User Guide

AWS End User Messaging

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AWS End User Messaging: User Guide

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What is AWS End User Messaging?

AWS End User Messaging helps you integrate scalable, reliable messaging into your applications so you can reach your customers on the channels they use and trust. Across SMS, MMS, WhatsApp, RCS, push, and voice, you can power conversational experiences that go beyond one-way alerts–from time-sensitive notifications and one-time passcodes to two-way conversations and the AI agents that drive them. AWS End User Messaging delivers your messages globally and brings your agents into the conversation so you can respond to customers in real time.

What you can do with AWS End User Messaging

You can use AWS End User Messaging to support a wide range of use cases across SMS, MMS, RCS, push, voice, and WhatsApp. The following table lists common use cases and the channels that fit each one.

Use case	What it is	Channels that fit
One-time passcodes and verification	Send one-time passcodes and verification codes for login, sign-up, and transaction authentication. With Notify, you can start sending in minutes without provisioning your own phone numbers.	SMS, voice, WhatsApp, Notify
Order confirmations	Confirm a purchase or booking the moment it happens.	All channels
Shipping and delivery updates	Keep customers informed as an order ships, moves, and arrives.	All channels
Appointment reminders	Remind customers of upcoming appointments and reservations to reduce no-shows.	All channels
Account alerts	Notify customers of security events, balance changes, and status updates on their account.	All channels
Marketing and promotions	Reach your audience with product launches, limited-time offers, and event invitations,	All channels

Use case	What it is	Channels that fit
	using rich media and verified brand identity to drive engagement.	
Alerts and public outreach	Deliver time-sensitive alerts, citizen or member outreach, and must-deliver operation al messages at global scale.	All channels
Two-way conversat ions	Let customers reply to and interact with your business, with inbound messages routed to your own applications.	SMS, RCS, WhatsApp
Conversational AI and agents	Bring AI agents into the conversation to answer questions, resolve requests, and act on the customer's behalf in real time.	SMS, RCS, WhatsApp

How this guide is organized

This guide is organized around how you build with AWS End User Messaging, in three parts.

Part	What it covers
Agent setup guide	The Agent setup guide shows you how to build with AWS End User Messaging using AI coding assistants such as Claude Code, Codex, Cursor, and Kiro. AWS End User Messaging publishes agent skills that give your assistant validated, step-by-step guidance for common tasks, including creating a Rich Communication Services (RCS) branded agent, sending a one-time passcode, registering to send SMS, and connecting a WhatsApp Business Account. When you configure your assistant with your AWS credentials, it can also run the underlying API calls for you.
Channel setup chapters	The channel setup chapters walk you through getting each channel working from end to end, so that you set up the channel, send your first message, and scale your sending. Each of the SMS, RCS,

Part	What it covers
	MMS, voice, WhatsApp, push, and Notify channels has its own setup chapter.
Messaging Features	The Messaging Features chapters are the reference for each capability: how to use phone numbers, sender IDs, pools, registrations, configuration sets, Protect, and the rest, grouped by what you do with them (identities you send from, registration and compliance, sending and configuration, tracking and delivery, and more). Each feature page shows you how to use that functionality through the console, the AWS CLI, and the API.

APIs and SDKs

AWS End User Messaging is a family of APIs rather than a single API. Each channel group has its own API, and you choose the one that matches the service and features you want to use. The channel-level APIs give you direct control over sending and managing resources for a specific channel, and a top-level AWS End User Messaging API lets you orchestrate across channels, so you can manage shared resources such as brand profiles and coordinate how your brand sends across SMS, RCS, and the other channels from one place. You can call every AWS End User Messaging API through the AWS Management Console, the AWS AWS CLI, the AWS SDKs for your programming language, and the AWS Tools for PowerShell.

The AWS End User Messaging APIs

The following table lists the AWS End User Messaging APIs and what each one manages.

API	AWS CLI command	What it manages	API reference
AWS End User Messaging SMS and Voice, version 2	`aws pinpoint-sms-voice-v2`	Phone numbers, sender IDs, phone pools, opt-out lists, and configuration sets, and sending SMS, MMS, voice, and RCS messages. Also manages Notify configurations.	SMS and Voice v2 API Reference

API	AWS CLI command	What it manages	API reference
AWS End User Messaging Social	`aws socialmessaging`	WhatsApp, including linking a WhatsApp Business Account, managing message templates, and sending WhatsApp messages.	Social Messaging API Reference
AWS End User Messaging Push	`aws pinpoint`	Push notifications through Apple Push Notification service (APNs), Firebase Cloud Messaging (FCM), Amazon Device Messaging (ADM), and Baidu Cloud Push, including applications, channels, and endpoints.	Amazon Pinpoint API Reference
AWS End User Messaging	`aws enduserme ssaging`	Brand profiles and Notify code configurations, and syncing brand profile data with SMS and RCS registrations.	AWS End User Messaging API Reference

Using each service programmatically

Use the following API for each service and its features.

SMS, MMS, voice, and RCS

Use the `pinpoint-sms-voice-v2` APIs to provision and manage the identities you send from and to send messages. This API covers phone numbers, sender IDs, phone pools, opt-out lists, and configuration sets, and the operations that send SMS, MMS, voice, and RCS messages. For example, you send a text message with `send-text-message` and send an RCS message with `send-text-message` using an RCS-capable phone pool.

Notify

Notify spans two APIs that play different roles. The Notify configuration is the shared resource that holds the origination identities and settings Notify sends from, and you manage it with the `pinpoint-sms-voice-v2` API using `create-notify-configuration`. The Notify code

configuration is where you set the policy for how passcodes are generated and validated, such as code length and validity period. You manage it, and send and validate passcodes, with the `enduser messaging` API using operations such as `create-notify-code-configuration`, `send-notify-code-verification`, and `validate-notify-code-verification`.

Brand profiles

Use the `enduser messaging` APIs to create and manage brand profiles and their attributes, and to sync brand profile data with registrations. For example, you create a brand profile with `create-brand-profile` and create registrations from a profile with `create-registrations-from-brand-profile`.

WhatsApp

Use the `socialmessaging` APIs to link a WhatsApp Business Account, manage message templates, and send WhatsApp messages. For example, you send a message with `send-whatsapp-message`.

Push notifications

Use the `pinpoint` API to send push notifications through APNs, FCM, ADM, and Baidu Cloud Push. You create an application, configure the push channels you use, register device endpoints, and send messages to those endpoints.

Accessing the APIs with SDKs, the AWS CLI, and PowerShell

You can call any of the AWS End User Messaging APIs in the following ways:

- **AWS SDKs** – Use an AWS SDK to call the APIs from your application in a supported programming language, such as Java, Python, JavaScript, .NET, Go, and others. The SDK handles request signing, retries, and error handling for you. For the list of available SDKs, see Tools to Build on AWS.
- **AWS AWS CLI** – Use the AWS CLI to call the APIs from the command line or from scripts. For more information, see the AWSAWS CLI Command Reference.
- **AWS Tools for PowerShell** – Use the Tools for PowerShell to call the APIs from PowerShell scripts. For more information, see the AWS Tools for PowerShell Cmdlet Reference.

Choosing a messaging service

Several AWS services can send messages to your end users, and it is not always obvious which one to use. AWS End User Messaging is the layer responsible for delivering messages to end users across AWS, so when another service such as Amazon SNS, Amazon Cognito, or Amazon Connect sends a message, that message is delivered through AWS End User Messaging. Use the following table to decide whether to work with AWS End User Messaging directly, so that you control the channel and send across SMS, MMS, RCS, WhatsApp, push, and voice, or through a service that sends messages on your behalf as part of a larger workflow, such as user authentication or a contact-center interaction.

Regardless of which service you use, you must still set up your sending resources in AWS End User Messaging. You get a phone number, sender ID, or WhatsApp Business Account (WABA) through AWS End User Messaging, and your messaging spend appears under AWS End User Messaging on your AWS bill. When you want granular control of your messaging, AWS End User Messaging is where you configure it directly. The other services use AWS End User Messaging for message transport, but each adds its own handling of concerns such as rate limiting, opt-outs, and protection against fraud and artificially inflated traffic.

Choosing a messaging service

Service	Channels	Use it when
AWS End User Messaging	SMS, MMS, RCS, WhatsApp, push, voice	You want a wide selection of channels and end-to-end control over them to build conversational experiences across SMS, MMS, RCS, WhatsApp, push, and voice. You configure opt-outs, manage number configurations such as two-way messaging, and send with operations such as `SendTextMessage`, `SendMediaMessage`, `SendVoiceMessage`, `SendWhatsAppMessage`, and `SendMessages`. The send APIs are synchronous, so a call returns immediately and tells you when you have hit a rate limit, which lets your application react in real time. This is the service that this guide documents.

Service	Channels	Use it when
Amazon SNS	SMS, RCS*, push	You already use the Amazon SNS publish/subscribe model and want to send a high volume of messages with built-in queue management.
Amazon Cognito	SMS	SMS is part of user authentication, such as sign-up confirmation, multi-factor authentic ation (MFA), or one-time passwords (OTP), and Amazon Cognito is your identity provider.
Amazon Connect	SMS, WhatsApp	Messaging is part of a contact-center or customer-service conversation, both outbound and inbound.
Amazon Pinpoint	SMS, RCS*, push, voice	You are an existing Amazon Pinpoint customer sending transactional SMS, MMS, voice, or push messages with the `SendMessages` API as part of your current application. Amazon Pinpoint is closed to new customers as of May 20, 2025, and support ends on October 30, 2026. For new messaging work, use AWS End User Messaging directly.

* Supports limited RCS capability, including the ability to send basic text with an RCS agent, and does not include rich media support.

Concepts

AWS End User Messaging provides a set of features that you use to send messages, manage the identities you send from, register to send in each country, and track delivery. The following table introduces each feature and links to where it is documented. For the full details of any feature, see its page under Messaging features.

AWS End User Messaging features

Feature	Description
the section called “Brand profiles”	A container that stores your business identity once so you can reuse it across registrations, holding attributes such as company informati on, addresses, and compliance documents.
the section called “Carrier lookup”	A service that returns information about a phone number, including whether it is valid, its type, and its carrier.
the section called “Configuration sets”	A set of rules that you apply to the messages you send, including where to send delivery and engagement events.
the section called “Keywords”	The words that recipients text to your number, and the responses you return. Keywords support opt-in, opt-out, and help flows.
the section called “Message feedback”	A way to report the final outcome of a message so you can monitor SMS and MMS delivery.
the section called “Message part preview”	A preview of how an SMS message is encoded and split into message parts before you send it, so you can anticipate throughput and billing.
the section called “Messaging Events”	The delivery and engagement events that AWS End User Messaging emits for SMS, MMS, and RCS messages, and their formats.
the section called “Notify code configura tions”	A reusable one-time passcode policy and channel templates that a Notify configuration uses to send and validate verifications.
the section called “Notify configurations”	The central Notify resource that holds your brand identity and messaging settings for sending code-verification messages.
the section called “Opt-out lists”	A list of phone numbers that have opted out. AWS End User Messaging does not send messages to a number while it is on an opt-out list.

Feature	Description
the section called “Phone numbers”	An identity that recipients see when you send an SMS or MMS message, including long codes, toll-free numbers, short codes, and 10DLC.
the section called “Phone pools”	A collection of phone numbers or sender IDs that share the same settings. When you send through a pool, it chooses an appropriate origination identity for you.
the section called “Quotas”	The quotas for AWS End User Messaging resources and sending, and how to manage them.
the section called “RCS Agents”	The top-level resource that represents your brand for RCS messaging , binding together your testing agent and your per-country launch agents. You define keywords and two-way messaging configuration on the RCS agent.
the section called “Registration reviewer”	AI-powered feedback that reviews your phone number or sender ID registration before you submit it for downstream review.
the section called “Registrations”	The registration process that many countries and channels require before you can send, covering sender IDs, dedicated numbers, and RCS.
the section called “Resource sharing”	Sharing AWS End User Messaging resources with other AWS accounts or services.
the section called “Sender IDs”	An alphanumeric name that identifies the sender of an SMS message. You request and manage sender IDs for the countries that support them.
the section called “Simulator numbers”	Test phone numbers you use to simulate sending and receiving messages without delivering to a real device.
the section called “SMS Protect”	A control that lets you send only to the countries or specific phone numbers that you allow, and helps protect against unexpected traffic.

Feature	Description
the section called “WhatsApp Flows”	Interactive, multi-screen experiences that users complete without leaving WhatsApp, supporting data collection and form submissions.
the section called “WhatsApp Message Templates”	Preformatted WhatsApp message templates that you use to start conversations and send notifications to your customers.
the section called “WhatsApp Voice”	Voice calling that lets your business place and receive calls with WhatsApp users in the conversation, using the same business phone number you use for messaging.

Agent setup guide

AI coding agents can accelerate messaging development by guiding you through workflows that historically required navigating multiple documentation pages. Examples include creating a Rich Communication Services (RCS) branded agent, sending a one-time passcode, registering to send SMS, connecting a WhatsApp Business Account, and moving from the sandbox to production. AWS End User Messaging publishes agent skills that give your agent step-by-step, validated guidance for these tasks. An agent configured with your AWS credentials can also run the underlying API calls. Without credentials, a skill provides guidance only.

AWS End User Messaging publishes a set of skills that spans its messaging services:

- The `aws-sms-voice` skill covers SMS, RCS, voice, and Notify (one-time passcode).
- The `aws-social-messaging` skill covers WhatsApp.

You connect the AWS MCP Server once, then install the skill or skills for the channels you use.

Prerequisites

- uv installed on your system.
- (Optional) An AWS account with IAM credentials configured locally. Credentials are required only for tools that run AWS End User Messaging API calls, not for searching documentation or discovering skills. If you do not have credentials configured, see Setting up the AWS MCP Server.

Step 1: Connect the AWS MCP Server

The AWS MCP Server, built on the Model Context Protocol (MCP), gives your agent AWS API access, sandboxed execution, and documentation search. Follow Setting up the AWS MCP Server for your agent. The essentials follow.

Claude Code, Codex, or Cursor

The `aws-core` plugin bundles the AWS MCP Server configuration and a curated set of skills in one install:

```
/plugin marketplace add aws/agent-toolkit-for-aws
```

```
/plugin install aws-core@agent-toolkit-for-aws
```

Kiro

Add the server to `.kiro/settings/mcp.json`:

```
{
  "mcpServers": {
    "aws": {
      "command": "uvx",
      "args": [
        "mcp-proxy-for-aws-cli@latest",
        "https://aws-mcp.us-east-1.api.aws/mcp",
        "--metadata", "AWS_REGION=us-west-2"
      ]
    }
  }
}
```

Any other agent

See Setting up the AWS MCP Server for the configuration block for your MCP client. Only the configuration file location differs (`.cursor/mcp.json`, `.vscode/mcp.json`, and so on).

Step 2: Install the skills

Install the skill or skills for the channels you use. For Claude Code, Codex, and Cursor, the `aws-core` plugin already includes these skills, so you can skip the install command.

SMS, RCS, voice, and Notify (aws-sms-voice)

For any agent other than Claude Code, Codex, or Cursor, install the skill:

```
npx skills add aws/agent-toolkit-for-aws/skills --skill aws-sms-voice --yes --global
```

This skill's onboarding paths that reach a real message are RCS Business Messaging and Notify (one-time passcode, or OTP). It also carries registration guidance for SMS and RCS. Things to ask:

- Send myself a branded RCS message with media, and show me how to add rich cards and suggestion buttons.

- My RCS agent works in test. How do I launch it for a country so it delivers to real customers, with carrier monitoring and SMS fallback?
- How do I receive replies to my RCS messages, and check a recipient's opt-out state before I send?
- I need to send a one-time passcode over SMS to my customers. How do I set that up?
- I want to send SMS to customers in the US. What registration do I need, and can you walk me through it?
- I have been testing SMS in the sandbox. How do I move to production and raise my sending limits?

For the underlying workflows, see the section called “How to get set up” and the section called “How to get set up”.

WhatsApp (aws-social-messaging)

For any agent other than Claude Code, Codex, or Cursor, install the skill:

```
npx skills add aws/agent-toolkit-for-aws/skills --skill aws-social-messaging --yes --
global
```

This skill covers WhatsApp through AWS End User Messaging. Things to ask:

- Help me create a WhatsApp utility template for order-shipping notifications.
- List my WhatsApp message templates and show which are approved versus pending.
- I want delivery-status and template-status notifications for my WhatsApp Business Account. What are my options?

For the underlying workflows, see the section called “How to get set up”.

Keeping the skills current

As AWS End User Messaging adds features, future skill releases include updated patterns and guidance, so your agent always works from current best practices.

Setup SMS

SMS (Short Message Service) is a text messaging channel that reaches recipients on virtually any mobile device, with no app or data connection required, in over 200 countries and regions. Common use cases include one-time passcodes and account verification, transactional notifications such as order confirmations and appointment reminders, time-sensitive alerts, and two-way conversations where customers reply to your messages.

You send SMS with the AWS End User Messaging SMS and Voice v2 API (the `sms-voice` namespace, which you call as `aws pinpoint-sms-voice-v2` on the AWS CLI). The main send operation is `SendTextMessage`, which sends a text message to a single destination phone number from one of your origination identities. The same API provisions phone numbers, groups them into pools, and configures the event destinations that track delivery.

Key concepts

The following concepts are central to sending SMS with AWS End User Messaging.

Concept	Description
Origination identity	The phone number (long code, toll-free, short code, or 10DLC) or sender ID that a message is sent from. The types available to you depend on the destination country and its regulations.
Phone pool	A collection of origination identities that share the same settings. When you send through a pool, AWS End User Messaging selects an identity and fails over to another if one is unavailable, which improves the resilience of your messaging.
Configuration set	A set of rules applied to the messages you send, including where to send delivery and engagement events, such as CloudWatch, Amazon SNS, or Amazon Data Firehose.
Sandbox	The restricted environment a new account starts in, where you send only to verified destination numbers while you build and test. You request production access to lift the restrictions.

Concept	Description
Opt-out list	A list of destination numbers that have opted out. AWS End User Messaging does not send to a number while it is on an opt-out list, which helps you meet carrier and regulatory requirements.
Registration	The approval process many countries require before you can send, such as 10DLC in the United States or sender ID registration elsewhere.

How this guide is organized

This chapter walks you through SMS from first setup to scaling in production. Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Set up an origination identity, group it into a pool, create a configuration set, and send a test message.	You are new to SMS and want a working test send.
the section called “Send a message”	Send messages from your applicati on and set up two-way messaging to receive replies.	You have an origination identity and want to send from your own code.
the section called “Scale”	Move out of the sandbox, monitor delivery, manage spending and quotas, and apply sending best practices.	You are sending in production and want to keep it healthy and grow.
the section called “Launch in a country”	Review the origination identity types, registration requirements, and features supported in each country.	You need the rules for a specific destination country.

How to get set up

This topic takes you from a new AWS account to sending your first SMS message with AWS End User Messaging. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, and the AWS CLI.
Step 1: Get a phone number	Request an origination identity, such as a phone number or sender ID, for your destination country.
Step 2: Set up a phone pool	Create a phone pool with your number so that you send through one managed identity.

Note

When you create a new AWS End User Messaging account, your SMS, MMS, and voice channels are placed in a sandbox until you request production access. In the sandbox you have access to all of the features of AWS End User Messaging, with restrictions on the volume and destinations of the messages you can send. For more information about the sandbox and how to move to production, see Move out of the sandbox.

Tip

If you want to send one-time passwords or verification messages without managing your own phone numbers, you can use Notify. Notify lets you send templated messages using AWS-managed origination identities.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you lease originati on identities and send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to use AWS End User Messaging. See the example policy that follows this table.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging SMS and voice actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "sms-voice:*",
            "Resource": "*"
        }
    ]
}
```

The SMS and Voice v2 API Reference includes the supported HTTP methods, parameters, and schemas.

Step 1: Get a phone number

To send SMS messages, you need an origination identity. For SMS, an origination identity is either a phone number or a sender ID. The types available to you depend on the destination country and the regulations that apply there:

SMS origination identity types

Type	Description
Long codes (10DLC)	Standard local phone numbers. In the United States, 10DLC is the standard local number type and requires registration before you can send.
Toll-free numbers	Toll-free numbers available in the United States and Canada. Requires registration before you can send.
Short codes	High-throughput numbers for high-volume sending. Requires registration and carrier approval.
Sender IDs	An alphanumeric name that identifies you as the sender, supported in many countries. Some countries require sender ID registration, and others allow unregistered sender IDs.
Simulator numbers	Test numbers that generate realistic events without sending over the carrier network, with no registration required. Simulator numbers can only send to other simulator destination numbers in the same country.

The types available to you, and which ones require registration, depend on the destination country. To confirm what each country supports, see Launch in a country.

Tip

How you start testing depends on your destination country. If the country has simulator support, request a simulator number and begin sending test messages right away, without waiting for registration. If you are sending to a country that allows unregistered sender IDs, you can use a sender ID to start sending without the registration and carrier approval that number types require. For more information about requesting and managing phone numbers, see Phone numbers; for sender IDs, see Sender IDs.

To request a number from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To request a phone number (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**, and then choose **Request originator**.
3. For **Country**, choose the destination country, and for **Number settings** select the capabilities you need (such as **SMS**). Choose a number type that supports your destination, then follow the prompts to request the number. Some number types require registration before you can send.
4. To finish without waiting for registration, request a **Simulator number** instead. Simulator numbers send realistic events without using the carrier network.

AWS CLI

Use the request-phone-number command. Replace *XX* with the two-letter ISO country code and *NUMBER_TYPE* with a type that supports your destination (such as `LONG_CODE`, `TOLL_FREE`, or `SHORT_CODE`).

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
> --iso-country-code XX \
> --message-type TRANSACTIONAL \
> --number-capabilities SMS \
> --number-type NUMBER_TYPE
```

Step 2: Set up a phone pool

A phone pool is a container for the origination identities you send from. It groups identities that share the same settings, maps each message to an appropriate identity for the destination country, and fails over to another identity in the pool if one is unavailable. Using a pool is the recommended way to send, because you can send through a pool in every send API request, such as `SendTextMessage`, `SendMediaMessage`, `SendVoiceMessage`, and `SendRcsMessage`, and you can add or change origination identities later without changing your sending code.

Create a pool with the phone number you requested in Step 1 as its first origination identity, or associate the number with an existing pool. After the number is in the pool, you send through the pool and AWS End User Messaging selects the number for you. You can add more identities to the pool later. For more information about creating and managing phone pools, see Phone pools.

To create a pool from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To create a pool (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**, and then choose **Create phone pool**.
3. For **Pool name**, enter a name. For the first origination identity, choose the phone number you requested in Step 1, then choose **Create phone pool**.
4. To add more numbers to the pool later, open the pool and choose **Add originator to pool**. Every number you add must have the same settings (such as two-way messaging) as the first number in the pool.

AWS CLI

Use the create-pool command, passing the number from Step 1 as *originationIdentity*. To add more identities to an existing pool later, use associate-origination-identity.

```
$ aws pinpoint-sms-voice-v2 create-pool \
> --origination-identity originationIdentity \
> --iso-country-code XX \
> --message-type TRANSACTIONAL
```

To add another number to an existing pool, use associate-origination-identity. Replace *poolId* with the pool and *originationIdentity* with the number to add.

```
$ aws pinpoint-sms-voice-v2 associate-origination-identity \
> --pool-id poolId \
> --origination-identity originationIdentity \
```

```
> --iso-country-code XX
```

Important

Every number you add to a pool must have the same settings as the first number you used to create the pool. For example, if the first number has two-way messaging enabled, every other number you add must also have two-way messaging enabled, or the association fails.

Send a message

You use the AWS End User Messaging API to send SMS text messages directly from your applications with the `SendTextMessage` operation. How the service selects an origination identity depends on what you specify in the request. You can send through a phone pool (recommended), directly from a single origination identity, or at the account level. You can also set up two-way SMS to receive incoming messages from your customers.

API operations

Use the following API operation to send SMS messages.

API operations

Operation	Description	Use for
`SendTextMessage`	Sends an SMS text message to a destination phone number.	All outbound SMS.

Types of send

AWS End User Messaging supports three ways to send an SMS message. Each one determines how the service selects the origination identity for your message.

Types of send

Type	How it works	When to use
Pool-based (recommended)	Specify a pool ID as the origination identity. The service selects the best identity from the pool.	All use cases. Managed selection and compliance-safe routing.
Direct	Specify a single origination identity, such as a phone number or sender ID.	You want to send from one specific identity.
Account-level	Omit the origination identity. The service selects from the identities in your account.	Simple single-use-case setups. Not recommended when the account has numbers for multiple use cases.

For full detail and code examples, see Outbound messaging.

In this section

Outbound messaging

Outbound messaging	Send SMS messages with the pool-based, direct, and account-level sending patterns, including message parts and code examples.

Inbound messaging

Inbound messaging	Set up two-way SMS to receive incoming messages from your customers.

Outbound messaging

After you set up an origination identity and a configuration set, you send an SMS message with the `SendTextMessage` operation. Use the AWS End User Messaging console to send a test message, or the AWS CLI to send from your application. The examples use a phone pool as the origination

identity, which is the recommended approach; you can also specify a single phone number or sender ID instead.

> **Note**
>
> A single SMS message carries up to 140 bytes. Longer messages are split into multiple parts and billed per part, and AWS End User Messaging automatically selects the most efficient encoding. For character encoding, message size, and throughput, see Limits and quotas.

Console

Use the console to send a test message without writing any code. This is the fastest way to confirm that your origination identity and configuration set work. While your account is in the sandbox, you can only send to verified destination phone numbers, or between simulator numbers.

To send a test message from the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Overview**, in the **Quick start** section, choose **Test SMS sending**.
3. For **Originator**, choose **Phone pool** and select your pool. To send from a specific resource instead, choose **Phone number** or **Sender ID**. If you need a simulator phone number, choose **Request simulator number**, choose a **Country**, and then choose **Request number**.
4. For **Destination number**, choose **Simulator number** or **Verified number** and select the number from the list.
5. For **Configuration set**, choose the configuration set that receives the event data.
6. For **Message body**, enter a custom SMS message, and then choose **Send test message**.

> **Important**
>
> Simulator phone numbers can only send to other simulator destination phone numbers. They behave like actual phone numbers without sending over the carrier network, and you cannot 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.

AWS CLI

Use the send-text-message command. The example sends from a phone pool.

```
$ aws pinpoint-sms-voice-v2 send-text-message \\
> --destination-phone-number +14255550168 \\
> --origination-identity pool-a1b2c3d4e5f6g7h8i \\
> --message-body "This is a test message." \\
> --message-type TRANSACTIONAL \\
> --configuration-set-name MyConfigurationSet
```

In the preceding command, make the following changes:

- Replace *+14255550168* with the destination phone number, in E.164 format.
- Replace *pool-a1b2c3d4e5f6g7h8i* with your origination identity. Using a phone pool is recommended. To send from a specific resource instead, provide a phone number or sender ID.
- Replace the value of `--message-body` with the message to send.
- Set `--message-type` to `TRANSACTIONAL` for critical or time-sensitive messages, or `PROMOTIONAL` otherwise.
- Replace *MyConfigurationSet* with the name or ARN of the configuration set that captures delivery events.

Inbound messaging

With two-way SMS, you receive incoming messages from your customers. When a customer sends a message to your phone number, AWS End User Messaging delivers the message body to an Amazon SNS topic or an Connect Customer instance that you designate, where your application processes it – for example with Lambda or Amazon Lex to build interactive experiences.

When you use two-way SMS, consider the following:

- Two-way SMS is only available in certain countries and regions. For more information, see Launch in a country.

- 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. Amazon SNS Standard topics deliver with best-effort ordering; if your application requires ordered processing, use the timestamp from the Amazon SNS notification metadata to order messages at the application layer.

Enable two-way messaging

Enable two-way SMS on a phone number, or on a phone pool to apply it to every number in the pool. Use the AWS End User Messaging console or the AWS CLI.

Console

To enable two-way SMS

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers** (or **Phone pools** to enable it for a pool), and then choose the phone number or pool.
3. On the **Two-way SMS** tab, choose **Edit settings**, and then choose **Enable two-way message**.
4. For **Destination type**, choose **Amazon SNS** or **Connect Customer**. For Amazon SNS, choose a new or existing topic, and for **Two-way channel role** choose **Choose existing IAM role** or **Use Amazon SNS topic policies**. For Connect Customer, choose an existing IAM role.
5. Choose **Save changes**.

AWS CLI

Use update-phone-number for a phone number, or update-pool for a pool. The destination and role options are the same for both.

```
$ 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
```

- Replace *PhoneNumber* with the phone number ID or ARN (for a pool, run `update-pool` with `--pool-id` and the pool ID instead).
- Replace *TwoWayARN* with the ARN that receives incoming messages. For Connect Customer, set it to `connect.`*region*`.amazonaws.com`.
- Replace *TwoChannelWayRole* with the IAM role ARN. This is only required when you use an IAM role rather than an Amazon SNS topic policy.

> **Note**
>
> AWS End User Messaging needs permission to publish to your destination. Grant it with an Amazon SNS topic policy, or with an IAM role that trusts the `sms-voice.amazonaws.com` service principal and allows `sns:Publish` (or the equivalent for Connect Customer). For the policy details and event-record routing, see Event destinations in AWS End User Messaging.

Example inbound message payload

When your number receives an SMS message, AWS End User Messaging sends a JSON payload to the Amazon SNS topic you designated, as in the following example:

```
{
  "originationNumber":"+14255550182",
  "destinationNumber":"+12125550101",
  "messageKeyword":"JOIN",
  "messageBody":"EXAMPLE",
  "inboundMessageId":"cae173d2-66b9-564c-8309-21f858e9fb84",
  "previousPublishedMessageId":"wJalrXUtnFEMI/K7MDENG/bPxRfiCYEXAMPLEKEY"
}
```

Property	Description
`originationNumber`	The customer's phone number that sent the incoming message.
`destinationNumber`	Your dedicated phone number that the customer sent to.
`messageKeyword`	The registered keyword associated with your dedicated phone number.
`messageBody`	The message the customer sent.
`inboundMessageId`	The unique identifier for the incoming message.
`previousPublishedMessageId`	The unique identifier of the message the customer is responding to.

Scale

After you have tested your setup, this section helps you move SMS into production and run it at scale. It covers monitoring, resiliency, limits and quotas, spending, moving out of the sandbox, sending best practices, and where SMS is supported by country.

In this section

Monitoring	Track delivery and engagement with CloudWatch metrics, Amazon EventBridge events, CloudTrail logs, and message feedback.
Resiliency	Design for resiliency with multi-Region redundancy and phone pools.
Limits and quotas	Review the limits and quotas that apply, and how to request increases.
Spending and cost	Set a spend limit and monitor your messaging costs.
Move out of the sandbox	Move your account out of the sandbox and into production.

Best practices	Follow sending best practices to protect deliverability and stay compliant.
Launch in a country	See where this channel and its number types are supported by country.

Monitoring

AWS End User Messaging gives you two complementary views of your SMS messaging, plus a record of your API activity and a way to report message outcomes. This topic describes how to set up each one.

Ways to monitor your SMS messaging

What you monitor	How it works
Overall delivery health	Amazon CloudWatch metrics aggregate your sending into near real-time numbers (parts sent and delivered, spend, and messages blocked) that you watch on dashboards and alarm on.
Granular per-message events	Message events report what happened to each individua l message as it is sent and delivered. You route them to a destination with a configuration set, or consume them from Amazon EventBridge.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.
Outcome feedback	Message feedback lets you report whether each message reached its intended outcome, so you can track conversion and improve the deliverability signals AWS End User Messaging uses.

Monitoring with CloudWatch

You can monitor AWS End User Messaging using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. CloudWatch retains metric data for 15 months, so you can access historical information and gain a better perspective on how your application is

performing. The namespace for AWS End User Messaging metrics is `AWS/SMSVoice`. The following table lists common SMS metrics you can monitor. For the complete list, see the `AWS/SMSVoice` namespace in the CloudWatch console.

> **Note**
>
> AWS End User Messaging uses an AWS Identity and Access Management (IAM) service-linked role to publish metrics to CloudWatch. The service creates this role for you the first time you perform an action that publishes metrics, so in most cases you do not need to create it yourself.

Common SMS metrics (AWS/SMSVoice namespace)

Metric	Description
`NumberOfTextMessagePartsSent`	The number of SMS message parts sent.
`NumberOfTextMessagePartsDelivered`	The number of SMS message parts confirmed delivered.
`NumberOfMessagesReceived`	The number of inbound (two-way) messages received.
`TextMessageMonthlySpend`	The month-to-date spend on SMS messages, in US Dollars.
`TextMessagesBlockedByProtect`	The number of SMS messages blocked by a protect configuration.
Messages expecting feedback	The number of messages sent with message feedback enabled that are awaiting an outcome. For more information, see Message feedback.

Note

For some metrics, the result might 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.

Filter metrics by origination identity type

Several metrics in the `AWS/SMSVoice` namespace support the `OriginationIdentityType` dimension, which lets you filter and group a metric by the type of origination identity that sent the message. For SMS this applies to the text message part metrics (`NumberOfTextMessagePartsSent` and `NumberOfTextMessagePartsDelivered`) and to `TextMessagesBlockedByProtect`.

Use this dimension to compare sending and delivery across the identity types you use, for example to see how many parts were sent through a phone pool versus a sender ID. The dimension takes the following values.

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 automatically.

With CloudWatch, you can also create alarms that trigger based on metric thresholds. For example, you can create an alarm for the `NumberOfTextMessagePartsSent` metric so that if more than 1,000 text message parts are sent in one hour, an email notification is sent to an Amazon SNS topic. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Console

To create an alarm that notifies you when text message parts exceed a threshold

1. Open the CloudWatch console.
2. Choose **Alarms** in the navigation pane, and then choose **Create alarm**.
3. Choose **Select metric**, choose the `AWS/SMSVoice` namespace, and choose the metric that you want to set an alarm for, such as `NumberOfTextMessagePartsSent`.
4. Set the statistic to **Sum**, the period to 1 hour, the condition to **Static** and **Greater than**, and enter the threshold value.
5. For the alarm action, choose an existing Amazon SNS topic to notify or create a new one, enter a name for the alarm, and choose **Create alarm**.

AWS CLI

Use the put-metric-alarm command. The following example alarms when more than 1,000 text message parts are sent in one hour and notifies an Amazon SNS topic.

```
$ aws cloudwatch put-metric-alarm \
> --alarm-name HighTextMessagePartsSent \
> --namespace AWS/SMSVoice \
> --metric-name NumberOfTextMessagePartsSent \
> --statistic Sum \
> --period 3600 \
> --evaluation-periods 1 \
> --threshold 1000 \
> --comparison-operator GreaterThanThreshold \
> --alarm-actions arn:aws:sns:us-east-1:111122223333:snsTopic
```

Send events to a destination with a configuration set

AWS End User Messaging emits an event for each message as it moves through sending and delivery. You route these events to a destination by creating a configuration set, adding one or more event destinations to it, and then specifying that configuration set when you send. The supported event destinations are Amazon CloudWatch, Amazon Data Firehose, and Amazon SNS.

To route events, create a configuration set, add one or more event destinations to it, and then specify that configuration set when you send. Both steps are shown in each tab.

Console

To create a configuration set and add an event destination

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose **Create configuration set**.
3. For **Configuration set name**, enter a descriptive name, and then choose **Create configuration set**.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under **Event details**, enter a name, and for **Destination type** choose Amazon SNS (or **CloudWatch** or **Firehose**), then choose a new or existing Amazon SNS topic.
6. Under **Event types**, choose **All SMS events (Recommended)**, or choose **Custom SMS events** to select specific event types.
7. Choose **Add event destination**.

AWS CLI

First, create the configuration set with the create-configuration-set command.

```
$ aws pinpoint-sms-voice-v2 create-configuration-set \
> --configuration-set-name configurationSet
```

Then add an event destination with the create-event-destination command. The following example adds an Amazon SNS destination; you can also send events to CloudWatch or Firehose. Set `--matching-event-types` to the event types you want to send.

```
$ 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
```

When you add a destination, you choose which events to send to it. You can send all SMS, MMS, and voice events, or select specific event types, such as only delivered, successful, or failed events.

For the complete list of event types and what each one means, see Event types for SMS, MMS, and voice. For the required IAM roles for each destination type, see Event destinations in AWS End User Messaging.

Send events to a destination with Amazon EventBridge

Unlike the other destinations, you do not add Amazon EventBridge to a configuration set. AWS End User Messaging sends events to Amazon EventBridge automatically, on your account's default event bus. To act on them, write Amazon EventBridge rules on the default bus that match the event type and route to a target such as Lambda, Amazon SNS, or Firehose. AWS End User Messaging sends the following events to Amazon EventBridge.

Events sent to Amazon EventBridge

Event (`detail-type`)	Description
Text Message Delivery Status Updated	The delivery status of an SMS message changed.
Media Message Delivery Status Updated	The delivery status of an MMS message changed.
Voice Message Delivery Status Updated	The delivery status of a voice message changed.
Registration Status Change	The status of a registration, such as a phone number or sender ID registration, changed.

To act on these events, create an Amazon EventBridge rule on the default bus that matches the source `aws.sms-voice` and the `detail-type` you want, and set a target such as Lambda, Amazon SNS, or Firehose.

Console

To create a rule for AWS End User Messaging events

1. Open the Amazon EventBridge console and choose **Rules**, then **Create rule**.
2. Keep the default event bus, give the rule a name, and for the event pattern choose **Custom pattern**. Match `"source": ["aws.sms-voice"]` and the `detail-type` values you want.
3. Choose a target, such as a Lambda function, Amazon SNS topic, or Firehose stream, and then create the rule.

AWS CLI

Create the rule with the put-rule command, then attach a target with put-targets.

```
$ aws events put-rule \
> --name sms-voice-delivery-status \
> --event-pattern '{"source":["aws.sms-voice"],"detail-type":["Text Message Delivery
 Status Updated"]}'

$ aws events put-targets \
> --rule sms-voice-delivery-status \
> --targets Id=1,Arn=arn:aws:lambda:us-east-1:111122223333:function:processEvent
```

For the full field reference and an example record for every event type, see Messaging Events.

Message feedback

Delivery metrics and events tell you a message was delivered, but not whether it achieved its purpose, such as whether the recipient entered the one-time passcode you sent or completed the action the message asked for. Message feedback closes that loop: after you send, you report the final outcome, and AWS End User Messaging uses that signal to improve how it routes your traffic.

You can enable message feedback in two ways:

- **Per message, at send time.** Add `--message-feedback-enabled` to an individual send request to turn it on for that message only.
- **For every message, on a configuration set.** Turn the setting on in a configuration set so that every message you send with that configuration set has feedback enabled.

After you enable it, report the outcome once you know it. The following tabs show the configuration set setting in the console and the per-send flag in the AWS CLI.

Console

To enable message feedback on a configuration set

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose your configuration set.
3. Choose the **Set settings** tab, and then choose **Edit settings**.
4. For **Message feedback**, enable the setting, and then choose **Save changes**.

You report the outcome with the API or AWS CLI (`put-message-feedback`); there is no console action for reporting an individual message outcome.

AWS CLI

To enable feedback for a single message, add `--message-feedback-enabled` to your send command. To enable it for every message instead, turn the setting on in a configuration set (see the Console tab) and send with that configuration set.

```
$ aws pinpoint-sms-voice-v2 send-text-message \
> --destination-phone-number +12065550150 \
> --origination-identity +14255550120 \
> --message-body "text body" \
> --message-feedback-enabled
```

When you have a signal that the customer received or acted on the message, report the outcome with the put-message-feedback command, using the message ID from the send response. Set the status to `RECEIVED` or `FAILED`.

```
$ aws pinpoint-sms-voice-v2 put-message-feedback \
> --message-id a1b2c3d4-5678-90ab-cdef-EXAMPLE11111 \
> --message-feedback-status RECEIVED
```

If you do not update the record within one hour it is automatically set to `FAILED`, and the CloudWatch feedback metrics update only after the record is set to `RECEIVED` or `FAILED`. For the full setup and outcome values, see Message feedback.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Resiliency

The 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 that automatically fail over between zones without interruption. For more information about AWS Regions and Availability Zones, see AWS Global Infrastructure.

In addition to the global infrastructure, AWS End User Messaging offers several features that help support the resilience of your SMS messaging.

Resilience in SMS routing

AWS End User Messaging is committed to improving the resilience and deliverability of SMS messages. The service maintains multiple routes and adjusts SMS routing based on route trustworthiness, message deliverability, and message cost. These adjustments are applied automatically to the SMS messages you send, and do not require any configuration on your part.

Improve resilience with phone pools

You can 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, because each number type uses an independent delivery path. For more information about creating and managing phone pools, see Phone pools.

Design with redundancy across AWS Regions

For mission-critical messaging programs, we recommend that you configure AWS End User Messaging in more than one AWS Region. 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. To use AWS End User Messaging in multiple AWS Regions, you must request separate phone numbers in each AWS Region where you want to send messages. In some countries, you can also use multiple types of phone numbers for added redundancy, because each number type takes a different route to the recipient. For a complete list of AWS Regions where AWS End User Messaging is available, see the AWS General Reference.

Limits and quotas

The SMS protocol is subject to several limitations and restrictions. There are technical limitations on the length of each SMS message, and there are throughput limits on how quickly you can send. When you set up SMS and MMS messaging in AWS End User Messaging, you must consider these limitations and restrictions, and you should also follow the techniques described in Best practices. For the per-account service quotas that apply across channels, and how to request an increase, see Quotas.

Topics

- SMS character limits
- MMS file types, size, and character limits
- Message Parts per Second (MPS) limits
- Route type

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 the GSM 03.38 character set, it can have up to 70 characters. When you send an SMS message, AWS End User Messaging 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, the number of characters in each part is reduced to 153 for messages that only contain GSM 03.38 characters, or 67 for messages that contain other characters, because each part carries additional information used to reassemble the message on the recipient's device. The maximum supported size of any message is 1,530 GSM characters or 630 non-GSM characters. If the message size is greater than the supported size, the message fails and AWS End User Messaging returns an **Invalid Message Exception**.

> **Important**
>
> When you send a message that contains more than one message part, you're charged for the number of message parts contained in the message.

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 for all audio and video media file types. The text message body of an MMS can contain 1,600 characters from any character set. Unlike SMS, MMS messages are not broken into multiple parts when they are sent. If you are sending a large text message, you might get better throughput by sending an MMS message, because it is not broken into multiple parts.

Message Parts per Second (MPS) limits

SMS messages are delivered in 140-byte sections known as message parts. 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 origination identity 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, but if you use a US toll-free number to send to US recipients, you are throttled to 3 MPS.

MMS messages are delivered as a single message part and are not broken into multiple message parts. If you are sending SMS messages that have more than three message parts, consider sending an MMS message instead, because you are billed for each SMS message part and sending a single MMS part also increases your message throughput. The MPS that applies to your messaging varies by origination identity type and by country. For the detailed per-country and per-number-type throughput values, and the account-level throughput quotas, see Quotas.

Route type

Currently, all messages are sent through the **Standard** route type. AWS End User Messaging maintains multiple routes and adjusts routing automatically based on route trustworthiness, message deliverability, and message cost, as described in Resiliency.

Spending and cost

This topic explains how to monitor the amount of money that you spend when you send SMS, MMS, and voice messages through AWS End User Messaging, and how to read the usage types on your bill. If you only want to view your monthly charges, including the amount of money you've spent, use the AWS Billing and Cost Management console, which provides an estimate of your bill for the current month and your final charges for previous months.

Topics

- Monitor your spending with CloudWatch
- Understand SMS billing and usage reports

Monitor your spending with CloudWatch

To quickly determine how much money you've spent sending messages during the current month, use the Metrics section of the CloudWatch console. CloudWatch retains metric data for 15 months, so you can view real-time data and analyze historical trends.

> **Important**
>
> You must create a service-linked role for CloudWatch metrics to be collected.

To view SMS, MMS, and voice spending metrics in CloudWatch

1. Open the CloudWatch console.
2. In the navigation pane, choose **Metrics**.
3. On the **All metrics** tab, choose **SMSVoice**, and then choose **Account Metrics**.
4. Select from **TextMessageMonthlySpend**, **MediaMessageMonthlySpend**, and **VoiceMessageMonthlySpend**. The graph updates to display the amount of money spent during the current month.

   > **Note**
   >
   > These metrics don't appear until you send at least one message using AWS End User Messaging.

You can also create a CloudWatch billing alarm that notifies you through an Amazon SNS topic when your monthly SMS, MMS, or voice spending exceeds a certain amount. Before you create a billing alarm, set your AWS Region to US East (N. Virginia) Region, because billing metric data is stored there and represents worldwide charges. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Understand SMS billing and usage reports

The 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**. The following table describes the fields in the usage type. For more information about pricing, see AWS End User Messaging Pricing.

Field	Description
Region code	The AWS Region prefix that indicates where the SMS message was sent from, such as APN1 for the Asia Pacific (Tokyo) Region or USE1 for the US East (N. Virginia) Region.
MessagingType	The message type being sent. For outbound SMS, it reads **OutboundSMS**.
ISO	The two-digit ISO country code that the message was sent to.
RouteType	The route type that the message was sent through. Currently, all messages are sent through the **Standard** route type.
OriginationID	The origination identity that was used to send the message, such as **TollFree**, **10DLC**, **Shortcode**, **Longcode**, **Senderid**, or **Sharedroute**.
MessageCount/Fee	Either the number of messages sent or the cost associated with sending them: **MessageCount**, **MessageFees**, **CarrierFeeCount**, or **CarrierFees**.

Messages sent through AWS End User Messaging for outbound SMS generate two to four usage types per combination of ISO country and origination identity. For example, if you sent 10 messages to the United Kingdom (ISO code GB) using a short code from USE1, you can expect the following two usage types on your bill:

```
1. USE1-OutboundSMS-GB-Standard-Shortcode-MessageCount
2. USE1-OutboundSMS-GB-Standard-Shortcode-MessageFee
```

If you sent 10 messages to the United States (ISO code US) using a 10DLC number from CAN1, you can expect four usage types, because 10DLC to US recipients also generates carrier fee usage types:

```
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
```

You can use tags for organizing your bill to reflect your own cost structure. 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*.

Move out of the sandbox

New AWS End User Messaging accounts are placed into an SMS and MMS or voice sandbox. The sandbox protects both customers and recipients from fraud and abuse, and it creates a safe environment for test and development. While your account is in the sandbox, you have access to all of the features of AWS End User Messaging, with restrictions on the volume and destinations of the messages that you can send. To send unrestricted production traffic, you request production access.

Topics

- Sandbox restrictions
- Move to production
- Set a spending limit
- Request a spending quota change

Sandbox restrictions

While your account is in the sandbox, you can use all of the SMS sending methods in the AWS End User Messaging console or the `SendTextMessage` API. To send an MMS message, you must use the `SendMediaMessage` API. 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.
- You can delete a destination phone number. However, you must wait 24 hours after adding a phone number before you can delete it.

The voice channel has its own sandbox restrictions. While your account is in the voice sandbox, 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, and the maximum voice message length is 30 seconds.

> **Note**
>
> If your account is observed to be sending suspicious SMS or MMS traffic, your account's ability to send messages might be paused. If this occurs, request production access to regain the ability to send.

Move to production

After you fully test your SMS and MMS environment in the 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 AWS Region. Complete all fields in the support case, even if they are labeled as optional.

To move to production from the sandbox

1. Create a AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. On the **Create case** page, select **Account and Billing**, and for **Service**, choose **Service Quotas**. For **Category**, choose the SMS or voice option, depending on your request.
3. Under **Requests**, choose the AWS Region from which you will send messages, choose **General Limits** for the resource type, choose **SMS Production Access** for the quota, and enter 1 for the new quota value.
4. Under **Description**, for **Use case description**, provide a link to the site or app that will send messages, the type of messages you plan to send (one-time password, promotional, or transactional), the countries you plan to send to, your opt-in process, and the message template you plan to use.
5. Choose **Submit**.

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

Set a spending limit

In AWS End User Messaging 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 stops sending your messages, and to send more messages that month you need to request a spending limit increase.

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 stops sending your messages. You can adjust your enforced limit through the console or AWS CLI without contacting Support. The *remaining limit* is how much you have spent for the current month sending messages.

View your spending limits (console)

View all of your spending limits

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

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**.

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.

```
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.

To set up billing alarms for your spending, see Spending and cost.

Request a spending quota change

Your spending quota determines how much money you can spend sending SMS, MMS, or voice messages through AWS End User Messaging each month. When AWS End User Messaging determines that sending a message would incur a cost that exceeds your spending quota for the current month, it stops publishing messages within minutes.

> **Important**
>
> Because AWS End User Messaging is a distributed system, it stops sending messages within minutes of the spending quota being exceeded. During this period, if you continue to send 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. Spending limits vary by AWS Region, so you must specify the AWS Regions where you require an increase.

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 it in the search box.
4. Choose the applicable spending quota — **TextMessageMonthlySpend**, **VoiceMessageMonthlySpend**, or **MediaMessageMonthlySpend** — and then choose **Request increase at account level**.
5. For the increased quota value, enter the new value. The new value must be greater than the current value, and then choose **Request**.

Best practices

For the best results when creating and sending messages, we recommend that you follow the best practices in this topic. 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 acceptable use policy, and the AWS End User Messaging team routinely audits SMS and MMS messages.

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

Topics

- Comply with laws, regulations, and carrier requirements
- Prohibited message content
- Obtain permission
- Manage your customer lists
- Make your messages clear, honest, and concise
- Respond appropriately
- Adjust your sending based on engagement

- Send at appropriate times
- Use dedicated short codes
- Verify your destination phone numbers
- Voice best practices

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.

Key laws that apply to SMS and MMS communications in some major markets include the Telephone Consumer Protection Act (TCPA) in the United States, the Privacy and Electronic Communications Regulations (PECR) in the United Kingdom, the ePrivacy Directive in the European Union, Canada's Anti-Spam Law (CASL), and the Act on Regulation of Transmission of Specific Electronic Mail in Japan. As a sender, these laws can apply to you even if your company isn't based in one of these countries. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Prohibited message content

Some countries or mobile carriers require that you register your number or sender ID before live messaging is enabled. When using or registering a number as an originator, follow these guidelines: provide a valid opt-in workflow to register the number; don't use shortened URLs created from third-party URL shorteners, as these messages are more likely to be filtered as spam; and don't send the same or similar message content using multiple numbers, which is considered snowshoe spamming.

Messages related to certain industries can 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. The following table describes the types of restricted content.

Category	Examples
Gambling	Casinos, sweepstakes, apps or websites that offer gambling, 50/50 raffles, betting or sports picks
High-risk financial services	Payday loans, short-term high-interest loans, auto loans, mortgage loans, student loans, debt collection, stock alerts, 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-inve stment opportunities, pyramid or multi-level marketing schemes, mystery shopping
Illegal substances	Cannabis or CBD, kratom, paraphernalia products, fireworks, vape or e-cig
Prescription drugs	Drugs that require a prescription
Phishing or smishing	Attempts to get users to reveal personal or login information, including security awareness training that simulates phishing or smishing attacks
S.H.A.F.T.	Sex, hate, alcohol, firearms, tobacco or 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. 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, and don't send any additional messages until they confirm. 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.

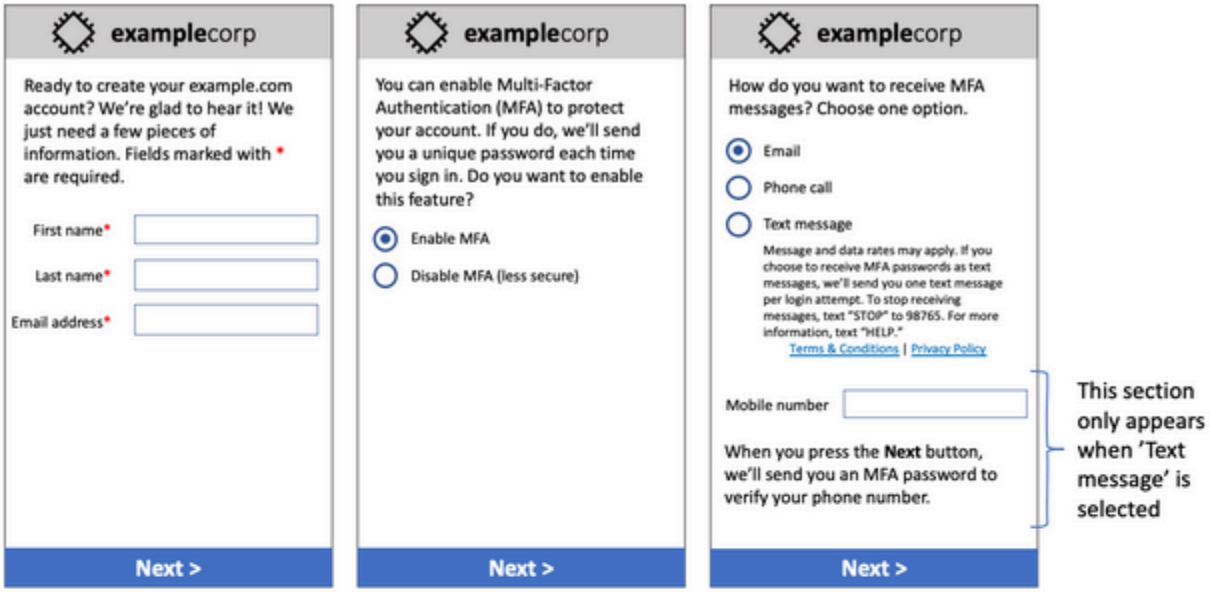
Opt-in workflow

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, and should include all of the following required disclosures:

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.
- Publicly accessible links to your Terms and Conditions and Privacy Policy documents.

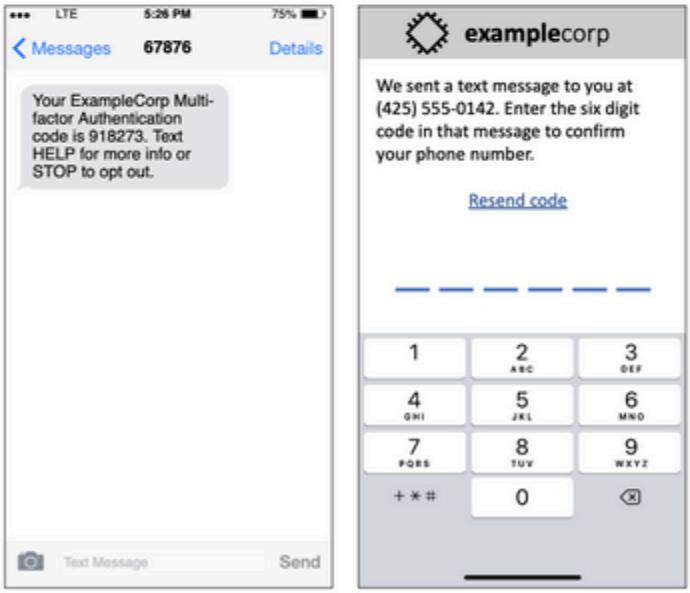
The following example complies with the mobile carriers' requirements for a multi-factor authentication use case.



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 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 it contains all of the required disclosures.

SMS and MMS specific Terms and Conditions

Mobile carriers also require that you make a specific set of SMS and MMS Terms and Conditions available to your customers. These terms describe what you send when a customer opts in, how to cancel by texting STOP, how to get help by texting HELP, the carriers you can deliver to, that message and data rates may apply, and a link to your privacy policy. If you don't provide your customers with a copy of these terms, the carriers won't approve your short code application.

Manage your customer lists

People change phone numbers often, so don't use an old list of phone numbers for a new messaging program. If you send recurring SMS or MMS messages, audit your customer lists on a regular basis so that the only customers who receive your messages are those who are interested in receiving them. Keep records that show when each customer requested to receive messages from you, and which messages you sent to each customer. Occasionally, a carrier or regulatory agency asks us to provide proof that a customer opted to receive messages from you; if you can't provide the necessary information, we might 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, and techniques that you might use in other channels might seem dishonest or deceptive when used with SMS. The following practices help you create an effective message body:

- Identify yourself as the sender by including an identifying program name at the beginning of each message.
- Don't try to make your message look like a person-to-person message, because this technique might make your message seem like a phishing attempt.
- Be careful when talking about money, and don't use currency symbols or offers that seem too good to be true.
- Use only the necessary characters. Characters outside the GSM 03.38 alphabet, such as trademark symbols, cause your message to be sent using a different encoding that supports only 70 characters per message part, which can split your message into more parts and cost more.
- Use valid, safe links, and avoid free link-shortening services because carriers tend to filter messages that include links on those domains.
- Limit the number of abbreviations that you use, because the overuse of abbreviations can seem unprofessional and could cause some users to report your message as spam.

Respond appropriately

When a recipient replies to your messages, respond with useful information. For example, when a customer responds with the keyword HELP, send them information about the program that they're subscribed to, the number of messages you send each month, and how to contact you. When a customer replies with the keyword STOP, let them know that they won't receive any further messages.

Adjust your sending based on engagement

Your customers' priorities can change over time. For customers who rarely engage with your messages, adjust the frequency of your messages, and remove customers who are completely unengaged from your customer lists. This prevents customers from becoming frustrated, 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. If you send to very large audiences, double-check the throughput rates for your originator phone numbers and divide the number of recipients by your throughput rate to determine how long it will take to reach all of your recipients.

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 you send both transactional and promotional messages, use a separate short code for each type, or register the short code once for transactional and create another registration for promotional. For more information about requesting short codes, see Phone numbers.

Verify your destination phone numbers

When AWS End User Messaging accepts a request to send an SMS or MMS message, you're charged for sending that message, even if the intended recipient doesn't actually receive it. For this reason, you should validate that the phone numbers that you send messages to are valid mobile numbers. For more information about SMS and MMS pricing, see AWS End User Messaging Pricing.

Voice best practices

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

you from unexpected charges. Comply with the laws and regulations of the places where your customers reside, send messages only during normal daytime business hours in each recipient's time zone, and avoid sending the same message across multiple channels at the same time.

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 so that they grant least privilege, and rotate credentials regularly. Know which country you're sending to, because the per-minute price depends on the recipient's country and the country code isn't always a reliable indicator. Limit your sending to specific countries, and limit the number of messages that you send to a single number.

Launch in a country

SMS requirements vary by country. Before you send to a new country, confirm which origination identities that country supports, whether the country requires registration, and whether two-way messaging is available. Requirements differ by destination, so plan for the country you are sending to rather than the AWS Region you send from.

To launch SMS in a country, follow these steps:

1. Look up the country in Supported countries to confirm it is supported and to see its origination identity options, registration requirements, and two-way support.
2. Request the origination identity that the country supports, such as a phone number or a sender ID. For more information, see the section called “Sender IDs”.
3. If the country requires registration, complete the registration and wait for approval before you send. For registration details by country, see Supported countries.
4. Send a test message to confirm your setup, then move out of the sandbox to send at production volumes. See Move out of the sandbox.

For the full list of supported countries and their SMS capabilities, see Supported countries.

Setup RCS

RCS (Rich Communication Services) for business is a mobile messaging channel that upgrades SMS with verified brand identity and rich, interactive content, and automatically falls back to SMS when a recipient's device or carrier does not support RCS. Messages appear in the same messaging app recipients already use, but carry your verified brand name, logo, and colors. Common use cases include branded notifications and promotions, rich cards and carousels, interactive suggested replies and actions, and two-way conversations.

You send RCS with the AWS End User Messaging SMS and Voice v2 API (the `sms-voice` namespace, which you call as `aws pinpoint-sms-voice-v2` on the AWS CLI). Send plain text RCS with the same `SendTextMessage` operation you use for SMS, and send rich content such as rich cards, carousels, and media with `SendRcsMessage`.

Key concepts

Concept	Description
AWS RCS Agent	The top-level resource that represents your brand for RCS. It binds together your testing agent and your per-country launch agents, and holds keyword and two-way messaging configuration.
RCS for Business ID	The per-country agent identity created with the RCS infrastructure provider during registration. AWS End User Messaging manages these for you under your AWS RCS Agent.
Phone pool with SMS fallback	A pool that contains both your AWS RCS Agent and SMS phone numbers. When you send through the pool, AWS End User Messaging attempts RCS first and falls back to SMS automatically.
Configuration set	A set of rules applied to the messages you send, including where to send delivery, read, and interaction events.
Delivery receipts (DLRs)	Device-level delivery confirmations. With RCS you are billed for messages confirmed delivered to the device, unlike SMS where charges apply when the carrier accepts the message.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Create and register an AWS RCS Agent, add a testing agent, and send a test RCS message.	You are new to RCS and want a working test send.
the section called “Send a message”	Send text and rich RCS messages from your application, with SMS fallback.	You have a registered agent and want to send from your own code.
the section called “Scale”	Launch in additional countries, monitor delivery, and apply best practices.	You are sending in production and want to grow your reach.

How to get set up

This topic takes you from a new AWS account to sending your first RCS message with AWS End User Messaging. For background on how RCS works, including the two-level identity model, see Setup RCS. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, and the AWS CLI.
Step 1: Create an AWS RCS test agent	Create an AWS RCS Agent and submit a testing registration.
Step 2: Add a test device	Add a test device and accept the tester invitation so you can receive test messages.
Step 3: Set up a phone pool (optional)	(Optional) Create a phone pool that includes your agent and an SMS number to enable SMS fallback.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you lease originati on identities and send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to use AWS End User Messaging. See the example policy that follows this table.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging SMS and voice actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "sms-voice:*",
            "Resource": "*"
        }
    ]
}
```

The SMS and Voice v2 API Reference includes the supported HTTP methods, parameters, and schemas.

