



2025 state of  
***messaging***

# Simplifying a complex world of texting

WITH EXPERT INSIGHT FROM

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# *introduction*

from Tim Sherwood

77%

of surveyed  
businesses feel  
somewhat or  
very optimistic  
about the future  
of business  
messaging

**2025 is shaping up to be a game changer in the Messaging space, and I'm thrilled to be leading the charge over Bandwidth's Messaging strategy.** Why a game changer? RCS is finally available on Apple devices which opens a huge opportunity for businesses to use RCS (Rich Communications Service) or RBM (the business messaging version of RCS) with their customers.

Globally, RCS has been on the scene for a while, along with WhatsApp. These alternatives to traditional SMS allow for more interactive capabilities that promise to uplevel communications for everyone from enterprises and large healthcare systems, to mom-and-pop retailers and local schools.

While RCS dominates messaging discussions right now, we approach it uniquely. Rather than jumping on the hype train, our focus is on helping customers craft effective omnichannel communication strategies tailored to their needs.

Ultimately, messaging success comes down to last mile delivery. Is the end user's phone actually getting the message? If not, brands are wasting money and potentially endangering their business because the information never got to the recipient. You've got to know your audience, and know if your traffic is reaching them. This is why we've invested in building new, better Number Intelligence and traffic monitoring and alerting tools.

When we asked businesses what their biggest pain point in messaging is today, the resounding answer was time to market and registration. To address this, we've introduced a streamlined Registration Center for smoother brand and campaign registrations.

But this report isn't about new features or tools. It's about the ideas and industry forces that are shaping this space, specifically the themes of registration, deliverability, and advanced messaging. Read on for the full report, and stay tuned for our podcast, webinar, and other learning opportunities throughout the year.



**Tim Sherwood**  
SVP, Messaging and Mobility

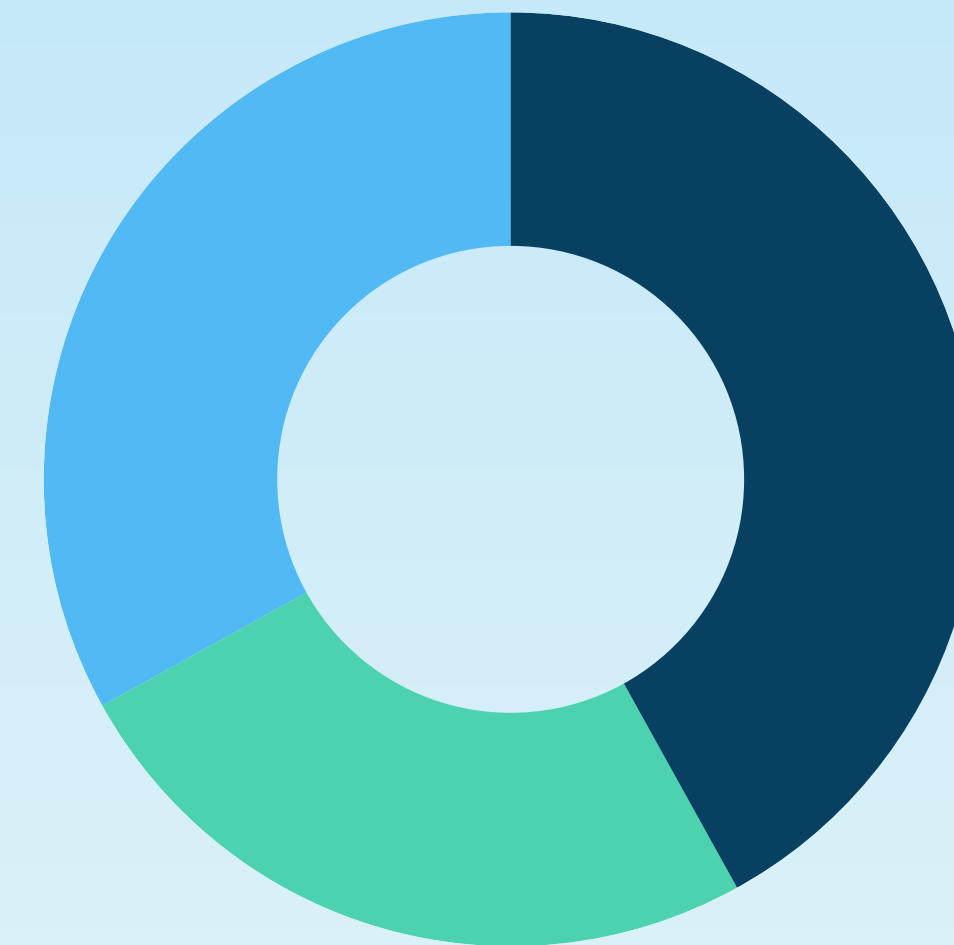
RCS

*01*

*Richer messaging  
comes to North America*

RCS

Over two-thirds of businesses plan to increase their use of messaging once RCS becomes widely available for businesses, with **41%** focusing on marketing use cases, and another **25%** focusing on customer support.



