SMS FAQ

1. **What is Short Message Service (SMS)?**
   Short Message Service (SMS) is a text messaging service component of mobile communication systems. It uses standardized communications protocols to allow mobile phone devices to exchange short text messages.
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2. **What are Short Messages?**
   Short messages can be encoded by using different types of alphabets: GSM 7-bit alphabet (default), the 8-bit data alphabet, and the 16-bit UCS-2 alphabet. Depending on which alphabet has been configured in the subscriber's handset, this leads to the maximum individual short message sizes of 160 7-bit characters, 140 8-bit characters, or 70 16-bit characters. GSM 7-bit alphabet support is mandatory for GSM handsets and network elements, but some of the characters in languages such as Chinese, Japanese, Arabic, Korean, or Cyrillic alphabet languages (e.g. Bulgarian, Serbian, Russian, etc.) must be encoded using the 16-bit UCS-2 character encoding (Unicode). Routing data and other metadata is additional to the payload size.
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3. **What are Long Messages?**
   Long message which has larger content (also named as concatenated SMS, segmented SMS, or long SMS) is defined as follows:
   ASCII message: longer than 160 characters
   UCS-2 message: longer than 70 characters
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4. **What is SMSC?**
   A short message service center (SMSC) is the part of a wireless network that manages SMS operations, such as routing and forwarding for incoming text messages on their way to specific endpoints.
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5. **Which API Protocol can I use?**
   M800 offers a simple RESTful HTTP API and SMPP API.
   REST HTTP API - A message is sent by performing an HTTP POST request to the base URL.
   SMPP API - M800 support the SMPP standard v3.3 & v3.4 protocol
   For more information on our APIs, go to (http://wiki.m800.com/display/WIKI/SMS) which includes documented code examples.
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6. **What is SMPP?**
   Short Message Peer-to-Peer (SMPP) is an industry standard protocol for sending and receiving SMS messages.
   For SMPP, the binding connection is always in between the customer's account and the M800 server. The advantage of this requirement is that messages can be sent and received with high reliability and throughput.
   The M800 SMPP API supports SMPP versions 3.3 and 3.4.
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7. **What languages does M800 SMS support?**
   M800 is able to support any Unicode text. Please note that for a message to display, the destination handset you are sending to must also support the Unicode characters you have included.
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8. **I sent an SMS but it didn't reach its destination – what should I do?**
   1. Check the Sender address
   2. Confirm that the number you have entered is correct.
   3. Check if your message is displayed in your usage report. If your message appears in this report, this means we have successfully submitted the message to the next hub.

9. **Is the message a long multipart message?**
Messages often do not display until all parts of a multipart message have arrived at the handset.
Sometimes, very long multipart messages (for example, longer than 4 or 5 message parts) can cause problems for certain destinations.
Try to resend the message in smaller parts or using a shorter message if possible.

10. **What format is required for the destination number?**
Mobile phone numbers must be entered in international format, without the leading '00' or '+'.
Example: If your number is listed as +86139xxxxxxxx, or 0086139xxxxxxxx, remove the + or 00 to make 86139xxxxxxxx.

To convert a domestic number into an international format, remove any leading '0' and add your country code. Example: 0139 xxxx xxxx becomes 86139 xxxx xxxx.

Country-specific example:
China number: 0139 xxxx xxxx (12 digits, excluding the leading '0')
Country code for China: 86
The converted number would be 86139xxxxxxxx

11. **Why is my message split into multiple messages?**
All SMS messages have an industry standard limit of 160 standard characters. This is the maximum number of letters, numbers, punctuation marks, and spaces that can be included in a single message. However, it's possible to send messages that are longer than this limit by dividing a long message into multiple smaller messages. Modern mobile handsets are able to combine multipart messages into one single, seamless message once the message reaches its destination.

Please note that multipart messages are sent as multiple individual SMS messages that are rejoined once all parts reach the destination handset. As a result, each message part is charged as one SMS.

If you find that your messages have been split into multiple parts, please check that the original message length is 160 characters or less, including spaces and new lines.

If your message is less than 160 characters but it was still split into multiple parts, then it is likely that your message contains Unicode characters, which take up more data than standard characters. When your message includes Unicode characters, the maximum number of characters is 70 characters or less in a single message. If you are sending messages through M800's web interface, you will be alerted when your message contains Unicode characters.

