVoice**, and then choose **Account Metrics**.
7. Select either **TextMessageMonthlySpend**, **MediaMessageMonthlySpend**, or **VoiceMessageMonthlySpend**.

   Note

   The **TextMessageMonthlySpend**, **MediaMessageMonthlySpend**, and **VoiceMessageMonthlySpend** metrics don't appear until you send at least one message through AWS End User Messaging SMS.
8. Choose the **Graphed metrics** tab, and then complete the following steps:

   - Under **Statistic**, choose the statistic or predefined percentile that you want to monitor, or specify a custom percentile—for example, **p99** or **p45**.
   - Under **Period**, choose the evaluation period for the alarm. When evaluating the alarm, each period is aggregated into one datapoint.
9. Choose **Select metric**. The **Specify metric and conditions** page appears, showing a graph and other information about the metric and statistic for the alarm.
10. Under **Conditions**, complete the following steps:

    - For **Threshold type**, choose **Static**.
    - For **Whenever (TextMessageMonthlySpend, MediaMessageMonthlySpend, or VoiceMessageMonthlySpend) is**, specify whether you want the metric to be greater than, greater than or equal to, or equal to the threshold to trigger the alarm. Then, under **than**,

enter the threshold value, which is the dollar amount (in US Dollars) that you want to trigger the alarm.

11. Under **Additional configuration**, complete the following steps:
    - For **Datapoints to alarm**, enter the number of evaluation periods (datapoints) during which the spending amount must exceed the threshold to trigger the alarm.
    - For **Missing data treatment**, choose **Treat missing data as ignore (maintain the alarm state)**.
12. Choose **Next**.
13. Under **Notification**, complete the following steps:
    - For **Whenever this alarm state is**, choose **in Alarm**.
    - For **Select an SNS topic**, choose the Amazon SNS topic that you want the alarm notification to be sent to.
14. Choose **Next**.
15. Enter a name and, optionally, a description for the alarm, and then choose **Next**.
16. Under **Preview and create**, review and confirm that the alarm settings are what you want, and then choose **Create alarm**.

Logging AWS End User Messaging SMS API calls using AWS CloudTrail

AWS End User Messaging SMS is integrated with AWS CloudTrail, a service that provides a record of actions taken by a user, role, or an AWS service. CloudTrail captures all API calls for AWS End User Messaging SMS as events. The calls captured include calls from the AWS End User Messaging SMS console and code calls to the AWS End User Messaging SMS API operations. Using the information collected by CloudTrail, you can determine the request that was made to AWS End User Messaging SMS, the IP address from which the request was made, when it was made, and additional details.

Every event or log entry contains information about who generated the request. The identity information helps you determine the following:

- Whether the request was made with root user or user credentials.
- Whether the request was made on behalf of an IAM Identity Center user.
- Whether the request was made with temporary security credentials for a role or federated user.

- Whether the request was made by another AWS service.

CloudTrail is active in your AWS account when you create the account and you automatically have access to the CloudTrail **Event history**. The CloudTrail **Event history** provides a viewable, searchable, downloadable, and immutable record of the past 90 days of recorded management events in an AWS Region. For more information, see Working with CloudTrail Event history in the *AWS CloudTrail User Guide*. There are no CloudTrail charges for viewing the **Event history**.

For an ongoing record of events in your AWS account past 90 days, create a trail or a CloudTrail Lake event data store.

CloudTrail trails

A *trail* enables CloudTrail to deliver log files to an Amazon S3 bucket. All trails created using the AWS Management Console are multi-Region. You can create a single-Region or a multi-Region trail by using the AWS CLI. Creating a multi-Region trail is recommended because you capture activity in all AWS Regions in your account. If you create a single-Region trail, you can view only the events logged in the trail's AWS Region. For more information about trails, see Creating a trail for your AWS account and Creating a trail for an organization in the *AWS CloudTrail User Guide*.

You can deliver one copy of your ongoing management events to your Amazon S3 bucket at no charge from CloudTrail by creating a trail, however, there are Amazon S3 storage charges. For more information about CloudTrail pricing, see AWS CloudTrail Pricing. For information about Amazon S3 pricing, see Amazon S3 Pricing.

CloudTrail Lake event data stores

CloudTrail Lake lets you run SQL-based queries on your events. CloudTrail Lake converts existing events in row-based JSON format to Apache ORC format. ORC is a columnar storage format that is optimized for fast retrieval of data. Events are aggregated into *event data stores*, which are immutable collections of events based on criteria that you select by applying advanced event selectors. The selectors that you apply to an event data store control which events persist and are available for you to query. For more information about CloudTrail Lake, see Working with AWS CloudTrail Lake in the *AWS CloudTrail User Guide*.

CloudTrail Lake event data stores and queries incur costs. When you create an event data store, you choose the pricing option you want to use for the event data store. The pricing option determines the cost for ingesting and storing events, and the default and maximum

retention period for the event data store. For more information about CloudTrail pricing, see AWS CloudTrail Pricing.

AWS End User Messaging SMS data events in CloudTrail

Data events provide information about the resource operations performed on or in a resource (for example, reading or writing to an Amazon S3 object). These are also known as data plane operations. Data events are often high-volume activities. By default, CloudTrail doesn't log data events. The CloudTrail **Event history** doesn't record data events.

Additional charges apply for data events. For more information about CloudTrail pricing, see AWS CloudTrail Pricing.

You can log data events for the AWS End User Messaging SMS resource types by using the CloudTrail console, AWS CLI, or CloudTrail API operations. For more information about how to log data events, see Logging data events with the AWS Management Console and Logging data events with the AWS Command Line Interface in the *AWS CloudTrail User Guide*.