When RCS becomes widely available, will you be more likely to use messaging as a communication channel? If so, how would you use it?

- 41.6% Yes, we'd use for marketing purposes
- 25.1% Yes, we'd use for customer support
- 33.3% No, likely would not

**Every day, thousands of companies send SMS texts that are simply meant to direct recipients to a website.**

Maybe they need to choose a time for a parent-teacher conference. Maybe they need to select an airport garage tier for their upcoming trip's parking reservation. Maybe they're RSVP'ing with a number of attendees for a social event.

SMS is a great way to nudge people to take those actions. But up until now, that's all it's been: a simple nudge for someone to go do something somewhere else. Whether they're opening an app or a browser, they need more engagement than what a simple text can deliver.

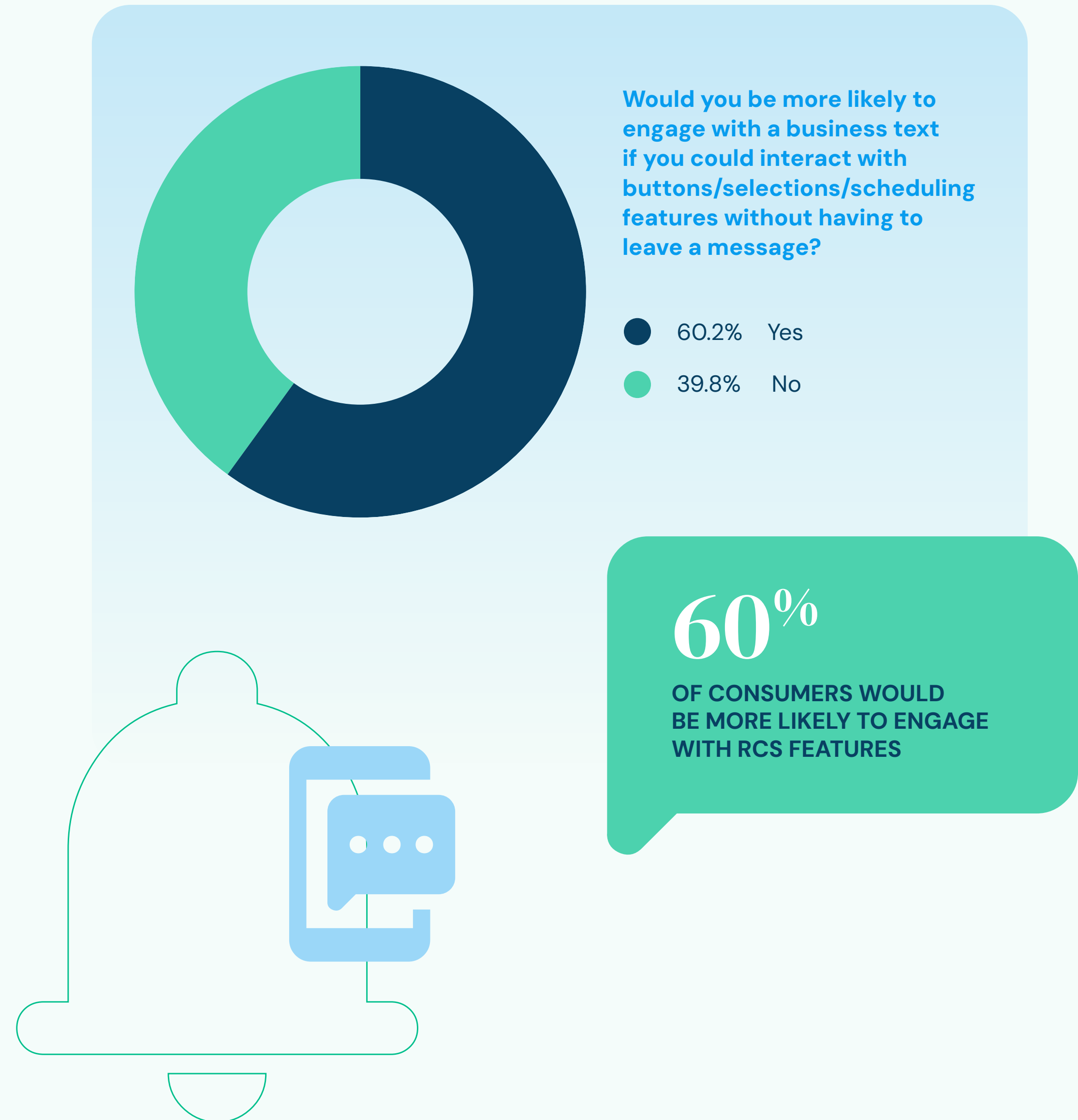
**The problem?** Customers are increasingly hesitant to open links they receive via text, due to fears of scams and fraud.

