Critical Information Summary: Twilio Programmable Messaging

Programmable Messaging is a multi-channel API that can be used for any messaging use cases such as alerts and notifications, promotions and marketing, conversational customer care and commerce.

The Programmable Messaging API includes software for managing phone numbers, deliverability, compliance, replies. Customers can reach end users across SMS, MMS, WhatsApp (WA Business API), FB (Beta).

(a)   SMS: SMS API is a software interface which enables code to send short messages via a SMS Gateway. As the infrastructures for SMS communications and the internet are mostly divided, SMS APIs are often used to 'bridge the gap' between telecommunications carrier networks and the wider web. SMS APIs are used to allow web applications to easily send and receive text messages through logic written for standard web frameworks.

(b)   MMS: Enables transactional deliveries, GIF-marketing, contact sharing, and group chat.

(c)   WA Business API: Send and receive messages to WhatsApp users using the same Twilio Messaging APIs. To use Twilio's Messaging APIs with WhatsApp, you will need a WhatsApp-enabled phone number, also referred to as a WhatsApp Sender. For more info, please refer to Getting Started with WhatsApp to learn how to register WhatsApp Sender.

Twilio Programmable Messaging service includes the following additional features (optional) :-

	Features	Descriptions
1	Advanced Opt-out	Configure a custom compliance flow, including opt-outs, opt-ins, help, and country and language overrides
2	SMS Pumping Protection	Automatic fraud detection to block messages flagged as being suspicious for SMS pumping fraud
3	Message and number redaction	Keep private information private with message body and phone number redaction for sensitive use cases, including HIPAA-compliant messaging
4	Link Shortening	Shorten hyperlinks within SMS, MMS or WhatsApp messages with your branded domain in the URL. Benefit from increased deliverability and trust from recipients, thereby increasing likelihood of click throughs

5	Message Scheduling	Schedule sender's message at a future data and time
6	Sender Selection Features	When sending messages globally, the sender in the Messaging Service that matches the country of the recipient's phone number is prioritized
7	Sender ID Pre-registration Alerts	Set up automatic notifications when messages are being sent to countries that should have pre-registered Sender IDs
8	Click Tracking	Report and optimize click through rates (CTR), conduct A/B testing and maximize ROI
9	Messaging Insights	Collection of real-time dashboards ranging from messaging delivery and errors to responses and OTP (one-time password) conversions

1. Charges are based on usage. The Usage page in Twilio Console allows customers to review their Twilio account usage and spend history. Twilio Console Usage page information is available at [Getting started with the Twilio Console Usage page - Twilio Help Center](#).
2. Pricing information is available at [twilio.com/pricing](#) and [Messaging: Country Pricing Resource | Twilio](#). Prices may change from time to time without notice. You are advised to check the prevailing rates at the website.
3. Text messages are charged per segment. More information on character limits and message segments are available at [SMS Character Limit | Twilio](#). SMS pricing is based on the destination and type of message, as well as the carrier to which the SMS is being sent. Prices may change from time to time without notice.
4. Product specific terms, limitations, restrictions and qualifications are listed on [Twilio Messaging Policy](#) and [Twilio Regulatory Guidelines for SMS](#).
5. Third party terms apply for integrations with other platforms.
6. Payments to Twilio will be via credit card or for customers who qualify for invoicing, then by inward bank transfer on invoices issued by Twilio.

Do you need further support? Twilio can help

Visit [Help Center](#) for our support options. Call **+61 7 4519 4014** to speak to someone about your plan or to obtain a copy of this Critical Information Summary in an alternative /accessible format.