The most common way that Unicode is inserted into messages is by writing your message in another program and copying that message into M800. Programs such as Microsoft Word and Microsoft Outlook replace common characters such as **'** and **"** with Unicode equivalents such as **'**, **"**, and **"**. Note that these symbols look slightly different; the apostrophes and quotations marks are curly as opposed to the standard encoding versions.

When you send testing messages using the M800 web platform (Test Tool), the first time your message contains any Unicode characters you will see a blue warning box to inform you that it's a Unicode message. The character count just below the message box will also change to show the number of characters remaining in the message (maximum 70 for a single Unicode message) and display the text Unicode Message. Removing any Unicode characters from the message box will close the warning box and calculate the number of characters for a standard message again.

12. **Do different countries have any special content handling?**
Yes.
China has special message content length handling:
1. Up to 65 characters (UCS-2) or 135 characters (ASCII) for each SMS
2. All messages delivered to China will count as non-concatenated SMS

13. **My message is stuck on sent. What does this mean?**
If a message displays in your Outgoing SMS Report as Submitted, this means the message has been delivered to the carriers by M800 and M800 is awaiting confirmation of message delivery from the relevant operator. In other words, the message has been submitted successfully, and M800 is waiting on the relevant carrier to relay back that the message has been delivered.

14. **Am I charged for rejected messages?**
No, messages rejected by M800 API are not charged. Only submitted messages are billed.

15. **Getting Started Guide**
M800's API connects you to carriers in over 200 countries around the world. It's easy to use and takes just minutes to connect.
You will need:
1. An M800 account

2. A web browser

3. Your API key and your API secret or System ID and password, which are located under API info in the M800 Dashboard

4. A Sender address, which is the From information that appears on the recipient's handset

For more details, please refer to:
HTTP API
SMPP API
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16. **Contact M800 support**
How to help us support you :
So we can support you in the most efficient way please include, or have ready, the following information:

1. Account username, contact details

2. Category of your inquiry/ support request (i.e. Sales support, troubleshoot)

3. For troubleshoot issue please provide: affected destination number(s), time stamps for affected numbers and the method (API or web) for sending SMS.

4. Any additional details that could help us to assess and process your request;

5. Copies of any documents relating to your request; and

6. Details of any prior contact with us on the issue you are concerned about.
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17. **The dashboard includes:**
1. Home - Display your existing SMS service plan (or Top Up / Upgrade your SMS service plan), Account Status, and Balance info (remaining balance, expiration date, etc.)
2. Sender addresses - Display / Add / Remove the Sender address in your account
3. Test Tool - (i.) For non-subscribed customers to test our SMS service (ii.) For subscribed customers to test with any language, etc.
4. API Info - Your SMS account's API information (Note: Please do not share your API key and secret!)
5. Usage report - Graphical report for the SMS success rate (per sender address, per destination country, etc.)
6. Detailed report - Your SMS API transaction usage report (e.g. Date/ Time, Sender address, Destination Number, Cost, Result)
(Note: Both Usage & Detailed reports are updated at nearly real-time)
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18. **Record/report/transaction date**
All the records/reports/transactions are in GMT+8 time zone.
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19. **What is Test Tool?**
For SMS subscriber, you can also use the Test Tool under your dashboard to try out the SMS delivery path. This tool allows you to send up to 5 concatenated messages. And these messages will be charged based on your current rate plan.
For non-SMS subscriber, you can also test out our service using this tool. We allow you to send out 5 test messages to any of our supported countries.
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20. **What is detailed report?**
Each record listed is per transaction sent to us. One transaction record will be shown even if your http request consisted of max 5 SMS. And more detailed information is available for you to download.
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21. **What is a sender address?**
The number your messages come from is controlled by the Sender address setting. This means that you are able to change the number attached to messages sent through M800. For example, you may choose to display a specific number address when sending messages to customers, so that they are able to immediately identify from who the messages are coming from.
M800 does not guarantee the delivery of Sender Address.
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22. **What is sender address verification?**
Sender address verification is used for security purpose. Validated sender numbers are checked when any SMS message is submitted through the REST HTTP API or SMPP API.
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23. **Who is charged for the verification of sender addresses?**
Sender address verification is billed to your account.
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24. **How many sender addresses can I add?**
M800 supports a maximum of 5 x Sender addresses
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25. **Why was the message rejected? What is Invalid Sender Rejection?**