**Enter, RCS.**

Now, recipients can do much more, right within the messaging app on their phone.

Things like confirming appointments, taking short surveys, and moving from text to voice can all happen with a single button tap, right inside an RCS Message.

That's the first benefit of RCS. But the wins continue from there.



## Verified Branding for Improved Trust

**Verified sending may be the feature that attracts the most attention from enterprises.**

In an age where anyone can create a social media account claiming to be someone else, and a time when AI deepfakes are increasingly sophisticated, security and trust are more important than ever.

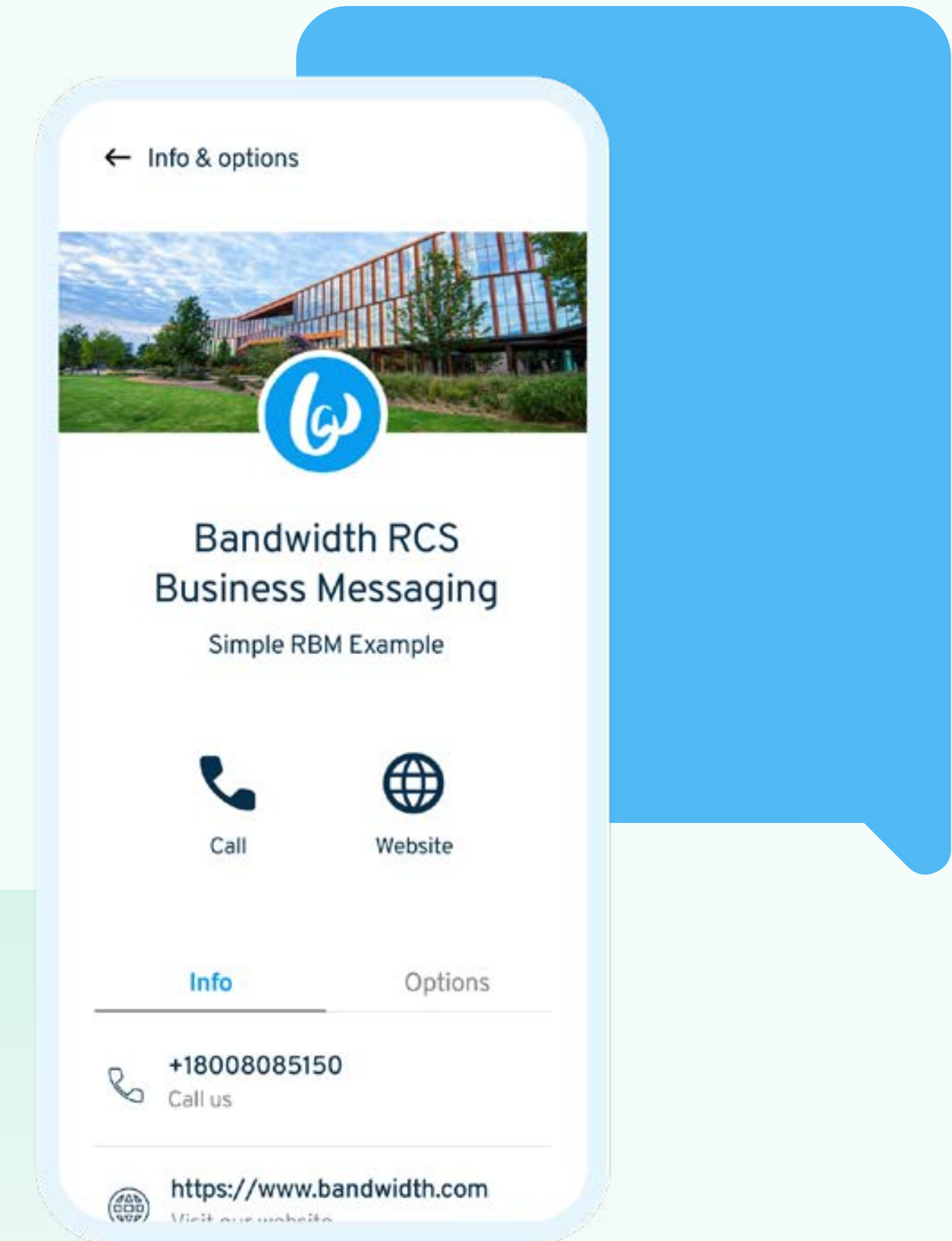
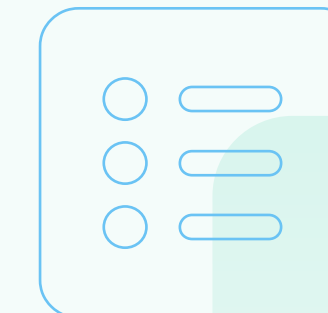
Verified sending gives brands a checkmark symbol—the kind of icon that consumers now associate with trusted entities across channels and web platforms.