> **Note**
>
> To receive and verify your first RCS messages, you also need a phone with RCS enabled: 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.

Step 1: Create an AWS RCS test agent

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.

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 x 224 pixels, PNG with transparency, under 50 KB.
   - **Banner image** – 1440 x 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 enable test messaging to your device.

AWS CLI

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

Create the AWS RCS Agent:

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

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.

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.

Step 3: Set up a phone pool (optional)

For RCS, the sending identity is your AWS RCS Agent, so you can send RCS messages directly to the agent without a phone pool. A phone pool is optional for RCS and is used to enable SMS fallback: you create a pool that contains your AWS RCS Agent together with one or more SMS phone numbers, so that AWS End User Messaging automatically falls back to SMS when RCS delivery is not possible. For more information about creating and managing phone pools, see Phone pools. For how fallback works and how to configure it, see Resiliency.

To create a pool from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To create a pool for SMS fallback (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**, and then choose **Create phone pool**.
3. For **Pool name**, enter a name. For the first origination identity, choose your AWS RCS Agent, then choose **Create phone pool**.

4. Open the pool and choose **Add originator to pool**, then add one or more SMS phone numbers to use for fallback. Every identity you add must have the same settings as the first identity in the pool.

AWS CLI

Use the create-pool command, passing your AWS RCS Agent as *originationIdentity*. To add the SMS numbers for fallback, use associate-origination-identity.

```
$ aws pinpoint-sms-voice-v2 create-pool \
> --origination-identity rcsAgentId \
> --iso-country-code XX \
> --message-type TRANSACTIONAL
```

To add an SMS number to the pool for fallback, use associate-origination-identity. Replace *poolId* with the pool and *originationIdentity* with the SMS number to add.

```
$ aws pinpoint-sms-voice-v2 associate-origination-identity \
> --pool-id poolId \
> --origination-identity originationIdentity \
> --iso-country-code XX
```

Important

Every identity you add to a pool must have the same settings as the first identity you used to create the pool.

Send a message

AWS End User Messaging uses the same `SendTextMessage` API operation for both RCS and SMS delivery. How the service routes your message depends on the origination identity that you specify in the request. To send rich RCS content such as rich cards, carousels, media files, and interactive suggestions, use the `SendRcsMessage` operation instead. You can send through a phone pool (recommended), directly through an AWS RCS Agent ARN, or at the account level.

API operations

Use the following API operations to send RCS messages.

API operations

Operation	Description	Use for
`SendTextMessage`	Sends a message that the service routes to RCS or SMS based on the origination identity.	Standard text, with SMS fallback.
`SendRcsMessage`	Sends rich RCS content such as rich cards, carousels, media, and interactive suggestions.	Rich RCS experiences.

Types of send

AWS End User Messaging supports three ways to send a message. Each one determines how the service selects an origination identity and whether automatic SMS fallback is available.

Types of send

Type	How it works	When to use
Pool-based (recommended)	Specify a pool ID as the origination identity. The service selects the best identity from the pool and provides automatic SMS fallback.	All use cases. Managed selection and compliance-safe routing with automatic SMS fallback.
Direct	Specify an AWS RCS Agent ARN. The message is sent via RCS only, with no SMS fallback.	RCS-or-nothing use cases, or when you manage fallback yourself.
Account-level	Omit the origination identity. The service selects from the identities in your account.	Simple single-use-case setups. Not recommended when the account has numbers for multiple use cases.

For full detail and code examples, see Outbound messaging.

In this section

Outbound messaging

Outbound messaging	Send RCS messages with the pool-based, direct, and account-level sending patterns, including code examples.

Inbound messaging

Inbound messaging	Test and receive inbound (two-way) RCS messages from your customers.

Outbound messaging

You send an RCS message with the `SendTextMessage` operation. Use the AWS End User Messaging console to send a test message from your AWS RCS Agent, or the AWS CLI to send from your application. The examples use a phone pool as the origination identity, which is the recommended approach: when the pool contains both an AWS RCS Agent and SMS phone numbers, the service attempts RCS first and automatically falls back to SMS from the same pool. To send from a specific resource instead, specify an AWS RCS Agent ARN, which delivers over RCS only with no fallback. For details on configuring pools with AWS RCS Agents, see Resiliency.

Console

After your test device has accepted the tester invitation, you can send a test message from the console.

To send a test message from 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 renders on the recipient 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**.

AWS CLI

Use the `send-text-message` command. The example sends through a phone pool, so the service selects the best identity and falls back to SMS if RCS delivery is not possible.

```
aws pinpoint-sms-voice-v2 send-text-message \\
    --destination-phone-number +12065550100 \\
    --origination-identity pool-a1b2c3d4e5f6g7h8i \\
    --message-body "Your appointment is confirmed for tomorrow at 2:00 PM." \\
    --message-type TRANSACTIONAL
```

Replace *pool-a1b2c3d4e5f6g7h8i* with your origination identity. Using a phone pool is recommended. To send over RCS only with no SMS fallback, specify an AWS RCS Agent ARN instead, for example `arn:aws:sms-voice:us-east-1:123456789012:rcs-agent/rcs-a1b2c3d4`. The `send-text-message` command is the same one you use for SMS; the origination identity you provide determines how the message is routed.

To send rich RCS content such as cards, carousels, media, and suggestions, use the `SendRcsMessage` operation instead.

RCS provides device-level delivery receipts through Amazon EventBridge and configuration set event destinations, including the final delivery status and whether the message was delivered over RCS or SMS. For delivery status values and channel attribution, see Monitoring.

Inbound 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 configure an Amazon SNS topic for two-way messaging and consume the inbound message events. For details on configuring event destinations, see Monitoring.

Scale

This section helps you move RCS into production and run it at scale. It covers monitoring, resiliency with SMS fallback, limits and quotas, spending, moving out of the sandbox, sending best practices, and where RCS is supported by country.

In this section

Monitoring	Track RCS delivery with CloudWatch metrics, delivery receipts, and message events, including how often RCS falls back to SMS.
Resiliency	Configure automatic SMS fallback so messages still deliver when RCS is unavailable.
Limits and quotas	Review the limits and quotas that apply, and how to request increases.
Spending and cost	Set a spend limit and monitor your messaging costs.
Move out of the sandbox	Move your account out of the sandbox and into production.
Best practices	Follow sending best practices to protect deliverability and stay compliant.

Country support	See where this channel and its number types are supported by country.

Monitoring

AWS End User Messaging gives you several complementary views of your RCS messaging: aggregate delivery health in Amazon CloudWatch, per-message delivery receipts with channel attribution, and granular message events that you route to a destination. This topic describes how to set up each one.

Ways to monitor your RCS messaging

What you monitor	How it works
Overall delivery health	Amazon CloudWatch metrics in the `AWS/SMSVoice` namespace aggregate your RCS sending into near real-time numbers (messages sent, delivered, and fallen back to SMS) that you watch on dashboards and alarm on. The fallback metric lets you track how often RCS delivery is unavailable for your recipients and watch your RCS-to-SMS fallback rate over time.
Per-message events	Message events report what happened to each individual message as it moves through its lifecycle, including its final delivery status, the channel that delivered it (RCS or the SMS fallback), and recipient interactions such as reads, typing, and tapped suggestions. You route these events to a destination with a configuration set.
API activity	AWS CloudTrail records the AWS End User Messaging API calls that your account makes, so you can see who did what and when for auditing and troubleshooting.
Outcome feedback	Message feedback lets you report whether each message reached its intended outcome, so you can track conversion and improve the deliverability signals AWS End User Messaging uses.

Monitoring with CloudWatch

You can monitor AWS End User Messaging using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. CloudWatch retains metric data for 15 months, so you can access historical information and gain a better perspective on how your RCS messaging is performing. The namespace for AWS End User Messaging metrics is `AWS/SMSVoice`, where RCS metrics are published alongside your SMS and MMS metrics.

> **Note**
>
> AWS End User Messaging uses an AWS Identity and Access Management (IAM) service-linked role to publish metrics to CloudWatch. The service creates this role for you the first time you perform an action that publishes metrics, so in most cases you do not need to create it yourself.

Metrics

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.

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
`RCSMessagesSent`	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	Count	• Sum • Sample Count • Average

Metric	Description	Unit	Meaningful statistics
	service limits are excluded from this count.		
RCSMessagesDelivered	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
RCSMessagesFallenBackToSMS	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

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.

Value	Description
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.

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:

Metric	Description
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 OriginationIdentityType dimension.

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.

Inbound RCS messages are the messages that recipients send back to your AWS RCS Agent in a two-way conversation, such as a reply to a prompt or a tap on a suggested reply. AWS End User Messaging counts each inbound message in the NumberOfMessagesReceived metric, so you can track inbound RCS volume alongside inbound SMS in the same metric and tell them apart with the OriginationIdentityType dimension.

To receive and monitor inbound RCS messages, configure a two-way Amazon SNS topic on your AWS RCS Agent. AWS End User Messaging delivers each inbound message to that topic and

publishes the NumberOfMessagesReceived metric. For how to set up two-way messaging, see Inbound messaging.

The following dimensions are available for inbound RCS message metrics:

Dimension	How to use it
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.

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:

Alarm on	Why
High fallback rate	Set an alarm when RCSMessagesFallenBackToSMS exceeds a threshold percentage of RCSMessagesSent . 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 RCSMessagesDelivered to RCSMessagesSent 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.

You can create a Amazon CloudWatch alarm that sends a notification when an RCS metric crosses a threshold you set. For example, you can alarm when your RCS-to-SMS fallback rate rises above an expected level. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Console

To create an alarm that notifies you when an RCS metric exceeds a threshold

1. Open the CloudWatch console.
2. Choose **Alarms** in the navigation pane, and then choose **Create alarm**.
3. Choose **Select metric**, choose the `AWS/SMSVoice` namespace, and choose the RCS metric that you want to set an alarm for, such as `RCSMessagesFallenBackToSMS`.
4. Set the statistic to **Sum**, the period to 1 hour, the condition to **Static** and **Greater than**, and enter the threshold value.
5. For the alarm action, choose an existing Amazon SNS topic to notify or create a new one, enter a name for the alarm, and choose **Create alarm**.

AWS CLI

Use the put-metric-alarm command. The following example alarms when more than 100 RCS messages fall back to SMS in one hour and notifies an Amazon SNS topic.

```
$ aws cloudwatch put-metric-alarm \
> --alarm-name HighRcsFallbackRate \
> --namespace AWS/SMSVoice \
> --metric-name RCSMessagesFallenBackToSMS \
> --statistic Sum \
> --period 3600 \
> --evaluation-periods 1 \
> --threshold 100 \
> --comparison-operator GreaterThanThreshold \
> --alarm-actions arn:aws:sns:us-east-1:111122223333:snsTopic
```

Send events to a destination

When you send RCS messages with AWS End User Messaging, the RCS platform generates an event for each message as it moves through its lifecycle (delivered, read, expired, or fallen back to SMS)

and for each recipient interaction (a typing indicator or a suggestion tap). You route these events to a destination so that you can confirm delivery, trigger fallback logic, and measure engagement.

Outbound status events 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. Every RCS event also carries an `rcsBusinessId` and an `agentIsoCountryCode` that identify the RCS agent.

Channel attribution

Delivery receipts include channel attribution that indicates whether the message was delivered via RCS or the SMS fallback. 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 how delivery channel affects billing, see Spending and cost.

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:

Destination	When to use it
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.

Destination	When to use it
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.

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.

For the full catalog of RCS event types (delivery status, read receipts, typing indicators, TTL expiration, fallback, suggestion taps, and conversational pricing events), the fields each one carries, and example payloads, see RCS example log.

Message feedback

Message feedback lets you report whether a recipient received or acted on an RCS message, so that Amazon CloudWatch delivery metrics reflect the real outcome and not only what the platform reported. You enable feedback in one of two ways:

- **Per message, at send time.** Add `--message-feedback-enabled` to an individual send request to turn it on for that message only.
- **For every message, on a configuration set.** Turn the setting on in a configuration set so that every message you send with that configuration set has feedback enabled.

After you enable it, report the outcome once you know it. The following tabs show the configuration set setting in the console and the per-send flag in the AWS CLI.

Console

To enable message feedback on a configuration set

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose your configuration set.
3. Choose the **Set settings** tab, and then choose **Edit settings**.
4. For **Message feedback**, enable the setting, and then choose **Save changes**.

You report the outcome with the API or AWS CLI (`put-message-feedback`); there is no console action for reporting an individual message outcome.

AWS CLI

To enable feedback for a single message, add `--message-feedback-enabled` to your send command. To enable it for every message instead, turn the setting on in a configuration set (see the Console tab) and send with that configuration set.

```
$ aws pinpoint-sms-voice-v2 send-rcs-message \
> --destination-phone-number +12065550150 \
> --origination-identity rcs-c020de2520714385964ebf7b095c4b60 \
> --message-body "text body" \
> --message-feedback-enabled
```

When you have a signal that the customer received or acted on the message, report the outcome with the put-message-feedback command, using the message ID from the send response. Set the status to `RECEIVED` or `FAILED`.

```
$ aws pinpoint-sms-voice-v2 put-message-feedback \
> --message-id a1b2c3d4-5678-90ab-cdef-EXAMPLE11111 \
> --message-feedback-status RECEIVED
```

If you do not update the record within one hour it is automatically set to `FAILED`, and the CloudWatch feedback metrics update only after the record is set to `RECEIVED` or `FAILED`. For the full setup and outcome values, see Message feedback.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Resiliency

The 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 that automatically fail over between zones without interruption. For more information about AWS Regions and Availability Zones, see AWS Global Infrastructure.

In addition to the global infrastructure, AWS End User Messaging offers several features that help support the resilience of your RCS messaging. Because RCS is not available on every device or carrier, the most important of these is SMS fallback, which keeps your messages reaching every recipient even when RCS delivery is not possible.

SMS fallback

SMS fallback lets a single send reach recipients whether or not their device and carrier support RCS. AWS End User Messaging attempts RCS delivery first, and when the recipient cannot receive RCS, because the device or carrier does not support it or the message exceeds what RCS can deliver, the service delivers the message as SMS instead. You send once, and the service chooses the delivery path. A message that falls back is reported with the `RCS_FALLEN_BACK_TO_SMS` event and counted in the `RCSMessagesFallenBackToSMS` metric, so you can measure how often fallback occurs. For more information about tracking fallback, see Monitoring.

AWS End User Messaging gives you two ways to set up fallback. You can let a phone pool handle it automatically, or you can define the exact fallback message on each send with a fallback configuration.

Automatic fallback with a phone pool

When you send through a phone pool that contains both your AWS RCS Agent and one or more SMS phone numbers, the service attempts RCS delivery first and automatically resends the message as SMS using an SMS number in the same pool when RCS delivery is not possible. You do not define the fallback message. The service reuses your original text and sends it from a number in the pool. Because all identities in the pool are registered for the same use case, the fallback is always sent from an appropriate number. This is the recommended way to send, and it applies to both the `SendTextMessage` and `SendRcsMessage` operations.

To enable pool-based fallback, create a phone pool whose first origination identity is your AWS RCS Agent, then add one or more SMS phone numbers to the same pool. Send with the pool as the origination identity. For complete steps to create and manage phone pools, see Phone pools.

To set up pool-based SMS fallback

1. Create a phone pool and choose your AWS RCS Agent as the first origination identity.
2. Add one or more SMS phone numbers to the pool to use for fallback. Every identity you add must have the same settings as the first identity in the pool.
3. Send your RCS messages with the pool as the origination identity. AWS End User Messaging attempts RCS first and falls back to SMS on a number in the pool when RCS delivery is not possible.

For the console and AWS CLI commands to create the pool and associate SMS numbers (`create-pool` and `associate-origination-identity`), see the pool creation step in How to get set up.

Define the fallback message with a fallback configuration

When you send rich RCS content with the `SendRcsMessage` operation, you can set a fallback configuration on the request to control exactly what the recipient receives if RCS delivery does not succeed. This is useful when the fallback message needs to differ from the RCS content, for example sending a plain SMS summary in place of a rich card, or sending an MMS with an image. The service sends the fallback message when the RCS message fails or when its `TimeToLive` expires without a delivery confirmation.

A fallback configuration contains the following rule:

Field	Required	Description
Channel	Required	The fallback channel to use, either `SMS` or `MMS`. The two channels are mutually exclusive.
Message body	Required for SMS	The text of the fallback message. A message body is required for SMS fallback. For MMS fallback, provide a message body, one or more media URLs, or both.
Media URLs	MMS only	One or more Amazon S3 URIs that point to the media files to send. Media URLs apply only when the channel is MMS.
Origination identity	Optional	The identity that sends the fallback message, such as a phone number or sender ID. A pool is not accepted here. If you do not set an origination identity and you sent the original message through a pool, the service selects a suitable number from that pool.

Because a fallback configuration is set on the send request, it works whether you send with a pool or directly with an AWS RCS Agent ARN. If you send with an AWS RCS Agent ARN and do not set a fallback configuration, the message is delivered over RCS only, with no fallback.

For the full list of `SendRcsMessage` request parameters, including the fallback configuration fields, see SendRcsMessage in the SMS and Voice v2 API Reference.

Improve resilience with phone pools

Beyond enabling SMS fallback, phone pools improve delivery resilience by letting you send from a set of origination identities rather than a single one. When you send with a pool, the service selects an available identity from the pool, so a single degraded identity does not stop your traffic. Keeping agent and number selection in the pool, rather than hard-coded in your application, lets you add, remove, or replace identities without changing your send code. For more information about creating and managing phone pools, see Phone pools.

Design with redundancy across AWS Regions

For mission-critical RCS programs, we recommend that you configure AWS End User Messaging in more than one AWS Region. The AWS RCS Agents and phone numbers that you use for RCS messages can't be replicated across AWS Regions. To use AWS End User Messaging in multiple AWS Regions, you must register a separate RCS Agent and request separate phone numbers in each AWS Region where you want to send messages. For a complete list of AWS Regions where AWS End User Messaging is available, see the AWS General Reference.

Limits and quotas

RCS messaging is subject to limits on the content you can send and on how quickly you can send it. There are limits on the length of the message text, the size and number of rich cards and carousel cards, the number of suggested actions, and how long a message remains valid for delivery. There are also throughput limits that control your send rate. When you design your RCS program in AWS End User Messaging, consider these limits and follow the guidance in Best practices. For the per-account service quotas that apply across channels, and how to request an increase, see Quotas.

Topics

- RCS content limits
- Throughput limits
- Monthly spending quota

RCS content limits

The following limits apply to the content of a single RCS message.

Content element	Limit
Text message body	Up to 3,072 characters.
Rich card title	Up to 200 characters.
Rich card description	Up to 2,000 characters.
Cards in a carousel	2 to 10 cards.
Message-level suggested actions	Up to 11 suggestions per message.

Content element	Limit
Card-level suggested actions	Up to 4 suggestions per card.
Suggested action display text	Up to 25 characters.
Time to live	1 to 172,800 seconds (48 hours). If the message is not delivered within this duration, it expires. When you set a fallback, the fallback is triggered when the time to live expires without a delivery confirmation.

Throughput limits

Throughput in AWS End User Messaging, also referred to as throttling, controls how quickly you can send. Each RCS message is sent as a single unit and is not broken into multiple message parts the way an SMS message is, so each RCS message counts as one unit against your send rate. The send rate that applies to your messaging varies by country. For the per-country throughput values and the account-level throughput quotas, see Quotas.

Monthly spending quota

AWS End User Messaging applies a monthly spending quota that caps how much you can spend on RCS messages each month. When your account reaches the RCS monthly spending quota, further RCS sends are rejected until the next month or until you raise the quota. You can set your own lower limit, and you can request an increase up to the maximum that AWS allows. For how to set a limit and track your spending, see Spending and cost. For the account-level quotas and how to request an increase, see Quotas.

Spending and cost

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 topic 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

- Monitor your RCS spending
- 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

Monitor your RCS spending

AWS End User Messaging does not publish a dedicated monthly-spend metric for RCS in CloudWatch. The `AWS/SMSVoice` namespace provides monthly-spend metrics for the other channels (`TextMessageMonthlySpend`, `MediaMessageMonthlySpend`, and `VoiceMessageMonthlySpend`) and RCS delivery metrics (`RCSMessagesSent`, `RCSMessagesDelivered`, and `RCSMessagesFallenBackToSMS`), but there is no `RcsMessageMonthlySpend` metric.

To determine how much money you have spent sending RCS messages during the current month, use the AWS Billing and Cost Management console, which provides an estimate of your bill for the current month and your final charges for previous months. To cap your RCS spending, set a monthly spending limit as described in the following sections.

Billing overview

RCS billing in AWS End User Messaging has the following components. Each component appears as a separate line item on your AWS bill, giving you visibility into your RCS messaging costs.

Component	Description
Message fees	Per-message charges for outbound and inbound RCS messages, based on message segments.

Component	Description
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.

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.

Cost component	Description
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, which are 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.

Message type	Description
RCS Basic	Messages up to 160 characters. Charged per message.
RCS Single	Messages that exceed 160 characters. Billed as a single message, not as multiple segments. This differs from the United States, where Rich RCS messages that exceed 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.

Concept	Description
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 the RCS message events documentation.

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.

Fee	Description
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.

Limit	Description
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 the following section.
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 monitoring spending activity documentation.

Requesting an RCS spending limit increase

To raise your maximum monthly RCS spending limit, request a spending limit increase as described in Quotas. 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 the RCS CloudWatch metrics and monitoring documentation.

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	Description
Tier 1: Phishing, smishing, and social engineering	Social engineering refers to the practice of targeting individua ls 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.

You can use tags for organizing your bill to reflect your own cost structure. 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*.

Move out of the sandbox

Every new AWS RCS Agent starts in a testing state. In the testing state you can send RCS messages only to devices that you have added as testers, which lets you validate your integration before you reach real recipients. To send to any recipient, you move the agent out of testing by submitting a country launch registration for each country where you want to send, and waiting for carrier approval. This topic explains the testing state and the path to production.

Topics

- The testing state
- Add test devices
- Launch in production

The testing state

When you create an AWS RCS Agent, you submit a testing registration at the same time. The testing registration creates an RCS for Business ID, also called a testing agent, that you use to send messages while you build and validate your integration. A testing agent is typically approved within minutes. While your agent is in the testing state, the following limits apply:

- You can send only to phone numbers that you have added as test devices and that have accepted the tester invitation.

- All RCS content types are available for testing, including text, rich cards, carousels, and suggested actions, so you can validate your full experience.

For the steps to create an agent and submit the testing registration, see How to get set up.

Add test devices

Before you can receive messages from a testing agent, you add each phone as a test device and accept the tester invitation on that device. You can add a test device from the console on the agent's **Testing** tab under **RBM tester management**, or with the `CreateVerifiedDestinationNumber` operation using the `--rcs-agent-id` parameter.

After you add a test device, AWS End User Messaging sends a tester invitation to the phone number from an RCS agent named **RBM Tester Management**. The invitation contains two buttons, **Make me a tester** and **No thanks**. Choose **Make me a tester** to complete verification. The invitation is not sent immediately after you add the device. For the complete steps, see How to get set up.

Launch in production

To send RCS messages to any recipient, rather than only to test devices, submit a country launch registration for each country where you want to send. Each country has its own registration form and requirements, and each carrier in that country reviews your agent independently, so approval timelines vary by country and carrier. When a country launch is approved, you can send to any recipient on an approved carrier in that country. For the supported countries and the per-country requirements, see Country support.

Best practices

RCS lets you send richer, more interactive messages than SMS, and the practices that make an RCS program successful are different as a result. Design your messages as conversations, reach every recipient with SMS fallback, keep your media efficient, and test before you launch. The following practices help you get the most from the channel.

Topics

- Design messages as conversations
- Plan SMS fallback for every send
- Optimize media and respect content limits
- Test before you launch

- Track RCS versus SMS delivery rates

Design messages as conversations

Design RCS messages as conversations, not one-way notifications. Open with enough context that the recipient knows who you are and why you are messaging, and offer suggested replies and actions so the recipient can respond with a tap rather than typing. Keep each message concise, give every interactive path a clear next step so the recipient never reaches a dead end, and address the recipient directly. Use rich cards and carousels for structured content, such as a set of products or appointment options, rather than forcing that content into plain text.

Plan SMS fallback for every send

Not every recipient can receive RCS, because their device or carrier may not support it. Plan SMS fallback so that every recipient is reached even when RCS delivery is not possible. Send through a phone pool that contains both your AWS RCS Agent and an SMS number, or set a fallback configuration on the send, so that a message that cannot be delivered over RCS is delivered as SMS instead. Write your content so that it still makes sense if it arrives as plain SMS. For how fallback works and how to configure it, see Resiliency.

Optimize media and respect content limits

Rich cards, carousels, and media files make your messages more engaging, but large media slows delivery and rendering on the recipient's device. Optimize images and other media for mobile before you send, and keep card titles and descriptions within the content limits so your message renders as intended. For the full set of content limits, see Limits and quotas.

Test before you launch

Validate your integration with a testing agent and a test device before you launch in a country. Testing lets you confirm that your rich content renders correctly, that your suggested actions behave as expected, and that your SMS fallback works, before you send to real recipients. For how to set up testing and move to production, see Move out of the sandbox.

Track RCS versus SMS delivery rates

Compare `RCSMessagesDelivered` against `RCSMessagesFallenBackToSMS` 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(RCSMessagesDelivered) / SUM(RCSMessagesSent)

SMS fallback rate = 100 * SUM(RCSMessagesFallenBackToSMS) / SUM(RCSMessagesSent)
```

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.

Country support

AWS End User Messaging supports RCS country launches in 22 countries across North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa, including the United States, Canada, United Kingdom, Germany, France, and Brazil. Each country has its own registration form, requirements, and carrier approval process, and each carrier in a country reviews your AWS RCS Agent independently. Review the requirements for the countries you want to launch in before you register. For the current list of supported countries, see the AWS General Reference.

How to launch in a country

Before you can send RCS messages to any recipient in a country, rather than only to your test devices, you launch your agent in that country. A country launch takes your agent through registration and carrier review. You launch each country separately, so you can go live in one country while another is still in review.

To launch your RCS agent in a country

1. Confirm the country is supported and review its requirements. Requirements vary by country and can include details about your brand, your use case, and sample messages.
2. Create a country launch registration for the country. Use the console, or use the `CreateRegistration` operation with the registration type for an RCS country launch, and fill in the required fields for that country.
3. Submit the registration for review with the `SubmitRegistrationVersion` operation. AWS End User Messaging reviews the submission and forwards it to the carriers in that country.
4. Wait for carrier approval. Each carrier in the country reviews your agent independently, so a country can be partially launched while some carriers have approved and others are still reviewing. Approval timelines vary by country and by carrier.

5. When the launch is active, send to recipients on the approved carriers in that country. Messages to recipients whose carrier has not approved your agent fall back to SMS when you send through a pool or set a fallback configuration.

Track your country launch status

You can check where each country launch stands, including the status for each carrier, with the `DescribeRcsAgentCountryLaunchStatus` operation or on the agent's page in the console. A country launch moves through the following statuses.

Status	Description
Created	The country launch has been created but not yet submitted for review.
Pending	The country launch has been submitted and is awaiting carrier review.
Partial	Some carriers in the country have approved your agent and others are still reviewing. You can send to recipients on the approved carriers.
Active	The country launch is approved and you can send to recipients in that country.
Rejected	The country launch was rejected. Review the feedback, update your registration, and resubmit.

For how to test your agent before you launch, and the full path from the testing state to production, see Move out of the sandbox.

Setup MMS

MMS (Multimedia Messaging Service) extends SMS so you can send images, audio, video, and longer text to recipients in the United States and Canada. Common use cases include sending product images and promotional creative, delivery and appointment visuals, media-rich alerts, and any notification where a picture or short video communicates more than text alone.

You send MMS with the AWS End User Messaging SMS and Voice v2 API (the `sms-voice` namespace, which you call as `aws pinpoint-sms-voice-v2` on the AWS CLI). The main send operation is `SendMediaMessage`, which sends a media message to a single destination phone number and references your media files by their Amazon S3 locations.

Key concepts

Concept	Description
Origination identity	The phone number that an MMS message is sent from. MMS uses the same origination identities as SMS, such as long codes, toll-free numbers, short codes, and 10DLC.
Media files in Amazon S3	The images, audio, or video you send. You upload each file to an Amazon S3 bucket, grant AWS End User Messaging read access, and reference the file by its S3 location in the send request.
Phone pool	A collection of origination identities that share the same settings, so AWS End User Messaging can select an identity and fail over if one is unavailable.
Configuration set	A set of rules applied to the messages you send, including where to send delivery and engagement events.
Opt-out list	A list of destination numbers that have opted out. AWS End User Messaging does not send to a number while it is on an opt-out list.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Set up an origination identity, prepare your media in Amazon S3, and send a test MMS message.	You are new to MMS and want a working test send.
the section called “Send a message”	Send media messages from your application.	You have an origination identity and want to send from your own code.
the section called “Scale”	Move out of the sandbox, monitor delivery, and manage spending and quotas.	You are sending in production and want to keep it healthy and grow.

How to get set up

This topic takes you from a new AWS account to sending your first MMS (multimedia) message with AWS End User Messaging. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, and the AWS CLI.
Step 1: Get an MMS-capable phone number	Request an MMS-capable phone number for your destination country.
Step 2: Store your media in Amazon S3	Store the image, audio, or video files you send in Amazon S3.
Step 3: Set up a phone pool	Create a phone pool with your number so that you send through one managed identity.

Note

When you create a new AWS End User Messaging account, your SMS, MMS, and voice channels are placed in a sandbox until you request production access. In the sandbox you

have access to all of the features of AWS End User Messaging, with restrictions on the volume and destinations of the messages you can send. For more information about the sandbox and how to move to production, see Move out of the sandbox.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you lease originati on identities and send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to use AWS End User Messaging. See the example policy that follows this table.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging SMS and voice actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "sms-voice:*",
            "Resource": "*"
        }
    ]
}
```

The SMS and Voice v2 API Reference includes the supported HTTP methods, parameters, and schemas.

Step 1: Get an MMS-capable phone number

To send MMS messages, you need an origination identity that supports the MMS channel in the destination country. MMS is currently supported in the United States and Canada. The following origination identity types support MMS:

- **Short codes** – Supported for MMS in the United States and Canada.
- **Long codes (10DLC)** – Supported for MMS in the United States and Canada. In the United States, 10DLC numbers require registration before you can send.
- **Toll-free numbers** – Supported for MMS in the United States only. Toll-free numbers require registration before you can send.

The following table shows which origination identity types support MMS in each supported country.

MMS-capable number types by country

Country	Short codes	Long codes (10DLC)	Toll-free	Sender ID
United States	Yes	Yes	Yes	No
Canada	Yes	Yes	No	No

Request a number of a type that supports MMS in your destination country. For the full list of supported countries and their MMS capabilities, see Country support. For the full phone number request and management operations, see Phone numbers.

After you request the number, you add it to a phone pool in Step 3.

To request a number from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To request a phone number (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**, and then choose **Request originator**.
3. For **Country**, choose the destination country, and for **Number settings** select the capabilities you need (such as **MMS**). Choose a number type that supports your destination, then follow the prompts to request the number. Some number types require registration before you can send.
4. To finish without waiting for registration, request a **Simulator number** instead. Simulator numbers send realistic events without using the carrier network.

AWS CLI

Use the request-phone-number command. Replace *US* with the two-letter ISO country code and *NUMBER_TYPE* with a type that supports your destination (such as `LONG_CODE`, `TOLL_FREE`, or `SHORT_CODE`).

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
> --iso-country-code US \
> --message-type TRANSACTIONAL \
> --number-capabilities MMS \
> --number-type NUMBER_TYPE
```

Step 2: Store your media in Amazon S3

AWS End User Messaging sends MMS media from an Amazon S3 bucket. You store your image, audio, video, or other media files in Amazon S3, and reference each file by its Amazon S3 URI when you send. The Amazon S3 bucket must be in the same AWS account and AWS Region as your MMS-capable origination identity, and the identity that calls `send-media-message` must have read access to the bucket.

To store MMS media in Amazon S3

1. Create an Amazon S3 bucket in the same AWS Region as your origination identity, using the create-bucket command:

```
aws s3api create-bucket --region us-east-1 --bucket BucketName
```

2. Upload each media file to the bucket, using the cp command:

```
aws s3 cp SourceFilePathAndName s3://BucketName/FileName
```

3. Note the Amazon S3 URI of each file. This is the value you pass to the `media-urls` parameter when you send. Each message carries a single media file, so you pass one Amazon S3 URI:

```
s3://BucketName/FileName
```

Grant the identity that sends MMS read access to the bucket. For example policies, see Identity-based policy examples for Amazon S3 in the *Amazon S3 User Guide*. For the supported media types and size limits, see the SendMediaMessage API reference.

Step 3: Set up a phone pool

A phone pool is a container for the origination identities you send from. It groups identities that share the same settings, maps each message to an appropriate identity for the destination country, and fails over to another identity in the pool if one is unavailable. Using a pool is the recommended way to send, because you can send through a pool in every send API request, such as `SendTextMessage`, `SendMediaMessage`, `SendVoiceMessage`, and `SendRcsMessage`, and you can add or change origination identities later without changing your sending code.

You create a pool with a first origination identity, so Create the pool with the MMS-capable phone number from Step 1 as its first origination identity, and add more identities to the pool later. For more information about creating and managing phone pools, see Phone pools.

To create a pool from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To create a pool (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**, and then choose **Create phone pool**.
3. For **Pool name**, enter a name. For the first origination identity, choose the phone number you requested in Step 1, then choose **Create phone pool**.
4. To add more numbers to the pool later, open the pool and choose **Add originator to pool**. Every number you add must have the same settings (such as two-way messaging) as the first number in the pool.

AWS CLI

Use the create-pool command, passing the number from Step 1 as *originationIdentity*. To add more identities to an existing pool later, use associate-origination-identity.

```
$ aws pinpoint-sms-voice-v2 create-pool \
> --origination-identity originationIdentity \
> --iso-country-code XX \
> --message-type TRANSACTIONAL
```

To add another number to an existing pool, use associate-origination-identity. Replace *poolId* with the pool and *originationIdentity* with the number to add.

```
$ aws pinpoint-sms-voice-v2 associate-origination-identity \
> --pool-id poolId \
> --origination-identity originationIdentity \
> --iso-country-code XX
```

Important

Every number you add to a pool must have the same settings as the first number you used to create the pool. For example, if the first number has two-way messaging enabled, every other number you add must also have two-way messaging enabled, or the association fails.

Send a message

You send an MMS message with the `SendMediaMessage` operation, referencing media that you store in Amazon S3. How the service selects an origination identity depends on what you specify in the request. You can send through a phone pool (recommended), directly from a single origination identity, or at the account level.

> **Important**
>
> MMS capabilities are only available in some countries. To confirm that your origination identity is MMS capable, check the phone number status. For country availability, see Country support.

API operations

Use the following API operation to send MMS messages.

API operations

Operation	Description	Use for
`SendMediaMessage`	Sends an MMS message with media stored in Amazon S3, or a text-only message.	All outbound MMS.

Types of send

AWS End User Messaging supports three ways to send an MMS message. Each one determines how the service selects the origination identity for your message.

Types of send

Type	How it works	When to use
Pool-based (recommended)	Specify a pool ID as the origination identity. The service selects the best identity from the pool.	All use cases. Managed selection and compliance-safe routing.

Type	How it works	When to use
Direct	Specify a single origination identity, such as a phone number.	You want to send from one specific identity.
Account-level	Omit the origination identity. The service selects from the identities in your account.	Simple single-use-case setups. Not recommended when the account has numbers for multiple use cases.

For full detail and code examples, see Outbound messaging.

In this section

Outbound messaging

Outbound messaging	Send MMS messages with the pool-based, direct, and account-level sending patterns, including the media storage requirements and a code example.

Inbound messaging

Inbound messaging	Understand inbound behavior for MMS numbers, which receive responses as inbound SMS.

Outbound messaging

You send an MMS message with the `SendMediaMessage` operation, referencing media that you store in Amazon S3. Use the AWS CLI to send from your application. The example uses a phone pool as the origination identity, which is the recommended approach; you can also specify a single phone number instead. Before you send, make sure you have an MMS-capable origination identity and your media stored in Amazon S3. For setup, see How to get set up.

To send an MMS message

- Use the send-media-message command. The only required parameters are `destination-phone-number` and `origination-identity`. Omit `media-urls` for a text-only message, or `message-body` for a media-only message. You can include only one media file per message, so `media-urls` takes a single Amazon S3 URI.

```
aws pinpoint-sms-voice-v2 --region us-east-1 send-media-message \\
    --destination-phone-number +12065550150 \\
    --origination-identity pool-a1b2c3d4e5f6g7h8i \\
    --message-body "text body" \\
    --media-urls s3://s3-bucket/media_file.jpg
```

  Replace the AWS Region, the destination phone number, the text body, and the Amazon S3 URI of the MMS file. For the origination identity, using a phone pool is recommended; to send from a specific resource instead, provide a single MMS-capable phone number (which must be `ACTIVE` and able to send to the destination).

If AWS End User Messaging accepts the command, you receive a `MessageId`. This means only that the command was received, not that the device has received the message. For error codes, see SendMediaMessage Errors.

```
{
   "MessageId": "string"
}
```

> **Note**
>
> Your MMS files must be stored in an Amazon S3 bucket in the same AWS account and AWS Region as your MMS-capable origination identity, and the sending identity must have read access to the bucket. For the steps to create a bucket, upload media, and get the Amazon S3 URI, see Step 2: Store your media in Amazon S3.

Inbound messaging

AWS End User Messaging does not support inbound (two-way) MMS. You cannot receive MMS messages from your customers.

A phone number that you use to send MMS can still receive inbound SMS messages in response to an outbound MMS message, if the number is enabled for two-way SMS. To set up two-way SMS so that your number can receive incoming SMS messages, see Inbound messaging.

Scale

This section helps you move MMS into production and run it at scale. It covers monitoring, resiliency, limits and quotas, spending, moving out of the sandbox, sending best practices, and where MMS is supported by country.

In this section

Monitoring	Track delivery and engagement with CloudWatch metrics, Amazon EventBridge events, CloudTrail logs, and message feedback.
Resiliency	Design for resiliency with multi-Region redundancy and phone pools.
Limits and quotas	Review the limits and quotas that apply, and how to request increases.
Spending and cost	Set a spend limit and monitor your messaging costs.
Move out of the sandbox	Move your account out of the sandbox and into production.
Best practices	Follow sending best practices to protect deliverability and stay compliant.
Country support	See where this channel and its number types are supported by country.

Monitoring

AWS End User Messaging gives you two complementary views of your MMS messaging, plus a record of your API activity and a way to report message outcomes. This topic describes how to set up each one.

Ways to monitor your MMS messaging

What you monitor	How it works
Overall delivery health	Amazon CloudWatch metrics aggregate your sending into near real-time numbers, such as media spend and messages received, that you watch on dashboards and alarm on.
Granular per-message events	Message events report what happened to each individua l message as it is sent and delivered. You route them to a destination with a configuration set, or consume them from Amazon EventBridge.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.
Outcome feedback	Message feedback lets you report whether each message reached its intended outcome, so you can track conversion and improve the deliverability signals AWS End User Messaging uses.

Monitoring with CloudWatch

You can monitor AWS End User Messaging using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. CloudWatch retains metric data for 15 months, so you can access historical information and gain a better perspective on how your application is performing. The namespace for AWS End User Messaging metrics is `AWS/SMSVoice`. The following table lists common MMS metrics. For the complete list, see the `AWS/SMSVoice` namespace in the CloudWatch console.

Common MMS metrics (AWS/SMSVoice namespace)

Metric	Description
`MediaMessageMonthlySpend`	The month-to-date spend on MMS messages, in US Dollars.
`NumberOfMessagesReceived`	The number of inbound messages received, including replies to an MMS message.

Metric	Description
Messages expecting feedback	The number of messages sent with message feedback enabled that are awaiting an outcome. For more information, see Message feedback.

Note

AWS End User Messaging uses an AWS Identity and Access Management (IAM) service-linked role to publish metrics to CloudWatch. The service creates this role for you the first time you perform an action that publishes metrics, so in most cases you do not need to create it yourself.

Note

For some metrics, the result might be approximate due to the distributed nature of the service. In most cases, the count is close to the actual number of messages processed. The MMS metrics in the `AWS/SMSVoice` namespace are `MediaMessageMonthlySpend`, `NumberOfMediaMessagePartsSent`, `NumberOfMediaMessagePartsDelivered`, `NumberOfMediaMessagesExpectingFeedback`, `NumberOfMediaMessagesWithFeedback`, and `MediaMessagesBlockedByProtect`.

Filter metrics by origination identity type

Several metrics in the `AWS/SMSVoice` namespace support the `OriginationIdentityType` dimension, which lets you filter and group a metric by the type of origination identity that sent the message. For MMS this applies to the media message part metrics (`NumberOfMediaMessagePartsSent` and `NumberOfMediaMessagePartsDelivered`) and to `MediaMessagesBlockedByProtect`.

Use this dimension to compare sending and delivery across the identity types you use, for example to see how many parts were sent through a phone pool versus a sender ID. The dimension takes the following values.

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.
POOL	Messages sent using a phone pool. When you send through a pool, AWS End User Messaging selects the appropriate originati on identity automatically.

With CloudWatch, you can also create alarms that trigger based on metric thresholds. For example, you can create an alarm on a sending metric so that if more than a chosen number of messages are sent in one hour, an email notification is sent to an Amazon SNS topic. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Console

To create an alarm that notifies you when a metric exceeds a threshold

1. Open the CloudWatch console.
2. Choose **Alarms** in the navigation pane, and then choose **Create alarm**.
3. Choose **Select metric**, choose the AWS/SMSVoice namespace, and choose the metric that you want to set an alarm for.
4. Set the statistic to **Sum**, the period to 1 hour, the condition to **Static** and **Greater than**, and enter the threshold value.
5. For the alarm action, choose an existing Amazon SNS topic to notify or create a new one, enter a name for the alarm, and choose **Create alarm**.

AWS CLI

Use the put-metric-alarm command. The following example alarms on an MMS metric and notifies an Amazon SNS topic.

```
$ aws cloudwatch put-metric-alarm \
> --alarm-name HighMediaSpend \
```

```
> --namespace AWS/SMSVoice \
> --metric-name MediaMessageMonthlySpend \
> --statistic Maximum \
> --period 3600 \
> --evaluation-periods 1 \
> --threshold 100 \
> --comparison-operator GreaterThanThreshold \
> --alarm-actions arn:aws:sns:us-east-1:111122223333:snsTopic
```

Send events to a destination with a configuration set

AWS End User Messaging emits an event for each message as it moves through sending and delivery. You route these events to a destination by creating a configuration set, adding one or more event destinations to it, and then specifying that configuration set when you send. The supported event destinations are Amazon CloudWatch, Amazon Data Firehose, and Amazon SNS.

To route events, create a configuration set, add one or more event destinations to it, and then specify that configuration set when you send. Both steps are shown in each tab.

Console

To create a configuration set and add an event destination

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose **Create configuration set**.
3. For **Configuration set name**, enter a descriptive name, and then choose **Create configuration set**.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under **Event details**, enter a name, and for **Destination type** choose Amazon SNS (or **CloudWatch** or **Firehose**), then choose a new or existing Amazon SNS topic.
6. Under **Event types**, choose the MMS events you want to send, or choose all events.
7. Choose **Add event destination**.

AWS CLI

First, create the configuration set with the create-configuration-set command.

```
$ aws pinpoint-sms-voice-v2 create-configuration-set \
> --configuration-set-name configurationSet
```

Then add an event destination with the create-event-destination command. The following example adds an Amazon SNS destination; you can also send events to CloudWatch or Firehose. Set `--matching-event-types` to the event types you want to send.

```
$ 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
```

For the complete list of event types and what each one means, see Event types for SMS, MMS, and voice. For the required IAM roles for each destination type, see Event destinations in AWS End User Messaging.

Send events to a destination with Amazon EventBridge

Unlike the other destinations, you do not add Amazon EventBridge to a configuration set. AWS End User Messaging sends events to Amazon EventBridge automatically, on your account's default event bus. To act on them, write Amazon EventBridge rules on the default bus that match the event type and route to a target such as Lambda, Amazon SNS, or Firehose. AWS End User Messaging sends media delivery status events, including Media Message Delivery Status Updated.

Console

To create a rule for AWS End User Messaging events

1. Open the Amazon EventBridge console and choose **Rules**, then **Create rule**.
2. Keep the default event bus, give the rule a name, and for the event pattern choose **Custom pattern**. Match `"source": ["aws.sms-voice"]` and the `detail-type` values you want.
3. Choose a target, such as a Lambda function, Amazon SNS topic, or Firehose stream, and then create the rule.

AWS CLI

Create the rule with the put-rule command, then attach a target with put-targets.

```
$ aws events put-rule \
> --name mms-delivery-status \
> --event-pattern '{"source":["aws.sms-voice"],"detail-type":["Media Message
 Delivery Status Updated"]}'

$ aws events put-targets \
> --rule mms-delivery-status \
> --targets Id=1,Arn=arn:aws:lambda:us-east-1:111122223333:function:processEvent
```

For the full field reference and an example record for every event type, see Messaging Events.

Message feedback

Delivery metrics and events tell you a message was delivered, but not whether it achieved its purpose, such as whether the recipient opened or acted on the message. Message feedback closes that loop: after you send, you report the final outcome, and AWS End User Messaging uses that signal to improve how it routes your traffic.

You can enable message feedback in two ways:

- **Per message, at send time.** Add `--message-feedback-enabled` to an individual send request to turn it on for that message only.
- **For every message, on a configuration set.** Turn the setting on in a configuration set so that every message you send with that configuration set has feedback enabled.

After you enable it, report the outcome once you know it. The following tabs show the configuration set setting in the console and the per-send flag in the AWS CLI.

Console

To enable message feedback on a configuration set

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose your configuration set.
3. Choose the **Set settings** tab, and then choose **Edit settings**.
4. For **Message feedback**, enable the setting, and then choose **Save changes**.

You report the outcome with the API or AWS CLI (`put-message-feedback`); there is no console action for reporting an individual message outcome.

AWS CLI

To enable feedback for a single message, add `--message-feedback-enabled` to your send command. To enable it for every message instead, turn the setting on in a configuration set (see the Console tab) and send with that configuration set.

```
$ aws pinpoint-sms-voice-v2 send-media-message \
> --destination-phone-number +12065550150 \
> --origination-identity +14255550120 \
> --media-urls s3://amzn-s3-demo-bucket/image.jpg \
> --message-feedback-enabled
```

When you have a signal that the customer received or acted on the message, report the outcome with the put-message-feedback command, using the message ID from the send response. Set the status to `RECEIVED` or `FAILED`.

