Understand SMS Sending Codes

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When referring to SMS sending codes, there are a few different types that can be used to send an SMS campaign. Learn more about each of the types below.

- **Toll-free Code**: This is a free to use phone number beginning with an 800 prefix that is used to send and receive messages (for example, 1-800-123-SHOP).
- **Short Code** *(not available for pilot)*: A five or six digit phone number used to send and receive SMS messages (for example, 12345). In Bluecore, all short codes are dedicated for every brand. Therefore, you can choose a memorable numerical combination. Short codes are best used for businesses that want to send a large volume of messages to their customers.
- **A2P 10DLC** *(not available for pilot)*: New standard 10 digit number with better deliverability, lower filtering risk, and improved compliance over SMS long codes. These are also lower cost compared to short codes.

	Toll-Free Code	Short Code
Coverage	US and Canada only	US and Canada only
Length	10 digits	5-6 digits
Time to Provision	Available immediately	8-12 week application
SMS Throughput ⓘ Segments are character batches that phone carriers use to measure text messages. One segment is made up of 160 characters for GSM-7 and 70 characters for USC-2.	3 SMS segments per second Depending on the sending code that is being used, these messages may be sent at a slower speed. For example, a message that's sent to 25,000 users with 4 message segments equals 100,000 messages. Because this is being sent through a toll-free code, this could take 9+ hours to be delivered.	100 SMS per second

	Toll-Free Code	Short Code
Best for	- Programs just getting started **OR** - Programs with opt-in lists < 100,000 **OR** - Programs with time sensitive messages	Mature SMS programs due to: - Cost - Live program required to complete the application process - Opportunity for brand-specific vanity numbers

Acquire a sending code

To get started with Bluecore SMS, the first step is to get a sending code to send SMS through. In order to get your program up and running quickly, you will start with a high throughput toll-free code. Get a high throughput toll-free number by following the below steps.

1. Navigate to the **data icon** on the left-hand navigation.

2. Go to **Integrations**.

3. Select the **Bluecore SMS Integration**.

4. Click the **Campaign** sub-tab.

5. Click **Add Toll-Free Number**.

6. Then, select a random number, specific number, or a vanity number.

   a. **Random Number**: Use the button in the pop-up to generate a random phone number to send SMS messages.

   b. **Specific Number**: Use the search box to search for a specific number. If the number is available, it can be added to use to send SMS messages.

   c. **Vanity Number**: Use the search box to search for a specific combination of numbers and 7 letters or less (for example, 1-800-123-SHOP). If the number is available, it can be added to use to send SMS messages.

7. After you've selected a number, click **Add Number** on the pop-up.

Add Toll-Free Number

| Random Number | Specific Number | Vanity Number |

GENERATE RANDOM NUMBER

Generate Number

Cancel

Add Number

This high throughput toll-free number is available immediately to begin sending messages through. Next, set up send code SMS settings.