While enterprises explore smarter Caller ID, reputation services, and branded calling options for their contact centers, they can now create a similar experience for texting.

But it's not all serious stuff.

**Verified brand presentation brings the fun too.** Companies can create a fully branded experience with their own logos and color palettes for messages.

It also lets companies create different personas or “agents” for their brand. Brands can establish a different look and feel for their marketing messages vs. their support messages. An ecommerce company may establish a different style for their athleticwear division than their eveningwear division. The possibilities are endless.

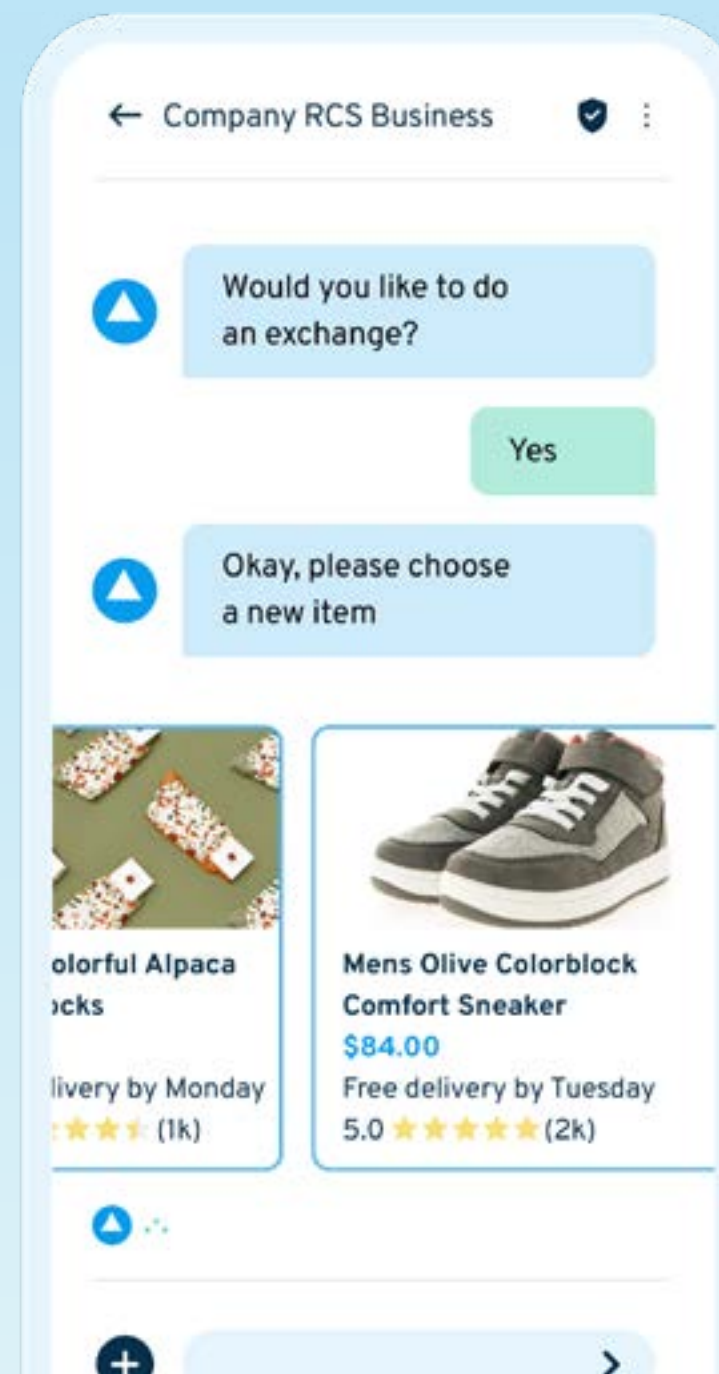


## Seamless and Enriched Customer Experience

**In addition to the above benefits, RCS grants brands more options for multimedia than the MMS messages we're used to.**

Whether for a realtor giving her clients a preview of the newest homes on the market in a certain zip code, or a retailer showing a carousel of new sweaters, there are a lot of ways marketers can uplevel their game with expanded visual media opportunities.

In geographies where RBM is already available, such as Europe and Asia, customers are already enjoying an improved user experience. In the future we are going to see businesses getting creative with RCS messages.



### Shopping Carousels

Highlight new arrivals, bestsellers, or holiday gift guides with photo carousels.



### Home Listings

Send interested buyers the newest listings in their area so they can preview them immediately.



### Retail Customer Service

Respond to inbound customer service messages that include photos of incorrect or damaged orders to validate and resolve issues.



### Service Business Tracking

From basic apartment maintenance requests to custom wallpaper installs, RBM gives a more professional way to convey important updates with photo documentation.



### Arrival Instructions

Hotels, airports, and corporations can pave the way for travelers and visitors with campus photos, maps, and contact buttons to guide people to the right destination with ease.



### Appointment Information

Rather than limiting an appointment reminder to a date and time, RCS gives the option to expand messages with directions, easy check-in buttons, or even staff or physician photos ease.