The following table lists the AWS End User Messaging SMS resource types for which you can log data events. The **Data event type (console)** column shows the value to choose from the **Data event type** list on the CloudTrail console. The **resources.type value** column shows the `resources.type` value, which you would specify when configuring advanced event selectors using the AWS CLI or CloudTrail APIs. The **Data APIs logged to CloudTrail** column shows the API calls logged to CloudTrail for the resource type.

Data event type (console)	resources.type value	Data APIs logged to CloudTrail
SMS Voice origination identity	`AWS::SMSVoice::OriginationIdentity`	• SendTextMessage • SendVoiceMessage • SendMediaMessage
SMS Voice Notify configuration	`AWS::SMSVoice::NotifyConfiguration`	• SendNotifyTextMessage • SendNotifyVoiceMessage

You can configure advanced event selectors to filter on the `eventName`, `readOnly`, and `resources.ARN` fields to log only those events that are important to you. For more information about these fields, see AdvancedFieldSelector in the *AWS CloudTrail API Reference*.

AWS End User Messaging SMS management events in CloudTrail

Management events provide information about management operations that are performed on resources in your AWS account. These are also known as control plane operations. By default, CloudTrail logs management events.

AWS End User Messaging SMS logs all AWS End User Messaging SMS control plane operations as management events. For a list of the AWS End User Messaging SMS control plane operations that AWS End User Messaging SMS logs to CloudTrail, see the AWS End User Messaging SMS and Voice V2 API Reference.

AWS End User Messaging SMS event examples

An event represents a single request from any source and includes information about the requested API operation, the date and time of the operation, request parameters, and so on. CloudTrail log files aren't an ordered stack trace of the public API calls, so events don't appear in any specific order.

The following example shows a CloudTrail log entry that demonstrates the `CreateConfigurationSet` and `CreateEventDestination` actions.


```
{
  "Records": [
    {
      "eventVersion":"1.05",
      "userIdentity":{
        "type":"IAMUser",
        "principalId":"AIDAIHTHRCDA62EXAMPLE",
        "arn":"arn:aws:iam::111122223333:user/SampleUser",
        "accountId":"111122223333",
        "accessKeyId":"AKIAIOSFODNN7EXAMPLE",
        "userName":"SampleUser"
      },
      "eventTime":"2018-11-06T21:45:55Z",
      "eventSource":"sms-voice.amazonaws.com",
      "eventName":"CreateConfigurationSet",
      "awsRegion":"us-east-1",
```

```
      "sourceIPAddress":"192.0.0.1",
      "userAgent":"PostmanRuntime/7.3.0",
      "requestParameters":{
        "ConfigurationSetName":"MyConfigurationSet"
      },
      "responseElements":null,
      "requestID":"56dcc091-e20d-11e8-87d2-9994aexample",
      "eventID":"725843fc-8846-41f4-871a-7c52dexample",
      "readOnly":false,
      "eventType":"AwsApiCall",
      "recipientAccountId":"123456789012"
    },
    {
      "eventVersion":"1.05",
      "userIdentity":{
        "type":"IAMUser",
        "principalId":"AIDAIHTHRCDA62EXAMPLE",
        "arn":"arn:aws:iam::111122223333:user/SampleUser",
        "accountId":"111122223333",
        "accessKeyId":"AKIAIOSFODNN7EXAMPLE",
        "userName":"SampleUser"
      },
      "eventTime":"2018-11-06T21:47:08Z",
      "eventSource":"sms-voice.amazonaws.com",
      "eventName":"CreateEventDestination",
      "awsRegion":"us-east-1",
      "sourceIPAddress":"192.0.0.1",
      "userAgent":"PostmanRuntime/7.3.0",
      "requestParameters":{
        "EventDestinationName":"CloudWatchEventDestination",
        "ConfigurationSetName":"MyConfigurationSet",
        "EventDestination":{
          "Enabled":true,
          "MatchingEventTypes":[
            "INITIATED_CALL",
            "INITIATED_CALL"
          ],
          "CloudWatchLogsDestination":{
            "IamRoleArn":"arn:aws:iam::111122223333:role/iamrole-01",
            "LogGroupArn":"arn:aws:logs:us-east-1:111122223333:log-
group:clientloggroup-01"
          }
        }
      },
```

```
      "responseElements":null,
      "requestID":"81de1e73-e20d-11e8-b158-d5536example",
      "eventID":"fcafc21f-7c93-4a3f-9e72-fca2dexample",
      "readOnly":false,
      "eventType":"AwsApiCall",
      "recipientAccountId":"111122223333"
    }
  ]
}
```

The following example shows a CloudTrail log entry that demonstrates the `SendTextMessage` action.

```
{
        "eventVersion": "1.10",
        "userIdentity": {
            "type": "AssumedRole",
            "principalId": "QWERTYUIOPASDFGHJKLZXCVBNM:EXAMPLE",
            "arn": "arn:aws:sts::111122223333:assumed-role/ASDFGHJKL/QWERTYUIOP",
            "accountId": "111122223333",
            "accessKeyId": "AKIAIOSFODNN7EXAMPLE",
            "sessionContext": {
                "sessionIssuer": {
                    "type": "Role",
                    "principalId": "ASDFGHJKLQWERTYUIOP",
                    "arn": "arn:aws:iam::123456789123:role/QWERTYUIOP",
                    "accountId": "111122223333",
                    "userName": "QWERTYUIOP"
                },
                "attributes": {
                    "creationDate": "2024-10-02T22:39:11Z",
                    "mfaAuthenticated": "false"
                }
            }
        },
        "eventTime": "2024-10-02T23:52:08Z",
        "eventSource": "sms-voice.amazonaws.com",
        "eventName": "SendTextMessage",
        "awsRegion": "us-east-1",
        "sourceIPAddress": "192.0.2.1",
        "userAgent": "aws-cli/1.18.147 Python/2.7.18
 Linux/5.10.218-186.862.amzn2int.x86_64 botocore/1.18.6",
        "requestParameters": {
```

```
            "destinationPhoneNumber": "+11235550123",
            "originationIdentity": "phone-aa01234567890123456789012345678 9",
            "messageBody": "HIDDEN_DUE_TO_SECURITY_REASONS",
        },
        "responseElements": {
            "messageId": "a1b2c3d4-5678-90ab-cdef-EXAMPLE11111"
        },
        "requestID": "a1b2c3d4-5678-90ab-cdef-EXAMPLE22222",
        "eventID": "a1b2c3d4-5678-90ab-cdef-EXAMPLE33333",
        "readOnly": false,
        "resources": [{
            "accountId": "111122223333",
            "type": "AWS::SMSVoice::OriginationIdentity",
            "ARN": "arn:aws:sms-voice:us-east-1:111122223333:phone-number/phone-
aa01234567890123456789012345678 9"
        }],
        "eventType": "AwsApiCall",
        "managementEvent": false,
        "recipientAccountId": "111122223333",
        "eventCategory": "Data",
        "tlsDetails": {
            "clientProvidedHostHeader": "sms-voice.us-east-1.amazonaws.com"
        }
}
```