Ensure that your sender address is verified, you may login to Dashboard -> Numbers and check if your number has been verified.
Otherwise, SMS will be rejected whenever an invalid Sender address is being used.
For each API , there is a different error code that indicates that the sender is illegal or invalid for this message:
1. SMPP API - ESME_RINVSRCADR (0x0000000A) - " Invalid Source Address "
2. REST HTTP API - Respond code "400", Error code "20003 ", Invalid sender phone number
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26. **Can I change the sender address for M800 Outbound SMS?**
Yes. M800 allows you to change the Sender address anytime.
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27. **What is the maximum length for a sender address?**
As a general SMS rule, the maximum length allowed for a sender number is 15 numeric digits, and it has to be a valid MSISDN number.
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28. **What is the M800 testing period?**
Once you successfully register in www.m800.com, five messages are granted to you for testing . This allows you to send test SMS messages to the destinations of your choice.
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29. **What if I used up all my free test messages?**
Once you have used all of your free trial messages, you may continue to use the Test Tool to send SMS by purchasing M800's service plan.
Please note that all sent messages will be charged to your wallet.
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30. **Where can I find my API key and API secret? or System ID and password**
Your API credentials can be checked by logging in to your M800 account dashboard.
From the left-hand side of your M800 account dashboard, click **SMS** -> **API Info** to view your API key, API secret and System ID, password.
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31. **Troubleshooting the Rest HTTP/ SMPP API - User/login details**
The username and password parameters for the REST HTTP/ SMPP API must be completed using your REST HTTP/ SMPP API Keys/System ID, which are displayed under the Test Tool section of your account.
To view your REST HTTP/ SMPP API key, please click Dashboard > API. The username and password under REST HTTP/SMPP API Key/System ID must be used for every REST HTTP/ SMPP SMS made.
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32. **How secure is the transmission?**
It is usually fully encrypted within the our system; HTTP(s) is recommended. Messages from the SMSC are encrypted to the SMS network itself.
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33. **Should I bind with the transceiver or transmitter/receiver?**
SMPP defines three modes of operation for an ESME: transmitter, receiver and transceiver.
When connecting to the M800 SMPP API, you should select one of these modes of operation:
1. Transmitter / receiver mode: capable of submitting messages and querying the status of messages and system parameters; it is not able to receive short messages.To be capable of receiving delivery receipts for short messages, it is necessary to bind as a receiver.
2. Transceiver bind: SMPP version 3.4 introduced the transceiver type of connection. It is similar to having a transmitter and receiver connection over the same network link and allows submitting and receiving.
We suggest using a transceiver bind when possible as it helps to maximise the amount of network links (connections) available for your account (by default is 2).
NOTE: Delivery reports are NOT supported at the moment.
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34. **What is the keep-alive frequency that I need to set?**
Once transceiver or transmitter / receiver binds are established, it is necessary to keep the connections alive. For this purpose, enquire_link commands should be sent every few seconds.
We suggest a frequency of 40 seconds for enquire_link.
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35. **How do I send a message?**
Messages should be submitted via REST HTTP/ SMPP API.
For details, refer to:
HTTP API
SMPP API
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36. **How quickly can I connect to M800?**
You should be able to connect to M800 in less than 15 minutes using our REST API. If you have mastered SMPP, our protocol is very