## Increased Engagement for a More Measurable ROI

**The rich features inherent to RCS for business messaging do much more than simply improve the customer's experience.**

More ways to engage means more ways for enterprises to measure interactions and conversions, track their investment, and gather invaluable insights on consumer preferences and behavior

### **Suggested replies and actions**

With RCS, you can suggest next steps for the recipient, right in the message itself. For example, an SMS appointment reminder might instruct someone to reply “YES” to confirm their appointment, which requires at least four taps to send. With RCS, you can simply have an in-message button that says “Confirm.” One tap and done.

Similarly, you might suggest someone “Shop now” to buy the sweater you’ve advertised, or perhaps “Schedule a tour” for a house that’s for sale, or even “Connect to an agent” to escalate a customer support conversation.

No matter the use case, suggested replies and actions make the user journey faster and smoother.

### **Read receipts and Typing indicators**

While the handset delivery receipts available with SMS are great, read receipts and typing indicators are much better for ensuring that people are actually reading your messages, and engaging with them. This can be particularly useful for two-way conversations in sales, operations, and customer service.

### **The early results are in**

[Harvard Business Review](#) conducted a pulse survey for Google and gathered examples of how these engagement metrics informed product pilots run by multiple businesses. UnoTV, a news service and innovator in SMS news delivery for TelCel network users in Latin America, cited better engagement, and more user insights, when they tested RCS.

“With SMS, we don’t even know if the message was delivered to the user, but with RCS we can see if it was delivered, if it was opened, and if it was interacted with,” shared Violeta Rosales, a development lead at UnoTV. “It gives us a much better understanding of interactions.”

Alfonso Sanchez-Navarro, Director of Digital Platform at UnoTV reported that “Just giving the reader a more graphical interface has an impact on the way they interact with the platform that we provide.”

Early results from an RCS pilot by Subway, the US-based sandwich chain, resulted in a 140% higher conversion rate than for SMS in one weekly promotion, and 51% higher in the other. Not too shabby! As Subway’s Chief Digital Officer Carissa Ganelli explained, “images usually sell more and lift conversion rates, and you can’t do that in SMS.”

