

Affordably send SMS messages at scale with unmatched speed and deliverability.



SMS Gateways

Nearly 20 billion SMS messages are sent and received around the world on a daily basis. To deliver such high volumes of traffic, mobile networks rely on gateway providers like MessageBird to route these messages to the appropriate devices. While it may seem that all gateways are the same, there are a number of differences you should know about.

SMS gateways utilize proprietary software algorithms to determine the optimal route a digital message should travel. Within milliseconds of an SMS first being sent, the best messaging algorithms will factor in variables such as price, reliability, and throughput to determine the optimal route.

Each route will have a variable cost based on a gateway's relationships with telco vendors around the world. Some routes are direct, others require multiple "hops" to get messages to their final destination. Each hop adds a layer of cost. Even though these extra costs are typically fractions of a cent, when you're sending bulk messages, it quickly adds up.

SMS gateways also vary in message delivery success rates. When you're sending information that your customers depend on, every undelivered message reflects poorly on you. But you're busy enough focusing on your own products and services. So, how can you make sure that you have access to SMS solutions that reliably grow with you without costing too much?

Messaging, Solved

MessageBird's SMS platform is built to support modern operations. Our programmable messaging API is packed with features and customizable parameters that enable high-volume and demanding message senders to use our platform with ease.

We are a licensed carrier with over 900 direct or one-hop connections, which results in a lightning-fast messaging service. Moreover, establish new carrier partnerships, strengthen existing ones, and develop streamlined low-latency routing profiles to ensure you're getting the highest quality of service at the most affordable price.

For customers not as comfortable with APIs, we have an easy-to-use dashboard where you can send, manage and analyze all of your messages. We also offer direct integrations with other software platforms that you may already be using. In short, with MessageBird, you can efficiently and affordably communicate with your customers as well as any of over 7 billion phones worldwide in a growing number of ways.

Use Cases

Two-Factor Authentication

Add an extra layer of security to your platform and protect customer’s data with temporary access codes delivered via SMS.

Confirmations

Verify appointment requests, receipts of payments and other important customer account actions.

Marketing Campaigns

Build effective SMS campaigns with customizable templates, automation options and scheduling capabilities.

Reminders

Reduce no-show rates, overages and more by sending out timely reminders.

Alerts

Immediately and effectively share urgent information with your contacts.

Sales & Support

Close leads and improve support with direct messaging campaigns and automated outreach.

Key Features

Real-time DLR info

Get instant access to delivery reports for all of the SMS messages you send through MessageBird.

SmartRouting

Our micro-optimized telco stack and routing profiles ensure that all traffic through our SMS gateway runs on maximum efficiency.

SMPP Connections

High volume SMS senders can utilize our SMPP service to ensure a continuous connection to our telco stack.

Auto Concatenation

SMS messages longer than 160 characters are delivered as a single message to provide a better customer experience.

Various Message Types

In addition to regular and premium SMS, you can also enrich your conversations by sending MMS and RCS messages.

Character Support

We support all modern and historic scripts for your messaging purposes, including standard emoji characters.

6 Reasons Mobile Messaging Works

95%

of SMS Messages are read within 3 minutes of delivery

90^{SEC.}

is the average SMS response time

209%

higher response rates for SMS than for phone calls

78%

of customers want the option to text businesses

90%

of leads prefer to be texted rather than called

72%

of business professionals prefer texting to messaging apps

[Learn more](#) about how MessageBird SMS can help you transform your business.