

Why use toll-free messaging instead of a regular local phone number messaging?

Today, the main advantage we see with toll-free messaging versus local messaging is the ability to send sanctioned high-volume A2P traffic, as well as better deliverability information.

Toll-free messaging is a sanctioned A2P channel in the industry. Local numbers are starting to be utilized for A2P traffic, but until all carriers have a 10DLC A2P program, you may still see volumetric blocking when using local numbers for A2P traffic.

Toll-free messaging also has an advantage over local messaging in the type of delivery information we receive about a message. Toll-free messaging supports handset or final delivery receipts (confirmation that the handset received the message), while local numbers receive delivery information based on whether the message was sent to the carrier or not.