The following example shows a CloudTrail log entry that demonstrates the `SendVoiceMessage` action.

```
{
        "eventVersion": "1.10",
        "userIdentity": {
            "type": "AssumedRole",
            "principalId": "QWERTYUIOPASDFGHJKLZXCVBNM:EXAMPLE",
            "arn": "arn:aws:sts::111122223333:assumed-role/ASDFGHJKL/QWERTYUIOP",
            "accountId": "111122223333",
            "accessKeyId": "AKIAIOSFODNN7EXAMPLE",
            "sessionContext": {
                "sessionIssuer": {
                    "type": "Role",
                    "principalId": "ASDFGHJKLQWERTYUIOP",
                    "arn": "arn:aws:iam::123456789123:role/QWERTYUIOP",
                    "accountId": "111122223333",
                    "userName": "QWERTYUIOP"
```

```
                },
                "attributes": {
                    "creationDate": "2024-10-02T22:39:11Z",
                    "mfaAuthenticated": "false"
                }
            }
        },
        "eventTime": "2024-10-02T23:52:08Z",
        "eventSource": "sms-voice.amazonaws.com",
        "eventName": "SendVoiceMessage",
        "awsRegion": "us-east-1",
        "sourceIPAddress": "192.0.2.1",
        "userAgent": "aws-cli/1.18.147 Python/2.7.18
 Linux/5.10.218-186.862.amzn2int.x86_64 botocore/1.18.6",
        "requestParameters": {
            "destinationPhoneNumber": "+11235550123",
            "originationIdentity": "phone-aa01234567890123456789012345678 9",
            "messageBody": "HIDDEN_DUE_TO_SECURITY_REASONS",
        },
        "responseElements": {
            "messageId": "a1b2c3d4-5678-90ab-cdef-EXAMPLEaaaaa"
        },
        "requestID": "a1b2c3d4-5678-90ab-cdef-EXAMPLEbbbbb",
        "eventID": "a1b2c3d4-5678-90ab-cdef-EXAMPLE11111",
        "readOnly": false,
        "resources": [{
            "accountId": "111122223333",
            "type": "AWS::SMSVoice::OriginationIdentity",
            "ARN": "arn:aws:sms-voice:us-east-1:111122223333:phone-number/phone-
aa01234567890123456789012345678 9"
        }],
        "eventType": "AwsApiCall",
        "managementEvent": false,
        "recipientAccountId": "111122223333",
        "eventCategory": "Data",
        "tlsDetails": {
            "clientProvidedHostHeader": "sms-voice.us-east-1.amazonaws.com"
        }
}
```

The following example shows a CloudTrail log entry that demonstrates the `SendMediaMessage` action.

```
{
        "eventVersion": "1.10",
        "userIdentity": {
            "type": "AssumedRole",
            "principalId": "QWERTYUIOPASDFGHJKLZXCVBNM:EXAMPLE",
            "arn": "arn:aws:sts::111122223333:assumed-role/ASDFGHJKL/QWERTYUIOP",
            "accountId": "111122223333",
            "accessKeyId": "AKIAIOSFODNN7EXAMPLE",
            "sessionContext": {
                "sessionIssuer": {
                    "type": "Role",
                    "principalId": "ASDFGHJKLQWERTYUIOP",
                    "arn": "arn:aws:iam::377392627227:role/QWERTYUIOP",
                    "accountId": "111122223333",
                    "userName": "QWERTYUIOP"
                },
                "attributes": {
                    "creationDate": "2024-10-02T22:39:11Z",
                    "mfaAuthenticated": "false"
                }
            }
        },
        "eventTime": "2024-10-02T23:52:08Z",
        "eventSource": "sms-voice.amazonaws.com",
        "eventName": "SendMediaMessage",
        "awsRegion": "us-east-1",
        "sourceIPAddress": "192.0.2.1",
        "userAgent": "aws-cli/1.18.147 Python/2.7.18
 Linux/5.10.218-186.862.amzn2int.x86_64 botocore/1.18.6",
        "requestParameters": {
            "destinationPhoneNumber": "+11235550123",
            "originationIdentity": "phone-aa01234567890123456789012345678 9",
            "messageBody": "HIDDEN_DUE_TO_SECURITY_REASONS",
        },
        "responseElements": {
            "messageId": "a1b2c3d4-5678-90ab-cdef-EXAMPLE22222"
        },
        "requestID": "a1b2c3d4-5678-90ab-cdef-EXAMPLE33333",
        "eventID": "a1b2c3d4-5678-90ab-cdef-EXAMPLEaaaaa",
        "readOnly": false,
        "resources": [{
            "accountId": "111122223333",
            "type": "AWS::SMSVoice::OriginationIdentity",
```

```
            "ARN": "arn:aws:sms-voice:us-east-1:111122223333:phone-number/phone-
aa01234567890123456789012345678 9"
        }],
        "eventType": "AwsApiCall",
        "managementEvent": false,
        "recipientAccountId": "111122223333",
        "eventCategory": "Data",
        "tlsDetails": {
            "clientProvidedHostHeader": "sms-voice.us-east-1.amazonaws.com"
        }
}
```


For information about CloudTrail record contents, see CloudTrail record contents in the *AWS CloudTrail User Guide*.

