



International SMS: Connecting the World Through Text

Overview, Challenges, and Opportunities

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What is International SMS?

Sending text messages across country borders via mobile networks.

WHY IT MATTERS

Enables global communication for businesses and consumers.

COMMON USE CASES

- Alerts and notifications
- Marketing and promotions
- Two-factor authentication (2FA)
- Customer support



Global Market Overview

Over

20 billion

international SMS
messages sent
monthly worldwide

The international SMS market is expanding rapidly, driven by **rising mobile penetration** and growing cross-border communication.



How International SMS Works & Challenges

HOW IT WORKS

- 01** Message sent from origin network
- 02** Routed via international gateways
- 03** Delivered to recipient's local network



CHALLENGES

- Network interoperability issues
- Delivery delays or failures
- Regulatory restrictions and compliance
- Cost variability and fraud risks

Benefits and Use Cases

Global reach

Connect with customers worldwide

Reliable delivery

Ensure critical messages arrive

Enhanced security

Strengthen logins with 2FA everywhere

Powerful marketing

Run campaigns across every region



Next Steps & Closing

Evaluate international SMS providers for coverage and reliability

Ensure compliance with local regulations in target markets

Monitor delivery performance and optimize routing

Consider alternatives like OTT messaging where appropriate

Thank you.

