Messaging API

An API that enables developers to build communications and account security SMS messaging into web and mobile applications.

COMMUNICATE MORE EFFECTIVELY AND PROVIDE A CRITICAL CUSTOMER TOUCHPOINT

Provide timely, personalized information through SMS-based alerts, reminders, notifications, invites, one-time-passcodes (OTPs) and other automated messages directly from websites or mobile applications. Experience increased user engagement, satisfaction rates, customer lifetime values (CLV) and faster growth.

HIGH QUALITY, DIRECT-TO-CARRIER ROUTES
Connect directly with hundreds of carriers around the world for optimized speed, reliability and high SMS deliverability.

WATERFALL FAILOVER SYSTEM
Automatic fallback applied via dynamic routing to secondary provider in the event delivery failed over first provider, ensuring highest delivery and completion rates.

SHARED & PRE-APPROVED SHORT CODES
Experience higher message volume throughput and quicker setup of recurring notification programs.

INBOUND SMS FOR INTERACTIVE TWO-WAY COMMUNICATIONS
Send an SMS with an OTP along with transaction details, and allow the user to reply with the code to approve or deny the request.

*This feature requires an additional transaction fee and is not available in all markets. Contact TeleSign for specific availability.

RELIABLE GLOBAL COVERAGE
Reach the most people and ensure message delivery to end-users in over 200 countries and territories and in 87 different languages.

MESSAGE SPLITTING & LONG MESSAGE SUPPORT
Prevent the breaking of critical pieces of information such as URLs, email addresses and SMS message splitting over 160 characters (up to 10 messages/1600 characters) to ensure messages are delivered and viewed as intended.

ADVANCED PHONE NUMBER CLEANSING
Properly formats phone number entered by end-user for more reliable and secure message delivery, which improves SMS deliverability by more than 10% in most markets.

COMPLIANCE SUPPORT
Utilize free regulatory assistance to mitigate Telephone Consumer Protection Act (TCPA) risks and adhere to worldwide content compliance.

INSTANT MESSENGER APP INTEGRATIONS
Send business critical SMS communications directly through to Facebook Messenger users. Instantly connect with users in one of their preferred communication channels to reach more users.
**TeleSign**

TeleSign is a communications platform as a service (CPaaS) company, founded on security. Since 2005, TeleSign has been a trusted partner to the world’s leading websites and mobile applications, helping secure billions of end-user accounts. Today, TeleSign’s data-driven, cloud communications platform is changing the way businesses engage with customers and prevent fraud.

**For more information, please visit** [www.telesign.com](http://www.telesign.com) | [@TeleSign](https://twitter.com/teleSign)

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**COMUNICATIONS BENEFITS**

**REACH & ENGAGE MORE USERS**

90% of texts are read within 3 minutes; 98% of SMS messages are read vs. email at 20%*

**COMMUNICATE MORE EFFECTIVELY**

Send timely messages and experience 20% decrease in support calls and 25% increase in satisfaction*

**GROW THE BUSINESS**

Provide personalized information to customers right at the time they need it; leads to higher conversions and retention rates

**DEVELOPER FRIENDLY APIs**

Easy to test, integrate and get up and running quickly. Clear documentation, developer tools and reporting.

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**HomeAway**

“The Telssign’s global coverage is critical to our business. Their waterfall delivery process, superior global network, and traffic monitoring increased delivery rates and reduced call center volumes. We use several TeleSign products for our SMS customer communications and fraud prevention efforts.”

TJ SPINKS

POSTMASTER, HOMEAWAY

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**HOW IT WORKS**

With a few lines of code begin sending SMS messages directly from web and mobile applications.

1. Developers select a helper SDK in programming language of their choice, write a few lines of code and send an SMS containing appropriate content for their use case such as alerts, reminders, notifications, promotions, registration/verification or other marketing messages.

2. The SMS request is submitted to the TeleSign communications platform.

3. The SMS is delivered to the intended recipient using the best available route. TeleSign maintains multiple routes including direct carrier connections around the world and uses dynamic routing algorithms to optimize delivery.

4. The SMS web service returns a delivery status response within seconds.

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Read the complete TeleSign documentation directly from the [TeleSign Developer Center](http://www.telesign.com)