Monitoring with EventBridge

AWS End User Messaging SMS sends events to EventBridge for Registration, SMS, MMS, and voice events. You can use EventBridge to write rules that take actions, such as notifying you, when specific event types are received. For more information, see the following topics in the Amazon EventBridge User Guide:

- What is Amazon EventBridge?
- Amazon EventBridge events
- Amazon EventBridge event patterns
- Amazon EventBridge rules

AWS End User Messaging SMS sends the following events directly to EventBridge:

- Text Message Delivery Status Updated
- Media Message Delivery Status Updated
- Voice Message Delivery Status Updated
- Registration Status Change

For text, media, and voice message events, the `detail` section in the following examples resembles the Example event data.

Event for a delivered SMS message


```
{
    "version": "0",
    "id": "5c0fa4f8-e4ba-ed02-6101-c795472fccd0",
    "detail-type": "Text Message Delivery Status Updated",
    "source": "aws.sms-voice",
    "account": "111122223333",
    "time": "2025-10-01T18:20:41Z",
    "region": "us-east-1",
    "resources": [],
    "detail": {
        "eventType": "TEXT_SUCCESSFUL",
        "eventVersion": "1.0",
        "eventTimestamp": 1759342841377,
        "isFinal": true,
        "originationPhoneNumber": "VAJZNBLLDX",
        "isoCountryCode": "ES",
        "isInternationalSend": false,
        "mcc": "214",
        "mnc": "05",
        "carrierName": "Movistar",
        "messageId": "ed23196c-75ce-4727-93ee-7bf72b64998f",
        "messageRequestTimestamp": 1759342840978,
        "messageEncoding": "GSM",
        "messageType": "TRANSACTIONAL",
        "messageStatus": "SUCCESSFUL",
        "messageStatusDescription": "Message has been accepted by phone carrier",
        "totalMessageParts": 1,
        "totalMessagePrice": 0.06087,
        "totalCarrierFee": 0.0,
        "protectConfiguration": {
            "protectConfigurationId": "protect-e06e5d722c31455286262a108e7d863d",
            "protectStatus": "ALLOW"
        }
    }
}
```


Event for a sent SMS message


```
{
    "version": "0",
```

```
    "id": "4111946b-816c-e73a-9ea0-a8367b9d57e4",
    "detail-type": "Text Message Delivery Status Updated",
    "source": "aws.sms-voice",
    "account": "555555555555",
    "time": "2024-10-16T17:20:24Z",
    "region": "eu-west-2",
    "resources": [],
    "detail": {
        "eventType": "TEXT_SUCCESSFUL",
        "eventVersion": "1.0",
        "eventTimestamp": 1729099224788,
        "isFinal": true,
        "originationPhoneNumber": "+18445550123",
        "isoCountryCode": "US",
        "isInternationalSend": false,
        "messageId": "9539975a-e71f-45f3-b496-8d98dc098a77",
        "messageRequestTimestamp": 1729099224438,
        "messageEncoding": "GSM",
        "messageType": "PROMOTIONAL",
        "messageStatus": "SUCCESSFUL",
        "messageStatusDescription": "Message has been accepted by phone carrier",
        "totalMessageParts": 1,
        "totalMessagePrice": 0.00581,
        "totalCarrierFee": 0.00302,
        "protectConfiguration": {
            "protectConfigurationId": "protect-e06e5d722c31455286262a108e7d863d",
            "protectStatus": "ALLOW"
        }
    }
}
```


Event for a sent voice message


```
{
    "version": "0",
    "id": "3bd18839-b5b4-79c5-1b18-bd6545f40566",
    "detail-type": "Voice Message Delivery Status Updated",
    "source": "aws.sms-voice",
    "account": "444455556666",
    "time": "2024-10-16T17:18:50Z",
    "region": "eu-west-2",
    "resources": [],
    "detail": {
```

```
        "eventType": "VOICE_INITIATED",
        "eventVersion": "1.0",
        "eventTimestamp": 1729099130226,
        "isFinal": false,
        "originationPhoneNumber": "+18445550123",
        "isoCountryCode": "US",
        "messageId": "1d2295bd-ac9b-4517-821f-7c6d95d789a1",
        "messageRequestTimestamp": 1729099129845,
        "messageStatus": "INITIATED"
    }
}
```

Event for a registration status change

AWS End User Messaging SMS sends the following registration status changes to Amazon EventBridge:

`CLOSED`, `CREATED`, `COMPLETE`, `DELETED`, `PROVISIONING`, `REQUIRES_AUTHENTICATION`, `REQUIRES_UPDATES`, `REVIEWING`, `SUBMITTED`

For definitions of these status values, see RegistrationInformation in the AWS End User Messaging SMS API Reference.

```
{
    "version": "0",
    "id": "d2e8812b-d34c-90f9-a8a9-3f18e15d1db9",
    "detail-type": "Registration Status Change",
    "source": "aws.sms-voice",
    "account": "111122223333",
    "time": "2025-09-26T17:42:25Z",
    "region": "us-east-1",
    "resources": ["arn:aws:sms-voice:us-east-1:111122223333:registration/
registration-30a16a8b7cec478a8e37febbb9005348"],
    "detail": {
        "registrationDetails": {
            "registrationId": "registration-30a16a8b7cec478a8e37febbb9005348",
            "registrationVersionNumber": 1,
            "registrationType": "ZZ_LONG_CODE_REGISTRATION",
            "registrationStatusChangeTimestamp": 1758908543000,
            "currentStatus": "SUBMITTED"
        },
        "registrationArn": "arn:aws:sms-voice:us-east-1:111122223333:registration/
registration-30a16a8b7cec478a8e37febbb9005348"
```

```
    }
}
```

Access AWS End User Messaging SMS using an interface endpoint (AWS PrivateLink)

You can use AWS PrivateLink to create a private connection between your VPC and AWS End User Messaging SMS. You can access AWS End User Messaging SMS as if it were in your VPC, without the use of an internet gateway, NAT device, VPN connection, or Direct Connect connection. Instances in your VPC don't need public IP addresses to access AWS End User Messaging SMS.

