Things to remember while choosing a SMS service provider

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Most of us have a misconception that mobile network operators offer bulk SMS services. Generally, it is an SMS service provider who offers these services. A service provider works as a connection between the users of the service and the operations of mobile network. However, choosing a service provider is always a matter,of careful consideration. Especially, if you want to reap the benefits of a successful SMS campaign, you need to take care of several factors.

The cost of the SMS service provider is the first and foremost option to consider. First check how much the single SMS will cost you. And based on this, you can easily decide whether the service of the provider is expensive for your or not. Sometimes, you can simply opt for a flat or destination-based rate, which will be decided on the basis of the intended destination of your SMS.

You should also beware of hidden costs of the service. So while contacting a service provider, make sure that all the charges required, including the set-up costs, are clearly mentioned in the proposal. Another good way to avoid the trap of hidden cost is to make some research beforehand on various SMS software and service provider. Many unbiased reviews are available on the internet, which will definitely enlighten your way.

Likewise, it is important to examine the minimum purchase requirement that is set by the gateway provider. So, you should also check this factor before selecting a service provider. However, if you are newbie in this field, it is better for you to opt for a service that provides zero minimum purchase requirements.

When it comes to bulk SMS pricing, two options are generally available in the market. For sending lots of SMSes every month, it is better to opt for a fixed monthly cost. However, if you require sending a limited amount of SMSes per month, you should go for the volume-based cost instead of the monthly one.

You should also consider whether the network of your SMS service provider is reliable or not. If the quality of network is good, then your SMSes will reach your intended on time. However, if it is not, then it will disrupt your SMSes to reach the destination, thereby posing a threat to your marketing campaign.

The reliability of a SMS Software and service provider depends on its ability to control the network infrastructure so that the service provider can route some SMSes before these SMSes reach the intended destination. Besides, this ability also enables service provider to fix all kinds of technical difficulties preventing the transmission of SMSes.

Some of these service providers support various destinations and multiple carriers, while some providersâ€™ service is limited. It is better to choose a service provider considering your business scope and requirement.

Another thing that you should consider is the compatibility of the internet protocols/interface with the SMS gateway. Nevertheless, Http is generally considered to be the best supported protocol. And if you want advanced security and better functionality of your SMS campaign, you can also take help of a technical team.

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