```
$ aws pinpoint-sms-voice-v2 put-message-feedback \
> --message-id a1b2c3d4-5678-90ab-cdef-EXAMPLE11111 \
> --message-feedback-status RECEIVED
```

If you do not update the record within one hour it is automatically set to `FAILED`, and the CloudWatch feedback metrics update only after the record is set to `RECEIVED` or `FAILED`. For the full setup and outcome values, see Message feedback.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Resiliency

The 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 that automatically fail over between zones without interruption. For more information about AWS Regions and Availability Zones, see AWS Global Infrastructure.

In addition to the global infrastructure, AWS End User Messaging offers several features that help support the resilience of your MMS messaging.

Improve resilience with phone pools

You can 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. Because MMS in AWS End User Messaging is sent from the same origination identities as SMS, you can include MMS-capable number types in a pool to spread sending across more than one identity. For more information about creating and managing phone pools, see Phone pools.

Design with redundancy across AWS Regions

For mission-critical messaging programs, we recommend that you configure AWS End User Messaging in more than one AWS Region. The phone numbers that you use for SMS or MMS messages — including short codes, long codes, and toll-free numbers — can't be replicated across AWS Regions. To use AWS End User Messaging in multiple AWS Regions, you must request separate phone numbers in each AWS Region where you want to send messages. In some countries, you can also use multiple types of phone numbers for added redundancy, because each number type takes a different route to the recipient. For a complete list of AWS Regions where AWS End User Messaging is available, see the AWS General Reference.

Limits and quotas

MMS messaging is subject to several limitations and restrictions. There are limits on the size and type of media that each MMS message can carry, limits on the length of the message text body, and throughput limits on how quickly you can send. When you set up MMS messaging in AWS End User Messaging, you must consider these limitations and restrictions, and you should also follow

the techniques described in Best practices. For the per-account service quotas that apply across channels, and how to request an increase, see Quotas.

Topics

- MMS file types, size, and character limits
- Message Parts per Second (MPS) limits
- Route type

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 for all audio and video media file types. The text message body of an MMS can contain 1,600 characters from any character set. Unlike SMS, MMS messages are not broken into multiple parts when they are sent. If you are sending a large text message, you might get better throughput by sending an MMS message, because it is not broken into multiple parts.

Message Parts per Second (MPS) limits

Throughput limits in AWS End User Messaging, 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. MMS messages are delivered as a single message part and are not broken into multiple message parts, so each MMS message counts as one message part against your MPS limit. If you are sending SMS messages that have more than three message parts, consider sending an MMS message instead, because you are billed for each SMS message part and sending a single MMS part also increases your message throughput. The MPS that applies to your messaging varies by origination identity type and by country. For the detailed per-country and per-number-type throughput values, and the account-level throughput quotas, see Quotas.

Route type

Currently, all messages are sent through the **Standard** route type. AWS End User Messaging maintains multiple routes and adjusts routing automatically based on route trustworthiness, message deliverability, and message cost, as described in Resiliency.

Spending and cost

This topic explains how to monitor the amount of money that you spend when you send MMS messages through AWS End User Messaging, and how to read the usage types on your bill. If you

only want to view your monthly charges, including the amount of money you've spent, use the AWS Billing and Cost Management console, which provides an estimate of your bill for the current month and your final charges for previous months.

Topics

- Monitor your spending with CloudWatch
- Understand MMS billing and usage reports

Monitor your spending with CloudWatch

To quickly determine how much money you've spent sending messages during the current month, use the Metrics section of the CloudWatch console. CloudWatch retains metric data for 15 months, so you can view real-time data and analyze historical trends.

> **Important**
>
> You must create a service-linked role for CloudWatch metrics to be collected.

To view MMS spending metrics in CloudWatch

1. Open the CloudWatch console.
2. In the navigation pane, choose **Metrics**.
3. On the **All metrics** tab, choose **SMSVoice**, and then choose **Account Metrics**.
4. Select **MediaMessageMonthlySpend**. The graph updates to display the amount of money spent on MMS during the current month.

   > **Note**
   >
   > This metric doesn't appear until you send at least one MMS message using AWS End User Messaging.

You can also create a CloudWatch billing alarm that notifies you through an Amazon SNS topic when your monthly MMS spending exceeds a certain amount. Before you create a billing alarm, set your AWS Region to US East (N. Virginia) Region, because billing metric data is stored there and

represents worldwide charges. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Understand MMS billing and usage reports

Unlike SMS, which is billed per message part, MMS is billed per message. A single MMS message is delivered as one message part and is not broken into multiple parts, so each MMS message that AWS End User Messaging accepts generates a single billable send regardless of the size of the media or the length of the text body. For more information about pricing, see AWS End User Messaging Pricing.

You can use tags for organizing your bill to reflect your own cost structure. 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*.

Move out of the sandbox

New AWS End User Messaging accounts are placed into an SMS and MMS or voice sandbox. The sandbox protects both customers and recipients from fraud and abuse, and it creates a safe environment for test and development. While your account is in the sandbox, you have access to all of the features of AWS End User Messaging, with restrictions on the volume and destinations of the messages that you can send. To send unrestricted production MMS traffic, you request production access.

Topics

- Sandbox restrictions
- Move to production
- Set a spending limit
- Request a spending quota change

Sandbox restrictions

While your account is in the sandbox, you send MMS messages with the `SendMediaMessage` API. The following restrictions are in place while your account is in the sandbox:

- You have a monthly MMS spending limit of $1.00 (USD).

- You can send MMS messages only to verified destination phone numbers. You can add up to 10 verified numbers.
- The rules and restrictions for sending 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 message typically apply, we waive the fee for the first verification code for each phone number.
- You can delete a destination phone number. However, you must wait 24 hours after adding a phone number before you can delete it.

> **Note**
>
> If your account is observed to be sending suspicious SMS or MMS traffic, your account's ability to send messages might be paused. If this occurs, request production access to regain the ability to send.

Move to production

After you fully test your MMS environment in the sandbox, you can request to move to production. Because SMS and MMS share the same sandbox, 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 AWS Region. Complete all fields in the support case, even if they are labeled as optional.

To move to production from the sandbox

1. Create a AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. On the **Create case** page, select **Account and Billing**, and for **Service**, choose **Service Quotas**. For **Category**, choose the SMS or voice option, depending on your request.

3. Under **Requests**, choose the AWS Region from which you will send messages, choose **General Limits** for the resource type, choose **SMS Production Access** for the quota, and enter 1 for the new quota value.
4. Under **Description**, for **Use case description**, provide a link to the site or app that will send messages, the type of messages you plan to send (one-time password, promotional, or transactional), the countries you plan to send to, your opt-in process, and the message template you plan to use.
5. Choose **Submit**.

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

Set a spending limit

In AWS End User Messaging 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 stops sending your messages, and to send more messages that month you need to request a spending limit increase.

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 stops sending your messages. You can adjust your enforced limit through the console or AWS CLI without contacting Support. The *remaining limit* is how much you have spent for the current month sending messages.

View your spending limits (console)

View all of your spending limits

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

Set enforced spending limit (AWS CLI)

You can use the `set-media-message-spend-limit-override` command to set the enforced limit for the MMS channel.

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

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

To set up billing alarms for your spending, see Spending and cost.

Request a spending quota change

Your spending quota determines how much money you can spend sending SMS, MMS, or voice messages through AWS End User Messaging each month. When AWS End User Messaging determines that sending a message would incur a cost that exceeds your spending quota for the current month, it stops publishing messages within minutes.

> **Important**
>
> Because AWS End User Messaging is a distributed system, it stops sending messages within minutes of the spending quota being exceeded. During this period, if you continue to send 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. Spending limits vary by AWS Region, so you must specify the AWS Regions where you require an increase.

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 it in the search box.

4. Choose the **MediaMessageMonthlySpend** spending quota, and then choose **Request increase at account level**.
5. For the increased quota value, enter the new value. The new value must be greater than the current value, and then choose **Request**.

Best practices

For the best results when creating and sending messages, we recommend that you follow the best practices in this topic. 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 acceptable use policy, and the AWS End User Messaging team routinely audits SMS and MMS messages.

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

Topics

- Comply with laws, regulations, and carrier requirements
- Prohibited message content
- Obtain permission
- Manage your customer lists
- Respond appropriately
- Adjust your sending based on engagement
- Send at appropriate times
- Use dedicated short codes
- Verify your destination 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.

Key laws that apply to SMS and MMS communications in some major markets include the Telephone Consumer Protection Act (TCPA) in the United States, the Privacy and Electronic Communications Regulations (PECR) in the United Kingdom, the ePrivacy Directive in the European Union, Canada's Anti-Spam Law (CASL), and the Act on Regulation of Transmission of Specific Electronic Mail in Japan. As a sender, these laws can apply to you even if your company isn't based in one of these countries. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Prohibited message content

Some countries or mobile carriers require that you register your number or sender ID before live messaging is enabled. When using or registering a number as an originator, follow these guidelines: provide a valid opt-in workflow to register the number; don't use shortened URLs created from third-party URL shorteners, as these messages are more likely to be filtered as spam; and don't send the same or similar message content using multiple numbers, which is considered snowshoe spamming.

Messages related to certain industries can 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. The following table describes the types of restricted content.

Category	Examples
Gambling	Casinos, sweepstakes, apps or websites that offer gambling, 50/50 raffles, betting or sports picks
High-risk financial services	Payday loans, short-term high-interest loans, auto loans, mortgage loans, student loans, debt collection, stock alerts, 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-inve stment opportunities, pyramid or multi-level marketing schemes, mystery shopping
Illegal substances	Cannabis or CBD, kratom, paraphernalia products, fireworks, vape or e-cig
Prescription drugs	Drugs that require a prescription
Phishing or smishing	Attempts to get users to reveal personal or login information, including security awareness training that simulates phishing or smishing attacks
S.H.A.F.T.	Sex, hate, alcohol, firearms, tobacco or 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. 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, and don't send any additional messages until they confirm. 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.

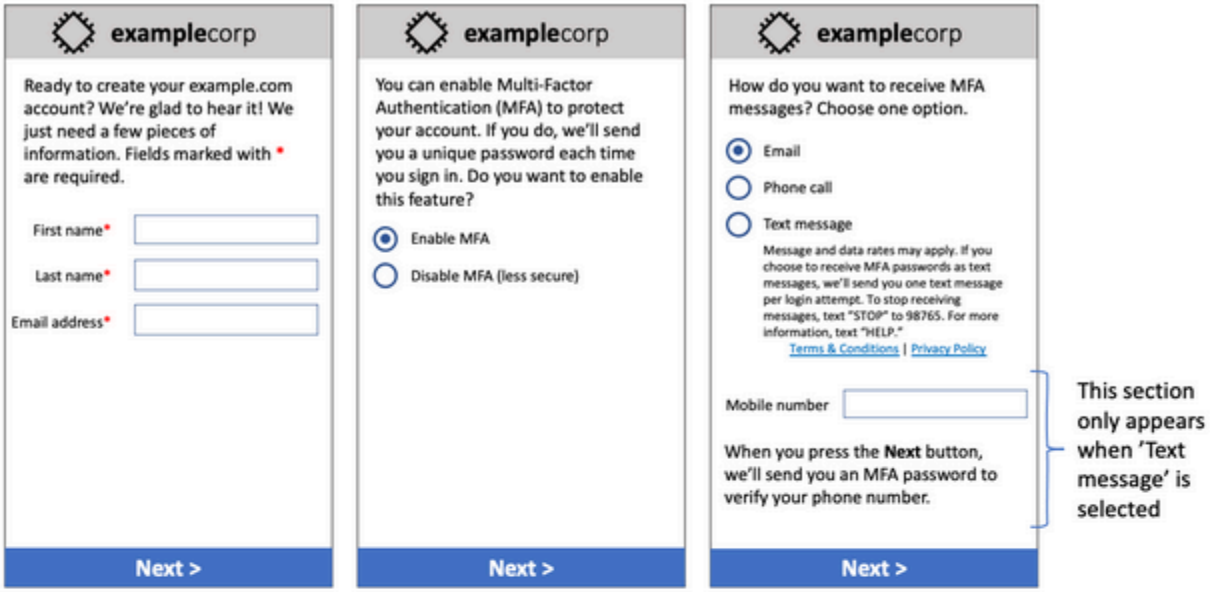
Opt-in workflow

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, and should include all of the following required disclosures:

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.
- Publicly accessible links to your Terms and Conditions and Privacy Policy documents.

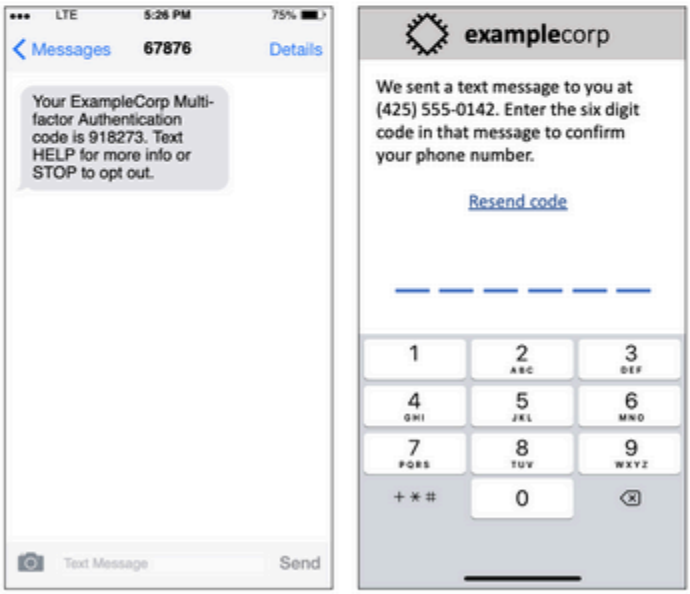
The following example complies with the mobile carriers' requirements for a multi-factor authentication use case.



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 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 it contains all of the required disclosures.

SMS and MMS specific Terms and Conditions

Mobile carriers also require that you make a specific set of SMS and MMS Terms and Conditions available to your customers. These terms describe what you send when a customer opts in, how to cancel by texting STOP, how to get help by texting HELP, the carriers you can deliver to, that message and data rates may apply, and a link to your privacy policy. If you don't provide your customers with a copy of these terms, the carriers won't approve your short code application.

Manage your customer lists

People change phone numbers often, so don't use an old list of phone numbers for a new messaging program. If you send recurring SMS or MMS messages, audit your customer lists on a regular basis so that the only customers who receive your messages are those who are interested in receiving them. Keep records that show when each customer requested to receive messages from you, and which messages you sent to each customer. Occasionally, a carrier or regulatory agency asks us to provide proof that a customer opted to receive messages from you; if you can't provide the necessary information, we might pause your ability to send additional SMS and MMS messages.

Respond appropriately

When a recipient replies to your messages, respond with useful information. For example, when a customer responds with the keyword HELP, send them information about the program that they're subscribed to, the number of messages you send each month, and how to contact you. When a customer replies with the keyword STOP, let them know that they won't receive any further messages.

Adjust your sending based on engagement

Your customers' priorities can change over time. For customers who rarely engage with your messages, adjust the frequency of your messages, and remove customers who are completely unengaged from your customer lists. This prevents customers from becoming frustrated, 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. If you send to very large audiences, double-check the throughput rates for your originator phone numbers and divide the number of recipients by your throughput rate to determine how long it will take to reach all of your recipients.

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 you send both transactional and promotional messages, use a separate short code for each type, or register the short code once for transactional and create another registration for promotional. For more information about requesting short codes, see Phone numbers.

Verify your destination phone numbers

When AWS End User Messaging accepts a request to send an MMS message, you're charged for sending that message, even if the intended recipient doesn't actually receive it. For this reason, you should validate that the phone numbers that you send messages to are valid mobile numbers. For more information about SMS and MMS pricing, see AWS End User Messaging Pricing.

Country support

MMS messaging in AWS End User Messaging is available in a limited set of countries. Unlike SMS, which you can send to recipients in many countries worldwide, MMS is currently supported for sending to recipients in the United States and Canada. The number types that support MMS, and whether a given number type is available for each country, also differ from SMS.

Before you request a number for MMS, review the countries where MMS is supported and the number options available for each. For the authoritative list of countries and regions where you can send MMS messages, along with which number types (short codes, long codes, and toll-free) support MMS in each, see Supported countries.

How to launch in a country

To send MMS messages to recipients in a supported country, follow these steps.

1. Confirm the country is supported for MMS and review the number types available for it in Supported countries.
2. Request an MMS-capable number for that country, such as a short code, a 10DLC long code, or a toll-free number. The available number types depend on the country. For more information, see Phone numbers and Sender IDs.
3. If the number type requires registration, for example a US toll-free number or a 10DLC long code, complete the registration and wait for approval before you send.
4. Send a test message to confirm your setup, then move out of the sandbox to send at production volumes. See Move out of the sandbox.

Setup Voice

Voice lets you deliver audio messages to your recipients by placing an automated phone call. AWS End User Messaging converts a text script into speech, so you can reach recipients on mobile phones and landlines without recording audio yourself. Common use cases include spoken one-time passcodes and verification codes, time-sensitive alerts, appointment and payment reminders, and reaching recipients who cannot receive SMS.

You send voice messages with the AWS End User Messaging SMS and Voice v2 API (the `sms-voice` namespace, which you call as `aws pinpoint-sms-voice-v2` on the AWS CLI). The main send operation is `SendVoiceMessage`, which uses Amazon Polly to convert your text script into a voice message and places the call from one of your origination phone numbers.

Key concepts

Concept	Description
Origination phone number	The phone number that a voice call is placed from. You lease a voice-capable phone number and send from it.
Amazon Polly voice	The text-to-speech voice that reads your message. You choose a voice and language, and AWS End User Messaging renders your script as speech with Amazon Polly.
Configuration set	A set of rules applied to the messages you send, including where to send call and delivery events, such as CloudWatch, Amazon SNS, or Amazon Data Firehose.
Sandbox	The restricted environment a new account starts in, where you send only to verified destination numbers while you build and test. You request production access to lift the restrictions.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Set up a voice-capable origination number, create a configuration set, and send a test voice message.	You are new to voice and want a working test call.
the section called “Send a message”	Send voice messages from your application, including choosing a voice and language.	You have an origination number and want to send from your own code.
the section called “Scale”	Move out of the sandbox, monitor delivery, and manage spending and quotas.	You are sending in production and want to keep it healthy and grow.

How to get set up

This topic takes you from a new AWS account to sending your first voice message with AWS End User Messaging. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, and the AWS CLI.
Step 1: Get a voice-capable phone number	Request a voice-capable phone number for your destination country.
Step 2: Set up a phone pool	Create a phone pool with your number so that you send through one managed identity.

Note

When you create a new AWS End User Messaging account, your SMS, MMS, and voice channels are placed in a sandbox until you request production access. In the sandbox you have access to all of the features of AWS End User Messaging, with restrictions on the

volume and destinations of the messages you can send. For more information about the sandbox and how to move to production, see Move out of the sandbox.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you lease originati on identities and send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to use AWS End User Messaging. See the example policy that follows this table.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging SMS and voice actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "sms-voice:*",
            "Resource": "*"
        }
    ]
}
```

The SMS and Voice v2 API Reference includes the supported HTTP methods, parameters, and schemas.

Step 1: Get a voice-capable phone number

To send voice messages, you need a voice-capable phone number. Request a phone number that supports the voice channel in your destination country. The number types and country availability for voice are described under Country support. For the full phone number request and management operations, see Phone numbers.

After you request the number, you add it to a phone pool in Step 2.

> **Note**
>
> New accounts start in the voice sandbox, where you can only place calls to verified destination phone numbers. This lets you test before you request production access. For more information about the sandbox and how to request production access, see Move out of the sandbox.

To request a number from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To request a phone number (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**, and then choose **Request originator**.
3. For **Country**, choose the destination country, and for **Number settings** select the capabilities you need (such as **VOICE**). Choose a number type that supports your destination, then follow the prompts to request the number. Some number types require registration before you can send.
4. To finish without waiting for registration, request a **Simulator number** instead. Simulator numbers send realistic events without using the carrier network.

AWS CLI

Use the request-phone-number command. Replace *XX* with the two-letter ISO country code and *NUMBER_TYPE* with a type that supports your destination (such as LONG_CODE, TOLL_FREE, or SHORT_CODE).

```
$ aws pinpoint-sms-voice-v2 request-phone-number \
> --iso-country-code XX \
> --message-type TRANSACTIONAL \
> --number-capabilities VOICE \
> --number-type NUMBER_TYPE
```

Step 2: Set up a phone pool

A phone pool is a container for the origination identities you send from. It groups identities that share the same settings, maps each message to an appropriate identity for the destination country, and fails over to another identity in the pool if one is unavailable. Using a pool is the recommended way to send, because you can send through a pool in every send API request, such as SendTextMessage, SendMediaMessage, SendVoiceMessage, and SendRcsMessage, and you can add or change origination identities later without changing your sending code.

You create a pool with a first origination identity, so Create the pool with the voice-capable phone number from Step 1 as its first origination identity, and add more identities to the pool later. For more information about creating and managing phone pools, see Phone pools.

To create a pool from the console or the AWS CLI, choose the tab that matches how you want to work.

Console

To create a pool (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone pools**, and then choose **Create phone pool**.
3. For **Pool name**, enter a name. For the first origination identity, choose the phone number you requested in Step 1, then choose **Create phone pool**.

4. To add more numbers to the pool later, open the pool and choose **Add originator to pool**. Every number you add must have the same settings (such as two-way messaging) as the first number in the pool.

AWS CLI

Use the create-pool command, passing the number from Step 1 as *originationIdentity*. To add more identities to an existing pool later, use associate-origination-identity.

```
$ aws pinpoint-sms-voice-v2 create-pool \
> --origination-identity originationIdentity \
> --iso-country-code XX \
> --message-type TRANSACTIONAL
```

To add another number to an existing pool, use associate-origination-identity. Replace *poolId* with the pool and *originationIdentity* with the number to add.

```
$ aws pinpoint-sms-voice-v2 associate-origination-identity \
> --pool-id poolId \
> --origination-identity originationIdentity \
> --iso-country-code XX
```

Important

Every number you add to a pool must have the same settings as the first number you used to create the pool. For example, if the first number has two-way messaging enabled, every other number you add must also have two-way messaging enabled, or the association fails.

Send a message

You place a voice call with the `SendVoiceMessage` operation. The service uses Amazon Polly to convert text to speech, or plays an audio file that you supply, to the destination phone number. How the service selects an origination identity depends on what you specify in the request. You can send through a phone pool (recommended), directly from a single origination identity, or at the account level.

API operations

Use the following API operation to place voice calls.

API operations

Operation	Description	Use for
`SendVoiceMessage`	Places a voice call that plays text-to-speech or audio you supply.	All outbound voice.

Types of send

AWS End User Messaging supports three ways to place a voice call. Each one determines how the service selects the origination identity for your call.

Types of send

Type	How it works	When to use
Pool-based (recommended)	Specify a pool ID as the origination identity. The service selects the best identity from the pool.	All use cases. Managed selection and compliance-safe routing.
Direct	Specify a single origination identity, such as a phone number.	You want to send from one specific identity.
Account-level	Omit the origination identity. The service selects from the identities in your account.	Simple single-use-case setups. Not recommended when the account has numbers for multiple use cases.

For full detail and code examples, see Outbound messaging.

In this section

Outbound messaging

Outbound messaging	Place voice calls with the pool-based, direct, and account-level sending patterns, using text-to-speech or audio, including a code example.

Outbound messaging

You place a voice call with the `SendVoiceMessage` operation. Use the AWS CLI to call from your application. The service converts a text script to speech with Amazon Polly. Provide the script as plain text, or use speech synthesis markup language (SSML) to control pronunciation, pauses, and emphasis. The example uses a phone pool as the origination identity, which is the recommended approach; you can also specify a single phone number instead.

> **Note**
>
> While your account is in the sandbox, you can only place calls to verified destination phone numbers. Production accounts can call any valid number.

To place a text-to-speech call

- Use the send-voice-message command. Provide the spoken text in `--message-body`.

```
aws pinpoint-sms-voice-v2 send-voice-message \\
    --destination-phone-number +12065550150 \\
    --origination-identity pool-a1b2c3d4e5f6g7h8i \\
    --message-body "Hello. Your appointment is confirmed for tomorrow at 2 PM." \\
    --message-body-text-type TEXT \\
    --voice-id MATTHEW \\
    --configuration-set-name MyConfigurationSet
```

In the preceding command, make the following changes:

- Replace *+12065550150* with the destination phone number, in E.164 format.
- Replace *pool-a1b2c3d4e5f6g7h8i* with your origination identity. Using a phone pool is recommended; to call from a specific resource instead, provide a single phone number.
- Replace the value of `--message-body` with the text to read out. For TEXT, the maximum length is 3,000 characters.

- Set `--message-body-text-type` to `TEXT` for plain text, or `SSML` if the body contains speech synthesis markup language. The default is `TEXT`.
- Set `--voice-id` to the Amazon Polly voice that reads the message. The default is `MATTHEW`. For supported values, see SendVoiceMessage in the *AWS End User Messaging SMS and Voice V2 API Reference*.
- Replace *`MyConfigurationSet`* with the name or ARN of the configuration set that captures events for this call.

If AWS End User Messaging accepts the request, it returns a `MessageId`. This means only that the request was accepted, not that the call has been answered.

To control how Amazon Polly reads the message, set `--message-body-text-type` to `SSML` and format the message body with speech synthesis markup language. SSML lets you adjust pronunciation, add pauses, change speaking rate and emphasis, and spell out acronyms. For the SSML tags that Amazon Polly supports, see Supported SSML tags in the *Amazon Polly Developer Guide*. An unsupported tag causes the request to fail.

Scale

This section helps you move voice into production and run it at scale. It covers monitoring, resiliency, limits and quotas, spending, moving out of the sandbox, calling best practices, and where voice is supported by country.

In this section

Monitoring	Track delivery and engagement with CloudWatch metrics, Amazon EventBridge events, CloudTrail logs, and message feedback.
Resiliency	Design for resiliency with multi-Region redundancy and phone pools.
Limits and quotas	Review the limits and quotas that apply, and how to request increases.
Spending and cost	Set a spend limit and monitor your messaging costs.
Move out of the sandbox	Move your account out of the sandbox and into production.

Best practices	Follow sending best practices to protect deliverability and stay compliant.
Country support	See where this channel and its number types are supported by country.

Monitoring

AWS End User Messaging gives you two complementary views of your voice messaging, plus a record of your API activity and a way to report message outcomes. This topic describes how to set up each one.

Ways to monitor your voice messaging

What you monitor	How it works
Overall delivery health	Amazon CloudWatch metrics aggregate your sending into near real-time numbers, such as voice spend and delivery, that you watch on dashboards and alarm on.
Granular per-message events	Message events report what happened to each individua l message as it is sent and delivered. You route them to a destination with a configuration set, or consume them from Amazon EventBridge.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.
Outcome feedback	Message feedback lets you report whether each message reached its intended outcome, so you can track conversion and improve the deliverability signals AWS End User Messaging uses.

Monitoring with CloudWatch

You can monitor AWS End User Messaging using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. CloudWatch retains metric data for 15 months, so you can access historical information and gain a better perspective on how your application is

performing. The namespace for AWS End User Messaging metrics is `AWS/SMSVoice`. For example, you can watch `VoiceMessageMonthlySpend` to track your voice spending for the current month. For the complete list, see the `AWS/SMSVoice` namespace in the CloudWatch console.

> **Note**
>
> AWS End User Messaging uses an AWS Identity and Access Management (IAM) service-linked role to publish metrics to CloudWatch. The service creates this role for you the first time you perform an action that publishes metrics, so in most cases you do not need to create it yourself.

Common voice metrics (AWS/SMSVoice namespace)

Metric	Description
`VoiceMessageMonthlySpend`	The month-to-date spend on voice messages, in US Dollars.

> **Note**
>
> AWS End User Messaging reports additional voice metrics under the `AWS/SMSVoice` namespace as your account sends voice messages. Browse the `AWS/SMSVoice` namespace in the CloudWatch console to see the full set of voice metrics available to your account.

With CloudWatch, you can also create alarms that trigger based on metric thresholds. For example, you can create an alarm on a voice spending or delivery metric so that when the metric crosses a threshold you choose, an email notification is sent to an Amazon SNS topic. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Console

To create an alarm that notifies you when a voice metric exceeds a threshold

1. Open the CloudWatch console.
2. Choose **Alarms** in the navigation pane, and then choose **Create alarm**.

3. Choose **Select metric**, choose the `AWS/SMSVoice` namespace, and choose the voice metric that you want to set an alarm for.
4. Set the statistic, period, and condition, and enter the threshold value.
5. For the alarm action, choose an existing Amazon SNS topic to notify or create a new one, enter a name for the alarm, and choose **Create alarm**.

AWS CLI

Use the put-metric-alarm command. The following example alarms on a voice metric and notifies an Amazon SNS topic.

```
$ aws cloudwatch put-metric-alarm \
> --alarm-name HighVoiceSpend \
> --namespace AWS/SMSVoice \
> --metric-name VoiceMessageMonthlySpend \
> --statistic Maximum \
> --period 3600 \
> --evaluation-periods 1 \
> --threshold 100 \
> --comparison-operator GreaterThanThreshold \
> --alarm-actions arn:aws:sns:us-east-1:111122223333:snsTopic
```

Send events to a destination with a configuration set

AWS End User Messaging emits an event for each message as it moves through sending and delivery. You route these events to a destination by creating a configuration set, adding one or more event destinations to it, and then specifying that configuration set when you send. The supported event destinations are Amazon CloudWatch, Amazon Data Firehose, and Amazon SNS.

To route events, create a configuration set, add one or more event destinations to it, and then specify that configuration set when you send. Both steps are shown in each tab.

Console

To create a configuration set and add an event destination

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose **Create configuration set**.
3. For **Configuration set name**, enter a descriptive name, and then choose **Create configuration set**.
4. On the **Configuration set details** page, choose **Add destination event**.
5. Under **Event details**, enter a name, and for **Destination type** choose Amazon SNS (or **CloudWatch** or **Firehose**), then choose a new or existing Amazon SNS topic.
6. Under **Event types**, choose the voice events you want to send, or choose all events.
7. Choose **Add event destination**.

AWS CLI

First, create the configuration set with the create-configuration-set command.

```
$ aws pinpoint-sms-voice-v2 create-configuration-set \
> --configuration-set-name configurationSet
```

Then add an event destination with the create-event-destination command. The following example adds an Amazon SNS destination; you can also send events to CloudWatch or Firehose. Set `--matching-event-types` to the event types you want to send.

```
$ 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
```

For the complete list of event types and what each one means, see Event types for SMS, MMS, and voice. For the required IAM roles for each destination type, see Event destinations in AWS End User Messaging.

Send events to a destination with Amazon EventBridge

Unlike the other destinations, you do not add Amazon EventBridge to a configuration set. AWS End User Messaging sends events to Amazon EventBridge automatically, on your account's default event bus. To act on them, write Amazon EventBridge rules on the default bus that match

the event type and route to a target such as Lambda, Amazon SNS, or Firehose. AWS End User Messaging sends voice delivery status events, including Voice Message Delivery Status Updated.

Console

To create a rule for AWS End User Messaging events

1. Open the Amazon EventBridge console and choose **Rules**, then **Create rule**.
2. Keep the default event bus, give the rule a name, and for the event pattern choose **Custom pattern**. Match `"source": ["aws.sms-voice"]` and the `detail-type` values you want.
3. Choose a target, such as a Lambda function, Amazon SNS topic, or Firehose stream, and then create the rule.

AWS CLI

Create the rule with the put-rule command, then attach a target with put-targets.

```
$ aws events put-rule \
> --name voice-delivery-status \
> --event-pattern '{"source":["aws.sms-voice"],"detail-type":["Voice Message
 Delivery Status Updated"]}'

$ aws events put-targets \
> --rule voice-delivery-status \
> --targets Id=1,Arn=arn:aws:lambda:us-east-1:111122223333:function:processEvent
```

For the full field reference and an example record for every event type, see Messaging Events.

Message feedback

Delivery metrics and events tell you a message was delivered, but not whether it achieved its purpose, such as whether the recipient completed the action the call asked for. Message feedback closes that loop: after you send, you report the final outcome, and AWS End User Messaging uses that signal to improve how it routes your traffic.

You can enable message feedback in two ways:

- **Per message, at send time.** Add `--message-feedback-enabled` to an individual send request to turn it on for that message only.
- **For every message, on a configuration set.** Turn the setting on in a configuration set so that every message you send with that configuration set has feedback enabled.

After you enable it, report the outcome once you know it. The following tabs show the configuration set setting in the console and the per-send flag in the AWS CLI.

Console

To enable message feedback on a configuration set

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Configuration sets**, and then choose your configuration set.
3. Choose the **Set settings** tab, and then choose **Edit settings**.
4. For **Message feedback**, enable the setting, and then choose **Save changes**.

You report the outcome with the API or AWS CLI (`put-message-feedback`); there is no console action for reporting an individual message outcome.

AWS CLI

To enable feedback for a single message, add `--message-feedback-enabled` to your send command. To enable it for every message instead, turn the setting on in a configuration set (see the Console tab) and send with that configuration set.

```
$ aws pinpoint-sms-voice-v2 send-voice-message \
> --destination-phone-number +12065550150 \
> --origination-identity +14255550120 \
> --message-feedback-enabled
```

When you have a signal that the customer received or acted on the message, report the outcome with the put-message-feedback command, using the message ID from the send response. Set the status to `RECEIVED` or `FAILED`.

```
$ aws pinpoint-sms-voice-v2 put-message-feedback \
```

```
> --message-id a1b2c3d4-5678-90ab-cdef-EXAMPLE11111 \
> --message-feedback-status RECEIVED
```

If you do not update the record within one hour it is automatically set to `FAILED`, and the CloudWatch feedback metrics update only after the record is set to `RECEIVED` or `FAILED`. For the full setup and outcome values, see Message feedback.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Resiliency

The 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 that automatically fail over between zones without interruption. For more information about AWS Regions and Availability Zones, see AWS Global Infrastructure.

In addition to the global infrastructure, AWS End User Messaging offers several features that help support the resilience of your voice messaging.

Improve resilience with phone pools

You can improve delivery resilience by configuring phone pools that contain multiple origination identities. When you send a voice message with a pool as the origination identity, the service selects an available identity from the pool, so a single degraded identity does not stop your traffic. For more information about creating and managing phone pools, see Phone pools.

Design with redundancy across AWS Regions

For mission-critical voice programs, we recommend that you configure AWS End User Messaging in more than one AWS Region. The phone numbers that you use for voice messages can't be replicated across AWS Regions. To use AWS End User Messaging in multiple AWS Regions, you must request separate phone numbers in each AWS Region where you want to send voice messages. For

a complete list of AWS Regions where AWS End User Messaging is available, see the AWS General Reference.

Limits and quotas

AWS End User Messaging applies the following limits and quotas to voice messaging.

Voice quotas

The following table lists the quotas that apply to voice messaging. When your account is removed from the sandbox, you automatically qualify for the maximum quotas shown in the following table.

Voice quotas

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, you can send 20 messages.	No
Number of voice messages that can be sent to a single recipient during a 24-hour period	You can send 5 messages.	No
Number of voice messages that can be sent per minute	If your account is in the sandbox, you can send 5 calls per minute. If your account is out of the sandbox, you can send 20 calls per minute.	No
Number of voice messages that can be sent from a single originating phone number per second	You can send 1 message per second.	No
Voice message length	If your account is in the sandbox, a message can be 30 seconds. If your account is out of the sandbox, a message can be 5 minutes.	No

Resource	Default quota	Eligible for increase
Ability to send voice messages to international phone numbers	While your account is in the sandbox, you can send to Australia, Canada, Germany, Hong Kong, Israel, Japan, Mexico, Singapore , Sweden, the United States, and the United Kingdom only. After your account is out of the sandbox, you can send to any country. International calls are subject to additiona l fees, which vary by destination country or region.	No
Number of characters in a voice message	A voice message can contain 3,000 billable characters, which are the words that are spoken, and 6,000 characters total, including billable characters and SSML tags.	No
Number of configuration sets	You can create 10,000 voice configuration sets.	No

Note

While your account is in the voice sandbox, additional restrictions apply. For more information, see Move out of the sandbox.

Spending and cost

This topic explains how to monitor the amount of money that you spend when you send voice messages through AWS End User Messaging. If you only want to view your monthly charges, including the amount of money you've spent, use the AWS Billing and Cost Management console, which provides an estimate of your bill for the current month and your final charges for previous months.

Topics

- Monitor your spending with CloudWatch

- Understand voice billing and usage reports

Monitor your spending with CloudWatch

To quickly determine how much money you've spent sending voice messages during the current month, use the Metrics section of the CloudWatch console. CloudWatch retains metric data for 15 months, so you can view real-time data and analyze historical trends.

> **Important**
>
> You must create a service-linked role for CloudWatch metrics to be collected.

To view voice spending metrics in CloudWatch

1. Open the CloudWatch console.
2. In the navigation pane, choose **Metrics**.
3. On the **All metrics** tab, choose **SMSVoice**, and then choose **Account Metrics**.
4. Select **VoiceMessageMonthlySpend**. The graph updates to display the amount of money spent on voice messages during the current month.

   > **Note**
   >
   > This metric doesn't appear until you send at least one voice message using AWS End User Messaging.

You can also create a CloudWatch billing alarm that notifies you through an Amazon SNS topic when your monthly voice spending exceeds a certain amount. Before you create a billing alarm, set your AWS Region to US East (N. Virginia) Region, because billing metric data is stored there and represents worldwide charges. For more information, see Using Amazon CloudWatch alarms in the *Amazon CloudWatch User Guide*.

Understand voice billing and usage reports

Voice charges depend on the recipient's country and the duration of each call, so voice bills differently from SMS. For current voice pricing, see AWS End User Messaging Pricing.

You can use tags for organizing your bill to reflect your own cost structure. 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*.

Move out of the sandbox

New AWS End User Messaging accounts are placed into a sandbox. The sandbox protects both customers and recipients from fraud and abuse, and it creates a safe environment for test and development. While your account is in the sandbox, you have access to all of the features of AWS End User Messaging, with restrictions on the volume and destinations of the voice messages that you can send. To send unrestricted production traffic, you request production access.

Topics

- Sandbox restrictions
- Move to production
- Set a spending limit
- Request a spending quota change

Sandbox restrictions

While your account is in the voice sandbox, you can use all of the voice sending methods in the AWS End User Messaging console or the `SendVoiceMessage` API. The following restrictions are in place while your account is in the voice sandbox:

- You have a daily limit of 20 voice 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 verified destination phone numbers. You can add up to 10 verified numbers.
- You can delete a destination phone number. However, you must wait 24 hours after adding a phone number before you can delete it.

> **Note**
>
> If your account is observed to be sending suspicious voice traffic, your account's ability to send messages might be paused. If this occurs, request production access to regain the ability to send.

Move to production

After you fully test your voice environment in the sandbox, you can request to move to production.

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

To move to production from the sandbox

1. Create a AWS Support case at https://support.console.aws.amazon.com/support/home#/case/create?issueType=service-limit-increase.
2. On the **Create case** page, select **Account and Billing**, and for **Service**, choose **Service Quotas**. For **Category**, choose the voice option.
3. Under **Requests**, choose the AWS Region from which you will send voice messages, choose **General Limits** for the resource type, choose the voice production access quota, and enter 1 for the new quota value.
4. Under **Description**, for **Use case description**, provide a link to the site or app that will send voice messages, the type of voice messages you plan to send (one-time password, promotional, or transactional), the countries you plan to call, your opt-in process, and the message content you plan to use.
5. Choose **Submit**.

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

Set a spending limit

In AWS End User Messaging 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 stops sending your voice messages, and to send more messages that month you need to request a spending limit increase.

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 stops sending your voice messages. You can adjust your enforced limit through the console or AWS CLI without contacting Support. The *remaining limit* is how much you have spent for the current month sending voice messages.

View your spending limits (console)

View all of your spending limits

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

Set enforced spending limit (AWS CLI)

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

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

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

To set up billing alarms for your spending, see Spending and cost.

Request a spending quota change

Your spending quota determines how much money you can spend sending voice messages through AWS End User Messaging each month. When AWS End User Messaging determines that sending a message would incur a cost that exceeds your spending quota for the current month, it stops publishing messages within minutes.

> **Important**
>
> Because AWS End User Messaging is a distributed system, it stops sending messages within minutes of the spending quota being exceeded. During this period, if you continue to send 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. Spending limits vary by AWS Region, so you must specify the AWS Regions where you require an increase.

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 it in the search box.
4. Choose the **VoiceMessageMonthlySpend** spending quota, and then choose **Request increase at account level**.
5. For the increased quota value, enter the new value. The new value must be greater than the current value, and then choose **Request**.

Best practices

For the best results when creating and sending voice messages, we recommend that you follow the best practices in this topic. Following these practices can help with the satisfaction of your recipients, protect your sender reputation, and protect you from unexpected charges. Sending unsolicited content is a violation of the acceptable use policy, and the AWS End User Messaging team routinely audits voice messages.

Important

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

Topics

- Comply with laws, regulations, and carrier requirements
- Obtain permission
- Manage your customer lists
- Respond appropriately
- Adjust your sending based on engagement
- Send at appropriate times
- Protect against unexpected charges

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 voice 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 voice content that exceed the minimum requirements of local laws.

Key laws that apply to voice communications in some major markets include the Telephone Consumer Protection Act (TCPA) in the United States. As a sender, these laws can apply to you even if your company isn't based in one of these countries. Consult an attorney in each country or region where your customers are located to obtain legal advice.

Obtain permission

Never send voice 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. When you receive an opt-in request, confirm that the recipient wants to receive voice messages from you before you place any additional calls.

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.

Opt-in workflow

Provide a clear opt-in workflow that your recipients complete before you send them voice messages. The opt-in should include a description of the voice messaging use case that you will send through your program, an indication of how often recipients will get messages from you, and publicly accessible links to your Terms and Conditions and Privacy Policy documents. In the opt-in flow, the customer must take distinct, intentional actions to provide their consent to receive voice messages.

Manage your customer lists

People change phone numbers often, so don't use an old list of phone numbers for a new voice messaging program. If you send recurring voice messages, audit your customer lists on a regular basis so that the only customers who receive your messages are those who are interested in receiving them. Keep records that show when each customer requested to receive messages from you, and which messages you sent to each customer. Occasionally, a carrier or regulatory agency asks us to provide proof that a customer opted to receive messages from you; if you can't provide the necessary information, we might pause your ability to send additional voice messages.

Respond appropriately

Give recipients a clear and easy way to opt out of future voice messages, and honor opt-out requests promptly. When a recipient asks to stop receiving messages, let them know that they won't receive any further calls.

Adjust your sending based on engagement

Your customers' priorities can change over time. For customers who rarely engage with your messages, adjust the frequency of your messages, and remove customers who are completely

unengaged from your customer lists. This prevents customers from becoming frustrated, saves you money, and helps protect your reputation as a sender.

Send at appropriate times

Send voice messages during normal daytime business hours in each recipient's time zone. If you place calls at dinner time or in the middle of the night, there's a good chance that your customers will opt out of your program.

Protect against unexpected charges

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 so that they grant least privilege, and rotate credentials regularly. Know which country you're sending to, because the per-minute price depends on the recipient's country and the country code isn't always a reliable indicator. Limit your sending to specific countries, and limit the number of messages that you send to a single number.

Country support

Voice availability, supported origination options, and calling requirements vary by country. Review the countries where voice is supported and the options for each before you request a number or send to a new destination.

> **Note**
>
> Do not rely on the SMS country-support list for voice, because voice coverage and requirements differ. While your account is in the voice sandbox, you can send voice messages only to recipients in Australia, Canada, Germany, Hong Kong, Israel, Japan, Mexico, Singapore, Sweden, the United States, and the United Kingdom. After your account leaves the sandbox, you can send voice messages to recipients in any country. International calls are subject to additional fees that vary by destination country or Region. For the current list of AWS Regions where AWS End User Messaging is available, see the AWS General Reference, and for voice pricing by destination, see AWS End User Messaging Pricing.

How to launch in a country

To send voice messages to recipients in a country, follow these steps.

1. Confirm that voice is supported for your destination country and review the origination options and calling requirements for it. Because voice coverage differs from SMS, confirm the country against the voice availability information rather than the SMS country list.
2. Request a voice-capable phone number for that country. The number types available depend on the country. For more information, see Phone numbers.
3. Complete any per-country calling requirements that apply before you send.
4. Send a test message to confirm your setup, then move out of the sandbox to send at production volumes. See Move out of the sandbox.

Setup WhatsApp

WhatsApp lets your business reach customers on WhatsApp with rich, interactive messaging and two-way conversations. You message customers from a WhatsApp Business Account using approved message templates to start conversations, and you can respond to inbound messages in a session window. Common use cases include order and shipping updates, appointment reminders, customer support conversations, and interactive flows that collect information without leaving WhatsApp.

You send WhatsApp messages with the AWS End User Messaging Social API (the `social-messaging` namespace, which you call as `aws socialmessaging` on the AWS CLI). The main send operation is `SendWhatsAppMessage`, which sends a message from a phone number on your linked WhatsApp Business Account.

Key concepts

Concept	Description
WhatsApp Business Account (WABA)	The Meta business account you link to AWS End User Messaging to send and receive WhatsApp messages. You link your WABA during setup.
Phone number	The business phone number on your WABA that messages are sent from and received on.
Message template	A preformatted, Meta-approved message you use to start a conversation or send a notification outside an open session window.
Configuration set	A set of rules applied to the messages you send, including where to send delivery and message-status events.
Two-way messaging	Inbound messages from customers, routed to your application so you can respond within the session window.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Link a WhatsApp Business Account, add a phone number, and send a test message.	You are new to WhatsApp and want a working test send.
the section called “Send a message”	Send template and session messages from your application, and handle inbound replies.	You have a linked WABA and want to send from your own code.
the section called “Scale”	Monitor delivery, manage message templates, and apply best practices.	You are sending in production and want to keep it healthy and grow.

How to get set up

This topic takes you from a new AWS account to sending your first WhatsApp message with AWS End User Messaging. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, the AWS CLI, and a Meta Business account.
Step 1: Link your WhatsApp Business Account	Link a WhatsApp Business Account (WABA) to connect Meta's WhatsApp Business Platform to your AWS account.
Step 2: Add a WhatsApp business phone number	Add a WhatsApp business phone number to send from.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to use AWS End User Messaging. See the example policy that follows this table.
Meta Business account	Create a Meta Business account if you do not have one. You need a Meta Business account to link a WhatsApp Business Account (WABA) to AWS End User Messaging. You can create or connect your Meta Business account during the embedded onboarding flow in Step 1.
Meta and WhatsApp terms	Review and accept the WhatsApp Business Terms of Service, the WhatsApp Business Solution Terms, and the WhatsApp Business Messaging Policy. Your use of the WhatsApp Business Solution is subject to these terms, and Meta or WhatsApp can prohibit your use of the solution at any time. For more information, see the WhatsApp Business Terms of Service.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging social messaging actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "social-messaging:*",
            "Resource": "*"
```

```
        }
    ]
}
```

Step 1: Link your WhatsApp Business Account

You link a WhatsApp Business Account (WABA) through an embedded sign-up flow that connects Meta's WhatsApp Business Platform to your AWS account. During sign-up you give AWS End User Messaging access to your WABA and allow it to bill you for messages. You can create a new WABA or migrate an existing one. A WABA can exist in only one AWS Region.

> **Note**
>
> You link a WABA through the console, using Meta's embedded sign-up. There is no AWS CLI or API command to link a WABA or add a WhatsApp phone number, because the flow requires you to sign in to Meta and grant access interactively. After the WABA is linked, you manage templates, flows, and messages with the Social messaging API.

Console

To link a WhatsApp Business Account

1. Open the AWS End User Messaging Social console at https://console.aws.amazon.com/social-messaging/.
2. Choose **Business accounts**.
3. On the **Link business account** page, choose **Launch Facebook portal**. A Meta login window opens.
4. Sign in with your Facebook account credentials and choose **Continue** to give AWS End User Messaging access to your WABA and permission to bill you for messages.
5. For **Meta Business account**, choose an existing account or choose **Create a Meta Business account** and enter your business name, website or profile page, and country. Choose **Next**.
6. For **Choose a WhatsApp Business Account**, choose an existing WABA or choose **Create a WhatsApp Business Account**, then choose or create a WhatsApp Business Profile. Choose **Next**.
7. For **Create a Business Profile**, enter your WhatsApp Business Account name, the display name customers see, time zone, category, business description, and website. Meta reviews

the display name and emails you the result. If Meta rejects the display name, your daily messaging limit is lowered and you can be disconnected from WhatsApp. Changing the display name later requires a support ticket with Meta, so choose it carefully. Choose **Next**.

Continue to Step 2: Add a WhatsApp business phone number to add and verify the phone number in the same flow.

Step 2: Add a WhatsApp business phone number

Adding a phone number is part of the same embedded sign-up flow you started in Step 1. The number you register is displayed to your customers when you send them a message. To use a number that is already in use with the WhatsApp Messenger or WhatsApp Business app, delete it from that app first.

Console

To add and verify a WhatsApp phone number

1. For **Add a phone number for WhatsApp**, enter the phone number to register.
2. For **Choose how you would like to verify your number**, choose **Text message** or **Phone call**, choose **Next**, enter the verification code you receive, and choose **Next**.
3. For **Phone number verification**, enter an existing PIN or set a new PIN for the number. Optionally choose a Meta data localization region and add tags.
4. Turn on **Message and event publishing** and choose a destination so you can log events and receive inbound messages. For **Destination type**, choose either Amazon SNS or an Connect Customer Customer instance. For Amazon SNS, choose a new or existing standard topic; FIFO topics are not supported. The destination must already exist and grant AWS End User Messaging permission to publish to it. This is required to respond to customer messages. For more information, see Monitoring.
5. Choose **Add phone number** to complete setup.

After the number is verified, your WABA and AWS End User Messaging accounts are linked and you are ready to send. To send messages at scale, complete Business Verification with Meta. For the full create, verify, and manage operations, see Phone numbers.

Step 3: Get a message template

WhatsApp business messaging is template-first: to open a conversation with a customer you must send a message built from a template that Meta has approved. Create a template and submit it for approval before you send. After the template is approved, you can use it to open conversations with opted-in recipients, and then exchange free-form messages within the open conversation window.

You can create and submit a template from the AWS End User Messaging Social console or with the social messaging API.

Console

To create a message template

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Choose **Business account**, and then choose a WABA.
3. On the **Message templates** tab, choose **Create template**.
4. Configure the template:
   - **Template name**: a unique name (lowercase letters, numbers, and underscores only).
   - **Category**: **Marketing**, **Utility**, or **Authentication**.
   - **Language**: the language for the template content.
   - **Body**: the message text. Use `{{1}}`, `{{2}}`, and so on for variables. Add an optional header, footer, and buttons.
5. Choose **Create template**, and then submit the template for review. Meta reviews most templates within a few minutes.

AWS CLI

Use the `create-whatsapp-message-template` command. Pass the WABA ID and a template definition that sets the name, language, category, and components. The following example creates a basic English utility template with variable placeholders in the body.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 \\
--id WABA_ID \\
```

```
--template-definition '{
    "name": "order_update_basic",
    "language": "en_US",
    "allow_category_change": true,
    "category": "UTILITY",
    "components": [
        {
            "type": "BODY",
            "text": "Hi {{1}}, your order #{{2}} has been shipped. Track your
 delivery below.",
            "example": { "body_text": [ [ "Jane", "12345" ] ] }
        }
    ]
}'
```

After the request succeeds, submit the template for review with WhatsApp. You can send with it once Meta approves it.

For the full set of template operations – creating, editing, checking approval status, and deleting templates, with more component examples – see WhatsApp Message Templates.

Send a message

WhatsApp business messaging is template-first: you start a conversation by sending an approved message template, and then you exchange free-form messages within the open conversation window. You send WhatsApp messages with the `SendWhatsAppMessage` operation in the AWS End User Messaging Social Messaging API (the `social-messaging` namespace).

API operations

Use the following API operation to send WhatsApp messages.

API operations

Operation	Description	Use for
`SendWhatsAppMessage`	Sends a WhatsApp message – an approved template to open a conversation, or free-form content within an open conversation window.	All outbound WhatsApp.

In this section

Outbound messaging

Outbound messaging	Create and submit a message template for approval, then send WhatsApp messages and exchange free-form content within the conversation window.

Inbound messaging

Inbound messaging	Route inbound messages and status events to an event destination so your application can respond within the conversation window.

Outbound messaging

WhatsApp business messaging is template-first. To open a conversation with a recipient, you send a message built from a Meta-approved template by calling `SendWhatsAppMessage` with your originating phone number ID, the recipient, and the approved template. After the first template message, you can exchange free-form messages within the open conversation window.

Before you send, make sure you have an approved template. For how to create and submit one, see Step 3: Get a message template.

Console

Use the console to send a test message without writing code.

To send a test message from the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Under **Social messaging**, choose **Send test message**.
3. Choose the WhatsApp Business Account and the originating phone number to send from.
4. For the recipient, enter a phone number in E.164 format. While your account is in the sandbox, the recipient must be a verified test number.

5. Choose an approved template, choose its language, and provide any values the template requires.
6. Choose **Send test message**.

AWS CLI

Use the `send-whatsapp-message` command. Pass the originating phone number ID and a Meta-formatted message payload. The following example sends an approved template to a recipient.

```
aws socialmessaging send-whatsapp-message \
    --origination-phone-number-id phone-number-id-abc123 \
    --meta-api-version v20.0 \
    --message '{
        "messaging_product": "whatsapp",
        "to": "+14085551234",
        "type": "template",
        "template": {
            "name": "order_update_basic",
            "language": {"code": "en_US"},
            "components": [
                {
                    "type": "body",
                    "parameters": [
                        {"type": "text", "text": "Jane"},
                        {"type": "text", "text": "12345"}
                    ]
                }
            ]
        }
    }'
```

In the preceding command, make the following changes:

- Replace *phone-number-id-abc123* with the ID of the originating WhatsApp phone number on your linked WhatsApp Business Account.
- Replace the `to` value with the recipient phone number, in E.164 format.
- Set `template.name` and `language.code` to your approved template and its language, and provide a parameter for each variable the template declares.

After the conversation window is open, you can set `type` to `text` (or another supported message type) to exchange free-form messages without a template. For the full message payload reference, see the `SendWhatsAppMessage` operation in the AWS End User Messaging Social Messaging API Reference.

Inbound messaging

Within an open conversation window, recipients can reply to your WhatsApp messages. To receive those inbound messages and the status events for your outbound messages, you turn on message and event publishing for your WhatsApp phone number and point it at an Amazon SNS topic. Your application reads the topic and replies with `SendWhatsAppMessage` while the window is open.

Step 1: Route inbound messages to an Amazon SNS topic

Message and event publishing sends both inbound messages and outbound status events to a standard Amazon SNS topic that you own. You can turn it on while adding the phone number (see Step 2: Add a WhatsApp business phone number) or afterward on the phone number's settings.

To route inbound WhatsApp messages to an SNS topic

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Under **Social messaging**, choose **WhatsApp business accounts**, choose your WABA, and then choose the phone number.
3. Turn on **Message and event publishing**.
4. For the destination, choose a new or existing standard Amazon SNS topic. FIFO topics are not supported.
5. Save the phone number settings.

> **Note**
>
> Amazon SNS standard topics deliver with best-effort ordering, so inbound messages are not guaranteed to arrive in the order they were sent. If your application needs ordered processing, use the timestamp in each record to order messages at the application layer.

Step 2: Consume inbound messages and reply

Subscribe a consumer to the Amazon SNS topic – for example an Lambda function, an Amazon SQS queue, or an HTTPS endpoint. Each inbound message and status event is delivered to the topic as a record. When a record is an inbound message from a customer, your application can reply with `SendWhatsAppMessage`. While the conversation window the customer opened is still active, you can send free-form messages (set the message `type` to `text` or another supported type) without a template; once the window closes, you must start a new conversation with an approved template.

For the event-record format and the full set of event destinations, see Event destinations in AWS End User Messaging.

Scale

After you can send WhatsApp messages, use the following topics to operate at scale: monitor delivery, follow best practices, understand billing, and plan around quotas.

Monitoring

AWS End User Messaging gives you two complementary views of your WhatsApp messaging, plus a record of your API activity. This section describes how to set up each one.

Ways to monitor your WhatsApp messaging

What you monitor	How it works
Per-message events	WhatsApp message and event records report what happened to each individual message as it is sent, delivered, and read. You route these records to an event destination, and you receive inbound messages and status updates through the same destination.
Operational metrics	Amazon CloudWatch collects operational metrics for the AWS services that process your WhatsApp traffic, such as the Amazon SNS topic and Lambda function in your event-destination pipeline, so you can alarm on backlogs and errors.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.

Receive message and event records

WhatsApp delivery status, read receipts, and inbound customer messages arrive as event records that AWS End User Messaging publishes to an event destination that you associate with your WhatsApp business account. You set up an Amazon SNS topic as the destination and subscribe your own processing, such as a Lambda function, to that topic. Each record identifies the message, its status, and the phone number it relates to, so you can track delivery outcomes and respond to inbound messages. For more information, see Event destinations in AWS End User Messaging.

Monitoring with CloudWatch

WhatsApp messaging runs through a pipeline of AWS services that each publish their own metrics to CloudWatch, so you build your operational dashboards and alarms on those metrics. For example, you can watch the Amazon SNS delivery metrics for the topic that receives your WhatsApp event records, and the Lambda invocation and error metrics for the function that processes them, and create an alarm when errors or a processing backlog cross a threshold. For the metrics each service publishes, see the monitoring documentation for Amazon SNS and Lambda.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Best practices

WhatsApp messaging is governed by Meta's quality and policy rules, and your messaging limit rises or falls with how recipients respond to your messages. The following practices protect your quality rating and messaging limits and help your program scale.

Topics

- Send only to opted-in recipients
- Use approved templates and the right category
- Respect the conversation window
- Monitor your quality rating and messaging limit

Send only to opted-in recipients

Send WhatsApp messages only to recipients who have opted in to hear from you on WhatsApp. Opt-in is both a Meta requirement and the single biggest factor in your quality rating: messaging people who did not ask to hear from you leads to blocks and reports, which lower your quality rating and can reduce your messaging limit or restrict your number. Record how and when each recipient opted in.

Use approved templates and the right category

You open a conversation with a template that Meta has approved, so create templates that clearly reflect their purpose and submit them in the correct category. A template whose content does not match its category, or that reads as unsolicited marketing, can be rejected in review or can hurt your quality rating after it is sent. Keep templates concise and relevant. For how to create, categorize, and manage templates, see WhatsApp Message Templates.

Respect the conversation window

After a recipient messages you, you can exchange free-form messages with them for the duration of the open conversation session. Outside that window, you must use an approved template to message them again. Design your flows around this window: respond while the conversation is open, and use templates deliberately rather than as a way to push unsolicited messages, which recipients are likely to block or report.

Monitor your quality rating and messaging limit

Watch your quality rating and messaging limit so you can react before Meta restricts your number. A falling quality rating is an early signal that your content or targeting needs to change. Reduce send volume to unengaged recipients, review your templates, and confirm your opt-in source when your rating drops. For how to monitor WhatsApp events and build operational alarms, see Monitoring.

Billing and cost

You are billed on a per message basis when you use AWS End User Messaging. This topic explains the different types of `MetaTemplateMessageFee` and AWS `MessageFee` charges that you can incur per message while using AWS End User Messaging.

The `MetaTemplateMessageFees` are set by Meta and subject to change by Meta. AWS will make reasonable efforts to notify you whenever Meta increases the `MetaTemplateMessageFees`.

Note

Effective February 1, 2026, AWS will charge the `MetaTemplateMessageFees` using the rates in Meta's INR rate card, including for volume-tiered pricing. AWS will charge the `MetaTemplateMessageFees` in USD by applying the INR to USD exchange rate as of February 1, 2026. On the first day of each quarter, AWS may update the USD price it charges for the `MetaTemplateMessageFees` to reflect changes to the INR to USD exchange rate.

Topics

- Charged per message
- Example billing SKU names
- When does the Authentication-International fee type apply
- Example 1: Sending a Marketing template message
- Example 2: Opening a service conversation
- Volume-tiered pricing
- AWS End User Messaging billing ISO codes and MetaTemplateMessageFee mapping

Charged per message

The AWS End User Messaging channel generates a usage type that contains five fields in the following format:

`Region code-MessagingType-ISO-FeeDescription-FeeType`

There are two possible billing items for each WhatsApp message: the `MetaTemplateMessageFee` charged by Meta, and the `MessageFee` charged by AWS.

When you send a template message, you are billed for one WhatsApp `MetaTemplateMessageFee` and one AWS `MessageFee`. The following table provides the descriptions and possible values for the fields in the usage type. For more information about AWS End User Messaging pricing, see AWS End User Messaging Pricing.

Field	Description	Possible values
`Region code`	The AWS Region prefix that indicates where the WhatsApp message was sent or received from.	• USE1: US East (N. Virginia) Region • USE2: US East (Ohio) Region • USW2: US West (Oregon) Region • APS3: Asia Pacific (Mumbai) Region • APS5: Asia Pacific (Hyderabad) Region • APS1: Asia Pacific (Singapore) Region • APS2: Asia Pacific (Sydney) Region • APS6: Asia Pacific (New Zealand) Region • EU: Europe (Ireland) Region • EUW2: Europe (London) Region • APN1: Asia Pacific (Tokyo) Region • APN2: Asia Pacific (Seoul) Region • EUC1: Europe (Frankfurt) Region • EUN1: Europe (Stockholm) Region • EUS2: Europe (Spain) Region • MEC1: Middle East (UAE) Region

Field	Description	Possible values
		• MES1: Middle East (Bahrain) Region • MXC1: Mexico (Central) Region • SAE1: South America (São Paulo) Region • AFS1: Africa (Cape Town) Region • CAN1: Canada (Central) Region • CAW1: Canada West (Calgary) Region
MessagingType	Identifies the message type that the charges are for.	WhatsApp
ISO	The two-digit ISO country code that the message was sent to.	For possible values, see AWS End User Messaging billing ISO codes and MetaTemplateMessageFee mapping in this topic.
FeeDescription	Describes the fee.	• MetaTemplateMessageFee charged by Meta. • MessageFee charged by AWS End User Messaging.

Field	Description	Possible values
Meta FeeType	This field displays the `MetaTemplateMessageFee` fee type for the message.	**`MetaTemplateMessageFee` types for business-initiated messages** • `Authentication` : Used to authenticate users with one-time passcodes, which could occur at multiple steps in the login process. This can include account verification, account recovery, and account integrity challenges. • `Authentication-International` : Used the same as `Authentication` but your business is eligible for Authentication-International rates, based in another country, and the message was sent on or after the start time for the country. • `Marketing` : Used to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions and offers, and cart abandonment reminders.

Field	Description	Possible values
		• `Service`: Used to resolve customer inquiries. • `Utility`: Used to follow up on user actions or requests. Examples include opt-in confirmation, order and delivery management (for example, a delivery update), account updates or alerts (for example, a payment reminder), and feedback surveys. **`MetaTemplateMessageFee` types for user-initiated messages** • `Service`: Used to resolve customer inquiries. Volume-tiered pricing is applicable on `Authentication`, `Authentication-International`, and `Utility` message types. For information about volume-tiered pricing, see Volume-tiered pricing.