You establish this private connection by creating an *interface endpoint*, powered by AWS PrivateLink. We create an endpoint network interface in each subnet that you enable for the interface endpoint. These are requester-managed network interfaces that serve as the entry point for traffic destined for AWS End User Messaging SMS.

For more information, see Access AWS services through AWS PrivateLink in the *AWS PrivateLink Guide*.

Considerations for AWS End User Messaging SMS

Before you set up an interface endpoint for AWS End User Messaging SMS, review Considerations in the *AWS PrivateLink Guide*.

AWS End User Messaging SMS supports making calls to all of its API actions through the interface endpoint.

VPC endpoint policies are not supported for AWS End User Messaging SMS. By default, full access to AWS End User Messaging SMS is allowed through the interface endpoint. Alternatively, you can associate a security group with the endpoint network interfaces to control traffic to AWS End User Messaging SMS through the interface endpoint.

Create an interface endpoint for AWS End User Messaging SMS

You can create an interface endpoint for AWS End User Messaging SMS using either the Amazon VPC console or the AWS Command Line Interface (AWS CLI). For more information, see Create an interface endpoint in the *AWS PrivateLink Guide*.

Create an interface endpoint for AWS End User Messaging SMS using the following service name:

```
com.amazonaws.region.pinpoint-sms-voice-v2
```

If you enable private DNS for the interface endpoint, you can make API requests to AWS End User Messaging SMS using its default Regional DNS name. For example, `sms-voice.us-east-1.amazonaws.com`.

Create an endpoint policy for your interface endpoint

An endpoint policy is an IAM resource that you can attach to an interface endpoint. The default endpoint policy allows full access to AWS End User Messaging SMS through the interface endpoint. To control the access allowed to AWS End User Messaging SMS from your VPC, attach a custom endpoint policy to the interface endpoint.

An endpoint policy specifies the following information:

- The principals that can perform actions (AWS accounts, IAM users, and IAM roles).
- The actions that can be performed.
- The resources on which the actions can be performed.

For more information, see Control access to services using endpoint policies in the *AWS PrivateLink Guide*.

Example: VPC endpoint policy for AWS End User Messaging SMS actions

The following is an example of a custom endpoint policy. When you attach this policy to your interface endpoint, it grants access to the listed AWS End User Messaging SMS actions for all principals on all resources.

```
{
   "Statement": [
      {
         "Principal": "*",
         "Effect": "Allow",
         "Action": [
            "sms-voice:SendTextMessage",
            "sms-voice:RequestPhoneNumber",
            "sms-voice:DeletePool"
         ],
         "Resource":"*"
```

```
        }
    ]
}
```

Quotas for AWS End User Messaging SMS

Your AWS account has default quotas, formerly referred to as limits, for each AWS service. Unless otherwise noted, each quota is Region-specific. You can request increases for some quotas, and other quotas cannot be increased.

To request a quota increase, see Requesting a quota increase with Support.

Your AWS account has the following quotas related to AWS End User Messaging SMS.

The following table lists the Requests Per Second (RPS) quota for each resource of the AWS End User Messaging SMS and Voice v2 API. All Resources are eligible for a rate increase by following the directions by following the directions in Requesting a quota increase.

Resource	Default quota rate (requests per second)
AssociateOriginationIdentity	1
AssociateProtectConfiguration	1
CreateConfigurationSet	1
CreateEventDestination	1
CreateNotifyConfiguration	1
CreateOptOutList	1
CreatePool	1
CreateProtectConfiguration	1
CreateRegistration	1
CreateRegistrationAssociation	1
CreateRegistrationAttachment	1
CreateRegistrationVersion	1
CreateRcsAgent	1

Resource	Default quota rate (requests per second)
CreateVerifiedDestinationNumber	1
DeleteAccountDefaultProtectConfiguration	1
DeleteConfigurationSet	1
DeleteDefaultMessageType	1
DeleteDefaultSenderId	1
DeleteEventDestination	1
DeleteKeyword	1
DeleteMediaMessageSpendLimitOverride	1
DeleteNotifyConfiguration	1
DeleteNotifyMessageSpendLimitOverride	1
DeleteOptedOutNumber	10
DeleteOptOutList	1
DeletePool	1
DeleteProtectConfiguration	1
DeleteProtectConfigurationRuleSetNumberOverride	1
DeleteRegistration	1
DeleteRegistrationAttachment	1
DeleteRegistrationFieldValue	1
DeleteRcsAgent	1
DeleteTextMessageSpendLimitOverride	1

Resource	Default quota rate (requests per second)
DeleteVerifiedDestinationNumber	1
DeleteVoiceMessageSpendLimitOverride	1
DescribeAccountAttributes	1
DescribeAccountLimits	1
DescribeConfigurationSets	1
DescribeKeywords	1
DescribeNotifyConfigurations	1
DescribeNotifyTemplates	1
DescribeOptedOutNumbers	1
DescribeOptOutLists	1
DescribePhoneNumbers	1
DescribePools	1
DescribeProtectConfiguration	1
DescribeRegistrationAttachments	1
DescribeRegistrationFieldDefinitions	1
DescribeRegistrationFieldValues	1
DescribeRegistrations	1
DescribeRegistrationSectionDefinitions	1
DescribeRegistrationTypeDefinitions	1
DescribeRegistrationVersions	1