basic and lets you connect in 5 minutes.
For more information, refer to our Wiki - API document.
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37. **How many countries and carriers can I reach via M800 Outbound SMS?**
M800 currently covers more than 200 countries and continuously adds to its network.
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38. **How fast can I send Outbound SMS?**
M800 lets you send high volumes of SMS quickly. Our standard account lets you handle over 432,000 SMS per day (e.g. 5 SMS per second)
We support higher throughput when needed for resellers or large senders of SMS. Contact us for more information.
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39. **Can I submit a message with empty content?**
No, messages will be rejected by M800 API without any charge.
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40. **What is the M800 error code list?**
See the following user guides:
HTTP API
SMPP API
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41. **Does a delivery confirmation mean that the recipient has read the SMS?**
No. It means that the receiving network has either delivered it to the recipient's SMS inbox or to the handset, depending on the network capability.
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42. **Why aren't handset delivery receipts a perfect measure of performance?**
Handset delivery receipts are one measure of performance, but they are not a perfect measure because:
1. Carriers will most likely prioritize outbound traffic over handset delivery notifications.
2. The handset that process the message adds an extra latency to the delivery receipt path.
3. When the subscriber is absent, no handset delivery receipt is provided in most cases until the phone is connected to the network again.
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43. **What happens when you send a message to a barred number?**
It will return an Absent Subscriber Permanent error and should be removed from your database.
A barred number is a number that cannot receive SMS due to unpaid bills, black listing by the carrier, user request, etc.
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44. **What is the maximum content length for a long SMS message?**
M800 supports a maximum of up to five segment messages per long SMS.
For example:
(1.) Short message
China (Special handling country)
ASCII message - 130 characters /per message
UCS-2 message - 65 characters /per message
International
ASCII message - 160 characters /per message
UCS-2 message - 70 characters /per message

(2.) Long message
China (Special handling country)
ASCII message - 122 characters x 5 message = 610 characters (Maximum)
UCS-2 message - 61 characters x 5 message = 305 characters (Maximum)
International
ASCII message - 152 characters x 5 message = 760 characters (Maximum)
UCS-2 message - 66 characters x 5 message = 330 characters (Maximum)
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45. **How am I notified when my credit is low?**
Notifications appear in your dashboard. Click **Notifications** to view all account notifications. You will also receive an email with the details.
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46. **How can I enable or disable an auto top-up?**
An auto top-up is enabled during the initial manual top-up. If you need to change the setting of your auto top-up, please initiate a manual top-up again.

To set up auto-topup:
1. Select Dashboard > Home > Top-up
2. Select Topup amount
3. Enable Auto topup ON
4. Select Auto topup amount
5. Confirm

To disable auto-topup:
1. Select Dashboard > Home > Top-up
2. Select Topup amount
3. Turn OFF Auto top-up
4. Confirm
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47. **Can I top up using a credit card?**
    Yes, M800 supports credit cards (Visa / MasterCard) and PayPal. Go to the Top-Up section/ new package selection and select the Credit Card option.
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48. **Can my stored credit card information be shared for the Toll Free and SMS service?**
    We support one stored credit card information per service.
    In other words, you can have two different credit card for Toll Free service and SMS service.
    - If you prefer to use one card only, you need to save it per service
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49. **Do you charge any set-up or minimum fees for M800 Outbound SMS?**
    No. M800 only charges on a pay-as-you-go or monthly basis with no hidden fees.
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50. **Does M800 charge for every Outbound SMS?**
    Yes. You will be charged for every Outbound message submitted to the M800 Messaging Platform.
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51. **What happens if my M800 account balance reaches zero?**
    When your balance reaches zero, messages will be rejected.
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52. **What is package renewal?**
    You may purchase a monthly package for SMS service that will auto-renew after 30 days via your credit card or PayPal account.
    Your subscription will automatically renew (Using the payment information you store in M800.com) for the following subscription period unless you cancel your subscription prior to the Auto renewal billing date.
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53. **What is the PAYG model?**
    PAYG stands for Pay-As-You-Go, which allows you to top up by different amounts without monthly renewal.
    The validity of PAYG is 90 days. And the expiration period will be extended for another 90 days from the re-purchase/top-up date.
    You can also setup auto top-up instruction, the auto top-up feature helps you avoid any service disruptions due to a low account balance (<= US$5)
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54. **How could I upgrade my monthly package plan?**
    You may upgrade your monthly package in the dashboard by clicking **SMS** > **Plan** > **Upgrade** button. If you find our service package does not fit into your business case, contact us ! We can customise a plan based on your forecasted volume.
    Reminder: the remaining package balance will be forfeited upon upgrade.
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55. **What happens if my monthly package does not have enough credit for my message submission?**
    When your package balance reaches zero or not sufficient for 1 SMS, messages will be rejected.
    Therefore, we suggest to top up extra credit manually for the surplus.
    The extra top-up will be valid for 90 days upon purchase date, and the rate will be the same as the PAYG model.
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56. **What happens if my PAYG credit has expired?**
    Upon credit expiry, the remaining balance will be forfeited.
    You account status will be marked as expired, and you can resume your service by doing a top-up or by subscribing to a plan.
    If you have auto top-up instructions set, after the expiry, auto-top up will be executed.
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57. **What is a sender address in Web SMS?**
    Please refer to Question 21.