Field	Description	Possible values
AWS FeeType	This field displays the AWS MessageFee type for the message.	**AWS MessageFee types for business-initiated messages** • Authentication : Used to authenticate users with one-time passcodes, which could occur at multiple steps in the login process. This can include account verification, account recovery, and account integrity challenges. • Authentication-International : Used the same as Authentication but your business is eligible for Authentication-International rates, based in another country, and the message was sent on or after the start time for the country. • Marketing : For messages used for marketing purposes, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions and offers, and cart abandonment reminders.

Field	Description	Possible values
		• `Service`: For messages related to resolving customer inquiries. • `Standard`: For free-form messages. • `Utility`: Used to follow up on user actions or requests. Examples include opt-in confirmation, order and delivery managemen t (for example, a delivery update), account updates or alerts (for example, a payment reminder), and feedback surveys. **AWS `MessageFee` types for user-initiated messages** • `Inbound`: For user-initiated messages.

> **Note**
>
> The `MetaTemplateMessageFees` are set by Meta and subject to change by Meta. AWS will make reasonable efforts to notify you whenever Meta increases the `MetaTemplateMessageFees`.

When you send a template message, you are billed for one `MetaTemplateMessageFee` and one AWS `MessageFee`. When you send free form text messages, or receive inbound messages, you are billed for one `MessageFee`.

For example, if you send a marketing template message to a customer, you are billed for one `MetaTemplateMessageFee` and one `MessageFee`.

Example billing SKU names

The following are examples of actual billing SKU names. These examples show AWS `MessageFee` fee types for messages sent or received from the APS3 Region code (ap-south-1, Asia Pacific (Mumbai)), and sent to the ISO code `IN` (India).

```
APS3-WhatsApp-IN-MessageFee-Authentication
APS3-WhatsApp-IN-MessageFee-Service
APS3-WhatsApp-IN-MessageFee-Authentication_International
APS3-WhatsApp-IN-MessageFee-Marketing
APS3-WhatsApp-IN-MessageFee-Inbound
APS3-WhatsApp-IN-MessageFee-Utility
APS3-WhatsApp-IN-MessageFee-Standard
```

When does the Authentication-International fee type apply

For a list of countries with an `Authentication-International` fee type, see AWS End User Messaging Pricing.

If you send an `Authentication` message to a WhatsApp user whose country calling code has an `Authentication-International` fee type, you will be billed that country's `Authentication-International` rate if:

1. Your business opens more than 750K messages in a moving 30-day period across all of your WhatsApp Business Accounts with WhatsApp users whose country calling codes are for a country that has an `Authentication-International` rate. For more information, see Eligibility in the *WhatsApp Business Platform Developer Guide*.

   > **Note**
   >
   > If Meta determines that your business is eligible for `Authentication-International` then they will attempt to send you an email notification with applicable countries and moving 30-day period start times.

2. Your business is based in another country. For more information on managing your business's location, see Primary business location in the *WhatsApp Business Platform Developer Guide*.

3. The message was sent on or after your start time of the 30-day period for that country.

Example 1: Sending a Marketing template message

> **Note**
>
> If you opt in to Meta's Marketing Messages (MM) API, marketing messages sent through MM API continue to appear under the existing marketing message billing category with no changes to your billing configuration.

For example, if you send a marketing template message to a customer, you are billed for one WhatsApp `MetaTemplateMessageFee` and one AWS `MessageFee`.

```
Marketing Template Message 1: APS1-WhatsApp-CA-MetaTemplateMessageFee-Marketing
Marketing Template Message 1: APS1-WhatsApp-CA-MessageFee-Marketing
```

Example 2: Opening a service conversation

A service conversation is created when a business responds to a user's inbound message within 24 hours of receiving the user-initiated message. In this scenario, you are billed one `MetaTemplateMessageFee-Service_Regular` fee and an AWS `MessageFee-Service` for each outbound message, and billed one `MessageFee-Inbound` for each user-initiated message. For example, if a user initiated the first message, the business responded, and the user responded back, the charges for the three messages would be the following:

```
User Initiated Message 1: APS1-WhatsApp-CA-MessageFee-Inbound
Business Initiated Message 2: APS1-WhatsApp-CA-MetaTemplateMessageFee-Service_Regular
Business Initiated Message 2: APS1-WhatsApp-CA-MessageFee-Service
User Initiated Message 3: APS1-WhatsApp-CA-MessageFee-Inbound
```

Volume-tiered pricing

AWS End User Messaging uses Meta's volume tiered pricing for WhatsApp template messages. When your monthly volume crosses tier thresholds, you benefit from lower per-message rates for Meta message fees for the remainder of that billing period. Currently, volume tiers apply to authentication, authentication-international and utility template messages by country, and do not

apply to marketing template messages. The volume-tiered prices, tier thresholds, and discounts are set by Meta, and subject to change by Meta. AWS will make reasonable efforts to notify you of changes to volume tiers.

Key pricing considerations include the following:

- Only template messages count toward volume calculations. Non-template messages sent within customer service windows are always free.
- Tiers vary by country and message type (authentication versus utility), and reset monthly.
- Multiple WABAs in your account are aggregated together for tier determination.
- Mid-month tier changes apply discounted rates only to subsequent messages.

Volume tiers on ongoing monthly usage are determined solely by Meta. AWS applies the volume tiers to ongoing usage as and when Meta informs us of tier changes. For more information about tier thresholds and current rates, see Meta's WhatsApp Business Platform pricing documentation.

The following SKU examples show the volume-tiered pricing for `Authentication`, `Authentication-International`, and `Utility` message types. These examples show the Meta fee type for messages sent or received from the APS3 Region code (ap-south-1, Asia Pacific (Mumbai) Region), and sent to the ISO code `IN` (India).

```
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular_TIER_1
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular_TIER_2
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular_TIER_3
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular_TIER_4
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_Regular_TIER_5
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular_TIER_1
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular_TIER_2
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular_TIER_3
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular_TIER_4
APS3-WhatsApp-IN-MetaTemplateMessageFee-Authentication_International_Regular_TIER_5
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular_TIER_1
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular_TIER_2
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular_TIER_3
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular_TIER_4
APS3-WhatsApp-IN-MetaTemplateMessageFee-Utility_Regular_TIER_5
```

AWS End User Messaging billing ISO codes and MetaTemplateMessageFee mapping

Two-digit ISO country code	Country name	WhatsApp conversation billing region
AF	Afghanistan	Rest of Asia Pacific
AX	Aland Islands	Other
AL	Albania	Rest of Central & Eastern Europe
DZ	Algeria	Rest of Africa
AS	American Samoa	Other
AD	Andorra	Other
AO	Angola	Rest of Africa
AI	Anguilla	Other
AQ	Antarctica	Other
AG	Antigua and Barbuda	Other
AR	Argentina	Argentina
AM	Armenia	Rest of Central & Eastern Europe
AW	Aruba	Other
AC	Ascension Island	Other
AU	Australia	Rest of Asia Pacific
AT	Austria	Rest of Western Europe

Two-digit ISO country code	Country name	WhatsApp conversation billing region
AZ	Azerbaijan	Rest of Central & Eastern Europe
BS	Bahamas	Other
BH	Bahrain	Rest of Middle East
BD	Bangladesh	Rest of Asia Pacific
BB	Barbados	Other
BY	Belarus	Rest of Central & Eastern Europe
BE	Belgium	Rest of Western Europe
BZ	Belize	Other
BJ	Benin	Rest of Africa
BM	Bermuda	Other
BT	Bhutan	Other
BO	Bolivia	Rest of Latin America
BQ	Bonaire	Other
BA	Bosnia and Herzegovina	Other
BW	Botswana	Rest of Africa
BV	Bouvet Island	Other
BR	Brazil	Brazil
IO	British Indian Ocean Territory	Other
VG	British Virgin Islands	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
BN	Brunei Darussalam	Other
BG	Bulgaria	Rest of Central & Eastern Europe
BF	BurkinaFaso	Rest of Africa
BI	Burundi	Rest of Africa
KH	Cambodia	Rest of Asia Pacific
CM	Cameroon	Rest of Africa
CA	Canada	North America
CV	Cape Verde	Other
KY	Cayman Islands	Other
CF	Central African Republic	Other
TD	Chad	Rest of Africa
CL	Chile	Chile
CN	China	Rest of Asia Pacific
CX	Christmas Island	Other
CC	Cocos(Keeling) Islands	Other
CO	Colombia	Colombia
KM	Comoros	Other
CK	Cook Islands	Other
CR	Costa Rica	Rest of Latin America

Two-digit ISO country code	Country name	WhatsApp conversation billing region
CI	Cote d'Ivoire	Rest of Africa
HR	Croatia	Rest of Central & Eastern Europe
CW	Curacao	Other
CY	Cyprus	Other
CZ	Czech Republic	Rest of Central & Eastern Europe
CD	Democratic Republic of the Congo	Rest of Africa
DK	Denmark	Rest of Western Europe
DJ	Djibouti	Other
DM	Dominica	Other
DO	Dominican Republic	Rest of Latin America
EC	Ecuador	Rest of Latin America
EG	Egypt	Egypt
SV	El Salvador	Rest of Latin America
GQ	Equatorial Guinea	Other
ER	Eritrea	Rest of Africa
EE	Estonia	Other
ET	Ethiopia	Rest of Africa
SZ	Eswatini	Rest of Africa

Two-digit ISO country code	Country name	WhatsApp conversation billing region
FK	Falkland Islands	Other
FO	Faroe Islands	Other
FJ	Fiji	Other
FI	Finland	Rest of Western Europe
FR	France	France
GF	French Guiana	Other
PF	French Polynesia	Other
TF	French Southern Territories	Other
GA	Gabon	Rest of Africa
GM	Gambia	Rest of Africa
GE	Georgia	Rest of Central & Eastern Europe
DE	Germany	Germany
GH	Ghana	Rest of Africa
GI	Gibraltar	Other
GR	Greece	Rest of Central & Eastern Europe
GL	Greenland	Other
GD	Grenada	Other
GP	Guadeloupe	Other
GU	Guam	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
GT	Guatemala	Rest of Latin America
GG	Guernsey	Other
GN	Guinea	Other
GW	Guinea-Bissau	Rest of Africa
GY	Guyana	Other
HT	Haiti	Rest of Latin America
HM	Heard and McDonald Islands	Other
HN	Honduras	Rest of Latin America
HK	Hong Kong	Rest of Asia Pacific
HU	Hungary	Rest of Central & Eastern Europe
IS	Iceland	Other
IN	India	India
ID	Indonesia	Indonesia
IQ	Iraq	Rest of Middle East
IE	Ireland	Rest of Western Europe
IM	Isle of Man	Other
IL	Israel	Israel
IT	Italy	Italy
JM	Jamaica	Rest of Latin America

Two-digit ISO country code	Country name	WhatsApp conversation billing region
JP	Japan	Rest of Asia Pacific
JE	Jersey	Other
JO	Jordan	Rest of Middle East
KZ	Kazakhstan	Other
KE	Kenya	Rest of Africa
KI	Kiribati	Other
XK	Kosovo	Other
KW	Kuwait	Rest of Middle East
KG	Kyrgyzstan	Other
LA	Lao PDR	Rest of Asia Pacific
LV	Latvia	Rest of Central & Eastern Europe
LB	Lebanon	Rest of Middle East
LS	Lesotho	Rest of Africa
LR	Liberia	Rest of Africa
LY	Libya	Rest of Africa
LI	Liechtenstein	Other
LT	Lithuania	Rest of Central & Eastern Europe
LU	Luxembourg	Other
MO	Macao	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
MK	Macedonia	Rest of Central & Eastern Europe
MG	Madagascar	Rest of Africa
MW	Malawi	Rest of Africa
MY	Malaysia	Malaysia
MV	Maldives	Other
ML	Mali	Rest of Africa
MT	Malta	Other
MH	Marshall Islands	Other
MQ	Martinique	Other
MR	Mauritania	Rest of Africa
MU	Mauritius	Other
YT	Mayotte	Other
MX	Mexico	Mexico
FM	Micronesia	Other
MD	Moldova	Rest of Central & Eastern Europe
MC	Monaco	Other
MN	Mongolia	Rest of Asia Pacific
ME	Montenegro	Other
MS	Montserrat	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
MA	Morocco	Rest of Africa
MZ	Mozambique	Rest of Africa
MM	Myanmar	Other
NA	Namibia	Rest of Africa
NR	Nauru	Other
NP	Nepal	Rest of Asia Pacific
NL	Netherlands	Netherlands
NC	New Caledonia	Other
NZ	New Zealand	Rest of Asia Pacific
NI	Nicaragua	Rest of Latin America
NE	Niger	Rest of Africa
NG	Nigeria	Nigeria
NU	Niue	Other
NF	Norfolk Island	Other
MP	Northern Mariana Islands	Other
NO	Norway	Rest of Western Europe
OM	Oman	Rest of Middle East
PK	Pakistan	Pakistan
PW	Palau	Other
PS	Palestinian Territory	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
PA	Panama	Rest of Latin America
PG	Papua New Guinea	Rest of Asia Pacific
PY	Paraguay	Rest of Latin America
PE	Peru	Peru
PH	Philippines	Rest of Asia Pacific
PN	Pitcairn	Other
PL	Poland	Rest of Central & Eastern Europe
PT	Portugal	Rest of Western Europe
PR	Puerto Rico	Rest of Latin America
QA	Qatar	Rest of Middle East
CG	Republic of Congo	Other
RE	Reunion	Other
RO	Romania	Rest of Central & Eastern Europe
RU	Russian Federation	Russia
RW	Rwanda	Rest of Africa
SH	Saint Helena	Other
KN	Saint Kitts and Nevis	Other
LC	Saint Lucia	Other
PM	Saint Pierre and Miquelon	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
VC	Saint Vincent and Grenadines	Other
BL	Saint-Barthelemy	Other
MF	Saint-Martin	Other
WS	Samoa	Other
SM	San Marino	Other
ST	Sao Tome and Principe	Other
SA	Saudi Arabia	Saudi Arabia
SN	Senegal	Rest of Africa
RS	Serbia	Rest of Central & Eastern Europe
SC	Seychelles	Other
SL	Sierra Leone	Rest of Africa
SG	Singapore	Rest of Asia Pacific
SX	Sint Maarten	Other
SK	Slovakia	Rest of Central & Eastern Europe
SI	Slovenia	Rest of Central & Eastern Europe
SB	Solomon Islands	Other
SO	Somalia	Rest of Africa
ZA	South Africa	South Africa

Two-digit ISO country code	Country name	WhatsApp conversation billing region
GS	South Georgia and the South Sandwich Islands	Other
KR	South Korea	Other
SS	South Sudan	Rest of Africa
ES	Spain	Spain
LK	Sri Lanka	Rest of Asia Pacific
SR	Suriname	Other
SJ	Svalbard and Jan Mayen Islands	Other
SE	Sweden	Rest of Western Europe
CH	Switzerland	Rest of Western Europe
TW	Taiwan	Rest of Asia Pacific
TJ	Tajikistan	Rest of Asia Pacific
TZ	Tanzania	Rest of Africa
TH	Thailand	Rest of Asia Pacific
TL	Timor-Leste	Other
TG	Togo	Rest of Africa
TK	Tokelau	Other
TO	Tonga	Other
TT	Trinidad and Tobago	Other
TA	Tristan da Cunha	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
TN	Tunisia	Rest of Africa
TR	Turkey	Turkey
TM	Turkmenistan	Rest of Asia Pacific
TC	Turks and Caicos Islands	Other
TV	Tuvalu	Other
UG	Uganda	Rest of Africa
UA	Ukraine	Rest of Central & Eastern Europe
AE	United Arab Emirates	United Arab Emirates
GB	United Kingdom	United Kingdom
US	United States	North America
UY	Uruguay	Rest of Latin America
UM	US Minor Outlying Islands	Other
UZ	Uzbekistan	Rest of Asia Pacific
VU	Vanuatu	Other
VA	Vatican City State	Other
VE	Venezuela	Rest of Latin America
VN	Vietnam	Rest of Asia Pacific
VI	Virgin Islands	Other
WF	Wallis and Futuna Islands	Other

Two-digit ISO country code	Country name	WhatsApp conversation billing region
EH	Western Sahara	Other
YE	Yemen	Rest of Middle East
ZM	Zambia	Rest of Africa
ZW	Zimbabwe	Other

Limits and quotas

WhatsApp messaging is subject to two kinds of limits: the per-account service quotas that AWS End User Messaging applies, and the messaging limits and quality rules that Meta applies to your WhatsApp Business Account (WABA). Both affect how much you can send, so plan for both when you scale.

Topics

- AWS End User Messaging service quotas
- WhatsApp messaging limits and quality tiers
- Template limits

AWS End User Messaging service quotas

AWS End User Messaging applies per-account quotas to the resources and send rates that support WhatsApp messaging. For the account-level quotas that apply across channels, and how to request an increase, see Quotas.

WhatsApp messaging limits and quality tiers

Meta applies a messaging limit to your WhatsApp Business Account that caps how many unique recipients you can start conversations with in a rolling period. Meta also assigns a quality rating to each of your phone numbers based on how recipients respond to your messages, such as blocking or reporting them. Your messaging limit can increase as you send high-quality messages to engaged recipients, and it can decrease, or your number can be restricted, if your quality rating

falls. These limits and ratings are managed by Meta, not by AWS End User Messaging, so follow the practices in Best practices to protect them.

Because Meta owns these limits and updates them over time, AWS End User Messaging does not restate the values here. For the current messaging limit tiers, the thresholds that move you between them, and the quality rating states that affect them, see Meta's Quality Rating and Messaging Limits documentation.

Template limits

WhatsApp business messaging is template-first: you open a conversation with an approved template, and Meta reviews each template before you can use it. Meta applies limits to the number of templates on a WABA and to how templates are categorized and reviewed. For how to create and manage templates, see WhatsApp Message Templates.

These limits are set and updated by Meta, so AWS End User Messaging does not restate the values here. For the current number of templates allowed per WABA, and the rules for how templates are categorized and reviewed, see Meta's Message templates documentation.

Setup Push Notifications

AWS End User Messaging Push lets you engage the users of your mobile and web applications by sending push notifications to their devices. It supports four push notification services: Apple Push Notification service (APNs) for iOS devices and the Safari browser on macOS, Firebase Cloud Messaging (FCM) for Android and web, Amazon Device Messaging (ADM) for Amazon devices, and Baidu Cloud Push. Common use cases include transactional alerts such as order and delivery updates, re-engagement and promotional campaigns, breaking-news and time-sensitive notifications, and in-app event prompts.

You send push notifications with the Amazon Pinpoint API (the `mobiletargeting` namespace, which you call as `aws pinpoint` on the AWS CLI). The main send operation is `SendMessages`, which delivers a message to one or more endpoints and forwards it to the push notification service that matches each recipient device. Unlike the other AWS End User Messaging channels, which use the SMS and Voice v2 or Social Messaging APIs, Push uses the Amazon Pinpoint API.

Key concepts

The following concepts are central to sending push notifications with AWS End User Messaging.

Concept	Description
Application	The top-level AWS End User Messaging Push resource that represents your mobile or web app. You create an application, then enable the push channels it uses.
Push notification channel	A connection to a push notification service: APNs, FCM, ADM, or Baidu Cloud Push. You enable a channel and provide the provider credentials that authorize AWS End User Messaging Push to deliver through it.
Provider credentials	The certificates or keys from Apple, Google, Amazon, or Baidu that authorize AWS End User Messaging Push to send through each service. You supply these when you enable a channel.
Endpoint and device token	A specific destination for a push notification. Each device registers a token with its push notification service, and you address messages to that endpoint or token.

Concept	Description
Message payload	The notification content and presentation settings, in the format defined by the target push notification service. You construct the payload according to the requirements of APNs, FCM, ADM, or Baidu Cloud Push.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Create an application, enable the push channels you need with their provider credentials, and send a test notification.	You are new to Push and want a working test send.
the section called “Send a message”	Send push notifications from your application to registered devices across your enabled channels.	You have an application with channels enabled and want to send from your own code.
the section called “Scale”	Monitor delivery, manage quotas, and apply best practices for production push.	You are sending in production and want to keep it healthy and grow.

How to get set up

This topic takes you from a new AWS account to sending your first push notification with AWS End User Messaging Push. Complete the following steps.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account, IAM permissions, the AWS CLI, and your push provider accounts.

Step	What you do
Step 1: Obtain provider credentials	Obtain the provider credentials for each push notification service you want to use.
Step 2: Create an application and enable push channels	Create an application and enable the push channels you want to send on.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you send messages. For more information about pricing, see AWS End User Messaging Pricing.
IAM permissions	Configure an IAM policy that allows the account you sign in with to create an application, enable push channels, and send push notificat ions with AWS End User Messaging Push. See the example policy that follows this table.
Push provider accounts	Create accounts with the push notification services you want to use – Apple Push Notification service (APNs), Firebase Cloud Messaging (FCM), Amazon Device Messaging (ADM), or Baidu Cloud Push – so you can obtain the provider credentials in Step 1.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

To get started quickly, the following example IAM policy allows all AWS End User Messaging Push actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "mobiletargeting:*",
            "Resource": "*"
        }
    ]
}
```

Step 1: Obtain provider credentials

To set up AWS End User Messaging Push so that it can send push notifications to your apps, you first provide the credentials that authorize AWS End User Messaging Push to send messages to your app. The credentials that you provide depend on which push notification service you use.

- For Apple Push Notification service (APNs), obtain either an encryption key and key ID, or a provider certificate, from your Apple developer account. For more information, see the guidance on establishing a token-based connection and a certificate-based connection to APNs in the Apple Developer documentation.
- For Firebase Cloud Messaging (FCM), obtain your credentials through the Firebase console. For more information, see the Firebase Cloud Messaging documentation.
- For Baidu Cloud Push, obtain your API key and secret key. For more information, see the Baidu Push documentation.
- For Amazon Device Messaging (ADM), obtain your client ID and client secret. For more information, see the guidance on obtaining credentials in the Amazon Device Messaging documentation.

For APNs, you can authenticate with either a signing key or a TLS certificate. A signing key is a private key that AWS End User Messaging Push uses to cryptographically sign APNs authentication tokens. When you provide a signing key, AWS End User Messaging Push uses a token to authenticate with APNs for every push notification that you send, and you can send to both the APNs production and sandbox environments. Unlike a certificate, a signing key does not expire, you provide it only once, and you can use the same signing key for multiple apps. A TLS certificate authenticates with APNs when you send push notifications, can support both production and sandbox environments or the sandbox environment only, and expires after one year. When a

certificate expires, you create a new one and provide it to AWS End User Messaging Push to renew push notification delivery.

Step 2: Create an application and enable push channels

An application is a storage container for your AWS End User Messaging Push settings and channels. Before you can send push notifications, you create an application and enable the push notification channels you want to use. To complete this procedure you are only required to enter an application name, and you can enable or disable any of the push channels at a later time. Before you enable a channel, make sure you have valid credentials for that push notification service, as described in the preceding section.

Console

To create an application and enable push channels

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Choose **Create application**.
3. For **Application name**, enter the name for your application.
4. (Optional) To enable the **Apple Push Notification service (APNs)** channel, select **Enable**, and then for **Default authentication type** choose one of the following:

   a. If you choose **Key credentials**, provide the **Key ID** assigned to your signing key, the **Bundle identifier** assigned to your iOS app, the **Team identifier** assigned to your Apple developer account team, and the **Authentication key** .p8 file that you download from your Apple developer account.

   b. If you choose **Certificate credentials**, provide the **SSL certificate** .p12 file, the **Certificate password** if you assigned one, and the **Certificate type**.
5. (Optional) To enable the **Firebase Cloud Messaging (FCM)** channel, select **Enable**, and then for **Default authentication type** either choose **Token credentials (recommended)** and upload your service JSON file, or choose **Key credentials** and enter your key in **API key**.
6. (Optional) To enable the **Baidu Cloud Push** channel, select **Enable**, and then enter your **API key** and **Secret key**.
7. (Optional) To enable the **Amazon Device Messaging** channel, select **Enable**, and then enter your **Client ID** and **Client secret**.
8. Choose **Create application**.

AWS CLI

Create the application with the create-app command. The response includes the application `Id`, which you use when you enable channels and send.

```
$ aws pinpoint create-app \
> --create-application-request Name=ExampleApp
```

Enable a push channel on the application by providing that channel's credentials. For example, enable the APNs channel with update-apns-channel, or the FCM channel with update-gcm-channel. Replace *`applicationId`* with the `Id` from the previous command.

```
$ aws pinpoint update-apns-channel \
> --application-id applicationId \
> --apns-channel-request Enabled=true
```

Send a message

After you create an application and enable one or more push channels, you can send push notifications to the devices registered with your app. You send a push notification through the channel that matches the recipient device, and AWS End User Messaging Push forwards the message to the corresponding push notification service – Apple Push Notification service (APNs), Firebase Cloud Messaging (FCM), Amazon Device Messaging (ADM), or Baidu Cloud Push – which delivers it to the device.

API operations

Push notifications are sent with the Amazon Pinpoint API (the `mobiletargeting` namespace). Use the following API operation to send push notifications.

API operations

Operation	Description	Use for
`SendMessages`	Sends a push notification to the registered device endpoints for your application.	All outbound push.

In this section

Outbound messaging

Outbound messaging	Send push notifications to registered device endpoints, including how each push notification service delivers the message.

Outbound messaging

You send push notifications to specific device tokens or endpoints that your application has registered. When you send a message, you specify the application, the channel, the recipient, and the channel-specific payload.

How push notifications are delivered

Each push notification is delivered through the push notification service for the recipient platform: Apple Push Notification service (APNs) for iOS devices and the Safari browser on macOS, Firebase Cloud Messaging (FCM) for Android and web, Amazon Device Messaging (ADM) for Amazon devices, and Baidu Cloud Push. You must enable the channel and provide valid provider credentials for a service before AWS End User Messaging Push can deliver messages through it. For more information about enabling channels, see How to get set up.

The message payload that you send is specific to the target push notification service. Each service defines its own payload format and options, such as the notification title and body, and the settings that control how the notification is presented on the device. Construct the payload according to the requirements of the target service. For payload details, see the developer documentation for APNs, FCM, ADM, or Baidu Cloud Push.

Send a push notification programmatically

You can send push notifications programmatically using the AWS CLI or an AWS SDK. Direct messages are sent to specific device tokens or endpoints that your application has registered. When you send a message, you specify the application, the channel, the recipient, and the channel-specific payload.

> **Note**
>
> The complete request syntax, parameters, and per-channel payload examples for sending push notifications are being added to this guide. In the meantime, refer to the API reference for the send operation and the developer documentation for each push notification service for the exact payload fields.

Scale

After you have tested your push notification setup, this section helps you run AWS End User Messaging Push at scale. It covers regional availability, the quotas that apply, how to monitor your messaging, and how to disable a push channel when you no longer need it.

In this section

Regional availability	See the AWS Regions where AWS End User Messaging Push is available.
Quotas	Review the quotas that apply to applications, channels, and your send rate.
Monitoring	Track delivery with per-message events, operational CloudWatch metrics, and CloudTrail logs.
Disable a push channel	Disable a push channel when you rotate credentials or retire a platform.

Regional availability

AWS End User Messaging Push is available in several AWS Regions in North America, Europe, Asia, and Oceania. In each Region, AWS maintains multiple Availability Zones that are physically isolated from each other and connected by low-latency, high-throughput, and highly redundant networking to provide high availability. For the current list of Regions where AWS End User Messaging Push is available and the endpoint for each Region, see the AWS service endpoints in the AWS General Reference.

Quotas

AWS End User Messaging Push applies quotas to resources such as applications and channels, and to the rate at which you can send push notifications. The push notification services that deliver your messages, such as APNs, FCM, ADM, and Baidu Cloud Push, also apply their own delivery limits. For the quotas that apply across AWS End User Messaging, see Quotas.

Monitoring

AWS End User Messaging Push gives you per-message delivery events plus a record of your API activity. This section describes how to set up each one.

Ways to monitor your push messaging

What you monitor	How it works
Per-message delivery events	Push notification events report what happened to each individual message, such as when a message is delivered or fails at the push notification service. You route these events to a destination by associating a configuration set with your messaging.
Operational metrics	Amazon CloudWatch collects operational metrics for the AWS services that receive your push events, such as the Amazon SNS topic and Lambda function in your event-destination pipeline, so you can alarm on backlogs and errors.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.

Send events to a destination with a configuration set

AWS End User Messaging Push emits an event for each message as it is sent and delivered, including whether the push notification service accepted or rejected the message. You route these events to a destination by creating a configuration set, adding one or more event destinations, and selecting the event types to publish. The underlying push notification services, such as APNs, FCM, ADM, and Baidu Cloud Push, also return their own delivery feedback, which the events reflect. For more information, see Event destinations in AWS End User Messaging.

Monitoring with CloudWatch

Push messaging runs through a pipeline of AWS services that each publish their own metrics to CloudWatch, so you build your operational dashboards and alarms on those metrics. For example, you can watch the Amazon SNS delivery metrics for the topic that receives your push events, and the Lambda invocation and error metrics for the function that processes them, and create an alarm when errors or a processing backlog cross a threshold. For the metrics each service publishes, see the monitoring documentation for Amazon SNS and Lambda.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Disable a push channel

You can disable any push channel for an application at any time, for example when you rotate credentials or retire a platform. Disabling a channel stops AWS End User Messaging Push from delivering messages through that push notification service until you enable the channel again. You manage channel settings for an application from the AWS End User Messaging Push console or with the AWS CLI.

Setup Notify

Notify is a managed feature of AWS End User Messaging for sending one-time passcode (OTP) and verification messages over SMS and voice. AWS manages the origination identities, carrier integrations, and pre-approved templates, so you can start sending verification messages in minutes without provisioning phone numbers or navigating carrier registration. Every Notify configuration includes mandatory fraud protection that filters artificially inflated traffic (AIT). Common use cases include sign-up and login verification, transaction authentication, and account recovery.

Notify provides two ways to send a verification message, which differ in who generates the one-time passcode:

- **You generate the code.** Use the SMS and Voice v2 API (the `sms-voice` namespace) operations `SendNotifyTextMessage` and `SendNotifyVoiceMessage`. You create the passcode in your own application and pass it to Notify, which delivers it over AWS-managed origination identities using a pre-approved template.
- **AWS End User Messaging generates and validates the code.** Use the `endusermessaging` API operations `SendNotifyCodeVerification` and `ValidateNotifyCodeVerification`, backed by a Notify code configuration that defines the code-generation and validation policy, such as code length and validity period. AWS End User Messaging generates the passcode, sends it, and validates the code the recipient enters.

Key concepts

Concept	Description
Notify configuration	The central Notify resource that holds your brand identity and messaging settings, including the display name, use case, and enabled channels and countries.
Notify code configuration	A reusable policy for AWS-generated passcodes, defining code length and validity period, used by `SendNotifyCodeVerification` and `ValidateNotifyCodeVerification`.
Template	An AWS-managed, pre-approved message template for OTP and verification messages, pre-validated across supported countries

Concept	Description
	with multi-language support. You select a template but do not create or modify one.
Service tier	Notify offers a Basic tier with immediate access and conservative limits, and an Advanced tier with higher limits and more countries after you complete tier upgrade verification.
AIT protection	Mandatory fraud protection included with every Notify configura tion that filters artificially inflated traffic.

How this guide is organized

Use the following table to find where to start.

Section	What you'll do	Start here if
the section called “How to get set up”	Create a Notify configuration, choose your sending mode, and send a test verification message.	You are new to Notify and want a working test send.
the section called “Send a message”	Send OTP and verification messages from your application over SMS and voice.	You have a Notify configuration and want to send from your own code.
the section called “Scale”	Upgrade to the Advanced tier, monitor delivery, and manage spending and the carrier compliance prerequisites.	You are sending in production and want higher limits and more countries.

Note

Before you send messages with Notify, complete the mobile carrier prerequisites for terms, privacy, and opt-in described in the Compliance section of Scale.

How to get set up

This topic takes you from a new AWS account to sending your first OTP or verification message with Notify. Notify spans two API namespaces, and which one you set up depends on who generates the passcode. Complete the prerequisites, then follow the step for the sending mode you want.

Setup steps

Step	What you do
Prerequisites	Set up your AWS account and IAM permissions, and choose which API namespace to use based on who generates the passcode.
Step 1: Create a notify code policy	If you want AWS End User Messaging to generate and validate the passcode, create a notify code configuration that defines your passcode policy.
Step 2: Create a Notify configuration	Create a Notify configuration that represents your brand and messaging settings. Required for both sending modes.
Step 3: Request your own numbers (optional)	(Optional) Request your own phone numbers and add them to a pool to send from dedicated numbers.

Prerequisites

Before you begin, complete the following:

Prerequisite	What to do
AWS account	Create an AWS account if you do not have one. There is no charge to create an AWS account, but you incur costs when you send messages. Notify pricing includes a per-message Notify service fee plus standard SMS or voice transport rates based on the destination country. For more information, see AWS End User Messaging Pricing.

Prerequisite	What to do
IAM permissions	Configure an IAM policy that allows the account you sign in with to use Notify. The actions you need depend on which sending mode you choose. See the sending modes that follow this table.
AWS CLI (optional)	Install and configure the AWS CLI if you want to run API commands from the command line. For more information, see the AWS Command Line Interface User Guide.

Choose a sending mode

Notify provides two ways to send a verification message, which differ in who generates the one-time passcode. The mode you choose determines which API namespace you call and which IAM actions you need.

AWS End User Messaging generates and validates the code

AWS End User Messaging generates the passcode, sends it, and validates the code the recipient enters, backed by a notify code configuration that defines your passcode policy. Use the `endusermessaging` namespace operations `SendNotifyCodeVerification` and `ValidateNotifyCodeVerification`. This mode requires the `end-user-messaging` IAM actions. Because Notify delivers the message through your origination identities, the caller also needs the `sms-voice` actions. Start with Step 1: Create a notify code policy.

To get started quickly, the following example IAM policy allows the required actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": [
                "end-user-messaging:*",
                "sms-voice:*"
            ],
            "Resource": "*"
        }
    ]
```

```
}
```

You generate the code

You generate the passcode in your own application and pass it to Notify, which delivers it over AWS-managed origination identities using a pre-approved template. Use the `sms-voice` namespace operations `SendNotifyTextMessage` and `SendNotifyVoiceMessage`. This mode requires only the `sms-voice` IAM actions. You do not need a notify code configuration; skip Step 1: Create a notify code policy and start with Step 2: Create a Notify configuration.

To get started quickly, the following example IAM policy allows all AWS End User Messaging SMS and voice actions on all resources. For production, scope the policy down to the specific actions and resources you use.

```
{
    "Version": "2012-10-17",
    "Statement": [
        {
            "Effect": "Allow",
            "Action": "sms-voice:*",
            "Resource": "*"
        }
    ]
}
```

Step 1: Create a notify code policy

Complete this step only if you want AWS End User Messaging to generate and validate the passcode. If you generate the passcode in your own application, skip to Step 2: Create a Notify configuration.

A notify code configuration is a reusable passcode policy for AWS End User Messaging-generated one-time passcodes. It defines the code type, length, validity period, and maximum attempts, plus optional per-channel templates. AWS End User Messaging applies this policy when you call `SendNotifyCodeVerification` and `ValidateNotifyCodeVerification`. Any field you leave blank uses the service default at send time.

AWS Management Console

To create a notify code configuration

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. Choose **Create code configuration**.
4. Under **Configuration details**, for **Name** enter a display name (1–64 characters). The name does not need to be unique.
5. Under **Passcode policy**, set the **Code type**, **Code length** (4 to 8, defaults to 6), **Validity period (minutes)** (1 to 60, defaults to 10), and **Maximum attempts** (1 to 5, defaults to 3). Leave a field blank to use the service default at send time.
6. (Optional) Expand **Advanced settings** to add per-channel message templates for **Text**, **Voice**, and **WhatsApp**, and tags.
7. Choose **Create code configuration**.

AWS CLI

Use the `create-notify-code-configuration` command in the `endusermessaging` namespace:

```
$ aws endusermessaging create-notify-code-configuration \
    --notify-code-configuration-name "MyVerificationPolicy" \
    --code-configuration-parameters
 codeLength=6,validityPeriodMinutes=10,maxAttempts=3
```

In `--code-configuration-parameters`, set any of `codeType`, `codeLength` (4–8), `validityPeriodMinutes` (1–60), and `maxAttempts` (1–5). The response includes a `notifyCodeConfigurationId`, such as `cc-3bnvvqhwq05xr3fkj`, that you pass to `send-notify-code-verification`.

For the full set of options, including per-channel templates and deletion protection, see Create a notify code configuration.

Step 2: Create a Notify configuration

A Notify configuration is the central resource for Notify, and both sending modes require one. It represents your brand identity and messaging settings, including your display name, use case, enabled channels, enabled countries, and tier. When you create a configuration, AWS automatically validates your account, configures fraud protection, and sets tier-appropriate limits.

Console

To create a Notify configuration

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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`. The display name can be up to 15 characters and is automatically reviewed for profanity, URLs, and other disallowed content.
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 to enable deletion protection.
8. Choose **Create Notify configuration**.

Your configuration is created in **Pending** status while the system validates your account. Most configurations are activated within seconds. When the status changes to **Active**, you can start sending messages. If your brand name requires additional review, the status is **Requires verification**.

AWS CLI

Use the `create-notify-configuration` command in the `sms-voice` namespace:

```
$ aws pinpoint-sms-voice-v2 create-notify-configuration \
    --display-name "AcmeCorp" \
    --use-case CODE_VERIFICATION \
    --enabled-channels SMS
```

A configuration moves through the following statuses. You can send messages only when the status is ACTIVE.

Status	Description
PENDING	The configuration is being validated.
ACTIVE	The configuration is ready to send messages.
REQUIRES_VERIFICATION	The brand name requires verification before activation.
REJECTED	The configuration was rejected. Check the RejectionReason field for details.

Notify messages are built from pre-approved, AWS-managed templates for OTP and verification, pre-validated across supported countries with multi-language support. You select from the available templates but cannot create or modify them. Each template has an ID, a type (such as CODE_VERIFICATION), the channels it supports, a language code, the countries it supports, and the tiers that can use it. A template also declares variables: placeholders you provide values for at send time. Variables with a source of CUSTOMER you supply; variables with a source of SYSTEM are populated automatically.

Browse the templates available for your tier and channel on the **Templates** tab of a Notify configuration, or with the describe-notify-templates command. The default template you set here is used whenever you send without specifying a template ID; if no default is set and none is provided in the send request, the request fails.

```
$ aws pinpoint-sms-voice-v2 describe-notify-templates \
    --filters '[{"Name":"channels","Values":["SMS"]},{"Name":"tier-access","Values":
["BASIC"]}]'
```

You can update the enabled channels, enabled countries, default template, associated pool, and deletion protection settings at any time by choosing **Edit** on the configuration or by using the update-notify-configuration command. To delete a configuration, first disable deletion protection if it is enabled.

Step 3: Request your own numbers (optional)

By default, Notify sends messages using AWS-managed origination identities, so you do not need to provision any phone numbers. Complete this step only if you want to send from your own dedicated numbers. You request one or more phone numbers, add them to a phone pool, and associate the pool with your Notify configuration. When a pool is associated, Notify checks the pool for a customer-owned identity that supports the destination country first, and falls back to AWS-managed identities if none is found.

Using your own pool lets you send from dedicated short codes or toll-free numbers for specific countries, and any opt-out lists on the pool are respected. For some countries, AWS does not provide managed identities, so you must associate a pool with customer-owned numbers to send to those countries.

To send from your own dedicated numbers

1. Request one or more phone numbers for the countries you send to. For the number types available per country and the request steps, see Phone numbers.
2. Create a phone pool and add your numbers to it. Every number you add to a pool must have the same settings as the first number used to create the pool. For example, if the first number has two-way messaging enabled, every other number you add must also have two-way messaging enabled. For more information, see Phone pools.
3. Associate the pool with your Notify configuration by choosing **Edit** on the configuration and selecting the pool, or by setting the associated pool with the `update-notify-configuration` command.

Send a message

Notify sends templated one-time passcode (OTP) and verification messages over SMS and voice. You send a message by supplying your Notify configuration, a destination phone number in E.164 format, a pre-approved template, and the template variable values to substitute. How you send depends on whether you generate the passcode yourself or let AWS End User Messaging generate and validate it.

API operations

Use the following API operations to send Notify messages.

API operations

Operation	Description	Use for
`SendNotifyTextMessage`	Sends an SMS message from a pre-approved template; you supply the code.	You generate the code (SMS).
`SendNotifyVoiceMessage`	Places a voice call that reads a template with text-to-speech; you supply the code.	You generate the code (voice).
`SendNotifyCodeVerification`	AWS End User Messaging generates and sends the passcode from a code configuration.	AWS End User Messaging generates the code.
`ValidateNotifyCodeVerification`	Validates the passcode the recipient entered.	AWS End User Messaging validates the code.

Types of send

Notify provides two ways to send a verification message, which differ in who generates the one-time passcode.

Types of send

Type	How it works
You generate the code	Use the SMS and Voice v2 API (the `sms-voice` namespace) operations `SendNotifyTextMessage` and `SendNotifyVoiceMessage`. You create the passcode in your own application and pass it in the template variables, and Notify delivers it over AWS-managed origination identities using a pre-approved template.
AWS End User Messaging generates and validates the code	Use the `endusermessaging` namespace operations `SendNotifyCodeVerification` and `ValidateNotifyCodeVerification`, backed by a Notify code configuration that defines the code-generation and validation policy such as code

Type	How it works
	length and validity period. AWS End User Messaging generates the passcode, sends it, and validates the code the recipient enters.

For full send detail and code examples, see Send OTP code.

In this section

Send OTP code	Choose a template and send a one-time passcode over SMS or voice, whether you generate the code or AWS End User Messaging generates it.
Validate OTP code	Validate the passcode the recipient entered, when AWS End User Messaging generated the code.

Send OTP code

Notify sends one-time passcode (OTP) and verification messages from pre-approved templates over SMS, voice, and WhatsApp. You send a code with the **Send OTP code** actions, and, when AWS End User Messaging generates the code for you, you confirm what the recipient entered with the **Validate OTP code** action.

Who generates the passcode determines which actions you use. When you generate the code, you create it in your application and send it with `SendNotifyTextMessage` or `SendNotifyVoiceMessage` (the `sms-voice` namespace); you validate it yourself, so there is no validate API call. When AWS End User Messaging generates the code, the service creates and sends it with `SendNotifyCodeVerification` and checks it with `ValidateNotifyCodeVerification` (the `endusermessaging` namespace).

Each send uses a pre-approved message template. You set a default template on your Notify configuration, or pass a template ID in the send request. For how templates work and how to browse them, see Step 2: Create a Notify configuration.

Send a code you generate (SMS or voice)

You create the passcode in your application and pass it as a template variable. Use `SendNotifyTextMessage` for SMS or `SendNotifyVoiceMessage` for voice.

Console

To send a test message

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Navigate to a Notify configuration and choose the **Test** tab.
3. For **Destination phone number**, enter a phone number in E.164 format, for example `+12065550100`.
4. (Optional) For **Configuration set**, choose a configuration set to track message events.
5. For **Channel**, choose **Text** or **Voice**. Text automatically uses RCS or SMS based on the recipient's capability.
6. Under **Template**, search or filter by language, then select a template from the table.
7. Choose **Send test message**. Expand **API preview** to see the request body before you send.

AWS CLI

Use `send-notify-text-message` for SMS. For voice, use `send-notify-voice-message` and add `--voice-id` to choose an Amazon Polly voice. For voice, separate the digits with periods or spaces, for example `"1. 2. 3. 4. 5. 6."`, so the text-to-speech engine reads each digit individually.

```
$ 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.get('ResolvedMessageBody')}")
```

Send a code that AWS End User Messaging generates

AWS End User Messaging generates the passcode, delivers it over the channel you choose, and tracks it for validation, backed by a notify code configuration that defines the policy (code length, validity period, and templates). Use the `SendNotifyCodeVerification` operation in the `endusermessaging` namespace.

Console

To send a test verification code

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Under **Notify**, choose **Code configurations**, and then choose **Testing** to open **Send a test verification**. This sends and validates a passcode without creating any resources.
3. On the **Send code** tab, for **Channel** choose **Text**, **Voice**, or **WhatsApp**. For **Send using**, choose **Use Notify Configuration** to send from a preconfigured bundle, or **Bring your own origination** to supply your own origination identity and an inline template body.
4. For **Destination phone number**, enter the number that receives the code, in E.164 format.
5. (Optional) For **Code configuration**, choose a code configuration to control how the code is generated, how long it stays valid, and the maximum attempts. Use **Advanced options** to override the policy defaults, add request context, or restrict destination countries.
6. Choose **Send verification code**.

AWS CLI

Send a passcode with the send-notify-code-verification command. Set `--channel` to `TEXT`, `VOICE`, or `WHATSAPP`, and use the same `--reference-id` on the send and validate requests to bind them together.

```
$ aws endusermessaging send-notify-code-verification \
> --channel TEXT \
> --origination-identity +15550000000 \
> --destination-identity +15550123456 \
> --notify-code-configuration cc-3bnvvqhwq05xr3fkj \
> --reference-id signup-flow-1
```

The response returns a `messageId` and a `verificationId`. Validate the code the recipient submits as described in Validate OTP code.

For the full console procedures, policy overrides, and parameters, see Send a passcode.

Related information

These capabilities apply across AWS End User Messaging and are documented in the Messaging Features section:

- Configuration sets and Messaging Events – route and read delivery events for your messages.
- Opt-out lists – opt-out behavior, which applies when you associate your own phone pool. Notify selects the best origination identity automatically, preferring customer-owned identities in an associated pool and falling back to AWS-managed identities; two-way messaging requires your own pool.
- For the full send request parameters, see the `SendNotifyTextMessage`, `SendNotifyVoiceMessage`, and `SendNotifyCodeVerification` operations in the API reference.

Validate OTP code

Note

Validation is available only when AWS End User Messaging generates the code. If you generate the passcode yourself and send it with `SendNotifyTextMessage` or

`SendNotifyVoiceMessage`, you validate it in your own application – there is no validate API call for that path.

When AWS End User Messaging generates the code with `SendNotifyCodeVerification`, confirm the code the recipient entered with the `ValidateNotifyCodeVerification` operation in the `endusermessaging` namespace. Use the same `--reference-id` you sent with, so the service matches the validation to the original send.

Console

To validate a test passcode

1. On the **Send a test verification** page, choose the **Validate code** tab.
2. Enter the destination phone number and the code the recipient received, and choose validate to confirm the result.

AWS CLI

Validate the code with the validate-notify-code-verification command.

```
$ aws endusermessaging validate-notify-code-verification \
> --destination-identity +15550123456 \
> --code 483921 \
> --reference-id signup-flow-1
```

The response `status` is `VALID` or `INVALID`.

For the full console procedure and parameters, see Validate a passcode.

Scale

After you have tested your Notify setup, this section helps you move to production and run OTP and verification messaging at scale. It covers how to move from the Basic tier to the Advanced tier, manage your spending and limits, monitor your messaging, understand which countries are supported, and meet the mobile carrier prerequisites for terms, privacy, and opt-in that apply to Notify messaging.

In this section

Move to the Advanced tier	Move a configuration from the Basic tier to the Advanced tier.
Spending and limits	Set a Notify spend limit and monitor your messaging costs.
Monitoring	Track delivery with CloudWatch metrics, event destinations, and CloudTrail logs.
Supported countries	See which countries each tier supports.
Quotas	Review the quotas that apply to Notify, and how to request increases.
Compliance and mobile carrier prerequisites	Meet the mobile carrier terms, privacy, opt-in, and support requirements.

Move to the Advanced tier

All new configurations start on the Basic tier, which provides immediate access with conservative limits designed for getting started and low-volume use cases. The Basic tier supports a daily message limit of 200 messages per configuration, 1 transaction per second (TPS), and 30 pre-approved low-risk countries, and allows long codes, toll-free numbers, and sender IDs. The Advanced tier removes the daily message limit, raises throughput to 25 TPS, supports all available countries, adds short codes, and allows configurable country allow and block rules. SMS Protect is mandatory on both tiers.

To upgrade from Basic to Advanced, you complete tier upgrade verification by demonstrating that you have a legitimate end-user consent mechanism in place. You select your opt-in method (verbal or digital form), provide proof of opt-in (a call script or IVR flow for verbal consent, or a screenshot or URL of the form or page for digital consent), and provide information about your business and use case. Your opt-in process must include links to your terms and conditions and privacy policy pages.

Before you request the upgrade, make sure your messaging meets the mobile carrier requirements that the reviewer checks. Your terms and conditions, privacy policy, and opt-in flow must each include specific required language, and you must provide customer support contact information.

For the exact requirements and copy-ready examples, see Compliance and mobile carrier prerequisites. Prepare these pages first, because the upgrade review validates them and a submission that is missing the required language is rejected.

You request the upgrade from the console or with the AWS CLI. Upon approval, the configuration tier is automatically upgraded.

Console

To upgrade a configuration to the Advanced tier

1. Open the AWS End User Messaging SMS console and choose your Notify configuration.
2. Choose the **Tier upgrade** tab, and then choose **Upgrade to Advanced**.
3. Complete the brand verification form with your opt-in method and your proof of opt-in.
4. 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 with `put-registration-field-value`.
3. Submit the registration.

```
$ aws pinpoint-sms-voice-v2 submit-registration-version \
> --registration-id reg-1234567890abcdef0
```

Upgrade requests are reviewed using a combination of automated processing and human review. Reviewers validate that your opt-in mechanism is genuine, that end users are clearly consenting to receive messages, and that your use case aligns with code verification messaging. Most requests are processed within 3 to 5 business days. The `TierUpgradeStatus` field on your configuration shows the current status: `BASIC`, `PENDING_UPGRADE`, `ADVANCED`, or `REJECTED`.

Spending and limits

Notify has its own dedicated monthly spend limit, separate from your SMS, MMS, and voice spend limits. Sending messages through Notify does not count against your SMS or voice spend limits. Your Notify spend limit reflects the combined cost of the messaging channel fee and the Notify service fee for each message sent.

The *account limit* is the maximum amount, in US dollars, that you can spend each month sending Notify messages. 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`.

In the console, navigate to a Notify configuration and choose the **Spend limit** tab to view your maximum spend limit, enforced spend limit, current month spend, and remaining balance, and choose **Edit settings** to change the enforced limit. From the AWS CLI, set an enforced limit with `set-notify-message-spend-limit-override`, remove it with `delete-notify-message-spend-limit-override`, and view all spend limits with `describe-spend-limits`.

```
$ aws pinpoint-sms-voice-v2 set-notify-message-spend-limit-override \
    --monthly-limit 100
```

To increase your account spend limit beyond the default, use the Service Quotas console or create a support case at the AWS Support Center.

Monitoring

AWS End User Messaging gives you two complementary views of your Notify messaging, plus a record of your API activity. This section describes how to set up each one.

Ways to monitor your Notify messaging

What you monitor	How it works
Overall delivery health	Amazon CloudWatch metrics aggregate your Notify sending into near real-time numbers (text and voice messages sent, delivered, and blocked, plus Notify spend) that you watch on dashboards and alarm on.
Granular per-message events	Message events report what happened to each individua l message as it is sent and delivered. You route them to a

What you monitor	How it works
	destination with a configuration set, or consume them from Amazon EventBridge.
API activity	AWS CloudTrail logs the AWS End User Messaging API calls made in your account.

Monitoring with CloudWatch

You can monitor Notify using CloudWatch, which collects raw data and processes it into readable, near real-time metrics. CloudWatch retains metric data for 15 months, so you can access historical information and gain a better perspective on how your messaging is performing. The namespace for AWS End User Messaging metrics is `AWS/SMSVoice`.

> **Note**
>
> AWS End User Messaging uses an AWS Identity and Access Management (IAM) service-linked role to publish metrics to CloudWatch. The service creates this role for you the first time you perform an action that publishes metrics, so in most cases you do not need to create it yourself.

Common Notify metrics (AWS/SMSVoice namespace)

Metric	Description
`NotifyTextMessageParts Sent`	The number of Notify text message parts sent.
`NotifyTextMessageParts Delivered`	The number of Notify text message parts confirmed delivered.
`NotifyTextMessagesBlocked`	The number of Notify text messages that were blocked.
`NotifyVoiceMessagesSent`	The number of Notify voice messages sent.
`NotifyVoiceMessages Delivered`	The number of Notify voice messages confirmed delivered.

Metric	Description
NotifyVoiceMessagesBlocked	The number of Notify voice messages that were blocked.
NotifyMessageMonthlySpend	The month-to-date spend on Notify messages, in US Dollars.

With CloudWatch, you can also create alarms that trigger based on metric thresholds. For example, you can create an alarm on a Notify delivery or spend metric so that when the metric crosses a threshold you choose, an email notification is sent to an Amazon SNS topic.

Console

To create an alarm that notifies you when a Notify metric exceeds a threshold

1. Open the CloudWatch console.
2. Choose **Alarms** in the navigation pane, and then choose **Create alarm**.
3. Choose **Select metric**, choose the AWS/SMSVoice namespace, and choose the Notify metric that you want to set an alarm for.
4. Set the statistic, period, and condition, and enter the threshold value.
5. For the alarm action, choose an existing Amazon SNS topic to notify or create a new one, enter a name for the alarm, and choose **Create alarm**.

AWS CLI

Use the put-metric-alarm command. The following example alarms on Notify spend and notifies an Amazon SNS topic.

```
$ aws cloudwatch put-metric-alarm \
> --alarm-name HighNotifySpend \
> --namespace AWS/SMSVoice \
> --metric-name NotifyMessageMonthlySpend \
> --statistic Maximum \
> --period 3600 \
> --evaluation-periods 1 \
> --threshold 100 \
> --comparison-operator GreaterThanThreshold \
```

```
> --alarm-actions arn:aws:sns:us-east-1:111122223333:snsTopic
```

Send events to a destination with a configuration set

AWS End User Messaging emits an event for each message as it moves through sending and delivery. You route these events to a destination by creating a configuration set, adding one or more event destinations, and selecting the event types to publish. You can send events to Amazon CloudWatch Logs, Amazon Data Firehose, or an Amazon SNS topic, and you can also consume them from Amazon EventBridge. For more information, see Event destinations in AWS End User Messaging.

Logging API calls with CloudTrail

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 End User Messaging, the source IP address from which the calls were made, and when the calls occurred. For more information, see the AWS CloudTrail User Guide.

Supported countries

The countries available for Notify messaging depend on your configuration's tier. The Basic tier supports a curated set of 30 pre-approved countries optimized for reliability and quality. The Advanced tier supports an expanded list that includes all countries available in AWS End User Messaging; some Advanced-tier countries require you to associate your own phone pool with customer-owned origination identities. Country availability may change over time, so use the `ListNotifyCountries` API or the console to check the current list.

In the console, navigate to a Notify configuration and choose the **Countries** tab to see countries grouped by region, with an indicator on countries that require the Advanced tier. From the AWS CLI, use the `list-notify-countries` command, optionally filtered by channel, tier, or use case:

```
$ aws pinpoint-sms-voice-v2 list-notify-countries \
    --channels SMS \
    --tier BASIC
```

For each country, the response includes the ISO country code, country name, supported channels, supported use cases, supported tiers, and whether a customer-owned origination identity is

required. If a country requires a customer-owned identity, associate your own phone pool as described in the get-set-up topic. To change the countries enabled on a configuration, edit the configuration. Countries that require the Advanced tier are visible on a Basic-tier configuration but cannot be selected until you upgrade.

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
Hong Kong	HK
India	IN
Ireland	IE
Italy	IT
Japan	JP
Mexico	MX

Country	ISO code
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

Quotas

The following quotas and limits apply to Notify. For the full cross-channel quota tables and how to request increases, see Quotas.

Notify quotas and limits

Limit	Basic tier	Advanced tier
Messages per day per configuration	200	Unlimited
TPS per configuration	1	25

Limit	Basic tier	Advanced tier
Supported countries	30 pre-approved	All supported
Notify configurations per account	25 (adjustable)	
Messages to a single destination number per day, per configuration and per account	10	

Send API rate limits are 1 request per second on the Basic tier and 25 requests per second on the Advanced tier. Management actions such as `CreateNotifyConfiguration`, `UpdateNotifyConfiguration`, `DescribeNotifyTemplates`, and `ListNotifyCountries` are limited to 1 request per second. To request an increase, open the Service Quotas console, navigate to AWS End User Messaging SMS, select the quota, and choose **Request quota increase**.

Compliance and mobile carrier prerequisites

When you use 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 your compliance obligations. Non-compliance may result in a carrier audit and removal of your access to Notify. These requirements apply to both the Basic and Advanced tiers. Before sending messages, you must publish your own terms and conditions and privacy policy pages that include the required language, and you must implement an opt-in flow that obtains explicit consent.