Resource	Default quota rate (requests per second)
DescribeRcsAgents	1
DescribeRcsAgentCountryLaunchStatus	1
DescribeSenderIds	1
DescribeSpendLimits	1
DescribeVerifiedDestinationNumbers	1
DisassociateOriginationIdentity	1
DisassociateProtectConfiguration	1
DiscardRegistrationVersion	1
GetProtectConfigurationCountryRuleSet	1
ListNotifyCountries	1
ListPoolOriginationIdentities	1
ListProtectConfigurationRuleSetNumberOverrides	1
ListRegistrationAssociations	1
ListTagsForResource	10
ProtectConfiguration	1
PutKeyword	1
PutMessageFeedback	20
PutOptedOutNumber	10
PutProtectConfigurationRuleSetNumberOverride	1

Resource	Default quota rate (requests per second)
PutRegistrationFieldValue	1
ReleasePhoneNumber	1
ReleaseSenderId	1
RequestPhoneNumber	1
RequestSenderId	1
SendDestinationNumberVerificationCode	1
SendMediaMessage	1
SendNotifyTextMessage	1
SendNotifyVoiceMessage	1
SendTextMessage	1
SendVoiceMessage	1
SetAccountDefaultProtectConfiguration	1
SetDefaultMessageFeedbackEnabled	1
SetDefaultMessageType	1
SetDefaultSenderId	1
SetMediaMessageSpendLimitOverride	1
SetNotifyMessageSpendLimitOverride	1
SetTextMessageSpendLimitOverride	1
SetVoiceMessageSpendLimitOverride	1
SubmitRegistrationVersion	1

Resource	Default quota rate (requests per second)
TagResource	1
UntagResource	1
UpdateEventDestination	1
UpdateNotifyConfiguration	1
UpdatePhoneNumber	1
UpdateProtectConfiguration	1
UpdateProtectConfigurationCountryRuleSet	1
UpdatePool	1
UpdateRcsAgent	1
UpdateSenderId	1
VerifyDestinationNumber	1

SMS and MMS quotas

The following quotas apply to the SMS and MMS channel.

Resource	Default quota	Eligible for increase
Spending threshold	USD $1.00 per account	Yes, but spending limits vary by region. You must specify the region(s) in which you require an increase.
Number of SMS messages that can be sent each second (*sending rate*)	Varies depending on destination country and originating phone number. For more information, see What are the	Yes, however, you might need to obtain a phone number that supports higher throughput. If you're unsure

Resource	Default quota	Eligible for increase
	Message Parts per Second (MPS) limits.	of which number type to use, contact Support or your AWS Account Manager for more information If you use an alphanumeric Sender ID to send messages, you might be able to increase your throughput rate. To find out if a throughput increase is available for your Sender ID, open a case in the Support Center Console. In your request, include your existing Sender ID, the country in which you use that Sender ID, and the throughput rate you want to request. For more information about opening a support case, see Requesting support for SMS, MMS, and voice messaging through Support.
Number of SMS and MMS messages that can be sent to a single recipient each second	1 message per second	No
Number of Amazon SNS topics for two-way SMS	100,000 per account	Yes
Number of Keywords for two-way SMS	30 Keywords per number	Yes
Number of SMS, MMS, and Voice numbers	25 per account	Yes

Resource	Default quota	Eligible for increase
Number of dedicated phone numbers	25 per account	Yes
Number of opt-out lists Note: The required Default opt-out list counts against this quota.	25 per account	Yes
Number of configuration sets	25 per account	Yes
Number of event destinations	5 per configuration set	No
Number of verified destination phone numbers while in SMS sandbox	10 per account	No
Number of phone number pools	25 per account	Yes
Number of origination identities that can be associated with a phone number pool	100 per phone number pool	Yes
Number of SenderIDs	200 per account	Yes

10DLC quotas

The following quotas apply to SMS messages sent using 10DLC phone numbers. 10DLC numbers can only be used to send messages to recipients in the United States.

Resource	Default quota	Eligible for increase
Max 10DLC companies	25 per account	Yes

Resource	Default quota	Eligible for increase
Max 10DLC campaigns	10 per 10DLC brand	Yes
Max 10DLC numbers	49 per 10DLC campaign	No

Protect configuration quotas

The following quotas apply to protect configurations.

Resource	Default quota	Eligible for increase
Number of protect configurations	25 per account	Yes

Registration quotas

The following quotas apply to registrations.

Resource	Default quota	Eligible for increase
Number of registrations	25 per account	Yes
Number of registration attachments	25 per account	Yes

RCS quotas

The following quotas apply to RCS messaging.

Resource	Default quota	Eligible for increase
Number of AWS RCS Agents per account	5 per account	Yes

Resource	Default quota	Eligible for increase
Number of verified destination numbers per AWS RCS Agent	10 per AWS RCS Agent	No
Number of keywords per AWS RCS Agent	30 per AWS RCS Agent	Yes

Voice quotas

The following quotas apply to the voice channel.

> **Note**
>
> When your account is removed from the sandbox, you automatically qualify for the maximum quotas shown in the following table.