58. **How can I add a sender address for Web SMS?**
The sender address is shared with SMS API and Web SMS. Log in to the M800 dashboard, and click SMS > Sender Addresses to add a sender address.

59. **What format does the recipient's phone number need to be in?**
The phone number should be in E.164 format. i.e. Country code + National Destination Code (optional) + Subscriber Number. For example, 85291239123.

60. **What is a Campaign Name?**
A Campaign Name is a name you can set for your campaign for your own reference. It is optional and a default name will be inserted if you enter nothing.

61. **What is validation?**
To avoid sending SMS with incorrect data, Web SMS verifies the recipient number format and message length. You can view the results in the Validation page.

62. **What is a "partial success" validation?**
Your campaign includes some records with incorrect data (e.g. unknown recipient countries, message length too long, etc). You can send the campaign once it has been successfully validated, even if the results are a partial success. Download the error report in Excel format or go to the Validation page to review the incorrect data.

63. **What is Bulk SMS?**
Bulk SMS is suitable for distribution to a large list of recipients. You can upload an Excel file to create a campaign for one or more recipients with your SMS messages.

64. **What is Dynamic SMS?**
Dynamic SMS allows you to customize the content for every recipient. It is like mail merging, which allows you to use variables to construct the content.

65. **Do I need to follow any format for setting up Bulk SMS or Dynamic SMS?**
Please download the Excel templates provided on the web. Then, enter your specific Bulk or Dynamic SMS campaign information into the template, and upload the Excel file.

66. **Why has the campaign stopped?**
Your account has an insufficient balance. Please top up your account and click the "Resume" button next to the task in the Outbox page. When the campaign stops, a notification appears in your dashboard, and you will also receive an email notification.

67. **Why I can't schedule a campaign in 5 minutes?**
The soonest you can schedule a campaign is 30 minutes after the current time.

68. **Can I stop a scheduled campaign?**
You can only stop the campaign 30 minutes before it starts.

69. **When will the campaign send in February if I set the Recurrence Pattern to Monthly-31st?**
The campaign will send on the last day of the month. The same logic applies to months without 31 days.

70. **What is the maximum number of recipients for a Web SMS campaign?**
The maximum number of recipients is 100,000.

71. **Why was my message split into multiple parts?**
Your message content is longer than the maximum size of an SMS, and therefore the message was split into multiple parts.

72. **Why is the word count for China different from the word count for International messages?**
SMS to China reserves a portion of the message length for corporate signatures.

73. **What is the maximum size of an SMS message?**

    The maximum character length for the message content, including symbols, is:
    - International (English 160; Chinese 70)
    - China (English 135; Chinese 65)

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74. **How many messages can I send to a recipient in one campaign?**
    You can send up to 5 concatenated messages per recipient.
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75. **What languages are supported for Web SMS campaigns?**
    Refer to question 7.
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76. **Which browsers does Web SMS support?**
    Web SMS supports Internet Explorer, Firefox, Google Chrome, Opera and Safari browsers.
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77. **How many templates can I store?**
    You can store 100 templates. Each template can only store 160 English characters or 70 Chinese characters.
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78. **How many drafts can I save?**
    You can save up to 100 drafts.
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79. **Can I export contacts?**
    Yes, you can export all the contacts in an Excel file by clicking "Download All" in the Action column. You can also download selected contacts.
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80. **How many contacts can I save?**
    You can save up to 200,000 contacts.
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81. **Why was the Excel file that I uploaded rejected?**

    • Uploaded file is not an Excel file

    • Name field is empty

    • Mobile field is empty

    • Invalid country code of the mobile phone number

    • Invalid length of the mobile phone number

    • Uploaded Excel file includes a mobile number that already exists in the phone book

    • Number of contacts is greater than 200,000

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82. **What is the maximum number of contacts that I can import at one time?**
    The maximum number of contacts that you can import from an Excel file is 5,000.
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