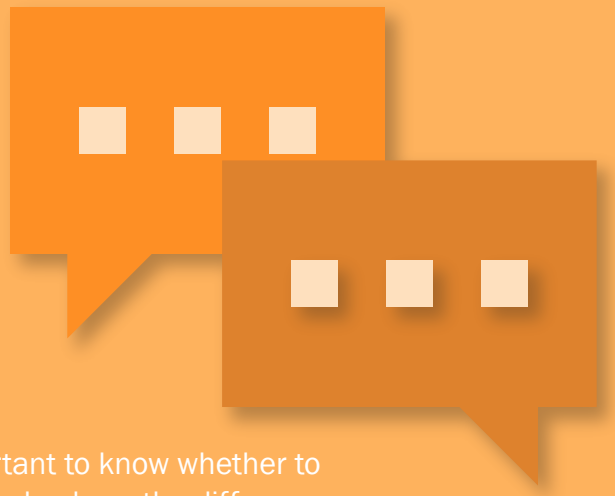


TEXT MESSAGING FOR BUSINESS

LONG CODE VS SHORT CODE



When deciding to use text messaging for your business, it's important to know whether to use a long code or short code phone number. This infographic breaks down the difference between the two types of numbers so you can choose the right solution for your business.

LONG CODE

SHORT CODE

DEFINITION



(123) 456-7890

10-digit phone number used for voice calls and 1-to-1 texting.



123456

5 or 6-digit phone number used only for sending mass text messages.

DELIVERY



Low Volume: Long code send rate is capped at 1 message per second.

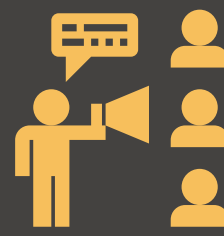


High Volume: Short code send rate is capped at 100 messages per second.

LIMITATIONS



Wireless carriers may restrict or block large message volume sent through long codes.



Wireless carriers accept large message volume but some short code providers do not support 2-way texting.

COST



No additional cost to use a long code when signing up with a texting provider.



Short codes have to be requested separately and may cost \$500-\$1000 per month plus set up fees.

REACH



Long codes work in both the U.S. and internationally.



Short codes work in the U.S. but not all countries may support it.

BEST FOR

I have a question about how your product works.

Long codes are best used for 1-to-1 text message conversations like customer service.

Alert: Building entrance is closed. Use side gate.

Short codes are best used for high volume text messages like mass notifications or alerts.