Resource	Default quota	Eligible for increase
Number of voice messages that can be sent during a 24-hour period	If your account is in the sandbox: 20 messages	No
Number of voice messages that can be sent to a single recipient during a 24-hour period	5 messages	No
Number of voice messages that can be sent per minute	If your account is in the sandbox: 5 calls per minute If your account is out of the sandbox: 20 calls per minute	No
Number of voice messages that can be sent from a single	1 message per second	No

Resource	Default quota	Eligible for increase
originating phone number per second		
Voice message length	If your account is in the sandbox: 30 seconds If your account is out of the sandbox: 5 minutes	No

Resource	Default quota	Eligible for increase
Ability to send voice messages to international phone numbers	If your account is in the sandbox, you can send messages to recipients in only the following countries: • Australia • Canada • Germany • Hong Kong • Israel • Japan • Mexico • Singapore • Sweden • United States • United Kingdom If your account is out of the sandbox, you can send messages to recipients in any country. **Note** International calls are subject to additiona l fees, which vary by destination country or region.	No

Resource	Default quota	Eligible for increase
Number of characters in a voice message	3,000 billable characters, in words that are spoken 6,000 characters total, including billable characters and SSML tags	No
Number of configuration sets	10,000 voice configuration sets	No

Requesting a quota increase with Support

If the value in the **Eligible for Increase** column in any of the preceding tables is **Yes**, you can request an increase for that quota.

To request a quota increase

1. Create an AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. Under **Service quota increase**, do the following:
   - For **Service**, choose **AWS End User Messaging SMS (Pinpoint)**.
   - (Optional) For **Provide a link to the site or app which will be sending SMS messages**, provide information about the website, application, or service that will send SMS messages.
   - (Optional) For **What type of messages do you plan to send**, choose the type of message that you plan to send using your long code:
     - **One Time Password** – Messages that provide passwords that your customers use to authenticate with your website or application.
     - **Promotional** – Noncritical messages that promote your business or service, such as special offers or announcements.
     - **Transactional** – Important informational messages that support customer transactions, such as order confirmations or account alerts. Transactional messages must not contain promotional or marketing content.

- (Optional) For **Which AWS Region will you be sending messages from**, choose the AWS Region that you will be sending messages from.
- (Optional) For **Which countries do you plan to send messages to**, enter the country or region that you want to purchase short codes in.
- (Optional) In the **How do your customers opt to receive messages from you**, provide details about your opt-in process.
- (Optional) In the **Please provide the message template that you plan to use to send messages to your customers** field, include the template that you will be using.

3. Under **Requests**, do one of the following:

   - For **Region**, choose your AWS Region.
   - For **Resource Type**, choose **General Limits**.
   - For **Quota**, choose the quota to change.
   - For **New quota value** enter a new value for the quota.
   - To request an increase to the same quota in an additional AWS Region, choose **Add another request**, and then choose the additional AWS Region and fill out the new request.

4. Under **Case description**, for **Use case description**, explain why you're requesting the quota increase.
5. Under **Contact options**, for **Preferred contact language**, choose the language that you prefer to use when communicating with the AWS Support team.
6. For **Contact method**, choose your preferred method of communicating with the AWS Support team.
7. Choose **Submit**.

Requesting a quota increase using AWS Service Quotas

Increase your quotas at the account or resource level in Getting Started with the AWS Management Console.

To request a service quota increase

1. Sign in to the **AWS Management Console** and open the **Service Quotas** console at https://console.aws.amazon.com/servicequotas/home.
2. In the navigation pane, choose **AWS Services**.

3. Choose an AWS service from the list, or enter the name of the service in the search box.
4. If the quota is adjustable, you can request a quota increase at either the account-level or resource-level, based on the value listed in the **Adjustability** column.

   - **Account-level** - Request a quota increase at the account-level for an account-level quota such as **TextMessageMonthlySpend per Region for AWS End User Messaging**. To request an account-level increase, select the quota from the list and choose **Request increase at account-level**.
   - **Resource-level** - Request a quota increase for a specific resource for a resource-level quota such as **TextMessageMonthlySpend for AWS End User Messaging**. To request a resource-level increase, choose the quota name to view additional information. Under the **Resource-level quotas** section, select the resource for which you want to increase the quota value, and choose **Request increase at resource-level**.
5. For the **Increase quota** value, enter the new value. The new value must be greater than the current value.
6. Choose **Request**.
7. To view any pending or recently resolved requests in the console, navigate to the **Request history** tab from the service's details page or choose **Dashboard** from the navigation pane. For pending requests, choose the status of the request to open the request receipt. The initial status of a request is **Pending**. After the status changes to **Quota requested**, the Support case number is shown. Choose the case number to open the ticket for your request.

The AWS Support team provides an initial response to your request within 24 hours.

In order to prevent our systems from being used to send unsolicited or malicious content, we have to consider each request carefully. If we’re able to do so, we'll grant your request within this 24-hour period. However, if we need to obtain additional information from you, it might take longer to resolve your request.

We might not be able to grant your request if your use case doesn’t align with our policies.

Document history for the AWS End User Messaging SMS User Guide

The following table describes the documentation releases for AWS End User Messaging SMS.

Change	Description	Date
View your messaging limits	You can now view the messaging limits that apply to a specific phone number, sender ID, or RCS agent, including the current send rate limits and, for supported phone numbers, advisory daily message caps. View these limits on the **Messaging limits** tab in the console, or in the `MessagingLimits` field returned by the `DescribePhoneNumbers`, `DescribeSenderIds`, and `DescribeRcsAgents` API operations. For more information, see View your current messaging limits.	September 15, 2026
Automatic 10DLC campaign throughput	When your 10DLC campaign is approved, you automatically get the message throughput that the campaign qualifies for on your associated phone numbers. You no longer need to submit a separate MPS increase request. Throughput is applied at the campaign	September 15, 2026

	level and is shared across all numbers on the campaign, and a T-Mobile daily message cap is shown for supported numbers. You can now also request a 10DLC number and associate a brand and campaign through the current **Request originator** flow. For more information, see 10DLC capabilities.	
Added 10DLC phone number selection by area code	You can now search for and choose a specific 10DLC phone number by area code or pattern instead of receiving a random assignment. Use the new `ListAvailablePhoneNumbers` API to browse available numbers. Use the optional `NumberPreference` parameter on `RequestPhoneNumber` to request a specific number. For more information, see Choosing a 10DLC phone number by area code.	September 8, 2026