Regardless of tier, you are responsible for obtaining appropriate consent from recipients before sending messages, complying with applicable laws such as the Telephone Consumer Protection Act (TCPA) in the US and the GDPR in the EU, and following the carrier policies that apply to your messaging. Your use of Notify is also governed by the AWS Service Terms, including Section 29 (Amazon Pinpoint and AWS End User Messaging).

Required terms and conditions

Mobile carriers require that you make a specific set of messaging terms and conditions available to your customers at a publicly accessible URL, and that you link to it from your opt-in flow. Your terms and conditions 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 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].
```

Required privacy policy

You must also make a privacy policy available to your customers at a publicly accessible URL. Your privacy policy must include, at minimum, statements that no mobile numbers will be shared with third parties or affiliates for marketing or promotional purposes, that text messaging originator opt-in data and consent will not be shared with any third parties, and that messages are delivered through Notify and that AWS does not share end user phone numbers with third parties for marketing or promotional purposes. Your terms and conditions page must link to your privacy policy, and your privacy policy must link to your terms and conditions.

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.

The following is an example of a digital opt-in for a web or mobile app. 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 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]
```

> **Note**
>
> OTP verification codes are considered informational rather than promotional, because the user initiates the request. STOP and HELP disclosures are required for all messages sent through Notify.

Customer support requirements

You must provide your own customer support contact information, an email address or a 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.

Messaging Features

AWS End User Messaging organizes its features into the groups below. Each group collects the features you use for a related task, from the identities you send from to tracking delivery.

Identities you send from

An identity is what a recipient sees as the sender of your message. AWS End User Messaging supports phone numbers, sender IDs, and RCS agents, which you can organize into pools that share a common configuration.

Phone numbers

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.

You can add keyword responses to an individual phone number so that AWS End User Messaging replies automatically when a recipient texts a keyword. For more information, see Keywords. To stop sending messages to recipients who have opted out, associate the phone number with an opt-out list. For more information, see Opt-out lists.

Topics

- Choosing a phone number type
- Request a phone number in AWS End User Messaging
- View a phone number status and capabilities in AWS End User Messaging
- Change a phone number's capabilities with the AWS CLI
- Release a phone number in AWS End User Messaging
- Using phone number deletion protection in AWS End User Messaging
- Manage tags for a phone number in AWS End User Messaging
- Shared routes
- List shared phone numbers with the AWS CLI

Choosing a phone number type

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, 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 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 the supported countries and regions for SMS.

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 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 the SMS message character encoding limitations.

US mobile carriers require that you register your toll-free number before live messaging will be enabled. When using or registering a toll-free number, it's best to follow the guidelines in the best practices for SMS 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.

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.
- 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.

You can use RCS messaging with `SendRcsMessage` in all countries where RCS is supported.

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 the 10DLC registration documentation.

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 the 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 the 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 the India Sender ID registration documentation.

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 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 the 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 the 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 the 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 the 10DLC registration documentation.

     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 the supported countries and regions for 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**.

Request a phone number in AWS End User Messaging

Using the AWS End User Messaging 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 AWS 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 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 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 console, follow these steps:

Request a phone number (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the supported countries and regions for MMS and Choosing a phone number type.

- **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 receive 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 receive 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 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 the resource sharing documentation. For more information on **Resource policy**, see the shared resources documentation.

> **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 the registrations documentation.

    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 the registrations documentation.

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 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 the 10DLC company registration and 10DLC campaign registration documentation.
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 console at https://console.aws.amazon.com/end-user-messaging/.
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 receive 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 receive 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 the resource sharing documentation. For more information on **Resource policy**, see the shared resources documentation.

> **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 Requesting 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 the registrations documentation.

   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 the registrations documentation.

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 the registrations documentation.
> MMS capabilities are only available in some countries. For more information on supported countries for SMS and MMS, see the supported countries and regions for SMS and the supported countries and regions for MMS.

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 console. For more information about 10DLC registration, see the 10DLC registration documentation.

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 long codes
- Requesting dedicated short codes
- Requesting a 10DLC phone number by area code

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.

> **Note**
>
> If you're new to SMS messaging with AWS End User Messaging, 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 the SMS and MMS spending threshold documentation.

Countries supported through console and APIs

You can request a long code for the following countries through the AWS End User Messaging 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.
> 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 the toll-free number registration documentation 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 the dedicated number registration documentation.

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://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** or **AWS End User Messaging Voice**, 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.

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 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, 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 AWS Support Center Console.

To request a short code

1. Open the AWS 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 AWS Support Center Console presents a conversational interface, describe your request as a short code request for AWS End User Messaging. 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** or **AWS End User Messaging Voice**, 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 AWS 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 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 console at https://console.aws.amazon.com/end-user-messaging/.
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 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 the 10DLC company registration documentation.
- An approved 10DLC registered campaign associated with the brand. For more information, see the 10DLC campaign registration documentation.

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 with the `RequestPhoneNumber` API, not with `ListAvailablePhoneNumbers` .	Filter `+15103921234` requests that exact number.

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 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 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 console.

Choose a 10DLC phone number by area code (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 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

This section explains how to check that status and capabilities of your phone number in the AWS End User Messaging console.

Phone number status

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. The phone number status shows the following parts:

   - **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 the SMS message parts per second (MPS) limits documentation.

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 the supported countries and regions for 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

If you don't need a phone number that you had previously requested through AWS End User Messaging anymore, you can release it from your AWS End User Messaging 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 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.

Release a phone number (Console)

To release a phone number from your AWS End User Messaging account using the AWS End User Messaging console, follow these steps:

Release a phone number (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Using phone number deletion protection in AWS End User Messaging

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 console, follow these steps:

Enable deletion protection (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 console, follow these steps:

Disable deletion protection (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

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 console to add, edit or delete a Tag.

Manage tags (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Shared routes

In some countries, AWS End User Messaging maintains a pool of shared origination identities. When you activate shared routes, AWS End User Messaging makes an effort to deliver your message using one of the shared identities. Shared identities are unavailable in some countries, including the United States.

Enable shared routes (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In the navigation pane, under **Configurations**, choose **Phone numbers**.
3. On the **Phone numbers** page, choose the phone number 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**.

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 the shared resources documentation.

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

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 `EXAMPLECO`.

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 the complete list of countries

and regions that support or require sender IDs, see the SMS supported countries and regions documentation.

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.

Registered and dynamic sender IDs

Registered sender ID – A registered sender ID is registered with a regulatory agency or industry group.

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.

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 sender ID supported characters (some countries might override these): no special characters except 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. For example, France does not support the dash character (-) in sender IDs.
- 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 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.

Topics

- Request a sender ID
- Release a sender ID
- Manage tags for a sender ID
- List shared sender IDs

Request a sender ID

Before you request a sender ID, verify that they are available in the destination country. See the SMS supported countries and regions documentation.

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 the country registration documentation.

To request a sender ID using the AWS End User Messaging console, follow these steps:

Request a sender ID

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

2. In the navigation pane, under **Configurations**, choose **Sender ID** and then **Request originator**.
3. On the **Select country** page, 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. In the **Messaging use case** section, under **Number capabilities**, choose **Text messages (SMS)**, **Text to audio messages (Voice)**, or both depending on your requirements.
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 **Local** if your company headquarters is in the same country as your recipients, or **International** if it is not.
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, choose **Previous** to go back and modify your use case.

   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 (-). It 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. 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.
11. Choose **Next**.
12. On **Review and request**, 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.

    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

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 console at https://console.aws.amazon.com/end-user-messaging/.
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

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 by purpose, owner, environment, or other criteria.

Manage tags (Console)

Use the AWS End User Messaging console to add, edit, or delete a tag.

Manage tags (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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**.
   - **Add a tag** – choose **Add new tag** to create a new blank key/value pair.
   - **Delete a tag** – choose **Remove** next to the key/value pair.
   - **Edit a tag** – 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}
```

Use the AWS CLI to delete a tag.

```
$ aws pinpoint-sms-voice-v2 untag-resource \
  --resource-arn resource-arn \
  --tag-keys key1
```

In the preceding commands, replace *resource-arn* with the Amazon Resource Name (ARN) of the sender ID, and *key1*/*value1* with your tag keys and values.

List shared sender IDs

You can use the describe-sender-ids or the AWS RAM console to view sender IDs shared with your account.

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.

RCS Agents

An AWS RCS Agent is the top-level resource in AWS End User Messaging that represents your brand for RCS messaging. It is the unified resource that binds together your testing agent and your country launch agents (RCS for Business IDs). You define keywords and two-way messaging configuration on the AWS RCS Agent, while brand assets are defined on each registration (the testing agent or a country launch agent).

One AWS RCS Agent maps to one testing agent plus multiple country launch agents, one for each country where you launch production RCS. When you create an AWS RCS Agent in the console, the workflow guides you to create a testing agent, and the testing agent's brand configuration is used to pre-populate country launch registration forms.

The AWS RCS Agent follows this lifecycle:

1. **Create** the AWS RCS Agent.
2. **Add a testing agent** by submitting a testing registration and associating it with the agent.
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, and you can start sending to recipients on approved carriers.
6. **Fully approved**: all carriers in the country have approved your agent, giving you full reach in that country.

> **Note**
>
> AWS End User Messaging does not provide a delete operation for RCS agents. Use deletion protection to control whether an agent can be removed, which you set when you create the agent and can change with `update-rcs-agent`.

Topics

- Create an RCS agent
- View RCS agents
- Update an RCS agent
- Associate a registration with an agent

Create an RCS agent

Create an AWS RCS Agent, the top-level resource that represents your brand for RCS messaging. After you create the agent, you submit a testing registration and associate it with the agent before you can send test messages. For the full setup walkthrough, see How to get set up.

To create an RCS agent using the AWS CLI

1. At the command line, enter the following command. The `--deletion-protection-enabled` option prevents the agent from being removed until you disable it.

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

2. The response includes the RCS agent ID and a status of `CREATED`. Save the agent ID, because you use it when you associate a registration and when you send messages.

After the agent is created, submit a testing registration and associate it with the agent. For the association step, see Associate a registration with an agent.

View RCS agents

View the RCS agents in your account and check their status, including the status of the testing agent.

To view RCS agents using the AWS CLI

1. At the command line, enter the following command.

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

2. To check a specific agent and its testing agent status, filter the response by agent ID.

```
$ aws pinpoint-sms-voice-v2 describe-rcs-agents \
> --query "RcsAgents[?RcsAgentId=='rcs-agentId'].
{Status:Status,TestingStatus:TestingAgent.Status}"
```

The testing agent status progresses from `PENDING` to `ACTIVE`. Wait until the testing agent status shows `ACTIVE` before you add a test device or send a test message.

Update an RCS agent

Update the settings on an existing AWS RCS Agent, including whether deletion protection is enabled.

To update an RCS agent using the AWS CLI

- At the command line, enter the following command, replacing *rcs-agentId* with the ID of the agent to update.

```
$ aws pinpoint-sms-voice-v2 update-rcs-agent \
> --rcs-agent-id rcs-agentId \
> --deletion-protection-enabled
```

Because AWS End User Messaging does not provide a delete operation for RCS agents, deletion protection is the control you use to govern whether an agent can be removed.

Associate a registration with an agent

An AWS RCS Agent is gated by a registration. After you create the agent and create a registration (a testing registration or a country launch registration), you associate the registration with the agent so that AWS End User Messaging can review and approve it.

To associate a registration with an agent using the AWS CLI

1. Create the registration. For a testing agent, use the testing registration type.

```
$ aws pinpoint-sms-voice-v2 create-registration \
> --registration-type TEST_RCS_LAUNCH_REGISTRATION
```

   Save the registration ID from the response.

2. Associate the registration with the agent, replacing *registrationId* and *rcs-agentId* with your values.

```
$ aws pinpoint-sms-voice-v2 create-registration-association \
> --registration-id registrationId \
> --resource-id rcs-agentId
```

3. Populate the registration fields, submit the registration version, and poll the registration and agent status until the testing agent status is `ACTIVE`. For the full setup walkthrough, see How to get set up.

Phone pools

A phone pool, also referred 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.

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.

Important

When you update a phone number that is in a pool — for example, to add a keyword — make the change on the pool, not on the individual phone number.

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.

You can manage keyword responses at the pool level so that the change applies to the origination identities in the pool. For more information, see Keywords. To control which destination phone numbers a pool can send to, you can associate the pool with an opt-out list. For more information, see Opt-out lists.

Topics

- Create a phone pool in AWS End User Messaging
- Add a phone number, sender ID, or RCS agent to a phone pool
- View all phone pools in AWS End User Messaging
- Delete a phone pool in AWS End User Messaging
- Using phone pool deletion protection in AWS End User Messaging
- Update shared routes in AWS End User Messaging
- Manage AWS End User Messaging tags for phone pools
- List shared phone pools with the AWS CLI

Create a phone pool in AWS End User Messaging

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 console, follow these steps:

To create a pool (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

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, sender ID, or RCS agent to a phone pool

Follow these directions to add a phone number, sender ID, or RCS agent 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, sender ID, or RCS agent to a pool (Console)

To add a phone number, sender ID, or RCS agent to a pool using the AWS End User Messaging console, follow these steps:

Add a phone number, sender ID, or RCS agent (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

   - **RCS agent** – If you choose this option, under the **RCS agents available for association** section, do the following:
     - Choose an RCS agent to add to the phone pool.
6. Choose **Add originator to pool**.

Add a phone number, sender ID, or RCS agent to a pool (AWS CLI)

You can use the associate-origination-identity CLI to add phone numbers, sender IDs, or RCS agents 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, sender ID, or RCS agent 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, sender ID, or RCS agent 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. For an RCS agent, use ZZ or omit this parameter, because an RCS agent is not tied to a single country.

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

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 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

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. The phone numbers and sender IDs that were associated with the pool remain in your AWS End User Messaging 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 console, follow these steps:

To delete a pool (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Using phone pool deletion protection in AWS End User Messaging

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 console at https://console.aws.amazon.com/end-user-messaging/.
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**.

Update shared routes in AWS End User Messaging

In some countries, AWS End User Messaging maintains a pool of shared origination identities. When you activate shared routes, AWS End User Messaging 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.

Turn on shared routes (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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**.

Manage AWS End User Messaging 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 console to add or edit a Tag in your pool.

Manage tags (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

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.

Registration and compliance

Many countries and channels require you to register before you can send. Brand profiles store your business identity for reuse across registrations, and the registration reviewer checks a registration before you submit it.

Registrations

Depending on the country you send to and the channel you use, you may need to complete a registration before sending messages. The following sections describe the registration requirements and processes for sender IDs, dedicated numbers, and RCS.

Sender ID registration

The following countries and regions require registering an alphanumeric sender ID before you can send messages to recipients there. Select a country or region to review its requirements, supporting documents, and the step-by-step registration process.

Australia registration

Sender ID registration

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:

What you must establish	Evidence to have ready
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 verificat ion	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.

Attachment	Requirements	Common reasons for denial
Government-issued photo ID	A current, unexpired governmen t photo ID (driver's license or passport) of the authorized representative named on the	The ID belongs to a different person than the named authorized representative, the name does not match the form, the ID is expired,

Attachment	Requirements	Common reasons for denial
	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, such as an Australian driver's license, include both sides, and make sure the image is legible.	or the image is cropped, blurred, or missing a required side.
Letter of authorization (LOA)	Required only when the authorized representative is not listed on the company registration documentation. When required, use the current template linked on the registration form, signed by a director, officer, or company secretary listed on that documentation, and explicitly naming the sender ID or sender IDs being registered. The representative named in the LOA must match the authorized representative on the form. A company secretary is an officer for this purpose and is an acceptable signer.	An outdated LOA template, a signer who is not listed on the company registration documentation, an LOA that does not name the specific sender ID, or a representative that does not match the form.

Attachment	Requirements	Common reasons for denial
Company registration documentation	For Australian companies, a current ASIC company extract or annual company statement that lists the entity's directors and officers, with a legal entity name matching the company name on the 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. Australian governmen t entities that are not ASIC-regi stered follow the ABR steps in the note after this table.	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, the entity name does not match the form or the ABN, or the extract is for a related but different legal entity.
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 initialis m, of the registered business name, brand, or trademark. Acceptabl e evidence includes a registered business name, a trademark certifica te, or a domain registration that resolves to a website associated with the brand.	The sender ID does not clearly relate to the verified business name or brand, or the supporting evidence does not reference the entity being registered.

Note

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.

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.

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:

Approval indicator	What it confirms
Email from ACMA	ACMA sends a confirmation email directly to the authorized represent ative 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 console. This confirms the registration is fully recorded in AWS End User Messaging.

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 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 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 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?

Yes. Each provider that sends messages using your sender ID must have that sender ID registered. Registering through AWS End User Messaging 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.

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 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, then choose **Next**.

Field	Required	Description
Sender ID	Required	The sender ID to register, between 3 and 11 alphanumeric characters, matching your business name or brand. For the formatting rules that affect what you can register, see Considerations for a sender ID.
Sender ID description	Optional	Additional detail about the connection between the requested sender ID and your company name.
Proof of sender ID connection	Required	Evidence of your rights to the sender ID, such as a business registration certificate, trademark certificate, or domain certification. ACMA requires proof that the sender ID matches your entity name. Valid file types are PDF, PNG, and JPEG, with a maximum size of 500 KB. For what is accepted, see Document requirements and common reasons for denial.

4. In the **Australia specific info** section, enter the following, then choose **Next**.

Field	Required	Description
Australian Business Number (ABN)	Required	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.
Entity type	Required	The entity type that matches your ACMA registration. Choose one of: Individual, Body corporate, Corporation sole, Body politic, Government entity, Partnership, Unincorporated association, Trust, or Superannuation fund.
Authorized representative first name and last name	Required	The full name of the authorized representative for this registration. The representative must be a director or

Field	Required	Description
		officer listed on your business registry, or you must provide a letter of authorization.
Authorized representative email	Required	The corporate email address of the authorized representative. Freemail addresses (such as Gmail or Yahoo) are not accepted.
Authorized representative phone number	Required	The phone number of the authorized representative.
Global headquarters country	Optional	The country where your company's global headquarters is located, if different from your business address.
Government-issued photo ID	Required	A government-issued photo ID of the authorized representative, required for ACMA verification. Valid file types are PDF, PNG, and JPEG, with a maximum size of 500 KB. For the requirements, see Document requirements and common reasons for denial.
Letter of authorization	Optional	Required only when your authorized representative is not listed as a director or officer on your business registry. When required, download, complete, and attach the letter of authorization, signed by a listed director or officer. Valid file types are PDF, PNG, and JPEG, with a maximum size of 500 KB. For when it is required and how to complete it, see Document requirements and common reasons for denial.
Company registration documentation	Required	A copy of your company's registration documentation showing officers and directors, such as an ASIC company extract for Australian entities or the equivalent for international entities. Valid file types are PDF, PNG, and JPEG, with a maximum size of 500 KB. For what to submit, including guidance for government entities, see Document requirements and common reasons for denial.

5. In the **Company info** section, enter the following, then choose **Next**.

Field	Required	Description
Company name	Required	The legal name of your company.
Company identification number	Required	For Australian entities, your Australian Business Number (ABN). For international entities, your business or trade license number, VAT number, or other legal identification number.
Doing Business As (DBA)	Optional	Your DBA or brand name, if different from the legal name of your company.
Company website	Required	The full URL of your company's website.
Area of business	Required	The vertical that most closely aligns with your company's area of business. Choose one of: Agriculture, Communication, Construction, Education, Energy, Entertainment, Financial, Government, Healthcare, Hospitality, Insurance, Manufacturing, Real estate, Retail, Technology, or Other.

6. In the **Company address** section, enter the following, then choose **Next**.

Field	Required	Description
Address 1	Required	The street address of your corporate headquarters.
Address 2	Optional	The suite or unit number of your corporate headquarters, if applicable.
City	Required	The city of your corporate headquarters.
State/Province	Optional	The state, province, or region of your corporate headquarters.
Postal code	Optional	The postal or ZIP code of your corporate headquarters.

Field	Required	Description
Country	Required	The two-digit ISO country code of your corporate headquarters.

7. In the **Contact info** section, enter the following, then choose **Next**.

Field	Required	Description
Contact email	Required	The email address of your business's point of contact.
Contact phone number	Required	The phone number of your business's point of contact.

8. In **Messaging use case**, enter the following, then choose **Next**.

Field	Required	Description
Use case category	Required	The category that most closely aligns with your use case. Choose one of: One-time passcodes, Account or security alerts, Purchase or delivery notifications, Public service announcements, Polling and surveys, Info on demand, Promotions and marketing, or Other.
Use case description	Required	Additional context for the selected use case category.
Monthly SMS volume	Required	The estimated number of SMS messages sent from this sender ID each month. Choose one of: 10, 100, 1,000, 10,000, 100,000, 1,000,000, or 10,000,000+.
Opt-in workflow description	Required	A description of how your end users consent to receive messages, between 40 and 500 characters, with no leading or trailing spaces. Include a program or product description, identify your organization and the service represented in the initial message, and explain how end users opt in and any associated fees or charges.

9. In **Message samples**, enter the following, then choose **Next**.

Field	Required	Description
Message Sample 1	Required	An example of an SMS message body that will be sent to your end users.
Message Sample 2	Optional	An additional example message, if applicable.
Message Sample 3	Optional	An additional example message, if applicable.

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**.

Austria registration

The following registrations are available for Austria.

Sender ID registration

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 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.

Dedicated number registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Australia.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 (optional)**, enter the state, province, or region where the physical address is located.
   - For **Postal code (optional)**, 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**.

Bangladesh

To send messages that use a sender ID in Bangladesh, you must complete the Bangladesh sender ID registration.

ISO code: BD | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.

2. In the **Sender ID info** section, enter the following, then choose **Next**:

   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Belarus registration

The following registrations are available for Belarus.

Sender ID registration

Follow these directions to register your sender ID in Belarus.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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**.

Benin

To send messages that use a sender ID in Benin, you must complete the Benin sender ID registration.

ISO code: BJ | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.
4. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:
   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.
6. In the **Messaging Use Case** section, enter the following, then choose **Next**:
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.
7. In the **Message Samples** section, enter the following, then choose **Next**:
   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Bulgaria

To send messages that use a sender ID in Bulgaria, you must complete the Bulgaria sender ID registration.

ISO code: BG | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

- For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
- For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
- For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
- For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

- For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Cambodia

To send messages that use a sender ID in Cambodia, you must complete the Cambodia sender ID registration.

ISO code: KH | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

- For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
- For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
- For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
- For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

- For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Cameroon

To send messages that use a sender ID in Cameroon, you must complete the Cameroon sender ID registration.

ISO code: CM | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

- For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
- For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
- For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
- For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

- For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Czechia

To send messages that use a sender ID in Czechia, you must complete the Czechia sender ID registration.

ISO code: CZ | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

- For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
- For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Egypt registration

The following registrations are available for Egypt.

Sender ID registration

Follow these directions to register your sender ID in Egypt.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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**.

Ethiopia

To send messages that use a sender ID in Ethiopia, you must complete the Ethiopia sender ID registration.

ISO code: ET | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.
4. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.

- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Finland registration

The following registrations are available for Finland.

Sender ID registration

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 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 sender ID considerations

   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**.

Dedicated number registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Finland.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 (optional)**, enter the state, province, or region where the physical address is located.
   - For **Postal code (optional)**, 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**.

Ghana

To send messages that use a sender ID in Ghana, you must complete the Ghana sender ID registration.

ISO code: GH | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.
4. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.

- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Indonesia registration

The following registrations are available for Indonesia.

Sender ID registration

Follow these directions to register your sender ID in Indonesia.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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 registration

The following registrations are available for Ireland.

Sender ID registration

Follow these directions to register your sender ID in Ireland.

> **Important**
>
> Before you begin your Ireland sender ID registration with AWS End User Messaging, 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 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Jordan.

Sender ID registration

Follow these directions to register your sender ID in Jordan.

1. Open the AWS End User Messaging 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 sender ID considerations

- 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Kazakhstan.

Sender ID registration

Follow these directions to register your sender ID in Kazakhstan.

1. Open the AWS End User Messaging 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 sender ID considerations
- 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Kenya.

Sender ID registration

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 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Kuwait.

Sender ID registration

Follow these directions to register your sender ID in Kuwait.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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**.

Lebanon

To send messages that use a sender ID in Lebanon, you must complete the Lebanon sender ID registration.

ISO code: LB | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.

- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.

- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Mexico

To send messages that use a sender ID in Mexico, you must complete the Mexico sender ID registration.

ISO code: MX **| Number type:** sender ID **| Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.

- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.

- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Morocco

To send messages that use a sender ID in Morocco, you must complete the Morocco sender ID registration.

ISO code: MA | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.

- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.

- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Nigeria

To send messages that use a sender ID in Nigeria, you must complete the Nigeria sender ID registration.

ISO code: NG | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.

- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.

- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Oman

To send messages that use a sender ID in Oman, you must complete the Oman sender ID registration.

ISO code: OM | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.

- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.

- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Philippines registration

The following registrations are available for Philippines.

Sender ID registration

Follow these directions to register your sender ID in Philippines.

1. Open the AWS End User Messaging 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 sender ID considerations.
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Qatar.

Sender ID registration

Follow these directions to register your sender ID in Qatar.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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**.

Romania

To send messages that use a sender ID in Romania, you must complete the Romania sender ID registration.

ISO code: RO | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.

- For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
- For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

- For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Russia registration

The following registrations are available for Russia.

Sender ID registration

Follow these directions to register your sender ID in Russia.

1. Open the AWS End User Messaging 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 sender ID considerations
- 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Saudi Arabia.

Sender ID registration

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 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Singapore.

Sender ID registration

AWS End User Messaging 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 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 registration 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)
- Registering a Sender ID with Singapore Network Information Centre (SGNIC)
- Singapore sender ID registration frequently asked questions
- Singapore sender ID registration form

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.

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 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.

Do I currently have a Singapore sender ID

To check if you own a Singapore sender ID

1. Open the AWS End User Messaging 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?

Follow the directions at Create a registration to register a Sender ID.

What is the registration status of my Singapore Sender ID and what does it mean?

Follow the directions at registration status 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 registration.

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.

What permissions do I need?

The IAM user/role that you use to visit the AWS End User Messaging 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 sender ID considerations.

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 console. You do not need to create a new registration 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 registration name.

AWS End User Messaging 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 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 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 (optional)**, 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 sender ID considerations
- 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.

South Sudan

To send messages that use a sender ID in South Sudan, you must complete the South Sudan sender ID registration.

ISO code: SS | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:

- For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
- For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.

3. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Area of business**, select the vertical which most closely aligns with your company's area of business.

4. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

- For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Spain registration

The following registrations are available for Spain.

Sender ID registration

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 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 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 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

Dedicated number registration

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 the long code request process.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Spain.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 (optional)**, enter the state, province, or region where the physical address is located.
- For **Postal code (optional)**, 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**.

Sri Lanka registration

The following registrations are available for Sri Lanka.

Sender ID registration

Follow these directions to register your sender ID in Sri Lanka.

1. Open the AWS End User Messaging 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 sender ID considerations
- 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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**.

Taiwan

To send messages that use a sender ID in Taiwan, you must complete the Taiwan sender ID registration.

ISO code: TW | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.
4. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.

- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:

   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.

6. In the **Messaging Use Case** section, enter the following, then choose **Next**:

   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.

7. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Tanzania

To send messages that use a sender ID in Tanzania, you must complete the Tanzania sender ID registration.

ISO code: TZ | **Number type:** sender ID | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Sender ID info** section, enter the following, then choose **Next**:
   - For **Sender ID**, the sender ID to register. Must be between 3 and 11 alphanumeric characters. The value must be 3 to 11 characters.
   - For **Sender ID description (optional)**, if it is not obvious, explain the connection between your company name and this sender ID. The value must be 1 to 500 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.
3. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Area of business**, select the vertical which most closely aligns with your company's area of business.
4. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

5. In the **Contact info** section, enter the following, then choose **Next**:
   - For **Contact email address**, email address of your company's point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. The value must be 3 to 30 characters.
6. In the **Messaging Use Case** section, enter the following, then choose **Next**:
   - For **Use case category**, select the category which most closely aligns with your use case.
   - For **Use case description**, description of your use case for sending SMS messages with this sender ID. The value must be 1 to 500 characters.
   - For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this sender ID each month.
   - For **Opt-in workflow description**, description of how your end-users will opt-in to receiving SMS messages from this sender ID. The value must be 1 to 500 characters.
7. In the **Message Samples** section, enter the following, then choose **Next**:
   - For **Message sample 1**, at least one sample is required of an SMS message which will be sent from this sender ID. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
8. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Thailand registration

The following registrations are available for Thailand.

Sender ID registration

Follow these directions to register your sender ID in Thailand.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Turkey.

Sender ID registration

> **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 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for United Arab Emirates.

Sender ID registration

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 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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 registration

The following registrations are available for United Kingdom.

Sender ID registration

> **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 registration name.

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.

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 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 (optional)**, 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 sender ID considerations
   - 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**.

Dedicated number registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 (optional)**, enter the state, province, or region where the physical address is located.
- For **Postal code (optional)**, 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**.

Vietnam registration

The following registrations are available for Vietnam.

Sender ID registration

Follow these directions to register your sender ID in Vietnam.

1. Open the AWS End User Messaging 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 sender ID considerations
- 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 (optional)**, enter the state of your corporate headquarters.
- For **Postal code (optional)**, 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 registration

The following registrations are available for Zambia.

Sender ID registration

Follow these directions to register your sender ID in Zambia.

1. Open the AWS End User Messaging 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 sender ID considerations
   - 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 (optional)**, enter the state of your corporate headquarters.
   - For **Postal code (optional)**, 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**.

Short code registration

The following countries and regions require registering a short code before you can send messages to recipients there. Select a country or region to review its requirements and the step-by-step registration process.

Argentina

To send messages that use a short code in Argentina, you must complete the Argentina short code registration.

ISO code: AR | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.

- For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.

- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Brazil

To send messages that use a short code in Brazil, you must complete the Brazil short code registration.

ISO code: BR | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.

- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.

- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
   - For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
   - For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Chile

To send messages that use a short code in Chile, you must complete the Chile short code registration.

ISO code: CL | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.
4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.

- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Finland

To send messages that use a short code in Finland, you must complete the Finland short code registration.

ISO code: FI | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.

- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
- For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
- For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.

- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
   - For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
   - For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, The value must be 1 to 306 characters.
6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

France

To send messages that use a short code in France, you must complete the France short code registration.

ISO code: FR | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.

- For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.

- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.

- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Germany

To send messages that use a short code in Germany, you must complete the Germany short code registration.

ISO code: DE | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service information and use case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.

- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.
- For **Required end-user input**, describe what actions end-users must take to use the service. The value must be 1 to 1500 characters.
- For **Service reply logic**, describe how the service responds to user inputs. The value must be 1 to 1500 characters.
- For **Error handling process**, describe how the service handles incorrect user inputs. The value must be 1 to 1500 characters.
- For **Advertising channels**, select all media channels used to advertise the service.

5. In the **Message samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.

- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

India

To send messages that use a short code in India, you must complete the India short code registration.

ISO code: IN | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.

- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
   - For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
   - For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Japan

To send messages that use a short code in Japan, you must complete the Japan short code registration.

ISO code: JP **| Number type:** short code **| Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.

- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.

- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Netherlands

To send messages that use a short code in Netherlands, you must complete the Netherlands short code registration.

ISO code: NL | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.

2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

   - For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.

- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.

- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

New Zealand

To send messages that use a short code in New Zealand, you must complete the New Zealand short code registration.

ISO code: NZ | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

- For **Company name**, legal name of your company. The value must be 1 to 100 characters.
- For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
- For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.

- For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
- For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
- For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
- For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.

- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Spain

To send messages that use a short code in Spain, you must complete the Spain short code registration.

ISO code: ES | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.

- For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
- For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.

3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.

- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.

- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

United Arab Emirates

To send messages that use a short code in United Arab Emirates, you must complete the United Arab Emirates short code registration.

ISO code: AE | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:

- For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
- For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
- For **City**, city where the physical address is located. The value must be 1 to 100 characters.
- For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.

- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service phone number**, the phone number your users can call to contact customer service. The value must be 3 to 30 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

   - For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
   - For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
   - For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
   - For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
   - For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

United Kingdom

To send messages that use a short code in United Kingdom, you must complete the United Kingdom short code registration.

ISO code: GB | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.
2. In the **Company info** section, enter the following, then choose **Next**:
   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Contact first name**, first name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact last name**, last name of company point of contact. The value must be 1 to 100 characters.
   - For **Contact email address**, business email address for company point of contact. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number for company point of contact. Include country code. The value must be 3 to 30 characters.
3. In the **Company address** section, enter the following, then choose **Next**:
   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / province**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.

- For **Postal code (optional)**, postal code / ZIP code where the physical address is located. The value must be 1 to 20 characters.
- For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Service Info And Use Case** section, enter the following, then choose **Next**:

- For **Service name**, name of your SMS service or feature. The value must be 1 to 100 characters.
- For **Use case category**, select the category which most closely aligns with your use case.
- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Monthly outbound SMS volume**, estimated number of SMS messages which will be sent from this short code each month.
- For **Monthly inbound SMS volume**, estimated number of SMS messages which will be received by this short code each month.
- For **Estimated monthly contacts**, the estimated number of unique users you expect to contact in one month. The value must be 1 to 50 characters.
- For **Peak volume hours**, specify the days and hours when expect your highest volume of messages (e.g., Mon-Fri 08:00-09:00). The value must be 1 to 100 characters.
- 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**, how the user will opt-in.
- For **Opt-in method other (optional)**, if you chose Other, please explain. The value must be 1 to 100 characters.
- For **Opt-in method user experience flow 1 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 1 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 2 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.

- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Opt-in method user experience flow 3 (optional)**, provide a step-by-step description of the end user experience when signing up for the SMS service. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in location. Valid upload file types are PDF, PNG, and JPEG.
- For **Customer service email address**, the email address your users can use to contact customer service. The value must be 5 to 100 characters.
- For **Customer service hours**, hours of availability for customer support. The value must be 1 to 100 characters.
- For **Customer service phone number (GB only)**, a GB-based phone number your users can call to contact customer service. The value must be 3 to 30 characters.

5. In the **Message Samples** section, enter the following, then choose **Next**:

- For **HELP response (optional)**, provide the response when end users reply to your number with the keyword HELP. The value must be 1 to 160 characters.
- For **STOP response (optional)**, provide the response when end users reply to your number with the keyword STOP. The value must be 1 to 160 characters.
- For **Message sample 1**, provide at least 1 sample message per message type you intend to send from this number. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, The value must be 1 to 306 characters.

6. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

United States

To send messages that use a short code in the United States, you must complete the United States short code registration.

ISO code: US | **Number type:** short code | **Registration:** Required

To register, complete the following steps in the console. Fields marked optional can be left blank.

1. Open the console, choose **Registrations**, then choose **Create registration**.

2. In the **Company info** section, enter the following, then choose **Next**:

   - For **Company name**, legal name of your company. The value must be 1 to 100 characters.
   - For **Company identification number**, legal identification number of your company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **DBA (Doing Business As) name (optional)**, dBA (Doing Business As) or brand name if different from the legal name of your company. The value must be 1 to 100 characters.
   - For **Company website**, full URL of your company's website. The value must be 4 to 100 characters.
   - For **Legal entity type**, legal form of organization.
   - For **Stock symbol (optional)**, if you are a public profit company it is required to provide the stock market symbol. The value must be 1 to 10 characters.
   - For **Stock exchange (optional)**, if you are a public profit company it is required to provide the stock exchange on which it's listed.
   - For **Company overview**, provide a short description of the products/services your company provides to its customers (i.e. who are you and what do you do?). The value must be 1 to 500 characters.
   - For **Are you an ISV or company managing this short code on behalf of another company ("end-company")? (optional)**, select "Yes" if you are managing this service on behalf of another company (for example, if you're an ISV). Click the info button for additional information.
   - For **Content provider company name (ISV only) (optional)**, legal name of content provider company. The value must be 1 to 100 characters.
   - For **Content provider company identification number (ISV only) (optional)**, legal identification number of the content provider company (such as EIN or VAT). The value must be 1 to 30 characters.
   - For **Content provider company website (ISV only) (optional)**, full URL of the content provider company's website. The value must be 4 to 100 characters.
   - For **Content provider legal entity type (ISV only) (optional)**, legal form of content provider.
   - For **Content provider stock symbol (ISV only, if applicable) (optional)**, if you are a public profit company it is required to provide the stock market symbol. The value must be 1 to 10 characters.
   - For **Content provider stock exchange (ISV only, if applicable) (optional)**, if you are a public profit company it is required to provide the stock exchange on which it's listed.

3. In the **Company address** section, enter the following, then choose **Next**:

   - For **Address 1**, physical street address associated with your company. The value must be 1 to 100 characters.
   - For **Address 2 (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **City**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **State / Province (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Postal code (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Country code**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.
   - For **Content provider address 1 (ISV only) (optional)**, physical street address associated with the content provider company. The value must be 1 to 100 characters.
   - For **Content provider address 2 (ISV only) (optional)**, unit number of the physical address, if applicable. The value must be 1 to 100 characters.
   - For **Content provider city (ISV only) (optional)**, city where the physical address is located. The value must be 1 to 100 characters.
   - For **Content provider state / province (ISV only) (optional)**, state, province, or region where the physical address is located. The value must be 1 to 50 characters.
   - For **Content provider postal code (ISV only) (optional)**, postal / ZIP code where the physical address is located. The value must be 1 to 20 characters.
   - For **Content provider country code (ISV only) (optional)**, two-digit ISO country code where the physical address is located. The value must be 2 to 2 characters.

4. In the **Primary contact info** section, enter the following, then choose **Next**:

   - For **Contact name**, name of your company's point of contact. If you are an ISV, input your end customer's information. The value must be 1 to 100 characters.
   - For **Contact email address**, email address of your company's point of contact. If you are an ISV, input your end customer's information. The value must be 5 to 100 characters.
   - For **Contact phone number**, phone number of your company's point of contact. If you are an ISV, input your end customer's information. The value must be 3 to 30 characters.

- For **Content provider name (ISV only) (optional)**, name of the content provider point of contact. The value must be 1 to 100 characters.
- For **Content provider email address (ISV only) (optional)**, email address of the content provider point of contact. The value must be 5 to 100 characters.
- For **Content provider phone number (ISV only) (optional)**, phone number of the content provider point of contact. The value must be 3 to 30 characters.

5. In the **Customer care contact info** section, enter the following, then choose **Next**:

   - For **Customer care URL (optional)**, full URL of your company's customer support page. The value must be 4 to 100 characters.
   - For **Customer care email address**, email address of your company's customer support. The value must be 5 to 100 characters.
   - For **Customer care phone number**, phone number of your company's customer support. The value must be 3 to 30 characters.

6. In the **Short code info** section, enter the following, then choose **Next**:

   - 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 (optional)**, if you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference. The value must be 5 to 6 characters.
   - For **Vanity short code number preference 2 (optional)**, if you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference. The value must be 5 to 6 characters.
   - For **Vanity short code number preference 3 (optional)**, if you are requesting a Vanity short code, please specify the short code requested. Specify up to 3 short codes in the order of preference. The value must be 5 to 6 characters.

7. In the **Messaging use case** section, enter the following, then choose **Next**:

   - For **Service name**, service name to include your company or brand name and can include a short descriptor to define the type of messages you are sending. The value must be 1 to 100 characters.
   - For **Use case category**, category of SMS messages which will be sent from this short-code number.

- For **Use case description**, description of your use case for sending SMS messages with this short code. The value must be 1 to 500 characters.
- For **Sweepstakes or contests**, will this short code be used for sending sweepstakes related communication?
- For **Full URL of sweepstakes or contests rules (optional)**, if yes, you are required to provide a URL to the rules of the sweepstakes. The value must be 4 to 100 characters.
- For **Sweepstakes or contests document (optional)**, if a full URL of the sweepstakes or contest rules is not available, please attach document with the rules.
- For **Debt collection**, will this short code be used for sending debt collection related communication?
- For **HIPAA eligible use case**, is your use case HIPAA eligible?
- For **Average monthly SMS frequency per user**, estimated number of SMS messages that users expect to receive from this short code.
- For **Monthly SMS volume**, estimated number of SMS messages which will be sent from this short code each month.

8. In the **Message samples** section, enter the following, then choose **Next**:

- For **Message sample 1**, at least one sample of an SMS message which will be sent from this short code is required. The value must be 1 to 306 characters.
- For **Message sample 2 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 3 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 4 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 5 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 6 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 7 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 8 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

- For **Message sample 9 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.
- For **Message sample 10 (optional)**, you may provide an additional sample of your SMS messaging content, if applicable. The value must be 1 to 306 characters.

9. In the **MMS file samples** section, enter the following, then choose **Next**:

   - For **MMS (optional)**, do you require an MMS-capable short code?
   - For **MMS message sample 1 (optional)**, if you selected yes, you must provide a sample of your MMS messaging content.
   - For **MMS message sample 2 (optional)**, you may provide an additional sample of your MMS messaging content, if applicable.
   - For **MMS message sample 3 (optional)**, you may provide an additional sample of your MMS messaging content, if applicable.

10. In the **Terms & Conditions and Privacy Policy info** section, enter the following, then choose **Next**:

    - For **Terms & Conditions URL**, full URL of your company's Terms and Conditions page. The value must be 4 to 100 characters.
    - For **Terms & Conditions file (optional)**, if your Terms and Conditions are not live, provide the full text version.
    - For **Privacy Policy URL (optional)**, full URL of your company's Privacy Policy page. The value must be 4 to 100 characters.
    - For **Privacy Policy file (optional)**, if your Privacy Policy is not live, provide the full text version.

11. In the **Opt-in workflow/Call-to-action** section, enter the following, then choose **Next**:

    - For **Opt-in type 1**, type of user consent to receive messages from this short code number.
    - 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. The value must be 1 to 1500 characters.
    - For **Opt-in mock-up 1**, attach a mock up showing the call-to-action or opt-in workflow.
    - For **Opt-in type 2 (optional)**, type of user consent to receive messages from this short code number.

- For **Opt-in method user experience flow 2 (optional)**, 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. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 2 (optional)**, attach a mock up showing the call-to-action or opt-in workflow.
- For **Opt-in type 3 (optional)**, type of user consent to receive messages from this short code number.
- For **Opt-in method user experience flow 3 (optional)**, 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. The value must be 1 to 1500 characters.
- For **Opt-in mock-up 3 (optional)**, attach a mock up showing the call-to-action or opt-in workflow.
- For **Double opt-in process**, will your service provide a double opt-in experience for end users?
- For **Double opt-in user experience flow (optional)**, 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. The value must be 1 to 1500 characters.

12. In the **Compliance keywords and auto-responses** section, enter the following, then choose **Next**:

    - For **HELP response**, describe the end user experience when your user sends you an inbound message with the HELP keyword. The value must be 1 to 160 characters.
    - For **STOP response**, describe the end user experience when your user sends you STOP. The value must be 1 to 160 characters.
    - 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. The value must be 1 to 160 characters.
    - For **Opt-in confirmation message**, provide the message sent to recipients confirming with them that they've opted in to your service. The value must be 1 to 160 characters.

13. Review your entries on the **Review and submit** page, then choose **Submit registration**. After you submit, the registration is reviewed and its status is updated.

Long code registration

The following countries and regions require registering a long code or other dedicated number before you can send messages to recipients there. Select a country or region to review its requirements and the step-by-step registration process.

Australia long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Australia.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Australia.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Chile.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Denmark.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Finland.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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**.

Hong Kong long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Hong Kong.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

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 the long code request process.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Spain.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 long code registration

Registering a dedicated number is the first step in creating an origination identity.

To request a long code phone number, see the long code request process.

To register a short code number, see the short code request process.

Follow these directions to register your dedicated number in Italy.

Complete Common Dedicated Number registration form

1. Open the AWS End User Messaging 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 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 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 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
- Associating a long code with a 10DLC campaign
- 10DLC registration and monthly fees
- 10DLC cross-account access
- 10DLC brand registration form
- Resend a 10DLC brand email authentication in AWS End User Messaging
- 10DLC brand vetting form
- 10DLC campaign registration form

10DLC capabilities

> **Note**
>
> When your 10DLC campaign is approved, AWS End User Messaging 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 the SMS message-per-second 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 the 10DLC vetting process.

Throughput rates for 10DLC are determined by the US mobile carriers in cooperation with the Campaign Registry. Neither AWS End User Messaging 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 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 the 10DLC company registration. 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 the 10DLC vetting process. 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 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 the phone number request process, selecting a 10DLC number, 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.

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 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 the 10DLC company registration.
   - Register your 10DLC campaign (use case). For more information, see the 10DLC campaign registration.
   - 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*.

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 friendly name.

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 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 sms by country.
- 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

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 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 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 friendly name.

AWS End User Messaging'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 genai feedback.

In this section, you provide additional details about your 10DLC campaign.

To register a 10DLC campaign

1. Open the AWS End User Messaging 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 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 character.

      > **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 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 request long code.

Toll-free registration

Toll-free numbers in the following countries and regions require registration before you can send messages. Select a country or region to review its requirements and the step-by-step registration process.

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 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
- Toll-free number registration rejection reasons
- Toll-free number frequently asked questions
- US toll-free number registration form
- 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 SMS message content best practices.

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 editing a registration.

Reason for rejection

AWS End User Messaging rejection short description	AWS End User Messaging 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

AWS End User Messaging rejection short description	AWS End User Messaging rejection long description
	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 obtaining permissio n best practices.
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/applicatio n 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.
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.

AWS End User Messaging rejection short description	AWS End User Messaging rejection long description
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 obtaining permissio n best practices.

AWS End User Messaging rejection short description	AWS End User Messaging 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 obtaining permission best practices.
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 obtaining permission best practices.

AWS End User Messaging rejection short description	AWS End User Messaging 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 obtaining permission best practices.
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 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 the phone number request process 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 the toll-free number registration to complete the form. If you need to create a registration then follow the directions at creating a registration 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 the registration status 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 the toll-free number registration.

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 editing a registration.

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 console must be enabled with the `"sms-voice:*"` permission.

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 friendly name.

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 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**.

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)
United Kingdom	CRN	Company Registration Number	XXXXXXXX (8 chars)

Country	ID type	Full name	Format
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 associated with your BRN in official records	Update the company name to your exact legal entity name as it 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

Failure reason	Cause	Solution
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.

RCS registration

To send RCS messages in production, you register your AWS RCS Agent for each country you want to launch in. Each country launch creates a separate RCS for Business ID that is approved for each carrier in that country, and each country has its own registration type and requirements. For the overall registration and compliance process, see How to get set up. Select a country to review its registration requirements.

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 country launch registration fields and the overall registration and compliance process, see How to get set up.

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 How to get set up.

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 Juridica). 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.
- **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, check the spam or junk folder, add the `abrtelecom.com.br` sender domain to your email allowlist if your organization restricts external email, or resend the approval

email from the ABR Telecom status lookup page (choose **Reenviar E-mail de Aprovacao da Marca**).

For general compliance guidance that applies to all countries, see How to get set up.

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 country launch registration fields and the overall registration and compliance process, see How to get set up.

Registration form (console)

The Canada launch registration uses an extended form. It includes all fields from the standard country launch registration, plus additional sections for **Company information** (company ID, company name, DBA name, company website, legal entity type, stock symbol and exchange if publicly traded, company overview, and industry sector), a **Company address** (address lines, city, state/province, postal code, and country code), **Extended contact information** (a primary contact phone number in addition to the baseline contact details), and **RCS partner information** (RCS partner name, contact name, and contact email).

French compliance keywords

Canada 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.
- **ARRET response** (required) – The French equivalent of the STOP keyword response.
- **INFO response** (required) – A French-language informational keyword response.

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 general compliance guidance that applies to all countries, see How to get set up.

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. France uses the standard baseline registration form. For the baseline country launch registration fields and the overall registration and compliance process, see How to get set up.

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. Common mismatches that result in denial include using a trading name instead of the legal company name, abbreviating part of the company name, omitting legal suffixes (for example, SAS, SARL, or SA), or 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. 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. 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 How to get set up.

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. Germany uses the standard baseline registration form. For the baseline country launch registration fields and the overall registration and compliance process, see How to get set up.

> **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. The letter must be signed by the brand 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), and the letter can be signed by hand (scanned copy) or with a verified digital signature.

The Brand Verification Letter is a bilingual (English/German) form with fields for the brand owner (company name), brand name (RCS agent brand name), contact name, contact email (business address), and RBM supplier (enter `Infobip`). After filling in the fields, sign the letter and email it, with your brand logo attached, to `brandapproval@rcsbusinessmessaging.de`, CC `aws-end-user-messaging-rcs-approvals@amazon.com`. The email subject should be `RCS Brand Approval - [Your Brand 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.

Approval timeline

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 How to get set up.

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. For the baseline country launch registration fields and the overall registration and compliance process, see How to get set up.

Registration form (console)

The Mexico launch registration uses a custom form with one additional field beyond the standard baseline: a **Company name** field for your legal company name as registered in Mexico, which is required in addition to the brand display name. The form also collects brand information (auto-populated from your testing agent), use case selection, a screen recording, and privacy policy and terms of service URLs.

> **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 How to get set up.

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 country launch registration fields and the overall registration and compliance process, see How to get set up.

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 an email from your business email address to `aws-end-user-messaging-rcs-approvals@amazon.com` with the subject `RCS Brand Approval - [Your Brand Name]`, granting permission for Infobip to use your brand name and logo to send RCS messages to users of the Odido and VodafoneZiggo networks in the Netherlands, and including your Agent ID (RCS for Business ID).

> **Note**
>
> 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 How to get set up.

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 country launch registration fields and the overall registration and compliance process, see How to get set up.

Local presence requirement

Peru 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 How to get set up.

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. For the baseline country launch registration fields and the overall registration and compliance process, see How to get set up.

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, first register your company on the SGNIC portal, register an SMS Sender Name/ID (limited to 11 characters, spaces allowed), and wait for SGNIC approval of your SMS sender.

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.

Letter of Authorization (LOA)

The Singapore registration form collects brand information (the display name must match your SGNIC registered sender name), use case selection, a screen recording, privacy policy and terms of service URLs, your Singapore business registration document (Bizfile) from ACRA, and an RBM Letter of Authorization (LOA) template. Although the Bizfile and LOA fields are marked optional in the form, they are required for Singtel carrier approval – Singtel is the largest carrier in Singapore, so we strongly recommend providing both documents when you submit your registration.

Complete the LOA template with your date, brand owner company name and UEN, the authorized employees table, the protected Sender ID(s) table, brand contact information, and the authorized signatory signature.

> **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.

Carrier coverage

Singapore has four carriers with different requirements. Singtel requires the full SGNIC prerequisite, Bizfile, and LOA described above. M1, StarHub, and TPG follow the 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.

For general compliance guidance that applies to all countries, see How to get set up.

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. For the baseline country launch registration fields and the overall registration and compliance process, see How to get set up.

Registration form (console)

The Spain launch registration uses a custom form that collects brand information (auto-populated from your testing agent), use case selection, your legal company name, industry, company address (address, city, region, postal code, country), the brand contact mobile number in international format, estimated monthly volume, a screen recording, and privacy policy and terms of service

URLs. Spain does not require any out-of-band emails or third-party brand verification letters, but it 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 (Comision 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: obtain a qualifying digital certificate, register your RCS agent name in the National Alias Registry on the CNMC portal at https://tramites.cnmc.gob.es/formulario/213/, approve the CNMC verification email within 10 business days, and then submit your RCS country launch registration in the AWS End User Messaging console. For detailed instructions on the CNMC registration process, see the section called “Spain”.

> **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.

> **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 How to get set up.

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 that collects brand information, use case selection, your registered company name as it appears on Companies House, your industry, your registered company address, your Companies House registration number, a screen recording, and privacy policy and terms of service URLs.

> **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. CC `aws-end-user-messaging-rcs-approvals@amazon.com` on all emails you send as part of this process.

Step 1: Proactive brand approval email (Three and Vodafone). After you submit your registration, send a proactive brand approval email authorizing these carriers to enable RCS messaging for your brand. Send it to Three (`dan.cottle@three.co.uk`) and Vodafone (`wholesaleorders@vodafone.com`).

Step 2: Brand Assure verification (BT/EE). A third-party service called Brand Assure contacts your brand point of contact directly from `uksupport@brandassure.com` with 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, and add it to your allowlist before submitting your registration. The Brand Assure approval has a 30-day validity period; if it expires before your registration is complete, you must restart the process, which may incur additional fees.

Step 3: Aegis verification (O2). A third-party service called Aegis contacts your brand point of contact from `certify@aegismobile.com` with a two-factor authentication (2FA) PIN that you must use to complete the verification. The 2FA PIN is valid for 7 days and 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, and add it to your 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.

> **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 How to get set up.

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 country launch registration fields and the overall registration and compliance process, see How to get set up.

Registration form (console)

The US launch registration uses an extended form. It includes all fields from the standard country launch registration, plus additional sections for **Company information** (company ID or EIN, company name, DBA name, company website, legal entity type, stock symbol and exchange if publicly traded, company overview, and industry sector), a **Company address** (address lines, city, state/province, postal code, and country code), **Extended contact information** (a primary contact phone number in addition to the baseline contact details), and **RCS partner information** (RCS partner name, contact name, and contact email).

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 general compliance guidance that applies to all countries, see How to get set up.

Brand profiles

A brand profile stores your business identity — company details, contact information, addresses, compliance documents, and logos — in one place so you can reuse it across your SMS and RCS registrations instead of re-entering the same information each time. You store the information once as a set of flexible attributes, and AWS End User Messaging maps those attributes onto registration form fields when you register a sender.

A brand profile has a status of `ACTIVE`, `BLOCKED`, `PAUSED`, `CANCELLED`, or `FAILED`. You can protect a profile from accidental deletion by enabling deletion protection.

Brand profiles work in three steps: add your brand data as attributes, match those attributes to registration forms (optionally with AI-powered smart match), then submit and reuse the same profile across registration types.

Data handling for brand profiles

A brand profile stores the business identity information that you provide, including your company details, contact information, addresses, compliance documents, and logos. AWS End User Messaging stores this information in the AWS Region that you selected for AWS End User Messaging, and uses it to populate the registration form fields for the senders that you register.

Your brand profile information is encrypted at rest within the AWS boundary and encrypted in transit when it is transmitted across Amazon's secure network. When you reuse a brand profile across registrations, AWS End User Messaging maps the stored attributes onto each registration form rather than storing a separate copy for each registration. When you register a sender, the applicable registration information is shared with the regulatory body or carrier that reviews the registration for that country and number type. You can enable deletion protection on a brand profile to prevent accidental deletion.

Smart match is an optional feature that uses an AI model to map fields between your brand profile and a registration form semantically, so that the information lines up even when the profile attributes and the form fields are not named the same way.

When you use smart match, the feature may use AI models to process your request, depending on the model. When it does, AWS End User Messaging securely routes the inference request to compute resources within the geographic area where the request originated, so your data stays within your Region. For example, a request that originates in the European Union is processed within the European Union, a request from the United States within the United States, a request from Australia within Australia, and a request from Japan within Japan. If a request originates in a geographic area that is not listed, AWS End User Messaging processes it using the regional endpoint for the AWS Region that you selected for AWS End User Messaging. Your data is encrypted while it is transmitted across Amazon's secure network, and this processing does not change where your brand profile information is stored.

Topics

- Managing brand profiles
- Managing brand profile attributes
- Syncing brand profiles with registrations

Managing brand profiles

Create a brand profile to hold your business identity, view and list the profiles in your account, update a profile's name or deletion protection setting, and delete profiles you no longer need.

Topics

- Create a brand profile
- Get a brand profile
- List brand profiles
- Update a brand profile
- Delete a brand profile

Create a brand profile

A brand profile is a lightweight container that stores your business identity as a set of attributes. When you create a brand profile you choose how to populate it: start from scratch and add attributes yourself, or import from an existing registration and let AWS End User Messaging pre-fill the attributes for you. A new brand profile starts with a standard set of default attributes and is created with a status of `ACTIVE`. After you create it, add your company information, addresses, compliance documents, and logos with the attribute operations.

AWS Management Console

To create a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Brand profiles**.
3. On the **Brand profiles** page, choose **Create brand profile**.
4. In the **Source** section, choose **Start from scratch** to create an empty brand profile and fill in its attributes yourself.

> **Note**
>
> To pre-fill the brand profile from an existing registration instead, choose **Import from registration**. For more information, see the section called "Create a brand profile from a registration".

5. In the **Brand profile details** section, for **Name** enter a name for the brand profile. The name can be up to 64 characters and can contain letters, numbers, spaces, underscores, and hyphens.
6. (Optional) Expand **Tags** and choose **Add new tag** to add a key/value pair. You can add up to 50 tags.
7. Choose **Create brand profile**.

AWS CLI

To create a brand profile using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging create-brand-profile \
> --brand-profile-name MyBrandProfile
```

In the preceding command, make the following changes:

- Replace *MyBrandProfile* with a name for the brand profile. The name can be 1–64 characters and can contain letters, numbers, spaces, underscores, and hyphens.

To protect the brand profile from being deleted, add **--deletion-protection-enabled**. To apply tags, add **--tags key=*KeyName*,value=*Value***.

2. The response includes the brand profile ID, ARN, status, and the number of default attributes that were created:

```
{
    "brandProfileId": "bp-gkma20fagojtpys0e",
    "brandProfileArn": "arn:aws:end-user-messaging:us-east-1:123456789012:brand-profile/bp-gkma20fagojtpys0e",
    "brandProfileName": "MyBrandProfile",
```

```
    "status": "ACTIVE",
    "attributesCreated": 12,
    "deletionProtectionEnabled": false
}
```

After you create the brand profile, add your brand identity information with the attribute operations (see the section called "Create brand profile attributes"), or seed attributes from a registration type with the registration helper. To reuse the profile across senders, sync it to your registrations (see the section called "Syncing brand profiles with registrations").

Get a brand profile

View a single brand profile to see its name, ID, ARN, status, deletion protection setting, and timestamps.

AWS Management Console

To get a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Brand profiles**.
3. In the **Brand profiles** table, choose the brand profile **Name** to open its detail page.
4. On the **Overview** tab, review the **Brand profile details**: name, brand profile ID, ARN, creation date, and status.

AWS CLI

To get a brand profile using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging get-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e
```

   Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile.

2. The response resembles the following:

```
{
    "brandProfileId": "bp-gkma20fagojtpys0e",
    "brandProfileName": "MyBrandProfile",
    "brandProfileArn": "arn:aws:end-user-messaging:us-east-1:123456789012:brand-
profile/bp-gkma20fagojtpys0e",
    "status": "ACTIVE",
    "deletionProtectionEnabled": false
}
```

List brand profiles

List all of the brand profiles in your account and AWS Region. Each entry includes the profile name, ID, status, and creation date.

AWS Management Console

To list brand profiles using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Brand profiles**.
3. The **Brand profiles** page lists every brand profile in the current AWS Region, with its **Name**, **Brand profile ID**, **Status**, and **Creation date**. Use **Find brand profiles** to filter the list.

AWS CLI

To list brand profiles using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging list-brand-profiles
```

To page through large result sets, use **`--max-results`** and the **`--next-token`** value returned in the response.

Update a brand profile

Update a brand profile to change its name or its deletion protection setting. To change the brand identity information stored on the profile, update its attributes instead (see the section called "Update a brand profile attribute").

AWS Management Console

To update a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Brand profiles**.
3. Choose the brand profile **Name** to open its detail page.
4. Choose **Actions**, and then choose the edit option to change the name. To change deletion protection, use the **Deletion protection** tab and choose **Edit settings**.

AWS CLI

To update a brand profile using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging update-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --brand-profile-name MyRenamedProfile
```

  In the preceding command, make the following changes:

  - Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile.
  - Replace *MyRenamedProfile* with the new name.

  To change deletion protection, add **--deletion-protection-enabled** or **--no-deletion-protection-enabled**.

Delete a brand profile

Delete a brand profile you no longer need. If deletion protection is enabled on the profile, turn it off before you delete (see the section called “Update a brand profile”).

AWS Management Console

To delete a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, choose **Brand profiles**.
3. Select the option button next to the brand profile you want to delete, or open its detail page.
4. Choose **Delete** and confirm.

> **Note**
>
> If deletion protection is enabled, the delete fails until you disable it on the **Deletion protection** tab.

AWS CLI

To delete a brand profile using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging delete-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e
```

Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile. The request fails if deletion protection is enabled.

Managing brand profile attributes

Attributes hold your brand identity information on a brand profile as key/value pairs. Each attribute has a type of `TEXT`, `IMAGE`, or `DOCUMENT`, and an optional category that groups it in the

attributes table. Use the attribute operations to add, view, list, update, and delete the attributes on a profile.

Topics

- Create brand profile attributes
- Get a brand profile attribute
- List brand profile attributes
- Update a brand profile attribute
- Delete a brand profile attribute

Create brand profile attributes

Attributes hold your brand identity information — company details, addresses, compliance documents, and logos — as key/value pairs on the brand profile. Each attribute has a type of `TEXT`, `IMAGE`, or `DOCUMENT`. You can add up to 10 attributes in a single request. For `IMAGE` and `DOCUMENT` attributes, provide the file content directly or reference a file in Amazon S3, and AWS End User Messaging returns a download URL.

AWS Management Console

To add brand profile attributes using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Choose the brand profile **Name** to open its detail page, then choose the **Attributes** tab and choose **Add attribute**.
3. In the **Add attribute** dialog, choose how to add the attribute:
   - **Use a suggested attribute** — pick a **Category**, then a suggested **Attribute name**. The matching type is set for you.
   - **Create a custom attribute** — enter your own **Attribute name** (up to 256 characters), choose the **Type** (**Text**, **Image**, or **Document**), and optionally a **Category**.
4. For a **Text** attribute, enter the **Value** (up to 4,096 characters). For an **Image** or **Document** attribute, upload the file.
5. Choose **Add attribute**.

AWS CLI

To add brand profile attributes using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging create-brand-profile-attributes \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --attributes '[{"attributeName":"Company
 Name","attributeType":"TEXT","attributeValue":"Example
 Corp","category":"BUSINESS_IDENTITY"}]'
```

In the preceding command, make the following changes:

- Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile.
- If you set `category`, it must be one of the following values: `BUSINESS_IDENTITY`, `BUSINESS_ADDRESS`, `BUSINESS_CONTACT`, `MESSAGING_USE_CASE`, `OPT_IN_CONSENT`, `MESSAGE_CONTENT`, `COMPLIANCE_KEYWORDS`, `TERMS_AND_POLICY`, `BRAND_DISPLAY`, `SUPPORTING_DOCUMENT`, or `OTHER`. Any other value returns a `ValidationException`.
- In **`--attributes`**, provide 1–10 attribute objects. Each object sets `attributeName`, `attributeType` (`TEXT`, `IMAGE`, or `DOCUMENT`), and either `attributeValue` or `attachmentBody`, plus an optional `category` and `description`. For a `TEXT` attribute, set `attributeValue` to the text value. For an `IMAGE` or `DOCUMENT` attribute, either provide the file content as base64 in `attachmentBody` or set `attributeValue` to an Amazon S3 URL (`s3://`*`bucket`*`/`*`key`*) that points to the file.

Get a brand profile attribute

View a single attribute to see its value, type, category, and (for image and document attributes) a download URL for the stored file.

AWS Management Console

To get a brand profile attribute using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Attributes** tab.

3. Choose an attribute in the table to view its **Value**, **Type**, **Category**, and description.

AWS CLI

To get a brand profile attribute using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging get-brand-profile-attribute \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --attribute-name "Company Name"
```

Replace the placeholders with the ID or ARN of the brand profile and the attribute name. For `IMAGE` and `DOCUMENT` attributes, the response includes a `mediaDownloadUrl`.

List brand profile attributes

List every attribute on a brand profile. Each entry includes the attribute name, type, category, and when it was last updated.

AWS Management Console

To list brand profile attributes using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Attributes** tab.
3. The **Attributes** table lists every attribute on the profile with its name, category, description, and last-updated time. Use **Find attributes** to filter.

AWS CLI

To list brand profile attributes using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging list-brand-profile-attributes \
> --brand-profile-id bp-gkma20fagojtpys0e
```

Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile. Use **--max-results** and **--next-token** to page through results.

Update a brand profile attribute

Update an attribute to change its value, category, or description. For image and document attributes, upload new binary content to replace the stored file.

AWS Management Console

To update a brand profile attribute using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Attributes** tab.
3. Select the attribute and choose **Edit**. Change the value, category, or description, then save.

AWS CLI

To update a brand profile attribute using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging update-brand-profile-attribute \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --attribute-name "Company Name" \
> --attribute-value "Example Corporation"
```

  In the preceding command, make the following changes:

  - Replace the brand profile ID and attribute name placeholders.
  - For a text attribute, set **--attribute-value**. For an image or document attribute, set **--attachment-body** with the new content. You can also update **--category** and **--description**.

Delete a brand profile attribute

Delete an attribute you no longer need from a brand profile.

AWS Management Console

To delete a brand profile attribute using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Attributes** tab.
3. Select the attribute, choose the delete action, and confirm.

AWS CLI

To delete a brand profile attribute using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging delete-brand-profile-attribute \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --attribute-name "Company Name"
```

  Replace the placeholders with the ID or ARN of the brand profile and the name of the attribute to delete.

Syncing brand profiles with registrations

Sync connects a brand profile to your registrations in both directions. You can create or update registrations that are pre-filled from a brand profile, or create or update a brand profile from an existing registration. With smart match enabled, an AI model maps fields between the profile and the registration form semantically. These operations run asynchronously and return a job you can track.

Topics

- Create registrations from a brand profile
- Update registrations from a brand profile
- Create a brand profile from a registration
- Update a brand profile from a registration
- List registrations from a brand profile
- Track brand profile jobs

Create registrations from a brand profile

Create one or more new registrations that are pre-filled from a brand profile. You choose the registration types and AWS End User Messaging starts a registration for each, mapping the profile's attributes onto the registration form fields. With smart match enabled, an AI model maps the fields semantically.

> **Important**
>
> This operation creates draft registrations with the brand profile's attributes pre-filled, but it does not submit them. Review each registration, complete any remaining required fields, and submit it from the AWS End User Messaging console before it is processed.

AWS Management Console

To create registrations from a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page, choose **Actions**, and start a job (the **Create job** wizard opens).
3. On **Choose job type**, choose **Registration**, then choose **Next**.
4. On **Configure job**, for **Registration source** choose **Create new registrations**. Choose the **Registration types** and a quantity for each (up to 10 registrations total). Leave **Smart match** enabled to let AI map the fields.
5. Choose **Next**, review, and choose **Create**.

AWS CLI

To create registrations from a brand profile using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging create-registrations-from-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --registration-types US_TOLL_FREE_REGISTRATION
```

In the preceding command, make the following changes:

- Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile.
- In **--registration-types**, list 1–10 registration types to create.

Smart match is on by default; add **--no-smart-match** to turn it off. The response returns a job ID for each registration.

This operation runs asynchronously and returns a job ID for each registration. Track the job on the **Jobs** tab of the brand profile, or with the **GetJob** operation (see the section called "Track brand profile jobs").

Update registrations from a brand profile

Update registrations that are already associated with a brand profile so they pick up the profile's current attribute values. Choose how conflicts are resolved when a registration field already has a value.

AWS Management Console

To update registrations from a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page, choose **Actions**, and start a job.
3. On **Choose job type**, choose **Registration**, then **Next**.
4. On **Configure job**, for **Registration source** choose **Update existing registrations**. Select the registrations to update (up to 10). For **Attribute conflict resolution**, choose **Replace** (overwrite with the profile value) or **Preserve** (keep the existing value).
5. Choose **Next**, review, and choose **Create**.

AWS CLI

To update registrations from a brand profile using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging update-registrations-from-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --registration-ids reg-abc123 \
> --on-attribute-conflict REPLACE
```

In the preceding command, make the following changes:

- Replace the brand profile ID placeholder.
- In **`--registration-ids`**, list 1–10 registrations to update.
- Set **`--on-attribute-conflict`** to REPLACE or PRESERVE.

This operation runs asynchronously and returns a job ID for each registration. Track the job on the **Jobs** tab of the brand profile, or with the **GetJob** operation (see the section called “Track brand profile jobs”).

Create a brand profile from a registration

Create a new brand profile whose attributes are imported from an existing registration. This is the **Import from registration** path when you create a brand profile. With smart match enabled, an AI model maps the registration fields onto brand profile attributes.

AWS Management Console

To create a brand profile from a registration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
3. In the navigation pane, choose **Brand profiles**.
4. Choose **Create brand profile**. In the **Source** section, choose **Import from registration**.
5. For **Name**, enter a name for the new profile. For **Registration**, choose the registration whose details will populate the profile. Leave **Smart match** enabled to map the fields with AI.
6. Choose **Create brand profile**.

AWS CLI

To create a brand profile from a registration using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging create-brand-profile-from-registration \
> --brand-profile-name MyBrandProfile \
> --registration-id reg-abc123
```

In the preceding command, make the following changes:

- Replace *MyBrandProfile* with a name for the new profile.
- Replace *reg-abc123* with the ID or ARN of the registration to import from.

Smart match is on by default; add **--no-smart-match** to turn it off. Apply tags with **--tags**.

This operation runs asynchronously and returns a job ID for each registration. Track the job on the **Jobs** tab of the brand profile, or with the **GetJob** operation (see the section called “Track brand profile jobs”).

Update a brand profile from a registration

Import brand attributes from an existing registration into a brand profile you already have. The registration must be in the COMPLETE status. Attributes are imported asynchronously; choose how conflicts are resolved when the profile already has a matching attribute.

AWS Management Console

To update a brand profile from a registration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Attributes** tab, then choose **Import from registration**.
3. On **Import attributes from registration**, for **Registration** choose a registration (only registrations with status COMPLETE are listed). Leave **Smart match** enabled.

4. For **On attribute conflict**, choose **Replace** (overwrite the existing value) or **Preserve** (keep the existing value).
5. Choose **Submit**.

AWS CLI

To update a brand profile from a registration using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging update-brand-profile-from-registration \
> --brand-profile-id bp-gkma20fagojtpys0e \
> --registration-id reg-abc123 \
> --on-attribute-conflict REPLACE
```

In the preceding command, make the following changes:

- Replace the brand profile ID and registration ID placeholders.
- Set **`--on-attribute-conflict`** to REPLACE or PRESERVE.

This operation runs asynchronously and returns a job ID for each registration. Track the job on the **Jobs** tab of the brand profile, or with the **GetJob** operation (see the section called “Track brand profile jobs”).

List registrations from a brand profile

List the registrations that are associated with a brand profile. Each entry shows the registration ID, registration type, whether smart match was used, and when the association was created.

AWS Management Console

To list registrations from a brand profile using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Associated registrations** tab.
3. The **Associated registrations** table lists each associated registration with its **Registration ID**, **Registration type**, **Smart match used**, and **Created** date.

AWS CLI

To list registrations from a brand profile using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging list-registrations-from-brand-profile \
> --brand-profile-id bp-gkma20fagojtpys0e
```

Replace *bp-gkma20fagojtpys0e* with the ID or ARN of the brand profile. Use **--max-results** and **--next-token** to page through results.

Track brand profile jobs

The registration sync operations run asynchronously and each returns a job ID. Track a job to see whether it is PROCESSING, SUCCESS, or FAILED, along with the resources it created or updated and any error details. List jobs to see all jobs for a brand profile.

AWS Management Console

To track a brand profile job using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. Open the brand profile detail page and choose the **Jobs** tab.
3. The **Jobs** table lists each job with its operation type, status, and creation time. Choose a job to see the resources it affected and any error details.

AWS CLI

To track a brand profile job using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging get-job \
> --job-id job-abc123
```

Replace *job-abc123* with the job ID returned by a sync operation. The response includes the `status` (`PROCESSING`, `SUCCESS`, or `FAILED`), the affected resources, and any error code and message.

2. To list all jobs for a brand profile, use the following command:

```
$ aws endusermessaging list-jobs \
> --brand-profile-id bp-gkma20fagojtpys0e
```

You can filter with **`--status`** and **`--operation-type`**.

Registration reviewer

> **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. 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. AWS 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 AWS 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 AWS 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 AWS 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 AWS 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 still applies when you send SMS with AWS End User Messaging.

Using Gen-AI feedback

Using Gen-AI feedback (Console)

To receive feedback on your registration using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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`.

Sending and configuration

These features control how you send and respond to messages, including the configuration sets you apply to a send, the keywords recipients can text you, and the opt-out lists that suppress messages to recipients who have opted out.

Configuration sets

You can use the configurations in AWS End User Messaging to provision phone numbers or sender IDs to send SMS messages, MMS messages, or voice messages to your customers' mobile devices. AWS End User Messaging can send messages to recipients in over 200 countries and regions. In some countries and regions, you can also receive messages from your customers by using the two-way SMS feature. When you create a new AWS End User Messaging account, your account is placed in an SMS sandbox. This initially limits your monthly spending and who you can send messages to. For more information, see AWS End User Messaging sandbox.

To receive text messages using AWS End User Messaging, you should first obtain a dedicated number, you can then enable two-way SMS for it. Finally, you can specify the messages that AWS End User Messaging sends to customers when it receives incoming messages.

> **Note**
>
> When you configure SMS channel settings in AWS End User Messaging, your changes apply to other AWS services that send SMS messages, such as Amazon SNS.

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 the section called “Event destinations” 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
- Edit a configuration set in AWS End User Messaging
- Delete a configuration set in AWS End User Messaging
- View all configuration sets in AWS End User Messaging
- Manage tags for a configuration set in AWS End User Messaging
- Edit a configuration set protect configuration association in AWS End User Messaging
- Event destinations in AWS End User Messaging

Create a configuration set in AWS End User Messaging

Use the AWS End User Messaging console or AWS CLI to create a configuration set. After you have created a configuration set you should add an the section called “Event destinations” and protect configuration.

Creating a configuration set (Console)

To create a configuration set using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

To edit a configuration set using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the section called “Message feedback” for the configuration set.
6. Choose **Save changes**.

Delete a configuration set in AWS End User Messaging

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

View all configuration sets in AWS End User Messaging

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 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 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.

Manage tags for a configuration set in AWS End User Messaging

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 console to add, edit or delete a Tag.

Add a Tag (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

To change a configuration set's associated protect configuration, you can use the AWS End User Messaging console, the `AssociaterotectConfiguration` action in the AWS End User Messaging 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 console and the AWS CLI.

To learn more about protect configurations see protect configurations.

Edit a configuration set's protect configuration association (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the Edit a protect configuration association (AWS CLI) instructions on the Edit a protect configuration association (AWS CLI) tab.

Event destinations in AWS End User Messaging

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 the section called “Configuration sets”. 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 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 the section called “Configuration sets”.

Topics

- Event types for SMS, MMS, and voice
- Set up an Amazon CloudWatch event destination in AWS End User Messaging
- Set up an Amazon Data Firehose event destination in AWS End User Messaging
- Set up an Amazon SNS event destination in AWS End User Messaging

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 the list of supported file types
- **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 doesn't have permissions to access the file.

For examples of the event data that AWS End User Messaging publishes for SMS, MMS, and RCS messages, see the section called "Messaging Events".

Set up an Amazon CloudWatch event destination in AWS End User Messaging

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 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 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 the section called "Create a configuration set".

IAM policy for Amazon CloudWatch

Use the following example to create a policy for sending events to a CloudWatch group.

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

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 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:

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

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

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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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

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 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 the section called "Create a configuration set".

Topics

- IAM policy for Amazon Data Firehose
- Create an Amazon Data Firehose event destination in AWS End User Messaging
- Edit an Amazon Data Firehose event destination in AWS End User Messaging
- Delete an Amazon Data Firehose event destination in AWS End User Messaging

IAM policy for Amazon Data Firehose

Use the following example to create a policy for sending events to a Amazon Data Firehose stream.

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

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 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:

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

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

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 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 the section called “Configuration sets”.

Create Amazon Data Firehose event destination (Console)

To create an Amazon Data Firehose event destination using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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

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
- Edit an Amazon SNS event destination in AWS End User Messaging
- Delete an Amazon SNS event destination in AWS End User Messaging

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 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.

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

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.

> **Note**
>
> Use the AWS End User Messaging console to generate the example IAM policy for this event destination.

Create an Amazon SNS event destination in AWS End User Messaging

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 the section called “Configuration sets”.

Create an Amazon SNS event destination (Console)

To create an Amazon SNS event destination using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 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

Use the AWS End User Messaging 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 event destination using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 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

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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.

Keywords

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 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 responds with the configured keyword response.

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 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
- Manage keywords for a phone number
- Manage keywords for a phone pool

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 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.

Manage keywords for a phone number

Use the AWS End User Messaging console or AWS CLI to add, view, edit, and delete the keyword responses for an individual phone number.

Topics

- Add a keyword to a phone number in AWS End User Messaging

- View the keywords used by a phone number in AWS End User Messaging
- Edit a keyword used by a phone number in AWS End User Messaging
- Delete a keyword from a phone number in AWS End User Messaging

Add a keyword to a phone number in AWS End User Messaging

Use the AWS End User Messaging console or AWS CLI to customize the keyword responses for your phone number.

Add a keyword (Console)

Use the AWS End User Messaging console to add keywords to your phone number.

Add a keyword

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

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

Use the AWS End User Messaging console or AWS CLI to edit keyword responses for your phone number.

Edit a keyword (Console)

Use the AWS End User Messaging console to edit keywords.

To edit a keyword

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

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

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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**.

Manage keywords for a phone pool

Use the AWS End User Messaging console or AWS CLI to add, view, edit, and delete the keyword responses for a phone pool. When you manage a keyword on a pool, the change applies to the origination identities in that pool.

Topics

- Add a keyword to a phone pool in AWS End User Messaging
- View keywords used by a phone pool in AWS End User Messaging
- Edit a keyword in a phone pool
- Delete a keyword from a phone pool in AWS End User Messaging

Add a keyword to a phone pool in AWS End User Messaging

Use the AWS End User Messaging console or AWS CLI to customize the keyword responses for your phone pool.

Add a keyword (Console)

Use the AWS End User Messaging console to add keywords to your pool.

Add a keyword

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging console or AWS CLI to view the keyword responses for your phone pool.

View keywords (Console)

Use the AWS End User Messaging console to view keywords to your pool.

View a keyword

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 console or AWS CLI to edit keyword responses for your phone pool.

Edit a keyword (Console)

Use the AWS End User Messaging console to edit keywords in your pool.

To edit a keyword

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging console or AWS CLI to delete a keyword from your phone pool.

Delete a keyword (Console)

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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.

Opt-out lists

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 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 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
- Create an opt-out list in AWS End User Messaging
- View the details of an opt-out list in AWS End User Messaging
- Change the opt-out list for an originator
- Add a destination phone number to an opt-out list in AWS End User Messaging
- Search an opt-out list for a destination phone number in AWS End User Messaging
- Remove a destination phone number from an opt-out list in AWS End User Messaging
- Managing opt-out list phone numbers
- Delete an opt-out list in AWS End User Messaging
- Manage tags for an opt-out list in AWS End User Messaging
- List shared opt-out lists with the AWS CLI

Required AWS End User Messaging 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 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 automatically replies with a customizable message. In the case of incoming STOP messages, AWS End User Messaging 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, you can enable self-managed opt-outs.

When you enable this feature, there are three changes to the way that AWS End User Messaging handles incoming messages that your customers sends. First, it stops sending automatic responses to incoming HELP and STOP messages. Second, AWS End User Messaging 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 Amazon Connect for two-way SMS. For more information on using Amazon Connect with two-way SMS messaging, see Set up SMS messaging in the *Amazon Connect administrator guide*.

Set up self managed opt-outs for a phone pool or phone number in AWS End User Messaging

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 console at https://console.aws.amazon.com/end-user-messaging/.
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 console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the details of an opt-out list in AWS End User Messaging

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 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.

Change the opt-out list for an originator

Multiple origination identities can use the same opt-out list. You can view all of the origination identities that are linked to an opt-out list using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Add a destination phone number to an opt-out list in AWS End User Messaging

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging console to search an opt-out list to see if it contains a destination number.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

Use the AWS End User Messaging 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 console at https://console.aws.amazon.com/end-user-messaging/.
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.

Managing opt-out list phone numbers

Use the AWS End User Messaging console or AWS CLI to add or remove destination phone numbers from your opt-out list or to view the origination identities associated with the opt-out list.

Add a destination number (Console)

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.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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**

Search for an opted-out destination number (Console)

You can search an opt-out list to see if the opt-out list contains a destination number.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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**.

View originators (Console)

Multiple origination identities can use the same opt-out list. You can view a list of origination identities associated with an opt-out list in the **Linked origination numbers** tab.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 **Linked origination numbers** tab you can view all origination identities associated with the opt-out list.

Add a destination number (AWS CLI)

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.

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.

Remove a destination number (Console)

When you remove a phone number to an opt-out list that phone number will receive messages sent from an origination identity that is linked to the opt-out list.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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)

When you remove a phone number to an opt-out list that phone number will receive messages sent from an origination identity that is linked to the opt-out list.

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

Use the AWS End User Messaging 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

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 console to add or edit a Tag in your pool.

Manage tags (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the resource sharing documentation.

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 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 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 message size, throughput, and supported character sets, see Limits and quotas.

Using the message part preview

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 numbers

You can use the SMS simulator that is included with AWS End User Messaging 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 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, 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 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 console or with the AWS CLI. To request an origination simulator phone number in the AWS CLI follow the directions for requesting a phone number and use `SIMULATOR` for the number type.

Request an origination simulator phone number

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Destination simulator phone numbers

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

Country or region	Event type	Phone number
Hungary	Success	+36707178770
Hungary	Failure	+36707178772
Italy	Success	+394390009172
Italy	Failure	+394390009174
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

Country or region	Event type	Phone number
Sweden	Success	+46790645100
Sweden	Failure	+46790645102
Switzerland	Success	+41798075872
Switzerland	Failure	+41798075874
Taiwan	Success	+886903444630
Taiwan	Failure	+886903444632
United Kingdom	Success	+447860019066
United Kingdom	Failure	+447860019067
United States	Success	+14254147755
United States	Failure	+14254147167

Tracking and delivery

These features let you observe what happens to a message after you send it, including the delivery and engagement events that AWS End User Messaging emits, message feedback, and carrier lookup.

Messaging Events

AWS End User Messaging 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 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
- Registration status change example

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.

Attribute	Description
`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.
`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.

Attribute	Description
`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 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 information on message encoding, see the 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 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 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 the message parts information.
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 the section called “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 and it can take up to 72 hours for the final message status to be received.

Attribute	Description
`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 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 information on message encoding, see the 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 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 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 the message parts information.
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 the section called “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.
`destinationPhoneNumber`	The phone number that you attempted to send the message to.

Attribute	Description
`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 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 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 created to send the message. For more information on message parts, see the message parts information.
`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

RCS events use an eventType of RCS_DELIVERED, RCS_READ, and the related RCS status event types. Every RCS event also carries an rcsBusinessId and an agentIsoCountryCode that identify the RCS agent, which SMS and MMS events do not include. The originationPhoneNumber field contains the RCS agent ID when the message is delivered natively over RCS, and an E.164 phone number or short code when the message falls back to SMS.

Delivery event. A delivered message reports an eventType of RCS_DELIVERED and a messageStatus of DELIVERED. Rich RCS messages include billing metadata, where rcsMetadata.billingEventType is RICH:

```
{
    "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"
}
```

Read event. A read receipt reports an `eventType` of `RCS_READ` and a `messageStatus` of `READ`. A `RCS_DELIVERED` event is always sent before or together with the `RCS_READ` event:


```
{
    "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"
}
```


Delivery event within a conversation. When a message is part of an active conversation session, the delivery event adds the conversation fields and reports a `totalMessagePrice` and `totalCarrierFee` of `0.0`, because the one-time `conversationSessionFee` covers the message:


```
{
    "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 this event to your RCS event Amazon SNS topic when a conversation session begins. The `messageBody` is a JSON string:

```
{
    "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"
}
```

Inbound typing indicator. Inbound interaction events are delivered to the two-way Amazon SNS topic on your RCS agent, not to a configuration set event destination. The `messageBody` is a JSON string with a `type` of `RCS_TYPING`:

```
{
    "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"
}
```

Suggestion tap (postback). When a recipient taps a suggestion, you receive a postback on the two-way Amazon SNS topic. The `messageBody` carries the `postbackData` you configured on the suggestion:


```
{
    "originationNumber": "12679164820",
    "destinationNumber": "rcs-cb1e6e519e9049fabf8c0ae38e4d876b",
    "messageBody": "{\"type\":\"SUGGESTION\",\"text\":\"Open\",\"postbackData\":\"Open
\"}",
    "inboundMessageId":
 "nIMYZGrBUILWng0Qck0deqVaAoTSJY5PsktKYOBYJhVaTsrdMdrs714e8SLZAjD3"
}
```


To determine the delivery channel, inspect the `originationPhoneNumber` field. An RCS agent ID means the message was delivered over RCS; an E.164 phone number or short code means it was delivered over SMS, either directly or after RCS fallback.

RCS event types and fields

The following sections describe each RCS event type, the status values and fields it carries, and how to process it. The example payloads above show these events as they arrive at your event destination.

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.

> **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`.

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.

> **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 the RCS message expiration documentation.

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 the RCS per-message fallback documentation.

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.

For details on how to configure suggestions and their postback data, see the RCS suggestions documentation.

> **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 the RCS conversational pricing documentation.

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.

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.

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.

Registration status change example

Unlike the message events in the preceding sections, which you receive through a configuration set event destination, the registration status change event is published directly to Amazon EventBridge on the default event bus. emits this event whenever the status of a registration, such as a phone number or sender ID registration, changes. Create an EventBridge rule on the default event bus with a source of `aws.sms-voice` and a detail type of **Registration Status Change** to route it to a target. The event contains the data shown in the following example.

```
{
    "version": "0",
    "id": "a1b2c3d4-e5f6-7890-abcd-ef1234example",
    "detail-type": "Registration Status Change",
    "source": "aws.sms-voice",
    "account": "123456789012",
    "time": "2024-04-25T00:00:00Z",
    "region": "us-east-1",
    "resources": [
        "arn:aws:sms-voice:us-east-1:123456789012:registration/reg-12345example"
    ],
    "detail": {
        "registrationArn": "arn:aws:sms-voice:us-east-1:123456789012:registration/
reg-12345example",
        "registrationDetails": {
            "registrationId": "reg-12345example",
            "registrationVersionNumber": 1,
            "registrationType": "US_TEN_DLC_BRAND",
            "registrationStatusChangeTimestamp": 1714000000000,
            "currentStatus": "COMPLETE"
        }
    }
}
```

Field	Description
`detail-type`	The event type. For registration status changes, this is always **Registration Status Change**.
`source`	The service that published the event, which is always `aws.sms-voice` .
`resources`	A list containing the Amazon Resource Name (ARN) of the registration whose status changed.
`detail.registrationArn`	The Amazon Resource Name (ARN) of the registration.
`detail.registrationDetails.registrationId`	The unique identifier for the registration.
`detail.registrationDetails.registrationVersionNumber`	The version number of the registration that this status change applies to.
`detail.registrationDetails.registrationType`	The type of registration, such as `US_TEN_DLC_BRAND` , `US_TOLL_FREE` , or a sender ID registration type.
`detail.registrationDetails.registrationStatus`	The time, in Unix epoch milliseconds, when the registration status changed.

Field	Description
ChangeTimestamp	
detail.registrationDetails.currentStatus	The new status of the registration, such as CREATED, SUBMITTED, REVIEWING, REQUIRES_AUTHENTICATION, REQUIRES_UPDATES, COMPLETE, or DELETED.

Message feedback

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 the section called “Event destinations” 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
- Enable message feedback for a configuration set in AWS End User Messaging
- Send a message with message feedback in AWS End User Messaging
- Change a message feedback status record in AWS End User Messaging

How message feedback is processed in AWS End User Messaging

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 in AWS End User Messaging

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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

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 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

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.

Carrier lookup

AWS End User Messaging 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 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 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 API reference or carrier-lookup in the AWS AWS CLI Command Reference.

AWS CLI

To use the carrier lookup service using the AWS 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`.

Protection and limits

These features help you control where and how much you send, including SMS protect for country and phone number controls and the quotas that govern AWS End User Messaging resources and sending.

SMS Protect

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 AWS 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 the 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 the Notify configuration documentation.

Topics

- Using protect configurations in AWS End User Messaging
- Phone number override rules in AWS End User Messaging
- Managing unexpected blocks in SMS Protect

Using protect configurations in AWS End User Messaging

Use protect configurations to control which destination countries AWS End User Messaging 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 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.
  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 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 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.
  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 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.
  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
- Change a protect configuration country rules in AWS End User Messaging
- Change a protection configuration association in AWS End User Messaging
- Rename a protect configuration in AWS End User Messaging
- Set up deletion protection in AWS End User Messaging
- Delete a protect configuration in AWS End User Messaging
- Manage tags for a protect configuration in AWS End User Messaging
- View protect metrics in AWS End User Messaging

Create a protect configuration in AWS End User Messaging

To create a new protect configuration, you can use the AWS End User Messaging console, the `CreateProtectConfiguration` action in the AWS End User Messaging 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 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.

> **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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.

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.

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. 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

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 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 console and the AWS CLI.

> **Note**
>
> You can only change your MMS country rules list through the AWS End User Messaging and voice v2 API or AWS CLI.

Edit a protect configuration (Console)

To edit a protect configuration using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 the list of countries you can send SMS messages to.
  - Replace *Rule1* with ALLOW or BLOCK.
  - Replace *CountryISO2* with the two letter ISO country code. For a list of ISO country codes, see the list of countries you can send SMS messages to.
  - Replace *Rule2* with ALLOW or BLOCK.

Change a protection configuration association in AWS End User Messaging

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 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 console, the `AssociateProtectConfiguration` or `SetAccountDefaultProtectConfiguration` action in the AWS End User Messaging 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 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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
```

Rename a protect configuration in AWS End User Messaging

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 console at https://console.aws.amazon.com/end-user-messaging/.
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**.

Set up deletion protection in AWS End User Messaging

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 console, the `DeleteProtectConfiguration` action in the AWS End User Messaging 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 console and the AWS CLI.

Enable deletion protection (Console)

Enable deletion protection

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 console at https://console.aws.amazon.com/end-user-messaging/.
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**.

Delete a protect configuration in AWS End User Messaging

To delete a protect configuration, you can use the AWS End User Messaging console, the `DeleteProtectConfiguration` action in the AWS End User Messaging 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 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

Manage tags for a protect configuration in AWS End User Messaging

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 console, the `TagResource` and `UnTagResource` actions in the AWS End User Messaging 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 console and the AWS CLI.

Manage tags (Console)

Use the AWS End User Messaging console to add, edit or delete a Tag.

Manage tags (Console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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.

View protect metrics in AWS End User Messaging

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 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 the metrics dashboard, and monitoring SMS with CloudWatch.

How to view protect metrics

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

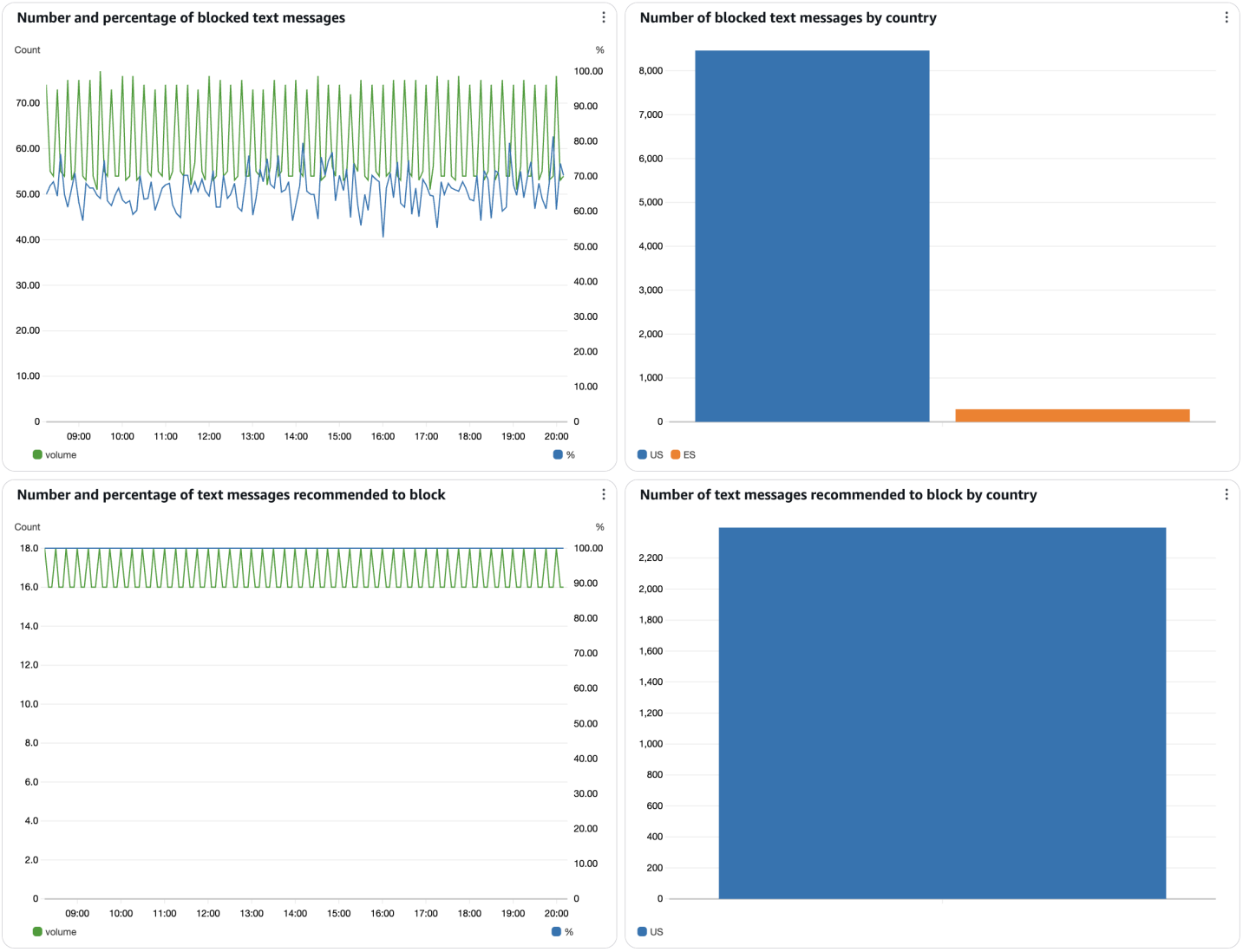
The protect metrics section provides information about messages that have been blocked and to which countries. These charts and metrics help you better understand message delivery.

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

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.

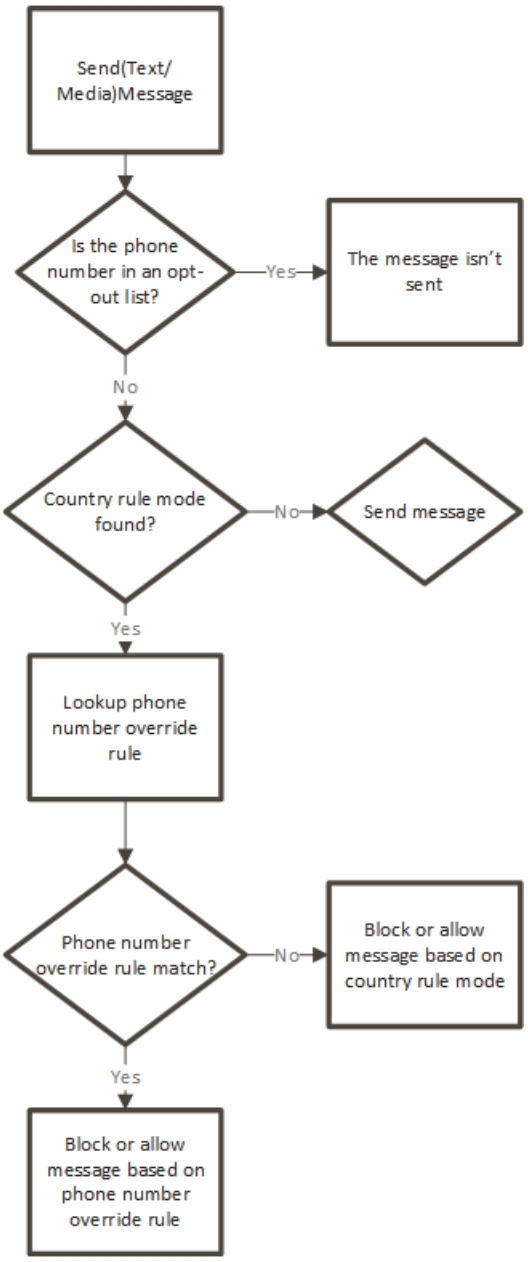
Additionally, you can integrate with your customer data platforms (CDPs), contact centers, or other internal tools to dynamically apply overrides based on customer value or support requests. For example, high-value customers identified in a CDP could receive SMS message allowlists, or a customer support 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
- Create a phone number override rule in AWS End User Messaging
- Query phone number override rule in AWS End User Messaging
- Edit a phone number override rule in AWS End User Messaging
- Delete a phone number override rule in AWS End User Messaging

How phone number override rules are processed in AWS End User Messaging

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

To create a new phone number override rule, you can use the AWS End User Messaging console, the PutProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging 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 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

To query phone number override rules, you can use the AWS End User Messaging console, the ListProtectConfigurationRuleSetNumberOverrides action in the AWS End User Messaging 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 console and the AWS CLI.

List phone number rule override (Console)

To query a phone number override rule using the AWS End User Messaging console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

To edit a phone number override rule, you can use the AWS End User Messaging console, the PutProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging 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 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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

To delete a phone number override rule, you can use the AWS End User Messaging console, the DeleteProtectConfigurationRuleSetNumberOverride action in the AWS End User Messaging 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 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 console, follow these steps:

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 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.
- **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.
- **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.

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.

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.

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.

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 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.

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.

Quotas

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.

The following table lists the Requests Per Second (RPS) quota for each resource of the AWS End User Messaging and Voice v2 API. All Resources are eligible for a rate increase 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
CreateVerifiedDestinationNumber	1
DeleteAccountDefaultProtectConfiguration	1
DeleteConfigurationSet	1

Resource	Default quota rate (requests per second)
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
DeleteVerifiedDestinationNumber	1
DeleteVoiceMessageSpendLimitOverride	1
DescribeAccountAttributes	1

Resource	Default quota rate (requests per second)
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
DescribeRcsAgents	1
DescribeRcsAgentCountryLaunchStatus	1
DescribeSenderIds	1

Resource	Default quota rate (requests per second)
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
PutRegistrationFieldValue	1
ReleasePhoneNumber	1
ReleaseSenderId	1

Resource	Default quota rate (requests per second)
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
TagResource	1
UntagResource	1
UpdateEventDestination	1

Resource	Default quota rate (requests per second)
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 the SMS sending rate limits for your destination country and originating phone number.	Yes, however, you might need to obtain a phone number that supports higher throughput. If you're unsure of which number type to use, contact AWS Support or your AWS account Manager for more information

Resource	Default quota	Eligible for increase
		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 AWS 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 Getting support for AWS End User Messaging SMS.
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
Number of dedicated phone numbers	25 per account	Yes

Resource	Default quota	Eligible for increase
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
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
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 originating phone number per second	1 message per second	No
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**.
   - (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 AWS Management Console.

To request a service quota increase

1. Sign in to the **AWS 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.

Notify

Notify lets you send and validate one-time passcodes across SMS, voice, and WhatsApp from a central brand identity, using a reusable passcode policy and channel templates.

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 such as a default template and an associated phone pool. You send templated SMS and voice code-verification messages against a Notify configuration without provisioning phone numbers or navigating carrier registration; AWS End User Messaging selects an appropriate identity and pre-approved template for you.

A configuration has the following properties: **Display name** (up to 15 characters, automatically reviewed for disallowed content), **Use case** (`CODE_VERIFICATION`), **Enabled channels** (`SMS`, `VOICE`, or both), **Enabled countries** (depends on your tier), an optional **Default template** and **Associated pool**, a **Tier** (`BASIC` or `ADVANCED`), **Deletion protection**, and tags. Its **Status** is `PENDING`, `ACTIVE`, `REJECTED`, or `REQUIRES_VERIFICATION`; you can send messages only when the status is `ACTIVE`.

For the guided setup walkthrough and for sending messages at scale, see the Setup Notify chapter.

Topics

- Create a Notify configuration
- View Notify configurations
- Update a Notify configuration
- Delete a Notify configuration

Create a Notify configuration

A Notify configuration is the central resource for Notify. When you create one, you provide a display name for your brand, a use case, and the channels to enable. AWS validates your account, configures fraud protection, assigns templates, and sets tier-appropriate limits. The display name is automatically reviewed for profanity, URLs, and other disallowed content using Amazon Bedrock; if it is rejected, the status is set to `REJECTED` with a rejection reason you can appeal through a support case.

AWS Management Console

To create a Notify configuration using the console

1. Open the AWS End User Messaging 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. Alphanumeric characters, underscores, hyphens, and spaces are allowed, up to 15 characters.
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 to enable deletion protection.
8. (Optional) Expand **Tags** to add tags.
9. Choose **Create Notify configuration**.

AWS CLI

To create a Notify configuration using the AWS CLI

- At the command line, enter the following 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
```

In the preceding command, make the following changes:

- Replace *MyBrand* with your brand display name (up to 15 characters).
- Set **--enabled-channels** to SMS, VOICE, or both.
- Set **--enabled-countries** to the ISO country codes you want to send to. Available countries depend on your tier.

To apply tags, add **--tags Key=*Environment*,Value=*Production***.

View Notify configurations

View the Notify configurations in your account and AWS Region to see each configuration's display name, use case, enabled channels and countries, tier, status, default template, associated pool, and deletion protection setting. You can view a single configuration by its ID or list all of them. In the AWS CLI, a single operation, `describe-notify-configurations`, does both: pass configuration IDs to view specific configurations, or omit them to list all configurations in the account.

AWS Management Console

To view Notify configurations using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Notify configurations**.
3. The **Notify configurations** page lists your configurations. Use the property filter to filter by display name, status, tier, or other properties.
4. To view the full details of a single configuration, choose its **Display name**.

AWS CLI

To view Notify configurations using the AWS CLI

1. To list all Notify configurations in your account, enter the following command:

```
$ aws pinpoint-sms-voice-v2 describe-notify-configurations
```

2. To view a specific configuration, add the **`--notify-configuration-ids`** option:

```
$ aws pinpoint-sms-voice-v2 describe-notify-configurations \
> --notify-configuration-ids nc-1234567890abcdef0
```

Replace *nc-1234567890abcdef0* with the ID of the Notify configuration. To filter the list by a property, add **`--filters Name=status,Values=ACTIVE`**.

Update a Notify configuration

You can update the enabled channels, enabled countries, default template, associated pool, and deletion protection settings of a Notify configuration.

AWS Management Console

To update a Notify configuration using the console

1. Open the AWS End User Messaging 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

To update a Notify configuration using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 update-notify-configuration \
> --notify-configuration-id nc-1234567890abcdef0 \
> --enabled-countries US CA GB DE FR
```

Replace *nc-1234567890abcdef0* with the ID of the configuration and set the values you want to change. Common updates:

- Set a default template with **--default-template-id *notify-code-verification-english-001***, or clear it with **--default-template-id UNSET_DEFAULT_TEMPLATE**.
- Associate a pool with **--pool-id *pool-1234567890abcdef0***, or disassociate it with **--pool-id UNSET_DEFAULT_POOL_FOR_NOTIFY**.
- Enable deletion protection with **--deletion-protection-enabled**.

Delete a Notify configuration

Delete a Notify configuration you no longer need. If deletion protection is enabled, you must disable it before you can delete the configuration.

AWS Management Console

To delete a Notify configuration using the console

1. Open the AWS End User Messaging 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**, type **`delete`** in the confirmation field, and choose **Delete**.

AWS CLI

To delete a Notify configuration using the AWS CLI

- At the command line, enter the following command:

```
$ aws pinpoint-sms-voice-v2 delete-notify-configuration \
> --notify-configuration-id nc-1234567890abcdef0
```

Replace *nc-1234567890abcdef0* with the ID of the configuration. The request fails if deletion protection is enabled.

Notify code configurations

A notify code configuration is a reusable one-time passcode (OTP) policy and message-template set that you apply when you send verifications. It defines how a passcode is generated — the code type, length, validity period, and maximum number of attempts — and holds per-channel templates for the text, voice, and WhatsApp channels. You define the rules once and reuse the configuration across any Notify configuration; any policy field you leave blank uses the service default at send time.

The verification runtime is a two-step flow: send a passcode to a recipient, then validate the passcode the recipient submits. A caller-supplied reference identifier binds a send to its later validate. The passcode policy is captured at send time, so updating a configuration does not affect verifications that are already in progress. You can protect a configuration from deletion with deletion protection.

Topics

- Create a notify code configuration
- Get a notify code configuration
- List notify code configurations
- Update a notify code configuration
- Delete a notify code configuration

- Send a passcode
- Validate a passcode

Create a notify code configuration

A notify code configuration is a reusable passcode policy and message-template set for one-time passcode verifications. It defines the code type, length, validity period, and maximum attempts, plus per-channel templates for the text, voice, and WhatsApp channels. Any policy field you leave blank uses the service default at send time.

AWS Management Console

To create a notify code configuration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. On the **Code configurations** page, choose **Create code configuration**.
4. Under **Configuration details**, for **Name** enter a display name (1–64 characters). The name does not need to be unique.
5. Under **Passcode policy**, set any of the following. Leave a field blank to use the service default at send time.
   - **Code type** — the character set for generated passcodes.
   - **Code length** — 4 to 8 characters (defaults to 6).
   - **Validity period (minutes)** — 1 to 60 minutes (defaults to 10).
   - **Maximum attempts** — 1 to 5 attempts (defaults to 3).
6. (Optional) Expand **Advanced settings** to add per-channel message templates for **Text**, **Voice**, and **WhatsApp**, a pre-approved notify template, and tags.
7. Choose **Create code configuration**.

AWS CLI

To create a notify code configuration using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging create-notify-code-configuration \
> --notify-code-configuration-name MyVerificationPolicy \
> --code-configuration-parameters
 codeLength=6,validityPeriodMinutes=10,maxAttempts=3
```

In the preceding command, make the following changes:

- Replace *MyVerificationPolicy* with a name for the configuration (1–64 characters).
- In **--code-configuration-parameters**, set any of `codeType`, `codeLength` (4–8), `validityPeriodMinutes` (1–60), and `maxAttempts` (1–5). Omit a value to use the service default at send time.

To add per-channel templates, use **--channel-parameters** (`text`, `voice`, `whatsApp`, `notify`). To protect the configuration, add **--deletion-protection-enabled**.

2. The response resembles the following:

```
{
    "notifyCodeConfiguration": {
        "notifyCodeConfigurationId": "cc-3bnvvqhwq05xr3fkj",
        "notifyCodeConfigurationName": "MyVerificationPolicy",
        "codeConfigurationParameters": {"codeLength": 6,
 "validityPeriodMinutes": 10, "maxAttempts": 3},
        "deletionProtectionEnabled": false
    }
}
```

Get a notify code configuration

View a single notify code configuration to see its passcode policy, channel templates, deletion protection setting, and identifiers.

AWS Management Console

To get a notify code configuration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.

2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. Choose the configuration **Name** to open its detail page.
4. On the **Configuration details** and **Settings** areas, review the ID, ARN, code type, length, validity, maximum attempts, deletion protection, and the per-channel templates.

AWS CLI

To get a notify code configuration using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging get-notify-code-configuration \
> --notify-code-configuration cc-3bnvvqhwq05xr3fkj
```

Replace *cc-3bnvvqhwq05xr3fkj* with the ID or ARN of the notify code configuration.

List notify code configurations

List the notify code configurations in your account and AWS Region. Each entry shows the name, ID, code type, code length, and creation date.

AWS Management Console

To list notify code configurations using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. The **Code configurations** page lists every configuration with its **Name**, **Code configuration ID**, **Code type**, **Code length**, and **Creation date**. Use **Find code configurations** to filter.

AWS CLI

To list notify code configurations using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging list-notify-code-configurations
```

Use **`--max-results`** and **`--next-token`** to page through results.

Update a notify code configuration

Update a notify code configuration to change its passcode policy, channel templates, name, or deletion protection setting. The updated policy applies to new verifications; verifications already in progress keep the policy captured when they were sent.

AWS Management Console

To update a notify code configuration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. Choose the configuration **Name** to open its detail page, then choose **Edit**.
4. Change the passcode policy, channel templates, or name, then save. To change deletion protection, use the **Deletion protection** tab.

AWS CLI

To update a notify code configuration using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging update-notify-code-configuration \
> --notify-code-configuration cc-3bnvvqhwq05xr3fkj \
> --code-configuration-parameters codeLength=8,validityPeriodMinutes=15
```

In the preceding command, make the following changes:

- Replace *`cc-3bnvvqhwq05xr3fkj`* with the ID or ARN of the configuration.
- Set the policy fields in **`--code-configuration-parameters`** and channel templates in **`--channel-parameters`** that you want to change.

Delete a notify code configuration

Delete a notify code configuration you no longer need. Verifications that are already in progress are unaffected because their policy was captured at send time. If deletion protection is enabled, turn it off before you delete.

AWS Management Console

To delete a notify code configuration using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Code configurations**.
3. Select the option button next to the configuration, or open its detail page.
4. Choose **Delete** and confirm.

> **Note**
>
> If deletion protection is enabled, the delete fails until you disable it on the **Deletion protection** tab.

AWS CLI

To delete a notify code configuration using the AWS CLI

- At the command line, enter the following command:

```
$ aws endusermessaging delete-notify-code-configuration \
> --notify-code-configuration cc-3bnvvqhwq05xr3fkj
```

Replace *cc-3bnvvqhwq05xr3fkj* with the ID or ARN of the configuration. The request fails if deletion protection is enabled.

Send a passcode

Send a one-time passcode to a recipient over the text, voice, or WhatsApp channel. The passcode policy is captured from the referenced notify code configuration at send time, so later updates to

the configuration do not affect verifications already in progress. Supply a reference identifier to bind this send to a later validate request. In the console, you can send a test verification without creating any resources.

AWS Management Console

To send a passcode using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Testing**, then choose the **Send code** tab.
3. Under **Step 1: Select a channel and sender type**, choose a **Channel** (**Text**, **Voice**, or **WhatsApp**). For **Send using**, choose **Use Notify Configuration** (origination and template come from the configuration) or **Bring your own origination** (choose a phone number, pool, sender ID, or RCS agent and write an inline template).
4. Under **Step 2: Choose a destination**, enter the **Destination phone number** in E.164 format.
5. Under **Step 3: Choose a code configuration**, select a code configuration. (Optional) Expand **Advanced options** to override the passcode policy, set a message template, add request context, set a **Reference ID**, or restrict destination countries.
6. Choose **Send verification code**.

AWS CLI

To send a passcode using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging send-notify-code-verification \
> --channel TEXT \
> --origination-identity +15550000000 \
> --destination-identity +15550123456 \
> --notify-code-configuration cc-3bnvvqhwq05xr3fkj \
> --reference-id signup-flow-1
```

   In the preceding command, make the following changes:

   - Set **`--channel`** to `TEXT`, `VOICE`, or `WHATSAPP`.

- Replace *+15550000000* with your origination identity (phone number, sender ID, or pool).
- Replace *+15550123456* with the recipient (an E.164 phone number for text and voice, or a WhatsApp address).
- Set **`--notify-code-configuration`** to the configuration that supplies the policy and templates. If you omit it, supply the template inline with **`--override-channel-parameters`**.
- Set the same **`--reference-id`** here and in the validate request to bind the two together.

Use **`--override-code-configuration-parameters`** to override the policy for a single send.

2. The response resembles the following:

```
{
    "messageId": "sms-abc123",
    "verificationId": "ver-xyz789"
}
```

Validate a passcode

Validate a passcode that a recipient submitted. Validation succeeds when the passcode matches, the validity period has not elapsed, and the maximum number of attempts has not been exceeded. If you set a reference identifier on the send request, supply the same value here so validation matches only codes sent with that identifier. The result is `VALID` or `INVALID`.

AWS Management Console

To validate a passcode using the console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/sms-voice/.
2. In the navigation pane, under **Notify**, choose **Testing**, then choose the **Validate code** tab.
3. Enter the **Destination phone number** that received the code and the **Verification code**. (Optional) Enter the **Reference ID** used on the send request.
4. Choose **Validate code**.

AWS CLI

To validate a passcode using the AWS CLI

1. At the command line, enter the following command:

```
$ aws endusermessaging validate-notify-code-verification \
> --destination-identity +15550123456 \
> --code 483921 \
> --reference-id signup-flow-1
```

   In the preceding command, make the following changes:

   - Replace *+15550123456* with the recipient that received the code.
   - Replace *483921* with the passcode the recipient submitted.
   - Set **`--reference-id`** to the same value used on the send request, if any.

   The response `status` is `VALID` or `INVALID`.

2. The response resembles the following:

```
{
    "status": "VALID"
}
```

WhatsApp

These features support interactive and templated WhatsApp messaging, including WhatsApp Flows, WhatsApp Voice calling, and reusable WhatsApp message templates.

WhatsApp Flows

WhatsApp Flows enable businesses to create interactive, multi-screen experiences that users can complete without leaving WhatsApp. Flows support data collection, form submissions, and complex UI components like text inputs, radio buttons, checkboxes, date pickers, and dropdown menus. Use Flows to build experiences such as appointment booking, lead generation forms, customer surveys, and shopping flows.

With AWS End User Messaging, you can manage your WhatsApp Flows directly through the AWS End User Messaging console or by using the AWS End User Messaging API. You can create, update, publish, preview, deprecate, and delete Flows without needing to use the Meta console or Meta's APIs directly.

Flows are associated with your WhatsApp Business Account (WABA). Each Flow is defined by a JSON schema that describes its screens, components, and logic. For more information about the Flow JSON schema, see Flow JSON in the *Meta WhatsApp Business Platform documentation*.