Added support for rich RCS messaging	Added support for sending rich, interactive RCS content with the `SendRcsMessage` API action, including rich cards, carousels, file messages (image, video, audio, and PDF), and interactive suggestions. This release also adds per-message SMS or MMS fallback, message expiration (time-to-live), inbound media, message events, and a console message composer. You can use rich RCS messaging in all countries where RCS is supported. For more information, see Sending rich RCS messages.	June 30, 2026
RCS country expansion — 22 countries	Expanded RCS messaging support from 2 countries to 22 countries across North America, South America, Europe, and Asia Pacific. For more information, see Supported countries for RCS and Launching RCS in countries.	May 30, 2026

Added support for RCS messaging	Added support for Rich Communication Services (RCS) messaging with verified brand identity, delivery receipts, and automatic SMS fallback. For more informati on, see RCS messaging.	March 31, 2026
Added support for Notify	Added support for Notify, a managed messaging solution for sending templated OTP and verification messages using AWS-managed originati on identities. For more information, see Notify.	March 31, 2026
Regional availability	Added Asia Pacific (New Zealand) and Asia Pacific (Taipei) to the list of supported regions. For more information, see Regional availability.	February 5, 2026
Added support for Gen-AI feedback on registrations	Added support for Gen-AI powered registration feedback to help improve registration submissions before carrier review. For more information, see Gen-AI Feedback on Registrations (Preview).	December 22, 2025

Support added for CarrierLookup	Use the CarrierLookup service to obtain information about a phone number, including if the phone number is valid. Fore more information, see Use the carrier lookup service and CarrierLookup.	October 21, 2025
Support added for sending Registration Status Update events to EventBridge	Registration Status Update events are now sent to Amazon EventBridge. For more information, see Monitoring SMS, MMS, and voice with EventBridge.	October 1, 2025
Added new topic with estimated origination registration times	See Estimated registration times for more informati on about estimated times to complete registration by country and origination identity type.	September 17, 2025
Added support for International toll-free sending	You can now use your U.S. toll-free number to send messages internationally. For more information about the destination countries that support International sending, see Supported countries and regions (SMS channel). To learn how to enable international sending on a phone number, see Change a phone number's capabilities.	August 28, 2025

Ireland sender ID registration	Added directions to register your sender ID in Ireland. See Ireland sender ID registration.	July 3, 2025
Spending threshold increases	Updated process for requestin g a spending quota increase through either AWS Support or AWS Service Quotas. For more information, see Quotas for End User Messaging SMS and Requesting a spending quota change.	June 13, 2025
10DLC campaign registration	Added support for new 10DLC campaign registration fields. For more information, see 10DLC campaign registration form.	January 7, 2025
Registration example	Added an example of creating and submitting registration using the AWS CLI. For more information, see Create a registration using the AWS CLI.	December 20, 2024
Registration forms	Added support for registeri ng sender IDs for 19 new countries. For more informati on, see Registration forms.	December 12, 2024
Help with registration rejections	Added new registration rejection error messages. For more information, see Help with registration rejections.	December 11, 2024

Phone number override rules	Added support for phone number override rules to allow or block sending to specific phone numbers. For more information, see Phone number override rules.	November 15, 2024
New service linked role for CloudWatch metrics	Added the new service linked role AWSServiceRoleForS MSVoice to publish metrics to CloudWatch on your behalf. For more information, see Using service-linked roles.	November 15, 2024
Monitoring SMS, MMS, and voice with EventBridge	Added support for EventBrid ge for monitoring events. For more information, see Monitoring with EventBridge.	November 15, 2024
Message feedback	Added support for Message feedback to monitor your SMS and MMS message delivery. For more informati on, see Message feedback;.	November 15, 2024
Added new CloudWatch metrics	Added new CloudWatch metrics for Message delivery, Message feedback, Protect . For more information, see CloudWatch metrics.	November 15, 2024

Logging AWS End User Messaging SMS API calls using AWS CloudTrail	Added support for AWS CloudTrail of `SendTextMessage`, `SendVoiceMessage`, and `SendMediaMessage`. For more information, see Logging AWS End User Messaging SMS API calls using AWS CloudTrail.	October 22, 2024
10DLC brand registration	Added support for Campaign Registry 10DLC brand registration email authentication. For more information, see 10DLC brand registration form.	October 17, 2024
Shared resources	Added support for sharing phone pools, phone numbers, opt-out lists, and sender IDs with AWS Resource Access Manager. For more information, see Working with shared resources.	September 24, 2024
Document rename	Renamed the Amazon Pinpoint SMS User Guide to AWS End User Messaging SMS User Guide.	July 24, 2024
Regional availability	Added Canada West (Calgary) to the list of supported regions. For more information, see Regional availability.	July 2, 2024

United Kingdom sender ID registration	Added a form for registering your sender ID in the United Kingdom. For more informati on, see Request a phone number.	June 27, 2024
Request a phone number	Requesting a phone number for the United States has been updated with a new flow for 10DLC. For more information, see Request a phone number.	June 24, 2024
Protect configuration	Use protect configurations to control which destinati on countries AWS End User Messaging SMS can send your messages to. For more information, see Protect configurations.	April 30, 2024
Multimedia messaging service (MMS) support	AWS End User Messaging SMS now supports sending multimedia messages and files from an MMS capable origination identity. For more information, see Sending an MMS message.	April 30, 2024
Set a spend limit	You can set an Enforced and Account spend limits for SMS and voice messages. For more information, see Set a spend limit.	March 27, 2024

SMS Sandbox	You are charged for SMS verification messages after the first verification message is sent. For more information, see SMS Sandbox.	November 28, 2023
Phone numbers two-way messaging	AWS End User Messaging SMS now supports sending two-way SMS messages to Connect Customer for processing. For more information, see Two-way SMS messaging.	November 28, 2023
Initial release	Initial release of the AWS End User Messaging SMS User Guide	November 16, 2023