Flows support two modes:

- **Static Flows** — All screens, components, and navigation logic are defined in the Flow JSON. No endpoint is required.
- **Dynamic Flows** — Screens fetch data from your own HTTPS endpoint at runtime using the `data_exchange` action. This enables personalized, data-driven experiences where screen content and navigation depend on your backend logic. For more information, see Setting up Dynamic Flows.

Topics

- Key concepts
- Understanding Flow status
- Creating and editing WhatsApp Flows
- Setting up Dynamic Flows
- Publishing, deprecating, and previewing WhatsApp Flows
- Sending WhatsApp Flows to users
- Receiving Flow responses and status changes
- Limitations and considerations

Key concepts

Flow

> An interactive, multi-screen experience defined by a JSON schema that users complete within WhatsApp.

Flow JSON

The JSON definition that describes the Flow's screens, components, and logic. Maximum size is 10 MB. We recommend using JSON version 7.3.

Flow category

A classification that describes the business purpose of the Flow. Categories include: Sign Up, Sign In, Appointment Booking, Lead Generation, Contact Us, Customer Support, Survey, Shopping, and Other.

Flow status

The lifecycle state of a Flow. See Understanding Flow status.

Flow token

A unique identifier you provide when sending a Flow to track the session. The token is returned in the Flow response webhook when the user completes the Flow.

Dynamic Flow

A Flow that calls your own HTTPS endpoint at runtime using the `data_exchange` action to fetch screen content and decide navigation. The Flow JSON must declare `data_api_version` and the Flow must have an `endpoint_uri` registered. For more information, see Setting up Dynamic Flows.

Business public key

An RSA-2048 public key that Meta uses to encrypt data-exchange requests end-to-end. You upload the public key through AWS End User Messaging and hold the corresponding private key at your endpoint for decryption. You can provide a PEM-encoded key directly or reference an AWS KMS asymmetric key.

Understanding Flow status

Each WhatsApp Flow has a status that represents its lifecycle state. The status determines what actions you can take on the Flow.

Flow status values

Status	Description	Allowed actions
DRAFT	Initial state when a Flow is created. The Flow can be edited and tested but cannot be sent to users.	Update, update assets, publish, delete, preview
PUBLISHED	The Flow is available for use in template messages and can be sent to users. Published Flows cannot be edited directly.	Deprecate, preview. To edit, update assets (which reverts to DRAFT).
DEPRECATED	The Flow is no longer recommended for use. This is an irreversible state.	None (terminal state)
BLOCKED	Meta has blocked the Flow due to integrity or policy violations.	Contact Meta support
THROTTLED	Meta has temporarily throttled the Flow.	Wait for throttling to be lifted

Important

Publishing and deprecating a Flow are irreversible operations. Once a Flow is published, you cannot revert it to DRAFT directly. However, updating a published Flow's assets (JSON definition) will revert it to DRAFT status, requiring you to re-publish.

Meta sends a webhook notification each time a Flow's status changes. You receive these notifications through your configured event destination. For more information, see Receiving Flow responses and status changes.

Creating and editing WhatsApp Flows

You can create a WhatsApp Flow using the AWS End User Messaging console or the AWS End User Messaging API. When you create a Flow, it is placed in DRAFT status. You can optionally provide a Flow JSON definition at creation time, or add it later using the update assets operation.

Creating a Flow (console)

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Choose **Business account**, and then choose a WABA.
3. Choose the **Flows** tab.
4. Choose **Create flow**.
5. For **Flow name**, enter a unique name for your Flow. Flow names must be unique within the WABA (maximum 200 characters).
6. For **Category**, select one or more categories that describe the business purpose of your Flow. At least one category is required. Available categories are:
   - Sign Up
   - Sign In
   - Appointment Booking
   - Lead Generation
   - Contact Us
   - Customer Support
   - Survey
   - Shopping
   - Other
7. For **Template**, choose a pre-built template to start from, or choose **Default** to start with a blank Flow. The following templates are available without an endpoint:
   - **Default** — A blank starting template
   - **Collect purchase interest** — Collect information from potential buyers
   - **Get feedback** — Gather customer feedback
   - **Send a survey** — Create a multi-question survey
   - **Customer support** — Collect support request details
8. Choose **Create**.

After you create the Flow, you can edit the Flow JSON to customize the screens and components. The Flow preview on the right side of the page shows a live preview of how your Flow will appear to users in WhatsApp.

Creating a Flow (API)

Use the `CreateWhatsAppFlow` API to create a new Flow. The following example uses the AWS CLI to create a Flow with a name and category:

```
aws socialmessaging create-whatsapp-flow \
    --id {WABA_ID} \
    --flow-name "my_lead_generation_form" \
    --categories '["LEAD_GENERATION"]'
```

The response includes the Flow ID assigned by Meta:

```
{
    "flowId": "{FLOW_ID}",
    "validationErrors": []
}
```

You can also provide a Flow JSON definition at creation time and publish immediately:

```
aws socialmessaging create-whatsapp-flow \
    --id {WABA_ID} \
    --flow-name "appointment_booking" \
    --categories '["APPOINTMENT_BOOKING"]' \
    --flow-json fileb://flow.json \
    --publish
```

> **Note**
>
> If you include `--publish`, the Flow JSON must be valid and pass Meta's validation. If there are validation errors, the Flow is created in DRAFT status and the errors are returned in the `validationErrors` field.

To clone an existing Flow within the same WABA:

```
aws socialmessaging create-whatsapp-flow \
```

```
    --id {WABA_ID} \
    --flow-name "lead_form_v2" \
    --categories '["LEAD_GENERATION"]' \
    --clone-flow-id {FLOW_ID}
```

Updating a Flow

There are two types of updates you can make to a Flow:

- **Update metadata** — Change the Flow name, categories, endpoint URI, or attached Meta app using `UpdateWhatsAppFlow`.
- **Update assets** — Change the Flow JSON definition using `UpdateWhatsAppFlowAssets`.

> **Important**
>
> Updating a published Flow's assets reverts its status to DRAFT. You must re-publish the Flow for it to be available for use in messages.

The following example updates a Flow's name:

```
aws socialmessaging update-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID} \
    --flow-name "updated_lead_form"
```

The following example updates a Flow's JSON definition:

```
aws socialmessaging update-whatsapp-flow-assets \
    --id {WABA_ID} \
    --flow-id {FLOW_ID} \
    --flow-json fileb://updated_flow.json
```

If the Flow JSON contains validation errors, they are returned in the response. You must fix these errors before you can publish the Flow.

Listing and viewing Flows

Use `ListWhatsAppFlows` to see all Flows for a WABA, and `GetWhatsAppFlow` to retrieve details about a specific Flow.

List all Flows:

```
aws socialmessaging list-whatsapp-flows \
    --id {WABA_ID}
```

Get details for a specific Flow:

```
aws socialmessaging get-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

The `GetWhatsAppFlow` response includes the Flow status, categories, validation errors, JSON version, preview information, and health status.

To retrieve the Flow JSON definition (assets), use `ListWhatsAppFlowAssets`:

```
aws socialmessaging list-whatsapp-flow-assets \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

The response includes a presigned download URL for the Flow JSON file. The URL expires after a short period. No additional authentication is needed to download the file from the URL.

Deleting a Flow

You can only delete Flows that are in DRAFT status. Published or deprecated Flows cannot be deleted.

To delete a Flow using the console, select the Flow on the **Flows** tab and choose **Delete**.

To delete a Flow using the API:

```
aws socialmessaging delete-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

> **Warning**
>
> Deleting a Flow is permanent and cannot be undone.

Setting up Dynamic Flows

A Dynamic Flow calls your own HTTPS endpoint at runtime to fetch screen content and decide navigation. Static Flows define all screens in the Flow JSON. Dynamic Flows instead use the `data_exchange` action to request data from your endpoint each time a user navigates between screens. This enables personalized, data-driven experiences such as showing a user their open orders, validating input server-side, or branching based on a backend decision.

When a user interacts with a Dynamic Flow, Meta calls your endpoint directly with an encrypted request. Your endpoint decrypts the request, runs your business logic, encrypts the response, and returns it to Meta. The encrypted request and response pass directly between Meta and your endpoint, so AWS End User Messaging never has access to the decrypted content of these exchanges. AWS End User Messaging manages the control plane: creating and updating Flows, uploading the encryption public key, and delivering Flow health webhooks.

To set up a Dynamic Flow, you complete the following steps:

1. Deploy an HTTPS endpoint.
2. Upload a business public key for encryption.
3. Create the Flow with your endpoint URI.
4. Attach your Meta app for request verification.
5. Publish the Flow.

Step 1: Deploy an HTTPS endpoint

Your endpoint must meet the following requirements:

- Publicly accessible HTTPS URL with a valid TLS certificate.
- Responds within 10 seconds. Meta enforces a hard timeout and monitors p90 latency. Endpoints that consistently exceed the latency threshold or return errors may be throttled or blocked.
- Accepts POST requests containing encrypted JSON payloads.
- Returns encrypted responses as `text/plain` (base64-encoded).

You can use any compute option that provides a public HTTPS URL. Common approaches include:

- **AWS Lambda function URL** — A single function with a built-in HTTPS endpoint. Set the authorization type to `NONE` because Meta does not use Signature Version 4. You authenticate

requests using the business encryption key pair you configure in Step 2: Upload a business public key.

- **Amazon API Gateway with Lambda** — Provides additional controls such as resource policies to restrict source IPs, AWS WAF rules, and throttling.
- **Elastic Load Balancing with Lambda targets** — Useful when you want to combine with existing load-balanced infrastructure.
- Any other HTTPS server (containers, Amazon EC2 instances, or external services).

Your endpoint must implement Meta's data-exchange contract, which handles the following request types:

- **Health check** — Meta sends periodic `ping` requests to verify your endpoint is available. Respond with `{"data": {"status": "active"}}`.
- **INIT** — Sent when a user opens the Flow. Return the initial screen and its data.
- **data_exchange** — Sent each time a user submits a screen. Return the next screen and its data.
- **BACK** — Sent when a user navigates back to a previous screen.

For the complete endpoint implementation guide, including encryption and decryption code samples in multiple languages, see Implementing your Flow endpoint on the Meta for Developers website.

Step 2: Upload a business public key

Meta encrypts all data-exchange requests end-to-end using your RSA (Rivest-Shamir-Adleman) public key. Your endpoint decrypts the requests using the corresponding private key. AWS End User Messaging uploads the public key to Meta on your behalf but never accesses or stores the private key.

Use the `PutWhatsAppBusinessPublicKey` API to upload a public key for a phone number. You must provide exactly one of the following:

- **PEM-encoded RSA public key** — Provide the key directly. Your endpoint holds the corresponding private key for decryption.
- **AWS KMS key ARN** — Provide the ARN of an asymmetric RSA-2048 KMS key. AWS End User Messaging reads only the public half using `kms:GetPublicKey` and uploads it to Meta. The

private key never leaves AWS KMS. Your endpoint uses `kms:Decrypt` to decrypt requests at runtime.

Providing both or neither returns an `InvalidParametersException`.

PEM mode

Generate an RSA key pair and upload the public key:

```
# Generate a key pair
openssl genrsa -out private.pem 2048
openssl rsa -in private.pem -pubout -out public.pem

# Upload the public key
aws social-messaging put-whatsapp-business-public-key \
    --origination-phone-number-id {PHONE_NUMBER_ID} \
    --business-public-key "$(cat public.pem)"
```

Store the private key securely and make it available to your endpoint for decryption.

AWS KMS mode

Create an asymmetric RSA KMS key and upload its ARN:

```
# Create the KMS key
KMS_KEY_ARN=$(aws kms create-key \
    --key-spec RSA_2048 \
    --key-usage ENCRYPT_DECRYPT \
    --description "WhatsApp Dynamic Flow encryption key" \
    --query KeyMetadata.Arn --output text)

# Upload the KMS key ARN
aws social-messaging put-whatsapp-business-public-key \
    --origination-phone-number-id {PHONE_NUMBER_ID} \
    --kms-key-arn $KMS_KEY_ARN
```

The KMS key policy must grant the following permissions:

- `kms:GetPublicKey` to the `social-messaging.amazonaws.com` service principal. This allows AWS End User Messaging to read the public key and upload it to Meta.

- `kms:Decrypt` to your endpoint's execution role. This allows your endpoint to decrypt incoming data-exchange requests. AWS End User Messaging never calls `kms:Decrypt` on this key.

Verifying the key

Use the `GetWhatsAppBusinessPublicKey` API to verify the stored key and check Meta's signing status:

```
aws social-messaging get-whatsapp-business-public-key \
    --origination-phone-number-id {PHONE_NUMBER_ID}
```

The response includes the stored PEM and Meta's signing status (`VALID` or `MISMATCH`). A `MISMATCH` status indicates that the stored key does not match what Meta expected. Upload a new key if you see this status.

Step 3: Create the Flow with an endpoint

When creating a Dynamic Flow, provide the `--endpoint-uri` parameter with your HTTPS endpoint URL. The Flow JSON must also declare `data_api_version`, which tells Meta to call your endpoint during Flow sessions.

```
aws social-messaging create-whatsapp-flow \
    --id {WABA_ID} \
    --flow-name "my_dynamic_flow" \
    --categories '["OTHER"]' \
    --flow-json fileb://flow.json \
    --endpoint-uri "https://your-endpoint.example.com/flow"
```

You can also add or change the endpoint on an existing DRAFT Flow using `UpdateWhatsAppFlow`:

```
aws social-messaging update-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID} \
    --endpoint-uri "https://your-endpoint.example.com/flow"
```

> **Note**
>
> When you publish a Dynamic Flow, Meta performs a synchronous health check against your endpoint. If the endpoint does not respond or returns an error, the publish operation fails

with a Meta error such as `131000` (verify that the endpoint is available and that you've implemented a health check). A missing or invalid business public key can also cause this error. Before publishing, ensure that your endpoint is deployed and responding to `ping` requests, and that you have uploaded a valid business public key (see Step 2: Upload a business public key).

To verify the endpoint and data API version configured for a Flow, use `GetWhatsAppFlow`:

```
aws social-messaging get-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

The response includes the `endpointUri` as Meta holds it, the `dataApiVersion` declared in the Flow JSON, and the currently attached `application`.

Step 4: Attach your Meta app for request verification

By default, when you create a Flow through AWS End User Messaging, it is associated with the service's Meta app. To verify that data-exchange requests to your endpoint originate from Meta, attach your own Meta app to the Flow. Without your own app attached, request-origin verification is not possible. Attaching your app gives you access to the app secret needed to verify the `X-Hub-Signature-256` HMAC header that Meta includes on each request.

```
aws social-messaging update-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID} \
    --meta-app-id "{YOUR_META_APP_ID}"
```

The Meta app must be owned by the same business that owns the WhatsApp Business Account (WABA).

Important

Attaching your own Meta app is a one-way operation. After you attach your app, the service's app cannot be reattached. This does not affect Flow functionality. Only a new Flow resets the app association.

You can set `--endpoint-uri` and `--meta-app-id` in the same call or in separate calls. The two fields are independent.

After attaching your app, verify the configuration by calling `GetWhatsAppFlow` and checking the `application` field in the response. The `application.id` should match the Meta app ID you provided.

Securing your endpoint

Because Meta calls your endpoint directly, consider the following security practices:

- **Verify request signatures** — If you attached your own Meta app (Step 4), use the app secret to verify the `X-Hub-Signature-256` HMAC-SHA256 header on each request. This confirms the request originated from Meta. Return HTTP status 432 if verification fails.
- **Validate flow tokens** — Generate a unique, unpredictable `flow_token` for each Flow session when sending the Flow to a user. Your endpoint receives the token inside the encrypted payload and should validate it against active sessions. Reject requests with unknown, expired, or already-completed tokens. This prevents unauthorized or replayed requests from reaching your business logic.
- **Handle health checks without token validation** — Meta sends periodic `ping` requests to monitor endpoint health. These requests do not contain a `flow_token`. Respond to health checks without requiring token validation, because rejecting them degrades your endpoint's availability score.
- **Return appropriate status codes** — Return 421 if your endpoint cannot decrypt the request (Meta refetches the public key and retries). Return 427 if the `flow_token` is invalid (Meta disables the Flow button for that session).

Writing a Dynamic Flow JSON

A Dynamic Flow JSON differs from a static Flow JSON in two ways:

1. The top-level `data_api_version` field is required. This tells Meta to call your endpoint during Flow sessions. Supported values are `"3.0"` and `"4.0"` (recommended).
2. Screen footers use the `data_exchange` action instead of `navigate`. Each `data_exchange` action sends the form data to your endpoint, which returns the next screen and its content.

The following example shows a minimal Dynamic Flow JSON with two screens. The first screen collects a user's name and sends it to the endpoint. The endpoint returns a personalized greeting on the second screen.

```
{
    "version": "6.0",
    "data_api_version": "3.0",
    "routing_model": {
        "INPUT": ["RESULT"],
        "RESULT": []
    },
    "screens": [
        {
            "id": "INPUT",
            "title": "Welcome",
            "data": {
                "greeting": {
                    "type": "string",
                    "__example__": "Tell us your name"
                }
            },
            "layout": {
                "type": "SingleColumnLayout",
                "children": [
                    {
                        "type": "TextBody",
                        "text": "${data.greeting}"
                    },
                    {
                        "type": "Form",
                        "name": "input_form",
                        "children": [
                            {
                                "type": "TextInput",
                                "name": "user_name",
                                "label": "Your name",
                                "input-type": "text",
                                "required": true
                            },
                            {
                                "type": "Footer",
                                "label": "Submit",
                                "on-click-action": {
```

```
                                    "name": "data_exchange",
                                    "payload": {
                                        "user_name": "${form.user_name}"
                                    }
                                }
                            }
                        ]
                    }
                ]
            }
        },
        {
            "id": "RESULT",
            "title": "Hello",
            "terminal": true,
            "data": {
                "message": {
                    "type": "string",
                    "__example__": "Hello, World!"
                }
            },
            "layout": {
                "type": "SingleColumnLayout",
                "children": [
                    {
                        "type": "TextBody",
                        "text": "${data.message}"
                    },
                    {
                        "type": "Footer",
                        "label": "Done",
                        "on-click-action": {
                            "name": "complete",
                            "payload": {}
                        }
                    }
                ]
            }
        }
    ]
}
```

For the complete Flow JSON schema reference, see Flow JSON on the Meta for Developers website.

End-to-end example

The following example shows the full sequence of API calls to set up and publish a Dynamic Flow:

```
# 1. Upload the business public key (KMS mode)
aws social-messaging put-whatsapp-business-public-key \
    --origination-phone-number-id {PHONE_NUMBER_ID} \
    --kms-key-arn {KMS_KEY_ARN}

# 2. Create the Dynamic Flow with an endpoint
FLOW_ID=$(aws social-messaging create-whatsapp-flow \
    --id {WABA_ID} \
    --flow-name "my_dynamic_flow" \
    --categories '["OTHER"]' \
    --flow-json fileb://flow.json \
    --endpoint-uri "https://your-endpoint.example.com/flow" \
    --query flowId --output text)

# 3. Attach your Meta app for signature verification
aws social-messaging update-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id $FLOW_ID \
    --meta-app-id "{YOUR_META_APP_ID}"

# 4. Publish the Flow
aws social-messaging publish-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id $FLOW_ID

# 5. Verify the configuration
aws social-messaging get-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id $FLOW_ID
```

After publishing, the Flow is available for use in template messages. For more information about sending Flows, see Sending WhatsApp Flows to users.

Publishing, deprecating, and previewing WhatsApp Flows

Publishing a Flow

Publishing a Flow makes it available for use in template messages. Before you can publish a Flow, it must meet the following requirements:

- The Flow must be in DRAFT status.
- The Flow must have a valid Flow JSON definition with no validation errors.
- The Flow JSON must pass Meta's validation checks.

> **Important**
>
> Publishing a Flow is irreversible. Once published, a Flow cannot be reverted to DRAFT directly. If you need to edit a published Flow, update its assets using `UpdateWhatsAppFlowAssets`, which reverts the Flow to DRAFT status. You must then re-publish the Flow.

To publish a Flow using the API:

```
aws socialmessaging publish-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

If the Flow has validation errors, the publish operation fails. Use `GetWhatsAppFlow` to view validation errors and fix them before retrying.

Deprecating a Flow

Deprecating a Flow marks it as no longer recommended for use. Only Flows in PUBLISHED status can be deprecated.

> **Important**
>
> Deprecating a Flow is irreversible. Deprecated Flows cannot be reverted to PUBLISHED or DRAFT status.

To deprecate a Flow using the API:

```
aws socialmessaging deprecate-whatsapp-flow \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

Previewing a Flow

You can generate a web preview URL to test a Flow before publishing. Preview URLs expire after 30 days and can be shared with stakeholders for review. The preview URL opens a simulation of the Flow as it would appear to users in WhatsApp.

To generate a preview URL using the API:

```
aws socialmessaging get-whatsapp-flow-preview \
    --id {WABA_ID} \
    --flow-id {FLOW_ID}
```

The response includes the preview URL and its expiration timestamp:

```
{
    "flowId": "{FLOW_ID}",
    "preview": {
        "previewUrl": "https://business.facebook.com/wa/manage/flows/{FLOW_ID}/
preview/?token=...",
        "expiresAt": "2026-07-01T23:46:55+0000"
    }
}
```

To force generation of a new preview URL (for example, if the previous URL was shared and you want a fresh URL with a new expiration), use the `--invalidate` parameter:

```
aws socialmessaging get-whatsapp-flow-preview \
    --id {WABA_ID} \
    --flow-id {FLOW_ID} \
    --invalidate
```

Sending WhatsApp Flows to users

You send Flows to users through template messages using the existing `SendWhatsAppMessage` API. No changes to the send message API are required. The Flow is embedded in the template message as a button component with a `flow` sub-type.

Before you can send a Flow, the following must be true:

- The Flow must be in PUBLISHED status.

- You must have a message template that references the Flow (with a Flow button).
- The user must have opted in to receive messages from you.

Example: Sending a Flow via template message

The following example sends a template message that contains a Flow button. The `flow_token` is a unique identifier you provide to track the session, and `flow_action_data` specifies the starting screen and any initial data.

```
aws socialmessaging send-whatsapp-message \
    --origination-phone-number-id {PHONE_NUMBER_ID} \
    --meta-api-version v20.0 \
    --message '{
        "messaging_product": "whatsapp",
        "to": "+14085551234",
        "type": "template",
        "template": {
            "name": "flow_template_name",
            "language": {"code": "en_US"},
            "components": [
                {
                    "type": "button",
                    "sub_type": "flow",
                    "index": "0",
                    "parameters": [
                        {
                            "type": "action",
                            "action": {
                                "flow_token": "unique-session-token-123",
                                "flow_action_data": {
                                    "screen": "WELCOME_SCREEN",
                                    "data": {}
                                }
                            }
                        }
                    ]
                }
            ]
        }
    }'
```

In the preceding command, replace the following:

- *{PHONE_NUMBER_ID}* — Your originating phone number's ID.
- *+14085551234* — The recipient's phone number in international format.
- *flow_template_name* — The name of your approved message template that includes a Flow button.
- *unique-session-token-123* — A unique token you generate to identify this Flow session. This token is returned in the webhook when the user completes the Flow.
- *WELCOME_SCREEN* — The ID of the first screen in your Flow JSON definition.

> **Note**
>
> The `flow_token` should be unique per session to allow you to correlate Flow responses with specific send events. You can use a UUID or any other unique identifier.

Setting up a template for Flows

To send a Flow, you need a message template with a Flow button configured. When creating the template, add a call-to-action button of type `FLOW` that references your published Flow ID.

For more information about creating message templates, see WhatsApp Message Templates. For information about Flow template configuration, see Sending a Flow in the *Meta WhatsApp Business Platform documentation*.

Receiving Flow responses and status changes

When a user completes a Flow or when a Flow's status changes, AWS End User Messaging delivers webhook notifications through your existing configured event destination. No additional setup or new event types are required — Flow events are delivered automatically to the same event destination you use for messages and delivery receipts. You must have an event destination enabled to receive these notifications. For more information about event destinations, see Configuration sets.

Flow response messages

When a user completes a Flow, you receive an inbound message with the type `interactive` and the subtype `nfm_reply`. The `response_json` field contains the data submitted by the user as a JSON string.

The following example shows a Flow response webhook payload:

```
{
    "messages": [
        {
            "from": "14085551234",
            "id": "wamid.XXX",
            "timestamp": "1234567890",
            "type": "interactive",
            "interactive": {
                "type": "nfm_reply",
                "nfm_reply": {
                    "response_json": "{\"name\":\"John Doe\",\"email\":
\"john@example.com\",\"phone\":\"+14085551234\"}",
                    "body": "Sent",
                    "name": "flow"
                }
            }
        }
    ]
}
```

The `response_json` contains key-value pairs corresponding to the form field names defined in your Flow JSON and the values entered by the user. Parse this JSON string to extract the submitted data.

Flow status change notifications

When Meta changes a Flow's status (for example, from PUBLISHED to BLOCKED), you receive a notification through your event destination. The following example shows a status change payload:

```
{
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {
                        "event": "FLOW_STATUS_CHANGE",
                        "flow_id": "{FLOW_ID}",
                        "old_status": "PUBLISHED",
                        "new_status": "BLOCKED",
```

```
                        "reason": "Policy violation detected"
                    },
                    "field": "flows"
                }
            ]
        }
    ]
}
```

Monitor these status change events to detect when Meta blocks or throttles your Flows so you can take corrective action.

Endpoint health notifications (dynamic Flows)

For dynamic Flows with an endpoint, Meta monitors endpoint health and sends notifications when issues are detected. You receive these through your configured event destination.

Endpoint error rate — Sent when the error rate exceeds a threshold in the last 30 minutes:

```
{
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {
                        "event": "ENDPOINT_ERROR_RATE",
                        "flow_id": "{FLOW_ID}",
                        "error_rate": 14.28,
                        "threshold": 10,
                        "alert_state": "ACTIVATED",
                        "errors": [
                            { "error_type": "CAPABILITY_ERROR", "error_rate": 66.66,
 "error_count": 2 },
                            { "error_type": "TIMEOUT", "error_rate": 33.33,
 "error_count": 1 }
                        ]
                    },
                    "field": "flows"
                }
            ]
        }
    ]
```

```
}
```

Endpoint latency — Sent when the p90 latency exceeds the threshold:

```
{
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {
                        "event": "ENDPOINT_LATENCY",
                        "flow_id": "{FLOW_ID}",
                        "p90_latency": 8000,
                        "p50_latency": 500,
                        "requests_count": 34,
                        "threshold": 7000,
                        "alert_state": "ACTIVATED"
                    },
                    "field": "flows"
                }
            ]
        }
    ]
}
```

Endpoint availability — Sent when endpoint availability drops below the threshold:

```
{
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {
                        "event": "ENDPOINT_AVAILABILITY",
                        "flow_id": "{FLOW_ID}",
                        "availability": 75,
                        "threshold": 90,
                        "alert_state": "ACTIVATED"
                    },
                    "field": "flows"
                }
```

```
            ]
        }
    ]
}
```

Monitor these events to detect and resolve endpoint issues before Meta blocks or throttles your Flow. For more information about setting up dynamic Flows, see Setting up Dynamic Flows.

Flow version expiry warnings

Meta sends a warning webhook when the Flow JSON version used by your Flow is approaching its end-of-life date. When a version expires, you cannot send the Flow until you update to a newer version.

```
{
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {
                        "event": "FLOW_VERSION_EXPIRY_WARNING",
                        "flow_id": "{FLOW_ID}",
                        "warning": "Your current Flow version will freeze in 21 days.
 You won't be able to send the Flow after it expires. Please migrate to the recommended
 version as soon as possible."
                    },
                    "field": "flows"
                }
            ]
        }
    ]
}
```

When you receive this warning, update your Flow JSON to use the recommended version (currently 7.3) by calling `UpdateWhatsAppFlowAssets` with the updated JSON, then re-publish the Flow.

Limitations and considerations

Consider the following limitations when working with WhatsApp Flows:

- **Flow name uniqueness** — Flow names must be unique within a WABA.

- **Flow JSON size** — The maximum size of a Flow JSON definition is 10 MB.
- **Flow JSON version** — Supported versions for publishing are 5.1, 6.0–6.3, and 7.0–7.3. We recommend version 7.3.
- **Only DRAFT Flows can be deleted** — Published or deprecated Flows cannot be deleted.
- **Endpoint response time** — Dynamic Flow endpoints must respond within 10 seconds. Meta monitors endpoint latency and availability, and may throttle or block Flows with unhealthy endpoints. For more information, see Setting up Dynamic Flows.
- **Meta app attachment is one-way** — After you attach your own Meta app to a Flow using `UpdateWhatsAppFlow`, the service's app cannot be reattached. Only creating a new Flow resets the app association.
- **Flow migration** — Copying or migrating Flows between WABAs is not supported. You can clone a Flow within the same WABA using the `cloneFlowId` parameter.
- **Rate limits** — Standard Meta API rate limits apply to all Flow operations.

WhatsApp Voice

WhatsApp calling lets your business place and receive voice calls with WhatsApp users directly in the WhatsApp conversation, using the same business phone number that you use for messaging. A customer can move from a chat to a live voice call without leaving WhatsApp.

You control calling for each phone number in your WhatsApp Business Account (WABA). You can turn calling on or off, set the hours during which your business accepts calls, and control whether the call button appears to users in WhatsApp. You can also check whether you have permission to call a user before you place a call. Calling uses the WhatsApp calling APIs that Meta provides, and AWS End User Messaging passes your call events through to Meta.

> **Note**
>
> WhatsApp calling is subject to Meta's requirements. A user must grant your business permission before you can call them, and the specific permission and eligibility rules are determined by Meta. For more information, see the WhatsApp calling documentation from Meta.

Business-initiated calling is subject to country restrictions that are set by Meta. The country code of the business phone number that you call from must be in a supported country. According to Meta,

business-initiated calling is available in every location where the WhatsApp Cloud API is available, except the following countries, where it is not supported:

- United States
- Canada
- Egypt
- Vietnam
- Nigeria

The country of the WhatsApp user that you call is not restricted. For the current list of supported countries, see the WhatsApp calling documentation from Meta.

For information about pricing for WhatsApp calling, see AWS End User Messaging Pricing.

Topics

- Prerequisites for WhatsApp calling
- Configure calling for a phone number
- Check calling permission for a user
- Send call events

Prerequisites for WhatsApp calling

Before you can use WhatsApp calling, the following must be true:

- The business phone number that you call from must belong to a WhatsApp Business Account (WABA) that is linked to your AWS account. For more information about linking a WABA, see Setup WhatsApp.
- Your business must meet Meta's eligibility requirements for the WhatsApp calling APIs.
- A user must grant your business permission before you can call them. For more information, see Check calling permission for a user.

Configure calling for a phone number

You configure calling for each phone number using its call settings. Call settings include whether calling is enabled, the hours during which your business accepts calls, the visibility of the call button in WhatsApp, and the callback permission behavior.

Call settings

- **Calling enabled** – Turns calling on or off for the phone number.
- **Call hours** – The hours during which your business accepts calls, defined as a weekly schedule in a time zone that you choose. Each day can have up to two time ranges, and you can add date-specific overrides for holidays. When call hours are not enabled, your business accepts calls at any time.
- **Call icon visibility** – Controls whether the call button appears to users in WhatsApp.
- **Callback permission** – Controls whether inbound callers are prompted to grant your business permission to call them back.

The available values for call icon visibility and callback permission are determined by Meta. For more information, see the WhatsApp calling documentation from Meta.

To configure calling for a phone number

To turn on and configure calling for a phone number, update the phone number's call settings.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. In **Business accounts**, choose the WhatsApp Business Account (WABA) that contains the phone number.
3. On the **Phone numbers** tab, choose the phone number that you want to configure.
4. In **Call settings**, turn on calling, and then set the call hours, call icon visibility, and callback permission for the phone number.
5. Choose **Save**.

To configure calling with the API, use the `UpdateLinkedWhatsAppBusinessAccountPhoneNumber` operation and provide the call settings for the phone number. To view the current call settings, use the `GetLinkedWhatsAppBusinessAccountPhoneNumber` operation.

Check calling permission for a user

Before you call a user, check whether your business has permission to call them. Permission to call a user is granted by the user and is required by Meta. A permission can be permanent, or temporary

with an expiration time. A user can also decline to grant permission. The permission status, the actions your business can take, and any limits on those actions are determined by Meta.

To check calling permission, use the `GetWhatsAppCallPermission` operation. Identify the user by their phone number, in E.164 format, or by their business-scoped user ID. The operation returns the current permission status, an optional expiration time for temporary permissions, and the list of calling actions that your business can take. It also returns any limits that apply to each action. A limit describes how many times an action is allowed within a time period. It also describes how much of that allowance you have used.

For more information about how call permission works and the values that Meta returns, see the WhatsApp calling documentation from Meta.

Send call events

You send WhatsApp call events, such as connecting or ending a call, using the `SendWhatsAppCallEvent` operation. AWS End User Messaging passes the call event through to Meta's calling API. The operation returns the call identifier that Meta assigns to the call.

The request includes the origination phone number, the version of the Meta Graph API to use, and the call event. The call event is a JSON payload in the format defined by Meta's calling API, and AWS End User Messaging passes it through without modification. The Meta Graph API version and the call event format are defined by Meta. For the call event schema and supported API versions, see the WhatsApp calling documentation from Meta.

WhatsApp Message Templates

> **Important**
>
> Starting on 4/1/2025 Meta will block marketing message templates sent to the US country code of +1. For more information, see Per-User Marketing Template Message Limits in the *WhatsApp Business Platform Cloud API Reference*.

You can use message templates to create message types that you use frequently, such as weekly newsletters or appointment reminders. Template messages are the only type of message that can be sent to customers who have yet to message you, or who have not sent you a message in the last 24 hours. You can manage message templates using the AWS End User Messaging API and the AWS End User Messaging Social console.

Meta assigns each template a quality rating and status. The quality rating impacts a template's status and lowers a template's pacing or sending rate.

Templates are associated with your WhatsApp Business Account (WABA), can be managed through the AWS End User Messaging Social console, and are reviewed by WhatsApp.

You can send the following template types:

- Text-based
- Media-based
- Interactive message
- Location-based
- Authentication templates with one-time password buttons
- Multi-Product Message templates

Meta provides pre-approved sample templates. To learn more, see Sample message templates.

For more information on the types of message templates, see Message template in the *WhatsApp Business Platform Cloud API Reference*.

Topics

- Managing message templates in the console
- Creating message templates with the CreateWhatsAppMessageTemplate API
- Next steps
- Understanding template pacing in WhatsApp
- Get feedback on a template's lowered status with WhatsApp Manager
- Understanding a template's status and quality rating in WhatsApp
- Reasons why a template is rejected in WhatsApp

Managing message templates in the console

Create and manage your WhatsApp message templates directly in the AWS End User Messaging Social console. Templates must be approved by Meta before they can be used to send messages to your customers. You can monitor the approval status of your templates in the console.

Creating a message template

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Choose **Business account**, and then choose a WABA.
3. On the **Message templates** tab, choose **Create template**.
4. Configure your template:
   - **Template name**: Enter a unique name for your template (lowercase letters, numbers, and underscores only)
   - **Category**: Select the template category (Marketing, Utility, or Authentication)
   - **Language**: Choose the language for your template content
   - **Header (optional)**: Add text, media, or a variable to the header
   - **Body**: Enter your message text (you can include variables using `{{1}}`, `{{2}}`, and so on)
   - **Footer (optional)**: Add footer text (up to 60 characters)
   - **Buttons (optional)**: Add call-to-action or quick reply buttons
5. Choose **Create template**.

Your template is submitted to Meta for review. Approval typically takes a few minutes to 24 hours.

Viewing template status

Templates can have the following statuses:

- **Approved**: The template is ready to use
- **Pending**: The template is under review by Meta
- **Rejected**: The template was not approved (hover over the status to see the reason)
- **Disabled**: The template was paused due to low quality ratings

To view your templates, navigate to the **Message templates** tab in your WABA details page.

Editing a message template

1. Select the template you want to modify.
2. Choose **Edit**.

3. Make your changes to the template content.
4. Choose **Save**.

> **Important**
>
> When you edit and submit an approved template, it enters a pending state and requires Meta approval. The template becomes unavailable for use until Meta approves your changes. Consider the impact on your messaging workflows before editing templates that are actively being used.

Deleting a message template

1. Select the template you want to remove.
2. Choose **Delete**.
3. Confirm the deletion.

Deleted templates cannot be recovered. If you're using the template in active campaigns, those messages will fail after deletion.

Template quality ratings

Meta assigns quality ratings to your templates based on customer feedback and engagement. Templates with low quality ratings may be paused or disabled. To maintain good quality ratings:

- Send relevant, valuable content to your customers
- Avoid sending messages too frequently
- Provide clear opt-out options
- Respond promptly to customer replies

You can view quality ratings in the template details page.

Template variables

Use variables to personalize your messages. Variables are defined using double curly braces with numbers (`{{1}}`, `{{2}}`, and so on). When sending a message, you provide the actual values for these variables.

Variables must be provided in sequential order starting from `{{1}}`.

Example Template with variables

Template text: `Hello {{1}}, your order {{2}} will be delivered on {{3}}.`

When sending: Replace `{{1}}` with customer name, `{{2}}` with order number, and `{{3}}` with delivery date.

Template categories

Marketing

Promotional content, product announcements, or offers. These templates may have sending limitations.

Utility

Account updates, order notifications, or customer service messages. These templates typically have higher sending limits.

Authentication

One-time passwords or verification codes. These templates have the highest priority and sending limits.

Choose the category that best matches your use case. Misclassifying templates may result in rejection or account restrictions.

Creating message templates with the CreateWhatsAppMessageTemplate API

You can create customized WhatsApp message templates using the AWS End User Messaging API. This section describes how to use the CreateWhatsAppMessageTemplate operation to create a variety of WhatsApp message templates.

Message template components

WhatsApp message templates can include the following components:

- **Header**: Title text that appears at the top
- **Body**: Main message content with variable placeholders

- **Footer**: Additional information at the bottom
- **Buttons**: Clickable elements that link to URLs

In the following examples, replace *ENDPOINT_URL* and *WABA_ID* with your actual endpoint URL and WhatsApp Business Account ID.

Create a basic English utility template

This example creates a utility message template in English that uses only the BODY component, and doesn't include HEADER, FOOTER, or BUTTON components. The body text uses variable placeholders.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 --endpoint-
url ENDPOINT_URL \
--id WABA_ID \
--template-definition '{
    "name": "order_update_basic",
    "language": "en_US",
    "allow_category_change": true,
    "category": "UTILITY",
    "components": [
        {
            "type": "BODY",
            "text": "Hi {{1}}, your order #{{2}} has been shipped. Track your delivery
 below.",
            "example": {
                "body_text": [
                    [
                        "Jane",
                        "12345"
                    ]
                ]
            }
        }
    ]
}'
```

Create a basic English utility template with a button

This example creates a utility message template in English that includes BODY and BUTTON components.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 --endpoint-
url ENDPOINT_URL \
--id WABA_ID \
--template-definition '{
    "name": "order_update_with_button",
    "language": "en_US",
    "allow_category_change": true,
    "category": "UTILITY",
    "components": [
        {
            "type": "BODY",
            "text": "Hi {{1}}, your order #{{2}} has been shipped. Track your delivery
 below.",
            "example": {
                "body_text": [
                    [
                        "Jane",
                        "12345"
                    ]
                ]
            }
        },
        {
            "type": "BUTTONS",
            "buttons": [
                {
                    "type": "URL",
                    "text": "Track Order",
                    "url": "https://example.com/track"
                }
            ]
        }
    ]
}'
```

Create a complex English utility template with a header, body, and button

This example creates a utility message template in English that includes HEADER, BODY, and BUTTON components.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 --endpoint-
url ENDPOINT_URL \
--id WABA_ID \
```

```
--template-definition '{
  "name": "account_creation_confirmation_3333",
  "category": "UTILITY",
  "language": "en_US",
  "status": "APPROVED",
  "components": [
    {
      "type": "HEADER",
      "format": "TEXT",
      "text": "Finalize account set-up"
    },
    {
      "type": "BODY",
      "text": "Hi {{1}},\n\nYour new account has been created successfully. \n\nPlease
 verify {{2}} to complete your profile.",
      "example": {
        "body_text": [
          [
            "John",
            "your email address"
          ]
        ]
      }
    },
    {
      "type": "BUTTONS",
      "buttons": [
        {
          "type": "URL",
          "text": "Verify account",
          "url": "https://www.example.com/"
        }
      ]
    }
  ]
}'
```

Create a basic marketing message template

This example creates a basic marketing message template that includes only a BODY component.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 --endpoint-
url ENDPOINT_URL \
--id WABA_ID \
```

```
--template-definition '{
  "id": "1290345849293233",
  "name": "holiday_special_1395238",
  "category": "MARKETING",
  "language": "en_US",
  "status": "PENDING",
  "components": [
    {
      "type": "BODY",
      "text": "Season's Greetings {{1}}!\n\nCelebrate {{2}} with amazing deals up to
 {{3}} off.\n\nPlus, get free gift wrapping on all orders above $50.",
      "example": {
        "body_text": [
          [
            "Pawan",
            "Christmas",
            "30%"
          ]
        ]
      }
    }
  ],
  "metaTemplateId": "1290345849293233"
}'
```

Create a complex marketing message template

This example creates a marketing message template in English that includes HEADER, BODY, and BUTTON components.

```
aws socialmessaging create-whatsapp-message-template --region us-east-1 \
--endpoint-url ENDPOINT_URL \
--id WABA_ID \
--template-definition '{
  "name": "summer_sale_1",
  "category": "MARKETING",
  "language": "en_US",
  "status": "APPROVED",
  "components": [
    {
      "type": "HEADER",
      "format": "TEXT",
      "text": "Summer Sale!"
```

```
    },
    {
      "type": "BODY",
      "text": "Hi {{1}}! Get {{2}} off all summer items. Shop now before stock runs
 out!",
      "example": {
        "body_text": [
          [
            "Alex",
            "20%"
          ]
        ]
      }
    },
    {
      "type": "FOOTER",
      "text": "Valid until August 31st"
    },
    {
      "type": "BUTTONS",
      "buttons": [
        {
          "type": "URL",
          "text": "Shop Now",
          "url": "https://example.com/sale"
        }
      ]
    }
  ]
}'
```

Next steps

Once you've created or edited a template, you must submit it for review with WhatsApp. Meta's review can take up to 24 hours. Meta sends an email to your Business Manager admin and updates the template status. You can check the status of your template in the AWS End User Messaging Social console.

Understanding template pacing in WhatsApp

Template pacing is a method, used by Meta, that allows time for early customer feedback on new or modified templates. It identifies and pauses templates that receive poor engagement or

feedback, giving you time to adjust the template content before sending it to too many customers. This reduces the risk of negative customer feedback impacting the business. For example, if too many customers block your message, or if your template has low read rates, then your template quality rating can be lowered.

Template pacing affects newly created templates, templates that have been unpaused, and templates without a high quality rating. Template pacing is often started by a previous history of low quality or paused templates. When a template is paced, messages using that template are sent normally up to a certain threshold determined by Meta. After that, subsequent messages are held to allow time for customer feedback. If the feedback is positive, the template pacing is then scaled up. If the feedback is negative, the template pacing is lowered, allowing you to adjust the template content. For more information, see Template pacing in the *WhatsApp Business Platform Cloud API Reference*.

Get feedback on a template's lowered status with WhatsApp Manager

Meta provides information on the reason a template's status was lowered. Use the feedback from Meta to edit the template and submit it for reapproval, use a different template, or change your application's behavior. If you edit the message template and it is reapproved, its quality rating will gradually improve as long as it doesn't receive frequent negative feedback or low read rates.

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
2. Choose **Business account**, and then choose a WABA.
3. On the **Message templates** tab, select the template with lowered status.
4. View the template details to see feedback on why the rating was lowered. You can also hover over the status indicator for additional information.

Understanding a template's status and quality rating in WhatsApp

Each message template is assigned a quality rating based on usage, customer feedback, and customer engagement. A template can be used only if the status is Active, but the quality determines the template pacing. If a message template consistently receives negative feedback or experiences low engagement, it will cause a change in the template's status.

Meta changes a template's status or quality rating automatically based on negative or positive feedback and engagement. If your template status changes, you will receive an email and event

notification. You can check the status of your template in the AWS End User Messaging Social console.

If your template is rejected by WhatsApp, you can edit the template and resubmit for approval or file an appeal with WhatsApp. To learn more, see Appeals in the *WhatsApp Business Platform Cloud API Reference*.

Template status and quality rating values

Template status	Quality rating	Meaning
In-Review		The message template is being reviewed. This can take up to 24 hours to complete.
Rejected		The message template was rejected, and you can file an appeal.
Active	Pending	The message template hasn't received quality feedback or read rate information from customers, but the template can still be used to send messages.
Active	High	The message template has received little to no negative customer feedback and can be used to send messages.
Active	Medium	The message template has received negative feedback from customers, or low read rates, and may be paused or turned off.
Active	Low	The message template has received negative feedback from customers, or low read

Template status	Quality rating	Meaning
		rates. Message templates with this status can be used, but are at risk of being paused or disabled. When a template moves to the Active-Low status, its sending is paused. The first pause is three hours, the second pause is six hours, and the next pause disables the template.
Paused		The message template has been paused due to recurring negative feedback from customers, or low read rates.
Disabled		The message template has been disabled due to recurring negative feedback from customers.
Appeal Requested		An appeal has been requested .

Reasons why a template is rejected in WhatsApp

If your message template is reviewed and rejected by Meta, you will receive an email explaining why the template was rejected. You can appeal the rejection or modify your message template. These are some of the common reasons Meta might reject a message template:

- Variable parameters contain special characters, such as a #, $, or %.
- Variable parameters are missing, have mismatched curly braces, or are not sequential.
- The message template contains content that violates either WhatsApp Commerce Policy or WhatsApp Business Policy.

For more information, see Common Rejection Reasons in the *WhatsApp Business Platform Cloud API Reference*.

Resource sharing

Share AWS End User Messaging resources with other AWS accounts or services.

Resource sharing

AWS End User Messaging 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 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 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 console

To send from a shared resource, use the AWS CLI or an SDK 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 Getting support for AWS End User Messaging SMS.

Contents

- Prerequisites for sharing resources
- Sharing a resource
- Unsharing a shared resource
- Identifying a shared resource
- Responsibilities and permissions for shared resources
- Billing and metering
- Instance quotas

Prerequisites for sharing resources

- 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 resource that has been shared with you.
- To share a resource 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 resource

When you share a resource 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.
- **Phone number** – 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 resource, 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 resource using the AWS End User Messaging console, you add it to an existing resource share. To add the resource 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 resource. Otherwise, consumers receive an invitation to join the resource share and are granted access to the shared resource after accepting the invitation.

You can share a resource that you own using the AWS End User Messaging console, AWS RAM console, or the AWS CLI.

> **Note**
>
> Shared resources can only be used through the AWS CLI or AWS End User Messaging 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 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 resource that you own using the AWS End User Messaging console

1. Open the AWS End User Messaging console at https://console.aws.amazon.com/end-user-messaging/.
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 resource that you own using the AWS RAM console

See Creating a Resource Share in the *AWS RAM User Guide*.

To share a resource that you own using the AWS CLI

Use the create-resource-share command.

Unsharing a shared resource

When a resource owner stops sharing a resource with a consumer, the resource no longer appears in the consumer's AWS Management Console.

To unshare a shared resource that you own, you must remove it from the resource share. You can do this using the AWS End User Messaging console, AWS RAM console, or the AWS CLI.

To unshare a shared resource that you own using the AWS RAM console

See Updating a Resource Share in the *AWS RAM User Guide*.

To unshare a shared resource that you own using the AWS CLI

Use the disassociate-resource-share command.

Identifying a shared resource

Owners and consumers can identify shared resources 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 AWS Management Console.

To identify a shared resource 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 resources that are shared with you.

Responsibilities and permissions for shared resources

Permissions for owners

Owners can update, view, share, stop sharing, and use resources.

Permissions for consumers

Consumers can use and view resources.

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 the production spend limit in Move out of the sandbox.

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.

Supported countries

AWS End User Messaging supports different countries and regions depending on the messaging channel that you use. The following pages group the supported countries and regions by geographic region. Each region page lists its countries in a single table that shows whether AWS End User Messaging supports SMS, MMS, voice, and RCS messaging in that country, along with the SMS origination identities that are available. Use these tables to determine which channels and origination identities will work best for the recipients that you want to reach.

These tables describe channel capability by country and region only. The steps to register an origination identity or complete any country-specific requirements are documented with each channel in that channel's setup section, not here.

How to read the channel support tables

Column	What it tells you
Country or region	The country or region that the row describes.
ISO code	The two-letter ISO 3166-1 country code for the country or region.
SMS short codes	Whether you can send SMS messages from a short code in this country or region.
SMS long codes	Whether you can send SMS messages from a long code (a standard phone number) in this country or region.
SMS Sender IDs	Whether you can send SMS messages from an alphanumeric sender ID in this country or region.
SMS two-way	Whether you can receive inbound SMS messages (two-way messaging) in this country or region.
International sending	Whether you can send SMS messages to this country or region from an internationally enabled number, such as a toll-free number, when you do not have a local origination identity there. International messages are delivered on a best-effort basis and may be sent from a shared phone number or sender ID.

Column	What it tells you
MMS	Whether you can send MMS messages in this country or region.
Voice	Whether you can send voice messages in this country or region.
RCS	Whether you can send RCS messages in this country or region.
WhatsApp	Whether you can send WhatsApp messages in this country or region.

Each cell shows **Yes** when the channel or origination identity is available in that country or region, and **No** when it is not. A cell marked **Needs confirmation** is pending verification.

Supported countries by region

Region	Countries and regions covered
North America	Countries and regions in North America, including the Caribbean and Central America.
South America	Countries and regions in South America.
Europe	Countries and regions in Europe.
Africa	Countries and regions in Africa.
Asia	Countries and regions in Asia.
Oceania	Countries and regions in Oceania, including Antarctica.

North America

AWS End User Messaging supports 34 countries and regions in North America. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in North America

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sendinc	MMS	Voice	RCS	WhatsApp
Anguilla	AI	No	No	Yes	No	Yes	No	No	No	Yes
Antigua and Barbuda	AG	No	No	Yes	No	Yes	No	No	No	Yes
Aruba	AW	No	No	Yes	No	No	No	No	No	Yes
Bahama	BS	No	No	No	No	No	No	No	No	Yes
Barbado	BB	No	No	Yes	No	Yes	No	Yes	No	Yes
Belize	BZ	No	No	Yes	No	Yes	No	No	No	Yes
Bermud	BM	No	No	Yes	No	Yes	No	No	No	Yes
Canada	CA	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Caymar Islands	KY	No	No	No	No	Yes	No	Yes	No	Yes
Costa Rica	CR	Yes	Yes	No	Yes	Yes	No	No	No	Yes
Dominic	DM	No	No	Yes	No	Yes	No	No	No	Yes
Dominic Republi	DO	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes
El Salvado	SV	No	No	No	No	Yes	No	Yes	No	Yes
Greenla	GL	No	No	Yes	No	Yes	No	No	No	Yes
Grenada	GD	No	No	Yes	No	Yes	No	Yes	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Guadeloupe	GP	No	No	Yes	No	Yes	No	No	No	Yes
Guatemala	GT	No	No	No	No	Yes	No	Yes	Yes	Yes
Haiti	HT	No	No	Yes	No	Yes	No	No	No	Yes
Honduras	HN	No	Yes	Yes	Yes	Yes	No	No	No	Yes
Jamaica	JM	No	No	Yes	No	Yes	No	Yes	No	Yes
Martinique	MQ	No	No	Yes	No	No	No	No	No	Yes
Mexico	MX	Yes	No	Registration required	Yes	Yes	No	Yes	Yes	Yes
Montserrat	MS	No	No	Yes	No	No	No	No	No	Yes
Nicaragua	NI	No	No	No	No	Yes	No	Yes	No	Yes
Panama	PA	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Puerto Rico	PR	Yes	Yes	No	Yes	Yes	No	Yes	No	Yes
Saint Kitts and Nevis	KN	No	No	No	No	No	No	No	No	Yes
Saint Lucia	LC	No	No	No	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Trinidad and Tobago	TT	No	No	Yes	No	Yes	No	Yes	No	Yes
Turks and Caicos Islands	TC	No	No	Yes	No	Yes	No	No	No	Yes
United States	US	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Virgin Islands British	VG	No	No	Yes	No	No	No	No	No	Yes
Virgin Islands US	VI	No	Yes	No	Yes	No	No	No	No	Yes

Anguilla

ISO code: AI | **Dialing code:** +1-264

Channel support in Anguilla

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Antigua and Barbuda

ISO code: AG | **Dialing code:** +1-268

Channel support in Antigua and Barbuda

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Aruba

ISO code: AW | **Dialing code:** +297

Channel support in Aruba

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Bahamas

ISO code: BS | **Dialing code:** +1-242

Channel support in Bahamas

Channel	Number types	International sending
SMS	Not supported	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Barbados

ISO code: BB | **Dialing code:** +1-246

Channel support in Barbados

Channel	Number types	International sending
SMS	Sender ID	Yes

Channel	Number types	International sending
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Belize

ISO code: BZ | **Dialing code:** +501

Channel support in Belize

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Bermuda

ISO code: BM | **Dialing code:** +1-441

Channel support in Bermuda

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Canada

ISO code: CA | **Dialing code:** +1

Channel support in Canada

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Cayman Islands

ISO code: KY | **Dialing code:** +1-345

Channel support in Cayman Islands

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Costa Rica

ISO code: CR | **Dialing code:** +506

Channel support in Costa Rica

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Dominica

ISO code: DM | **Dialing code:** +1-767

Channel support in Dominica

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Dominican Republic

ISO code: DO | **Dialing code:** +1-809, 1-829, 1-849

Channel support in Dominican Republic

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

El Salvador

ISO code: SV | **Dialing code:** +503

Channel support in El Salvador

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Greenland

ISO code: GL | **Dialing code:** +299

Channel support in Greenland

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Grenada

ISO code: GD | **Dialing code:** +1-473

Channel support in Grenada

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Guadeloupe

ISO code: GP | **Dialing code:** +590

Channel support in Guadeloupe

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Guatemala

ISO code: GT | **Dialing code:** +502

Channel support in Guatemala

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Haiti

ISO code: HT | **Dialing code:** +509

Channel support in Haiti

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Honduras

ISO code: HN | **Dialing code:** +504

Channel support in Honduras

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Jamaica

ISO code: JM | **Dialing code:** +1-876

Channel support in Jamaica

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Martinique

ISO code: MQ | **Dialing code:** +596

Channel support in Martinique

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Mexico

ISO code: MX | **Dialing code:** +52

Channel support in Mexico

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Mexico

Number type	Registration form
Sender ID	Mexico sender ID registration

Montserrat

ISO code: MS | **Dialing code:** +1-664

Channel support in Montserrat

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Nicaragua

ISO code: NI | **Dialing code:** +505

Channel support in Nicaragua

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Panama

ISO code: PA | **Dialing code:** +507

Channel support in Panama

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Puerto Rico

ISO code: PR | **Dialing code:** +1-787, 1-939

Channel support in Puerto Rico

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Saint Kitts and Nevis

ISO code: KN | **Dialing code:** +1-869

Channel support in Saint Kitts and Nevis

Channel	Number types	International sending
SMS	Not supported	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Saint Lucia

ISO code: LC | **Dialing code:** +1-758

Channel support in Saint Lucia

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Trinidad and Tobago

ISO code: TT | **Dialing code:** +1-868

Channel support in Trinidad and Tobago

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Turks and Caicos Islands

ISO code: TC | **Dialing code:** +1-649

Channel support in Turks and Caicos Islands

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

United States

ISO code: US | **Dialing code:** +1

Channel support in United States

Channel	Number types	International sending
SMS	SC, LC (10DLC), TFN	Yes
MMS	Supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for United States

Number type	Registration form
Short code	the section called “United States”
Long code (10DLC)	the section called “United States 10DLC registration”
Toll-free	the section called “United States Toll-free number registration”

Virgin Islands British

ISO code: VG | **Dialing code:** +1-284

Channel support in Virgin Islands British

Channel	Number types	International sending
SMS	Sender ID	No

Channel	Number types	International sending
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Virgin Islands US

ISO code: VI | **Dialing code:** +1-340

Channel support in Virgin Islands US

Channel	Number types	International sending
SMS	LC	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

South America

AWS End User Messaging supports 13 countries and regions in South America. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in South America

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sendinc	MMS	Voice	RCS	WhatsApp
Argenti	AR	Yes	No	No	No	Yes	No	Yes	No	Yes
Bolivia	BO	No	No	Yes	No	Yes	No	No	No	Yes
Brazil	BR	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes
Chile	CL	Yes	Yes	No	Yes	Yes	No	Yes	No	Yes
Colomb	CO	Yes	No	No	No	Yes	No	Yes	Yes	Yes
Ecuador	EC	Yes	No	No	Yes	Yes	No	Yes	No	Yes
French Guiana	GF	No	No	Yes	No	Yes	No	No	No	Yes
Guyana	GY	No	No	Yes	No	Yes	No	No	No	Yes
Paragua	PY	No	No	No	No	Yes	No	No	No	Yes
Peru	PE	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes
Surinam	SR	No	No	Yes	No	Yes	No	No	No	Yes
Uruguay	UY	Yes	No	No	Yes	Yes	No	Yes	No	Yes
Venezue	VE	No	No	No	No	Yes	No	Yes	No	Yes

Argentina

ISO code: AR | **Dialing code:** +54

Channel support in Argentina

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Argentina

Number type	Registration form
Short code	Argentina short code registration

Bolivia

ISO code: BO | **Dialing code:** +591

Channel support in Bolivia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Brazil

ISO code: BR | **Dialing code:** +55

Channel support in Brazil

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Brazil

Number type	Registration form
Short code	Brazil short code registration

Chile

ISO code: CL | **Dialing code:** +56

Channel support in Chile

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Chile

Number type	Registration form
Short code	Chile short code registration
Long code	the section called “Chile”

Colombia

ISO code: CO | **Dialing code:** +57

Channel support in Colombia

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Ecuador

ISO code: EC | **Dialing code:** +593

Channel support in Ecuador

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

French Guiana

ISO code: GF | **Dialing code:** +594

Channel support in French Guiana

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Guyana

ISO code: GY | **Dialing code:** +592

Channel support in Guyana

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Paraguay

ISO code: PY | **Dialing code:** +595

Channel support in Paraguay

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Peru

ISO code: PE | **Dialing code:** +51

Channel support in Peru

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Suriname

ISO code: SR | **Dialing code:** +597

Channel support in Suriname

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Uruguay

ISO code: UY | **Dialing code:** +598

Channel support in Uruguay

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Venezuela

ISO code: VE | **Dialing code:** +58

Channel support in Venezuela

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Europe

AWS End User Messaging supports 51 countries and regions in Europe. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in Europe

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sendinc	MMS	Voice	RCS	WhatsApp
Albania	AL	No	No	Yes	No	Yes	No	No	No	Yes
Andorra	AD	No	No	Yes	No	No	No	No	No	Yes
Austria	AT	Yes	Yes	Registra ion requirec	Yes	Yes	No	Yes	Yes	Yes
Belarus	BY	No	No	Registra ion requirec	No	Yes	No	No	No	Yes
Belgium	BE	Yes	Yes	No	Yes	Yes	No	No	No	Yes
Bosnia and Herzego na	BA	No	No	Yes	No	Yes	No	No	No	Yes
Bulgaria	BG	Yes	No	Registra ion requirec	Yes	Yes	No	Yes	No	Yes
Croatia	HR	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes
Cyprus	CY	No	No	Yes	No	Yes	No	Yes	No	Yes
Czechia	CZ	No	Yes	Registra ion requirec	Yes	Yes	No	No	Yes	Yes
Denmar	DK	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Estonia	EE	No	Yes	Yes	Yes	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Faroe Islands	FO	No	No	Yes	No	Yes	No	No	No	Yes
Finland	FI	Yes	Yes	Registration required	Yes	Yes	No	Yes	No	Yes
France	FR	Yes	No	Yes	Yes	Yes	No	No	Yes	Yes
German	DE	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Gibralta	GI	No	No	Yes	No	No	No	No	No	Yes
Greece	GR	No	Yes	Yes	Yes	No	No	Yes	No	Yes
Guernse	GG	No	No	Yes	No	No	No	No	No	Yes
Hungar	HU	No	Yes	No	Yes	Yes	No	No	No	Yes
Iceland	IS	No	No	Yes	No	Yes	No	Yes	No	Yes
Ireland	IE	No	Yes	Registration required	Yes	No	No	Yes	No	Yes
Isle of Man	IM	No	No	Yes	No	No	No	No	No	Yes
Italy	IT	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Jersey	JE	No	Yes	Yes	Yes	No	No	No	No	Yes
Kosovo	XK	No	No	Yes	No	No	No	No	No	Yes
Latvia	LV	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Liechtenstein	LI	No	No	Yes	No	Yes	No	No	No	Yes
Lithuan	LT	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes
Luxemb g	LU	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes
Macedo	MK	No	No	Yes	Yes	Yes	No	No	No	Yes
Malta	MT	No	Yes	Yes	Yes	Yes	No	No	No	Yes
Moldov	MD	No	No	Yes	No	Yes	No	Yes	No	Yes
Monaco	MC	No	No	No	No	Yes	No	No	No	Yes
Monten o	ME	No	No	Yes	No	Yes	No	No	No	Yes
Netherl ds	NL	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Norway	NO	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Poland	PL	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Portuga	PT	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes
Romani	RO	Yes	Yes	Registra ion required	Yes	Yes	No	Yes	No	Yes
Russia	RU	Yes	No	Registra ion required	Yes	No	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
San Marino	SM	No	No	Yes	No	No	No	No	No	Yes
Serbia	RS	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Slovakia	SK	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Slovenia	SI	No	No	Yes	No	Yes	No	Yes	No	Yes
Spain	ES	Yes	Yes	Registration required	Yes	Yes	No	No	Yes	Yes
Sweden	SE	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Switzerland	CH	No	No	Yes	No	Yes	No	Yes	No	Yes
Turkey	TR	No	No	Registration required	No	Yes	No	No	No	Yes
Ukraine	UA	No	Yes	Yes	Yes	Yes	No	No	No	Yes
United Kingdom	GB	Yes	Yes	Registration required	Yes	No	No	Yes	Yes	Yes

Albania

ISO code: AL | **Dialing code:** +355

Channel support in Albania

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Andorra

ISO code: AD | **Dialing code:** +376

Channel support in Andorra

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Austria

ISO code: AT | **Dialing code:** +43

Channel support in Austria

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Austria

Number type	Registration form
Long code	the section called “Austria”
Sender ID	the section called “Austria”

Belarus

ISO code: BY | **Dialing code:** +375

Channel support in Belarus

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—

Channel	Number types	International sending
WhatsApp	Supported	—

Registration forms for Belarus

Number type	Registration form
Sender ID	the section called “Belarus”

Belgium

ISO code: BE | **Dialing code:** +32

Channel support in Belgium

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Bosnia and Herzegovina

ISO code: BA | **Dialing code:** +387

Channel support in Bosnia and Herzegovina

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Bulgaria

ISO code: BG | **Dialing code:** +359

Channel support in Bulgaria

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Bulgaria

Number type	Registration form
Sender ID	Bulgaria sender ID registration

Croatia

ISO code: HR | **Dialing code:** +385

Channel support in Croatia

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Cyprus

ISO code: CY | **Dialing code:** +357

Channel support in Cyprus

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Czechia

ISO code: CZ | **Dialing code:** +420

Channel support in Czechia

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Czechia

Number type	Registration form
Sender ID	Czechia sender ID registration

Denmark

ISO code: DK | **Dialing code:** +45

Channel support in Denmark

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Denmark

Number type	Registration form
Long code	the section called “Denmark”

Estonia

ISO code: EE | **Dialing code:** +372

Channel support in Estonia

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Faroe Islands

ISO code: FO | **Dialing code:** +298

Channel support in Faroe Islands

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Finland

ISO code: FI | **Dialing code:** +358

Channel support in Finland

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Finland

Number type	Registration form
Short code	Finland short code registration

Number type	Registration form
Long code	the section called “Finland”
Sender ID	the section called “Finland”

France

ISO code: FR | **Dialing code:** +33

Channel support in France

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for France

Number type	Registration form
Short code	France short code registration

Germany

ISO code: DE | **Dialing code:** +49

Channel support in Germany

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Germany

Number type	Registration form
Short code	the section called “Germany”

Gibraltar

ISO code: GI | **Dialing code:** +350

Channel support in Gibraltar

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Greece

ISO code: GR | **Dialing code:** +30

Channel support in Greece

Channel	Number types	International sending
SMS	LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Guernsey

ISO code: GG | **Dialing code:** +44-1481

Channel support in Guernsey

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Hungary

ISO code: HU | **Dialing code:** +36

Channel support in Hungary

Channel	Number types	International sending
SMS	LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Hungary

Number type	Registration form
Long code	the section called “Hungary”

Iceland

ISO code: IS | **Dialing code:** +354

Channel support in Iceland

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Voice number	—
WhatsApp	Supported	—

Ireland

ISO code: IE | **Dialing code:** +353

Channel support in Ireland

Channel	Number types	International sending
SMS	LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Ireland

Number type	Registration form
Sender ID	the section called “Ireland”

Isle of Man

ISO code: IM | **Dialing code:** +44-1624

Channel support in Isle of Man

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Italy

ISO code: IT | **Dialing code:** +39

Channel support in Italy

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Italy

Number type	Registration form
Long code	the section called “Italy”

Jersey

ISO code: JE | **Dialing code:** +44-1434

Channel support in Jersey

Channel	Number types	International sending
SMS	LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Kosovo

ISO code: XK | **Dialing code:** +383

Channel support in Kosovo

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Latvia

ISO code: LV | **Dialing code:** +371

Channel support in Latvia

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Liechtenstein

ISO code: LI | **Dialing code:** +423

Channel support in Liechtenstein

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Lithuania

ISO code: LT | **Dialing code:** +370

Channel support in Lithuania

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Luxembourg

ISO code: LU | **Dialing code:** +352

Channel support in Luxembourg

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Macedonia

ISO code: MK | **Dialing code:** +389

Channel support in Macedonia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Malta

ISO code: MT | **Dialing code:** +356

Channel support in Malta

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Moldova

ISO code: MD | **Dialing code:** +373

Channel support in Moldova

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Monaco

ISO code: MC | **Dialing code:** +377

Channel support in Monaco

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Montenegro

ISO code: ME | **Dialing code:** +382

Channel support in Montenegro

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Netherlands

ISO code: NL | **Dialing code:** +31

Channel support in Netherlands

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Netherlands

Number type	Registration form
Short code	Netherlands short code registration
Long code	the section called “Netherlands”

Norway

ISO code: NO | **Dialing code:** +47

Channel support in Norway

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Norway

Number type	Registration form
Long code	the section called “Norway”

Poland

ISO code: PL | **Dialing code:** +48

Channel support in Poland

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Poland

Number type	Registration form
Long code	the section called “Poland”

Portugal

ISO code: PT | **Dialing code:** +351

Channel support in Portugal

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Portugal

Number type	Registration form
Long code	the section called “Portugal”

Romania

ISO code: RO | **Dialing code:** +40

Channel support in Romania

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Romania

Number type	Registration form
Sender ID	Romania sender ID registration

Russia

ISO code: RU | **Dialing code:** +7

Channel support in Russia

Channel	Number types	International sending
SMS	SC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Russia

Number type	Registration form
Sender ID	the section called “Russia”

San Marino

ISO code: SM | **Dialing code:** +378

Channel support in San Marino

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Serbia

ISO code: RS | **Dialing code:** +381

Channel support in Serbia

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Slovakia

ISO code: SK | **Dialing code:** +421

Channel support in Slovakia

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Slovenia

ISO code: SI | **Dialing code:** +386

Channel support in Slovenia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Spain

ISO code: ES | **Dialing code:** +34

Channel support in Spain

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Spain

Number type	Registration form
Short code	Spain short code registration
Long code	the section called “Spain”
Sender ID	the section called “Spain”

Sweden

ISO code: SE | **Dialing code:** +46

Channel support in Sweden

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Sweden

Number type	Registration form
Long code	the section called “Sweden”

Switzerland

ISO code: CH | **Dialing code:** +41

Channel support in Switzerland

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Turkey

ISO code: TR | **Dialing code:** +90

Channel support in Turkey

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Turkey

Number type	Registration form
Sender ID	the section called “Turkey”

Ukraine

ISO code: UA | **Dialing code:** +380

Channel support in Ukraine

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

United Kingdom

ISO code: GB | **Dialing code:** +44

Channel support in United Kingdom

Channel	Number types	International sending
SMS	SC, LC, Sender ID	No
MMS	Not supported	—
RCS	RCS agent	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for United Kingdom

Number type	Registration form
Short code	United Kingdom short code registration
Long code	the section called “United Kingdom”
Sender ID	the section called “United Kingdom”

Africa

AWS End User Messaging supports 54 countries and regions in Africa. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in Africa

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Algeria	DZ	No	No	Yes	No	Yes	No	No	No	Yes
Angola	AO	No	No	Yes	No	Yes	No	No	No	Yes
Botswana	BW	No	No	Yes	No	Yes	No	No	No	Yes
Burkina Faso	BF	No	No	Yes	No	Yes	No	Yes	No	Yes
Burundi	BI	No	No	Yes	No	Yes	No	No	No	Yes
Cameroon	CM	Yes	No	Registration required	Yes	Yes	No	No	No	Yes
Cape Verde	CV	No	No	Yes	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sending	MMS	Voice	RCS	WhatsApp
Central African Republi	CF	No	No	Yes	No	Yes	No	No	No	Yes
Chad	TD	No	No	Yes	No	No	No	No	No	Yes
Comorc	KM	No	No	Yes	No	Yes	No	No	No	Yes
Democr c Republi of the Congo	CD	No	No	Yes	No	Yes	No	No	No	Yes
Djibouti	DJ	No	No	Yes	No	Yes	No	No	No	Yes
Egypt	EG	Yes	No	Registra ion required	Yes	Yes	No	No	No	Yes
Equator l Guinea	GQ	No	No	Yes	No	No	No	No	No	Yes
Eritrea	ER	No	No	Yes	No	Yes	No	No	No	Yes
Ethiopia	ET	No	No	Registra ion required	No	No	No	No	No	Yes
Gabon	GA	No	No	Yes	No	Yes	No	No	No	Yes
Gambia	GM	No	No	Yes	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sending	MMS	Voice	RCS	WhatsApp
Ghana	GH	No	Yes	Registraion required	Yes	Yes	No	No	No	Yes
Guinea	GN	No	No	Yes	No	Yes	No	No	No	Yes
Guinea-Bissau	GW	No	No	Yes	N/A	No	No	No	No	Yes
Ivory Coast	CI	No	No	Yes	No	Yes	No	No	No	Yes
Kenya	KE	Yes	Yes	Registraion required	Yes	Yes	No	Yes	No	Yes
Lesotho	LS	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Liberia	LR	No	Yes	No	No	Yes	No	No	No	Yes
Libya	LY	No	No	Yes	No	Yes	No	No	No	Yes
Madagar	MG	No	No	Yes	No	Yes	No	No	No	Yes
Malawi	MW	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Mali	ML	No	No	Yes	No	Yes	No	Yes	No	Yes
Mauritaa	MR	No	No	Yes	No	Yes	No	No	No	Yes
Mauritiu	MU	No	Yes	Yes	Yes	Yes	No	No	No	Yes
Mayotte	YT	No	No	Yes	No	No	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Morocco	MA	Yes	No	Registration required	Yes	Yes	No	No	No	Yes
Mozambique	MZ	No	No	No	No	Yes	No	No	No	Yes
Namibia	NA	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Niger	NE	No	No	Yes	No	Yes	No	No	No	Yes
Nigeria	NG	Yes	No	Registration required	Yes	Yes	No	No	No	Yes
Republic of the Congo	CG	No	No	No	No	No	No	No	No	Yes
Reunion	RE	No	No	Yes	No	Yes	No	No	No	Yes
Rwanda	RW	No	No	Yes	No	Yes	No	No	No	Yes
Sao Tome and Principe	ST	No	No	Yes	No	No	No	No	No	Yes
Senegal	SN	No	No	Yes	No	No	No	No	No	Yes
Seychels	SC	No	No	Yes	No	Yes	No	No	No	Yes
Sierra Leone	SL	No	No	Yes	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Somalia	SO	No	No	Yes	No	Yes	No	No	No	Yes
South Africa	ZA	Yes	Yes	No	Yes	Yes	No	Yes	No	Yes
South Sudan	SS	No	No	Registration required	No	No	No	No	No	Yes
Eswatini	SZ	Yes	No	Yes	Yes	No	No	No	No	Yes
Tanzania	TZ	No	Yes	Registration required	Yes	No	No	No	No	Yes
Togo	TG	No	No	Yes	No	No	No	No	No	Yes
Tunisia	TN	No	No	Yes	No	Yes	No	No	No	Yes
Uganda	UG	No	No	Yes	No	Yes	No	No	No	Yes
Zambia	ZM	No	No	Registration required	No	Yes	No	No	No	Yes
Zimbabwe	ZW	No	No	Yes	No	No	No	No	No	Yes

Algeria

ISO code: DZ | **Dialing code:** +213

Channel support in Algeria

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Angola

ISO code: AO | **Dialing code:** +244

Channel support in Angola

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Botswana

ISO code: BW | **Dialing code:** +267

Channel support in Botswana

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Burkina Faso

ISO code: BF | **Dialing code:** +226

Channel support in Burkina Faso

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Burundi

ISO code: BI | **Dialing code:** +257

Channel support in Burundi

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Cameroon

ISO code: CM | **Dialing code:** +237

Channel support in Cameroon

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Cameroon

Number type	Registration form
Sender ID	Cameroon sender ID registration

Cape Verde

ISO code: CV | **Dialing code:** +238

Channel support in Cape Verde

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Central African Republic

ISO code: CF | **Dialing code:** +236

Channel support in Central African Republic

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Chad

ISO code: TD | **Dialing code:** +235

Channel support in Chad

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Comoros

ISO code: KM | **Dialing code:** +269

Channel support in Comoros

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Democratic Republic of the Congo

ISO code: CD | **Dialing code:** +243

Channel support in Democratic Republic of the Congo

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Djibouti

ISO code: DJ | **Dialing code:** +253

Channel support in Djibouti

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Egypt

ISO code: EG | **Dialing code:** +20

Channel support in Egypt

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Egypt

Number type	Registration form
Sender ID	the section called “Egypt”

Equatorial Guinea

ISO code: GQ | **Dialing code:** +240

Channel support in Equatorial Guinea

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Eritrea

ISO code: ER | **Dialing code:** +291

Channel support in Eritrea

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Ethiopia

ISO code: ET | **Dialing code:** +251

Channel support in Ethiopia

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Ethiopia

Number type	Registration form
Sender ID	Ethiopia sender ID registration

Gabon

ISO code: GA | **Dialing code:** +241

Channel support in Gabon

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Gambia

ISO code: GM | **Dialing code:** +220

Channel support in Gambia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Ghana

ISO code: GH | **Dialing code:** +233

Channel support in Ghana

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Ghana

Number type	Registration form
Sender ID	Ghana sender ID registration

Guinea

ISO code: GN | **Dialing code:** +224

Channel support in Guinea

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Guinea-Bissau

ISO code: GW | **Dialing code:** +245

Channel support in Guinea-Bissau

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Ivory Coast

ISO code: CI | **Dialing code:** +225

Channel support in Ivory Coast

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Kenya

ISO code: KE | **Dialing code:** +254

Channel support in Kenya

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Kenya

Number type	Registration form
Sender ID	the section called “Kenya”

Lesotho

ISO code: LS | **Dialing code:** +266

Channel support in Lesotho

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Liberia

ISO code: LR | **Dialing code:** +231

Channel support in Liberia

Channel	Number types	International sending
SMS	LC	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Libya

ISO code: LY | **Dialing code:** +218

Channel support in Libya

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Madagascar

ISO code: MG | **Dialing code:** +261

Channel support in Madagascar

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Malawi

ISO code: MW | **Dialing code:** +265

Channel support in Malawi

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Mali

ISO code: ML | **Dialing code:** +223

Channel support in Mali

Channel	Number types	International sending
SMS	Sender ID	Yes

Channel	Number types	International sending
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Mauritania

ISO code: MR | **Dialing code:** +222

Channel support in Mauritania

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Mauritius

ISO code: MU | **Dialing code:** +230

Channel support in Mauritius

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Mayotte

ISO code: YT | **Dialing code:** +262

Channel support in Mayotte

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Morocco

ISO code: MA | **Dialing code:** +212

Channel support in Morocco

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Morocco

Number type	Registration form
Sender ID	Morocco sender ID registration

Mozambique

ISO code: MZ | **Dialing code:** +258

Channel support in Mozambique

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Namibia

ISO code: NA | **Dialing code:** +264

Channel support in Namibia

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Niger

ISO code: NE | **Dialing code:** +227

Channel support in Niger

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Nigeria

ISO code: NG | **Dialing code:** +234

Channel support in Nigeria

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Nigeria

Number type	Registration form
Sender ID	Nigeria sender ID registration

Republic of the Congo

ISO code: CG | **Dialing code:** +242

Channel support in Republic of the Congo

Channel	Number types	International sending
SMS	Not supported	No
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Reunion

ISO code: RE | **Dialing code:** +262

Channel support in Reunion

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Rwanda

ISO code: RW | **Dialing code:** +250

Channel support in Rwanda

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Sao Tome and Principe

ISO code: Not applicable. **Dialing code:** Not listed in the source data.

Channel support in Sao Tome and Principe

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Senegal

ISO code: SN | **Dialing code:** +221

Channel support in Senegal

Channel	Number types	International sending
SMS	Sender ID	No

Channel	Number types	International sending
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Seychelles

ISO code: SC | **Dialing code:** +248

Channel support in Seychelles

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Sierra Leone

ISO code: SL | **Dialing code:** +232

Channel support in Sierra Leone

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Somalia

ISO code: SO | **Dialing code:** +252

Channel support in Somalia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

South Africa

ISO code: ZA | **Dialing code:** +27

Channel support in South Africa

Channel	Number types	International sending
SMS	SC, LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

South Sudan

ISO code: SS | **Dialing code:** +211

Channel support in South Sudan

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for South Sudan

Number type	Registration form
Sender ID	South Sudan sender ID registration

Swaziland

ISO code: SZ | **Dialing code:** +268

Channel support in Swaziland

Channel	Number types	International sending
SMS	SC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Tanzania

ISO code: TZ | **Dialing code:** +255

Channel support in Tanzania

Channel	Number types	International sending
SMS	LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Tanzania

Number type	Registration form
Sender ID	Tanzania sender ID registration

Togo

ISO code: TG | **Dialing code:** +228

Channel support in Togo

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Tunisia

ISO code: TN | **Dialing code:** +216

Channel support in Tunisia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Uganda

ISO code: UG | **Dialing code:** +256

Channel support in Uganda

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Zambia

ISO code: ZM | **Dialing code:** +260

Channel support in Zambia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Zambia

Number type	Registration form
Sender ID	the section called “Zambia”

Zimbabwe

ISO code: ZW | **Dialing code:** +263

Channel support in Zimbabwe

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Asia

AWS End User Messaging supports 46 countries and regions in Asia. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User

Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in Asia

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	Internaonal sending	MMS	Voice	RCS	WhatsApp
Afghanian	AF	No	No	Yes	No	Yes	No	No	No	Yes
Armenia	AM	No	No	Yes	No	Yes	No	No	No	Yes
Azerbain	AZ	No	No	Yes	No	Yes	No	No	No	Yes
Bahrain	BH	No	No	Yes	No	Yes	No	Yes	No	Yes
Banglach	BD	No	No	Registraion required	No	Yes	No	No	No	Yes
Bhutan	BT	No	No	Yes	No	Yes	No	No	No	Yes
Brunei	BN	No	No	Yes	No	Yes	No	No	No	Yes
Cambod	KH	No	No	Registraion required	No	Yes	No	Yes	No	Yes
China	CN	Yes	No	No	Yes	No	No	No	No	No
Georgia	GE	No	No	Yes	No	Yes	No	No	No	Yes
Hong Kong	HK	No	Yes	Yes	Yes	Yes	No	No	No	Yes
India	IN	Yes	Yes	Registraion required	Yes	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Indonesia	ID	No	No	Registration required	No	Yes	No	Yes	No	Yes
Iraq	IQ	No	No	Yes	No	Yes	No	No	No	Yes
Israel	IL	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes
Japan	JP	Yes	No	Yes	Yes	Yes	No	No	No	Yes
Jordan	JO	No	No	Registration required	No	Yes	No	No	No	Yes
Kazakhstan	KZ	No	No	Registration required	No	Yes	No	Yes	No	Yes
Kuwait	KW	No	Yes	Registration required	Yes	Yes	No	No	No	Yes
Kyrgyzstan	KG	No	No	Yes	No	Yes	No	No	No	Yes
Laos	LA	No	No	Yes	No	Yes	No	No	No	Yes
Lebanon	LB	No	No	Registration required	No	Yes	No	No	No	Yes
Macau	MO	No	No	Yes	No	Yes	No	No	No	Yes
Malaysia	MY	Yes	No	No	Yes	Yes	No	No	No	Yes
Maldives	MV	No	No	Yes	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Mongol	MN	No	No	Yes	No	Yes	No	No	No	Yes
Myanm	MM	No	Yes	Yes	Yes	Yes	No	No	No	Yes
Nepal	NP	No	No	Yes	No	No	No	No	No	Yes
Oman	OM	No	No	Registration required	No	Yes	No	No	No	Yes
Pakistan	PK	No	Yes	Yes	No	Yes	No	No	No	Yes
Palestin	PS	No	No	Yes	No	Yes	No	No	No	Yes
Philippines	PH	No	Yes	Registration required	No	Yes	No	Yes	No	Yes
Qatar	QA	Yes	No	Registration required	Yes	Yes	No	No	No	Yes
Saudi Arabia	SA	No	Yes	Registration required	No	No	No	No	No	Yes
Singapo	SG	Yes	Yes	Registration required	Yes	Yes	No	No	Yes	Yes
South Korea	KR	No	No	No	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Sri Lanka	LK	Yes	Yes	Registration required	Yes	Yes	No	No	No	Yes
Taiwan	TW	No	Yes	Registration required	Yes	Yes	No	Yes	No	Yes
Tajikistan	TJ	No	No	Yes	No	Yes	No	Yes	No	Yes
Thailand	TH	No	Yes	Registration required	Yes	Yes	No	Yes	No	Yes
Timor-Leste	TL	No	No	Yes	No	Yes	No	No	No	Yes
Turkmenistan	TM	No	No	No	No	Yes	No	No	No	Yes
United Arab Emirates	AE	Yes	Yes	Registration required	Yes	No	No	No	No	Yes
Uzbekistan	UZ	No	No	Yes	No	Yes	No	No	No	Yes
Vietnam	VN	No	No	Registration required	No	Yes	No	Yes	No	Yes
Yemen	YE	No	No	Yes	No	No	No	No	No	Yes

Afghanistan

ISO code: AF | **Dialing code:** +93

Channel support in Afghanistan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Armenia

ISO code: AM | **Dialing code:** +374

Channel support in Armenia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Azerbaijan

ISO code: AZ | **Dialing code:** +994

Channel support in Azerbaijan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Bahrain

ISO code: BH | **Dialing code:** +973

Channel support in Bahrain

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Bangladesh

ISO code: BD | **Dialing code:** +880

Channel support in Bangladesh

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Bangladesh

Number type	Registration form
Sender ID	Bangladesh sender ID registration

Bhutan

ISO code: BT | **Dialing code:** +975

Channel support in Bhutan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Brunei

ISO code: BN | **Dialing code:** +673

Channel support in Brunei

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Cambodia

ISO code: KH | **Dialing code:** +855

Channel support in Cambodia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Cambodia

Number type	Registration form
Sender ID	Cambodia sender ID registration

China

ISO code: CN | **Dialing code:** +86

Channel support in China

Channel	Number types	International sending
SMS	SC	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Not supported	—

Georgia

ISO code: GE | **Dialing code:** +995

Channel support in Georgia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Hong Kong

ISO code: HK | **Dialing code:** +852

Channel support in Hong Kong

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Hong Kong

Number type	Registration form
Long code	the section called “Hong Kong”

India

ISO code: IN | **Dialing code:** +91

Channel support in India

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for India

Number type	Registration form
Short code	India short code registration

Indonesia

ISO code: ID | **Dialing code:** +62

Channel support in Indonesia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Indonesia

Number type	Registration form
Sender ID	the section called “Indonesia”

Iraq

ISO code: IQ | **Dialing code:** +964

Channel support in Iraq

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Israel

ISO code: IL | **Dialing code:** +972

Channel support in Israel

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Japan

ISO code: JP | **Dialing code:** +81

Channel support in Japan

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Japan

Number type	Registration form
Short code	Japan short code registration

Jordan

ISO code: JO | **Dialing code:** +962

Channel support in Jordan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Jordan

Number type	Registration form
Sender ID	the section called “Jordan”

Kazakhstan

ISO code: KZ | **Dialing code:** +7

Channel support in Kazakhstan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Kazakhstan

Number type	Registration form
Sender ID	the section called “Kazakhstan”

Kuwait

ISO code: KW | **Dialing code:** +965

Channel support in Kuwait

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Kuwait

Number type	Registration form
Sender ID	the section called “Kuwait”

Kyrgyzstan

ISO code: KG | **Dialing code:** +996

Channel support in Kyrgyzstan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Laos

ISO code: LA | **Dialing code:** +856

Channel support in Laos

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Lebanon

ISO code: LB | **Dialing code:** +961

Channel support in Lebanon

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Lebanon

Number type	Registration form
Sender ID	Lebanon sender ID registration

Macau

ISO code: MO | **Dialing code:** +853

Channel support in Macau

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Malaysia

ISO code: MY | **Dialing code:** +60

Channel support in Malaysia

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Maldives

ISO code: MV | **Dialing code:** +960

Channel support in Maldives

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—

Channel	Number types	International sending
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Mongolia

ISO code: MN | **Dialing code:** +976

Channel support in Mongolia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Myanmar

ISO code: MM | **Dialing code:** +95

Channel support in Myanmar

Channel	Number types	International sending
SMS	LC, Sender ID	Yes

Channel	Number types	International sending
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Nepal

ISO code: NP | **Dialing code:** +977

Channel support in Nepal

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Oman

ISO code: OM | **Dialing code:** +968

Channel support in Oman

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Oman

Number type	Registration form
Sender ID	Oman sender ID registration

Pakistan

ISO code: PK | **Dialing code:** +92

Channel support in Pakistan

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Palestine

ISO code: PS | **Dialing code:** +970

Channel support in Palestine

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Philippines

ISO code: PH | **Dialing code:** +63

Channel support in Philippines

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Philippines

Number type	Registration form
Sender ID	the section called “Philippines”

Qatar

ISO code: QA | **Dialing code:** +974

Channel support in Qatar

Channel	Number types	International sending
SMS	SC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Qatar

Number type	Registration form
Sender ID	the section called “Qatar”

Saudi Arabia

ISO code: SA | **Dialing code:** +966

Channel support in Saudi Arabia

Channel	Number types	International sending
SMS	LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Saudi Arabia

Number type	Registration form
Sender ID	the section called “Saudi Arabia”

Singapore

ISO code: SG | **Dialing code:** +65

Channel support in Singapore

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	RCS agent	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Singapore

Number type	Registration form
Sender ID	the section called “Singapore”

South Korea

ISO code: KR | **Dialing code:** +82

Channel support in South Korea

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Sri Lanka

ISO code: LK | **Dialing code:** +94

Channel support in Sri Lanka

Channel	Number types	International sending
SMS	SC, LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for Sri Lanka

Number type	Registration form
Sender ID	the section called “Sri Lanka”

Taiwan

ISO code: Not applicable. **Dialing code:** Not listed in the source data.

Channel support in Taiwan

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Taiwan

Number type	Registration form
Sender ID	Taiwan sender ID registration

Tajikistan

ISO code: TJ | **Dialing code:** +992

Channel support in Tajikistan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Thailand

ISO code: TH | **Dialing code:** +66

Channel support in Thailand

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Thailand

Number type	Registration form
Sender ID	the section called “Thailand”

Timor-Leste

ISO code: TL | **Dialing code:** +670

Channel support in Timor-Leste

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Turkmenistan

ISO code: TM | **Dialing code:** +993

Channel support in Turkmenistan

Channel	Number types	International sending
SMS	Not supported	Yes
MMS	Not supported	—
RCS	Not supported	—

Channel	Number types	International sending
Voice	Not supported	—
WhatsApp	Supported	—

United Arab Emirates

ISO code: AE | **Dialing code:** +971

Channel support in United Arab Emirates

Channel	Number types	International sending
SMS	SC, LC, Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registration forms for United Arab Emirates

Number type	Registration form
Short code	United Arab Emirates short code registration
Sender ID	the section called “United Arab Emirates”

Uzbekistan

ISO code: UZ | **Dialing code:** +998

Channel support in Uzbekistan

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Vietnam

ISO code: VN | **Dialing code:** +84

Channel support in Vietnam

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Vietnam

Number type	Registration form
Sender ID	the section called “Vietnam”

Yemen

ISO code: YE | **Dialing code:** +967

Channel support in Yemen

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Oceania

AWS End User Messaging supports 18 countries and regions in Oceania. The following table lists each country along with the messaging channels and SMS origination identities that AWS End User Messaging supports there. A value of **No** means that AWS End User Messaging does not support that capability in the country.

Channel support by country in Oceania

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Australi	AU	No	Yes	Registra ion requirec	Yes	Yes	No	Yes	No	Yes
Cook Islands	CK	No	No	Yes	Yes	Yes	No	No	No	Yes
Fiji	FJ	No	No	Yes	No	Yes	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
French Polynes	PF	No	No	Yes	No	No	No	No	No	Yes
Guam	GU	No	Yes	No	Yes	Yes	No	No	No	Yes
Marshal Islands	MH	No	No	No	No	No	No	No	No	Yes
Microne a	FM	No	No	No	No	No	No	No	No	Yes
New Caledor	NC	No	No	Yes	No	Yes	No	No	No	Yes
New Zealand	NZ	Yes	No	No	Yes	Yes	No	Yes	No	Yes
Niue	NU	No	No	Yes	No	Yes	No	No	No	Yes
Norfolk Island	NF	No	No	Yes	No	No	No	No	No	Yes
Palau	PW	No	No	Yes	No	No	No	No	No	Yes
Papua New Guinea	PG	No	No	Yes	No	Yes	No	No	No	Yes
Samoa	WS	No	No	Yes	No	No	No	No	No	Yes
Solomo Islands	SB	No	No	Yes	No	Yes	No	No	No	Yes
Tonga	TO	No	No	Yes	No	No	No	No	No	Yes
Tuvalu	TV	No	No	Yes	No	No	No	No	No	Yes

Country or region	ISO code	SMS short codes	SMS long codes	SMS Sender IDs	SMS two-way	International sending	MMS	Voice	RCS	WhatsApp
Vanuatu	VU	No	No	Yes	No	No	No	No	No	Yes

Australia

ISO code: AU | **Dialing code:** +61

Channel support in Australia

Channel	Number types	International sending
SMS	LC, Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for Australia

Number type	Registration form
Long code	the section called “Australia”
Sender ID	the section called “Australia”

Cook Islands

ISO code: CK | **Dialing code:** +682

Channel support in Cook Islands

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Fiji

ISO code: FJ | **Dialing code:** +679

Channel support in Fiji

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

French Polynesia

ISO code: PF | **Dialing code:** +689

Channel support in French Polynesia

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Guam

ISO code: GU | **Dialing code:** +1-671

Channel support in Guam

Channel	Number types	International sending
SMS	LC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Marshall Islands

ISO code: MH | **Dialing code:** +692

Channel support in Marshall Islands

Channel	Number types	International sending
SMS	Not supported	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Micronesia

ISO code: FM | **Dialing code:** +691

Channel support in Micronesia

Channel	Number types	International sending
SMS	Not supported	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

New Caledonia

ISO code: NC | **Dialing code:** +687

Channel support in New Caledonia

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

New Zealand

ISO code: NZ | **Dialing code:** +64

Channel support in New Zealand

Channel	Number types	International sending
SMS	SC	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Voice number	—
WhatsApp	Supported	—

Registration forms for New Zealand

Number type	Registration form
Short code	New Zealand short code registration

Niue

ISO code: NU | **Dialing code:** +683

Channel support in Niue

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Norfolk Island

ISO code: NF | **Dialing code:** +672

Channel support in Norfolk Island

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Palau

ISO code: PW | **Dialing code:** +680

Channel support in Palau

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Papua New Guinea

ISO code: PG | **Dialing code:** +675

Channel support in Papua New Guinea

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Samoa

ISO code: WS | **Dialing code:** +685

Channel support in Samoa

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Solomon Islands

ISO code: SB | **Dialing code:** +677

Channel support in Solomon Islands

Channel	Number types	International sending
SMS	Sender ID	Yes
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Tonga

ISO code: TO | **Dialing code:** +676

Channel support in Tonga

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Tuvalu

ISO code: TV | **Dialing code:** +688

Channel support in Tuvalu

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Vanuatu

ISO code: VU | **Dialing code:** +678

Channel support in Vanuatu

Channel	Number types	International sending
SMS	Sender ID	No
MMS	Not supported	—
RCS	Not supported	—
Voice	Not supported	—
WhatsApp	Supported	—

Registrations supported for SMS by country or region

Some countries and regions require you to register an origination identity before you can send SMS messages to recipients there. The following table lists the countries and regions that have an SMS registration form, together with the registration to complete. To learn how to complete a registration, see the how-to page named in the **How to complete** column.

> **Note**
>
> The following table describes which registration applies to each country or region. The step-by-step instructions for completing each registration are documented with the SMS channel setup and are not repeated here.

SMS registrations by country or region

Country or region	Registration	How to complete
Australia	Sender ID registration	Australia sender ID registration
Austria	Sender ID registration	Austria sender ID registration

Country or region	Registration	How to complete
Belarus	Sender ID registration	Belarus sender ID registration
China	SMS template registration	China SMS template registration form
Egypt	Sender ID registration	Egypt sender ID registration
Finland	Sender ID registration	Finland sender ID registration
India	Sender ID registration	India sender ID registration process
Indonesia	Sender ID registration	Indonesia sender ID registration
Ireland	Sender ID registration	Ireland sender ID registration
Jordan	Sender ID registration	Jordan sender ID registration
Kazakhstan	Sender ID registration	Kazakhstan sender ID registration
Kenya	Sender ID registration	Kenya sender ID registration
Kuwait	Sender ID registration	Kuwait sender ID registration
Philippines	Sender ID registration	Philippines sender ID registration
Qatar	Sender ID registration	Qatar sender ID registration
Russia	Sender ID registration	Russia sender ID registration
Saudi Arabia	Sender ID registration	Saudi Arabia sender ID registration
Singapore	Sender ID registration	Singapore sender ID registration process
Spain	Sender ID registration	Spain sender ID registration
Sri Lanka	Sender ID registration	Sri Lanka sender ID registration
Thailand	Sender ID registration	Thailand sender ID registration
Turkey	Sender ID registration	Turkey sender ID registration

Country or region	Registration	How to complete
United Arab Emirates	Sender ID registration	United Arab Emirates sender ID registration
United Kingdom	Sender ID registration	United Kingdom sender ID registrat ion process
United States	10DLC, short code, or toll-free number registration	Registering a 10DLC, short code, or toll-free number
Vietnam	Sender ID registration	Vietnam sender ID registration
Zambia	Sender ID registration	Zambia sender ID registration

Security

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, 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, the requirements of your company, and applicable laws and regulations.

This documentation helps you understand how to apply the shared responsibility model when using AWS End User Messaging. The following topics show you how to configure AWS End User Messaging 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 resources.

Data protection

The AWS shared responsibility model applies to data protection in AWS End User Messaging. 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 the 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 the email addresses of your customers, into tags or free-form text fields such as a **Name** field. This includes when you work with AWS End User Messaging 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.

> **Important**
>
> For messages sent through the WhatsApp channel, WhatsApp uses the Signal protocol for secure communications. However, because AWS End User Messaging is a third party, WhatsApp does not consider these messages end to end encrypted. For more information about WhatsApp data protection, see Data Privacy and Security and the WhatsApp Encryption Overview whitepaper.

Data encryption

AWS End User Messaging data is encrypted in transit and at rest within the AWS boundary. When you submit data to AWS End User Messaging, it encrypts the data as it is received and stores it. When you retrieve data from AWS End User Messaging, it transmits the data to you by using current security protocols. When you use AWS End User Messaging to send an SMS message to

an external mobile device, your data is transferred outside the AWS boundary through the SMS protocol and is subject to the technical limitations of SMS. When you use AWS End User Messaging to send a message through the WhatsApp channel, your data is transferred outside the AWS boundary to Meta for delivery to the recipient.

Encryption at rest

AWS End User Messaging 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. To encrypt your data, AWS End User Messaging 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 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 uses HTTPS and TLS 1.2. In addition, when you create and manage AWS End User Messaging 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 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 the section called “SMS protocol security considerations” and the section called “SMS protocol security best practices”.

SMS message handling

AWS End User Messaging 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 AWS Region selected by the customer, even if the end user recipient of an SMS message is in the same Region.

Key management

To encrypt your AWS End User Messaging data, AWS End User Messaging uses internal AWS KMS keys that the service owns and maintains on your behalf. We rotate these keys on a regular basis. You cannot provision and use your own AWS KMS or other keys to encrypt data that you store in AWS End User Messaging.

Inter-network traffic privacy

Inter-network traffic privacy refers to securing connections and traffic between AWS End User Messaging and your on-premises clients and applications, and between AWS End User Messaging and other AWS resources in the same AWS Region. The following features and practices can help you secure inter-network traffic privacy for AWS End User Messaging.

Traffic between AWS End User Messaging and on-premises clients and applications. To establish a private connection between AWS End User Messaging and clients and applications on your on-premises network, you can use AWS 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 AWS Direct Connect router. For more information, see What is AWS Direct Connect? in the *AWS Direct Connect User Guide*.

To help secure access to AWS End User Messaging through published APIs, we recommend that you comply with AWS End User Messaging requirements for API calls. AWS End User Messaging 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 is 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 and other AWS resources. To secure communications between AWS End User Messaging and other AWS resources in the same AWS Region, AWS End User Messaging 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 is 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.

Identity and access management

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 resources. IAM is an AWS service that you can use with no additional charge.

Audience

How you use AWS Identity and Access Management (IAM) differs based on the work that you do in AWS End User Messaging.

- **Service user**. If you use the AWS End User Messaging service to do your job, then your administrator provides you with the credentials and permissions that you need. As you use more AWS End User Messaging features to do your work, you might need additional permissions. Understanding how access is managed can help you request the right permissions from your administrator.
- **Service administrator**. If you are in charge of AWS End User Messaging resources at your company, you probably have full access to AWS End User Messaging. It is your job to determine which AWS End User Messaging features and resources your service users should access. You must then submit requests to your IAM administrator to change the permissions of your service users.
- **IAM administrator**. If you are an IAM administrator, you might want to learn details about how you can write policies to manage access to AWS End User Messaging.

Authenticating with identities

Authentication is how you sign in to AWS using your identity credentials. You must be authenticated (signed in to AWS) as the AWS account root user, as an IAM user, or by assuming an IAM role.

You can sign in to AWS as a federated identity by using credentials provided through an identity source. AWS IAM Identity Center (IAM Identity Center) users, the single sign-on authentication

of your company, and your Google or Facebook credentials are examples of federated identities. When you sign in as a federated identity, your administrator previously set up identity federation using IAM roles. When you access AWS by using federation, you are indirectly assuming a role. 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 a software development kit (SDK) and a command line interface (CLI) to cryptographically sign requests by using your credentials. 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 that has complete access to all AWS services and resources in the account. This identity is called the AWS account *root user*. We strongly recommend that you do not use the root user for your 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, including users that require administrator access, to use federation with an identity provider to access AWS services by using temporary credentials. A *federated identity* is a user from your enterprise user directory, a web identity provider, AWS IAM Identity Center, or any user that accesses AWS services by using credentials provided through an identity source. When federated identities access AWS accounts, they assume roles, and the roles provide temporary credentials. For centralized access management, we recommend that you use 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 within your AWS account that has specific permissions for a single person or application. Where possible, we recommend relying on temporary credentials instead of creating IAM users that have long-term credentials such as passwords and access keys. An IAM group is an identity that specifies a collection of IAM users. You cannot sign in as a group. You can use groups to specify permissions for multiple users at a time. For more information, see Use cases for IAM users in the *IAM User Guide*.

IAM roles. An IAM role is an identity within your AWS account that has specific permissions. It is similar to an IAM user, but is not associated with a specific person. IAM roles are useful for federated user access, temporary IAM user permissions, cross-account access, cross-service access, and applications that run on Amazon EC2. For more information, see Methods to assume a role 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 is an object in AWS that, when associated with an identity or resource, defines their permissions. AWS evaluates these policies when a principal (user, root user, or role session) makes a request. Permissions in the policies determine whether the request is allowed or denied. Most policies are stored in AWS as JSON documents. For more information about the structure and contents of JSON policy documents, see Overview of JSON policies in the *IAM User Guide*.

With 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, and then users can assume the roles.

Identity-based policies. 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*.

Resource-based policies. 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. You cannot use AWS managed policies from IAM in a resource-based policy.

Other policy types. AWS supports additional, less-common policy types that can set the maximum permissions granted to you by the more common policy types. Permissions boundaries set the maximum permissions that an identity-based policy can grant to an IAM entity. Service control policies (SCPs) specify the maximum permissions for an organization or organizational unit in AWS Organizations. Resource control policies (RCPs) set the maximum available permissions for resources in your accounts. Session policies are advanced policies that you pass as a parameter when you programmatically create a temporary session for a role or federated user.

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 works with IAM

Before you use IAM to manage access to AWS End User Messaging, learn what IAM features are available to use with AWS End User Messaging.

IAM feature	AWS End User Messaging support
Identity-based policies	Yes
Resource-based policies	No
Policy actions	Yes
Policy resources	Yes
Policy condition keys	Yes
Access control lists (ACLs)	No
Attribute-based access control (ABAC)	Partial
Temporary credentials	Yes
Principal permissions	Yes
Service roles	Yes
Service-linked roles	Yes

To get a high-level view of how AWS End User Messaging 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

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*.

AWS End User Messaging supports identity-based policies that use actions in both of its API namespaces: the `sms-voice` namespace for the SMS, MMS, voice, and RCS channels, and the `social-messaging` namespace for the WhatsApp channel.

Resource-based policies within AWS End User Messaging

Supports resource-based policies: No

Resource-based policies are JSON policy documents that you attach to a resource. AWS End User Messaging does not support resource-based policies.

Policy actions for AWS End User Messaging

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. AWS End User Messaging actions use the `sms-voice` and `social-messaging` prefixes. To see a list of AWS End User Messaging actions, see the Service Authorization Reference.

Policy resources for AWS End User Messaging

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. To see a list of AWS End User Messaging resource types and their ARNs, see the Service Authorization Reference.

Policy condition keys for AWS End User Messaging

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 (or `Condition` block) lets you specify conditions in which a statement is in effect.

Service roles and service-linked roles for AWS End User Messaging

Supports service roles: Yes. AWS End User Messaging supports service roles, for example a role that lets the service publish events to an Amazon Kinesis Data Firehose or Amazon SNS destination on your behalf.

Supports service-linked roles: Yes. For details about creating or managing the AWS End User Messaging service-linked role, see the section called "Using service-linked roles for AWS End User Messaging".

Identity-based policy examples for AWS End User Messaging

By default, users and roles do not have permission to create or modify AWS End User Messaging resources. They also cannot perform tasks by using the AWS Management Console, AWS Command Line Interface (AWS CLI), or AWS API. To grant users permission to perform actions on the resources that they need, an IAM administrator can create IAM policies. The administrator can then add the IAM policies to roles, and users can assume the roles.

Policy best practices

Identity-based policies determine whether someone can create, access, or delete AWS End User Messaging 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. See the section called "AWS managed policies for AWS End User Messaging".
- Apply least-privilege permissions by granting only the permissions required to perform a task.
- Use IAM conditions to restrict access further where appropriate.
- Use IAM Access Analyzer to validate your policies.
- Require multi-factor authentication (MFA) for sensitive operations.

Using the AWS End User Messaging console

To access the AWS End User Messaging 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 resources in your AWS account. Grant permissions for the actions in the namespace that matches the channel you use: `sms-voice` for SMS, MMS, voice, and RCS, or `social-messaging` for WhatsApp.

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": "*"
        }
    ]
}
```

AWS managed policies for AWS End User Messaging

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 are 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 End User Messaging service-linked-role policy

For the WhatsApp channel, AWS End User Messaging uses the service-linked-role policy `AWSSocialMessagingServiceRolePolicy`, which allows the service to publish metrics to Amazon CloudWatch in the `AWS/SocialMessaging` namespace. For more information, see the section called “Using service-linked roles for AWS End User Messaging”.

For the SMS, MMS, voice, and RCS channels, AWS End User Messaging uses the service-linked-role policy `SMSVoiceServiceRolePolicy`, which allows the service to publish metrics to Amazon CloudWatch in the `AWS/SMSVoice` namespace. AWS End User Messaging also uses the service-linked-role policy `EndUserMessagingServiceRolePolicy`, which allows the service to publish metrics to Amazon CloudWatch in the `AWS/EndUserMessaging` namespace. For more information, see the section called “Using service-linked roles for AWS End User Messaging”.

AWS End User Messaging updates to AWS managed policies

View details about updates to AWS managed policies for AWS End User Messaging 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 Document history page.

Troubleshooting AWS End User Messaging 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 and IAM.

I am not authorized to perform an action in AWS End User Messaging

If you receive an error that you are not authorized to perform an action, your policies must be updated to allow you to perform the action. The error names the action and the resource for which you do not have permissions. Ask your administrator for assistance.

I am not authorized to perform iam:PassRole

If you receive an error that you are 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. Some AWS services let you 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. Ask your administrator for assistance.

I want to allow people outside of my AWS account to access my AWS End User Messaging 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 more information, see Providing access to AWS accounts owned by third parties in the *IAM User Guide*.

AWS PrivateLink

You can use AWS PrivateLink to create a private connection between your virtual private cloud (VPC) and AWS End User Messaging by creating an interface VPC endpoint. Interface endpoints are powered by AWS PrivateLink, which lets you privately access AWS End User Messaging APIs without an internet gateway, NAT device, VPN connection, or AWS Direct Connect connection. Instances in your VPC do not need public IP addresses to communicate with the AWS End User Messaging APIs. For more information, see the AWS PrivateLink Guide.

AWS End User Messaging is made up of separate APIs, and each one has its own interface endpoint service name. Create an interface endpoint for the API that matches the channel you send on. When you turn on private DNS for the interface endpoint, you can make API requests using the default Regional DNS name for the API.

AWS End User Messaging interface endpoint service names

API	Service name	Channels
End User Messaging	`com.amazonaws.` *`region`*`.end-user-messaging`	All channels
SMS and Voice v2	`com.amazonaws.` *`region`*`.pinpoint-sms-voice-v2`	SMS, MMS, voice, and RCS
Social messaging	`com.amazonaws.` *`region`*`.social-messaging`	WhatsApp
Push	`com.amazonaws.` *`region`*`.pinpoint`	Push notifications

Each service name also has a Federal Information Processing Standard (FIPS) compliant variant, formed by appending `-fips` to the service name, for example `com.amazonaws.`*`region`*`.end-user-messaging-fips`.

Creating an interface VPC endpoint

You can create an interface endpoint by using either the Amazon VPC console or the AWS Command Line Interface (AWS CLI), using one of the service names in the preceding table. For more information, see Create an interface endpoint in the *AWS PrivateLink Guide*.

Controlling access to the interface endpoint

AWS End User Messaging supports making calls to all of its API actions through the interface endpoint. By default, full access to AWS End User Messaging is allowed through the interface endpoint. To control the traffic that is allowed to reach AWS End User Messaging through the interface endpoint, you can associate a security group with the endpoint network interfaces, attach a VPC endpoint policy, or both.

A VPC endpoint policy is an IAM resource that you attach to an interface endpoint to control which principals can perform which AWS End User Messaging actions on which resources through the endpoint. The following example endpoint policy grants access to the listed actions for all

principals on all resources. Use the `sms-voice` actions for the SMS, MMS, voice, and RCS channels, and the `social-messaging` actions for the WhatsApp channel.

```
{
    "Statement": [
        {
            "Principal": "*",
            "Effect": "Allow",
            "Action": [
                "sms-voice:SendTextMessage",
                "social-messaging:SendWhatsAppMessage"
            ],
            "Resource": "*"
        }
    ]
}
```

Compliance validation

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, the compliance objectives of your company, and applicable laws and regulations. For more information about your compliance responsibility when using AWS services, see the AWS Security Documentation.

Security assurance program considerations for SMS

The AWS End User Messaging capabilities are eligible for the security assurance programs listed 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 is 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 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

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 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

As a managed service, AWS End User Messaging 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 through the network. We require Transport Layer Security (TLS) 1.2 and recommend TLS 1.3. 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.

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

As a managed service, AWS End User Messaging 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 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 Ephemeral Diffie-Hellman (DHE) or Elliptic Curve Diffie-Hellman Ephemeral (ECDHE). 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 does not 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 the resources of another customer 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 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 do not know the full ARN of the resource, or if you are specifying multiple resources, use the `aws:SourceArn` global condition context 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 to prevent the confused deputy problem.

```
{
  "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"
      }
    }
  }
 }
```

The preceding example applies to the SMS, MMS, voice, and RCS channels, which use the `sms-voice.amazonaws.com` service principal and `sms-voice` resource ARNs. For the WhatsApp channel, use the `social-messaging.amazonaws.com` service principal and `social-`

`messaging` resource ARNs instead. For example, set `aws:SourceArn` to `arn:aws:social-messaging:*:123456789012:*` to scope access to resources in your account.

Security best practices

AWS End User Messaging 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 do not 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 resources, including yourself. Do not use AWS root credentials to manage AWS End User Messaging resources.
- Grant each user the minimum set of permissions required to perform their duties.
- Use IAM groups to effectively manage permissions for multiple users.
- Rotate your IAM credentials regularly.

Using service-linked roles for AWS End User Messaging

AWS End User Messaging 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. Service-linked roles are predefined by AWS End User Messaging 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 easier because you do not have to manually add the necessary permissions. AWS End User Messaging defines the permissions of its service-linked roles, and unless defined otherwise, only AWS End User Messaging 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 its related resources. This protects your AWS End User Messaging resources because you cannot inadvertently remove permission to access the resources.

Service-linked role permissions for AWS End User Messaging

For the WhatsApp channel, AWS End User Messaging uses the service-linked role named `AWSServiceRoleForSocialMessaging` to publish metrics and provide insights for your social message sending. The `AWSServiceRoleForSocialMessaging` service-linked role trusts the `social-messaging.amazonaws.com` service to assume the role.

The role permissions policy named `AWSSocialMessagingServiceRolePolicy` allows AWS End User Messaging to complete the action `cloudwatch:PutMetricData` on all AWS resources in the `AWS/SocialMessaging` namespace.

For the SMS, MMS, voice, and RCS channels, AWS End User Messaging uses the service-linked role named `AWSServiceRoleForSMSVoice` to publish metrics for your message sending. The `AWSServiceRoleForSMSVoice` service-linked role trusts the `sms-voice.amazonaws.com` service to assume the role. The role permissions policy named `SMSVoiceServiceRolePolicy` allows AWS End User Messaging to complete the action `cloudwatch:PutMetricData` on all AWS resources in the `AWS/SMSVoice` namespace.

AWS End User Messaging also uses the service-linked role named `AWSServiceRoleForEndUserMessaging`, which trusts the `end-user-messaging.amazonaws.com` service to assume the role. The role permissions policy named `EndUserMessagingServiceRolePolicy` allows AWS End User Messaging to complete the action `cloudwatch:PutMetricData` on all AWS resources in the `AWS/EndUserMessaging` namespace.

Creating a service-linked role for AWS End User Messaging

You can use the IAM console to create a service-linked role with the metrics use case. In the AWS CLI or the AWS API, create a service-linked role with the applicable service name: `sms-voice.amazonaws.com` for the SMS, MMS, voice, and RCS channels, or `social-messaging.amazonaws.com` for the WhatsApp channel. 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.

You can create the service-linked role with the following AWS CLI command:

```
aws iam create-service-linked-role --aws-service-name social-messaging.amazonaws.com
```

Editing a service-linked role for AWS End User Messaging

AWS End User Messaging does not allow you to edit the `AWSServiceRoleForSocialMessaging` 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

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 do not 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.

To remove the WhatsApp resources used by `AWSServiceRoleForSocialMessaging`, call the `list-linked-whatsapp-business-accounts` API to see the resources you have, call `disassociate-whatsapp-business-account` for each linked WhatsApp Business Account to remove it, then call `list-linked-whatsapp-business-accounts` again to verify no resources remain. You can then use the IAM console, the AWS CLI, or the AWS API to delete the `AWSServiceRoleForSocialMessaging` service-linked role.

Supported Regions for AWS End User Messaging service-linked roles

AWS End User Messaging supports using service-linked roles in all of the Regions where the service is available. For more information, see AWS Regions and endpoints.

SMS protocol security considerations

It is 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, inherent sender authentication, or checksum error detection, and in some cases may store SMS messages in plain text on the device. There are also practical limitations, such as message size, that can impact how recipients view your message. For more information, see Limits and quotas.

SMS protocol security best practices

Given the limitations of the SMS protocol, 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 do not do business in with AWS End User Messaging 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 channel-specific guidance on sending reliably and avoiding filtering, see Best practices.

Document history for the AWS End User Messaging User Guide

The following table describes the documentation releases for AWS End User Messaging.

Change	Description	Date
Initial release	Initial release of the AWS End User Messaging User Guide.	October 1, 2026