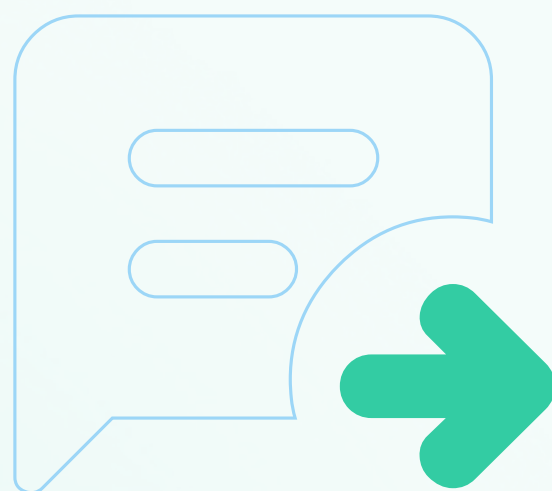
### **So, why aren’t we sending already?**

Peer-to-peer RCS is technically already available in the US on most new Android and Apple devices. But US carriers are still finalizing support specifically for the A2P side of RCS—Rich Business Messaging (RBM). Carriers need to establish a separate RBM gateway as well as a new registration process, similar to what exists for other messaging channels today. Bandwidth's RBM roadmap, in combination with efforts from ecosystem partners, have us predicting that you'll be regularly seeing RCS messages from businesses on your phone by the end of 2025.



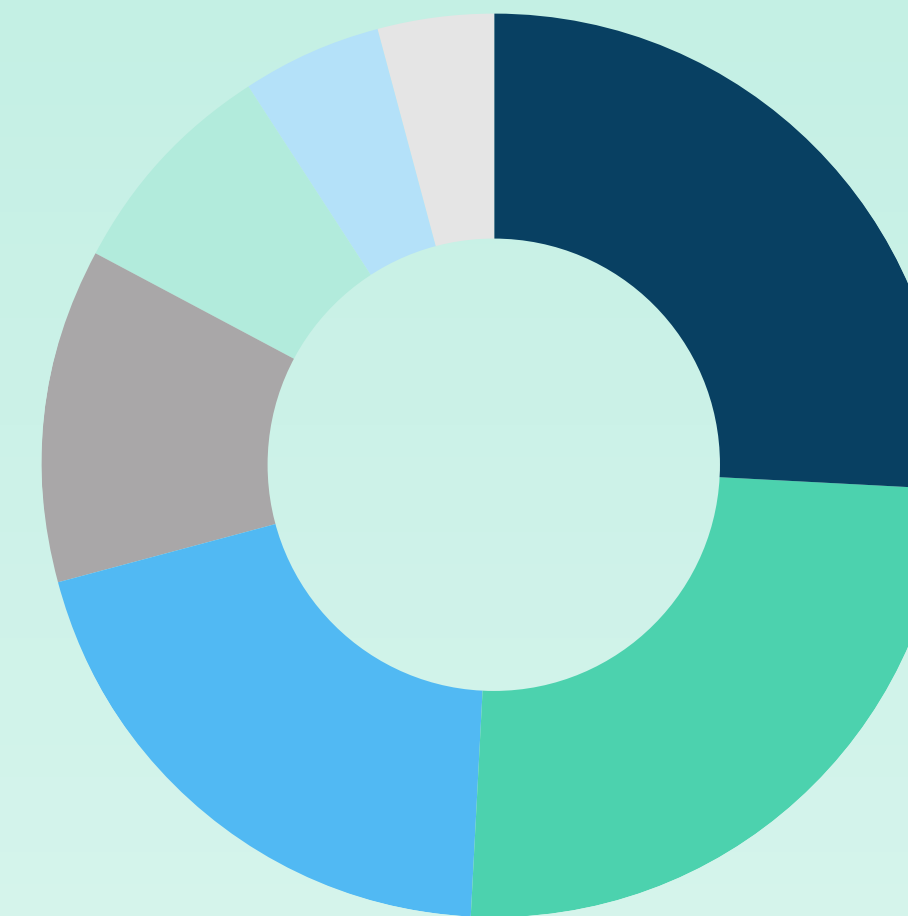
**WhatsApp has long been a major player in the global business messaging landscape, especially across Europe and Asia.**

While it also boasts a growing user base in the United States, WhatsApp utilization among US businesses has lagged behind that of Europe and Asia. In 2024, two-thirds of American consumers reported that they 'never' use WhatsApp to interact with businesses. Despite this, WhatsApp has over 100 million US users, with most engagement focused on peer-to-peer messaging. As the US market matures and more consumers embrace the app, WhatsApp's potential as a business communication tool is poised to increase. Outside the US, WhatsApp remains a highly viable and in-demand channel for business messaging, with companies continuing to explore its opportunities.



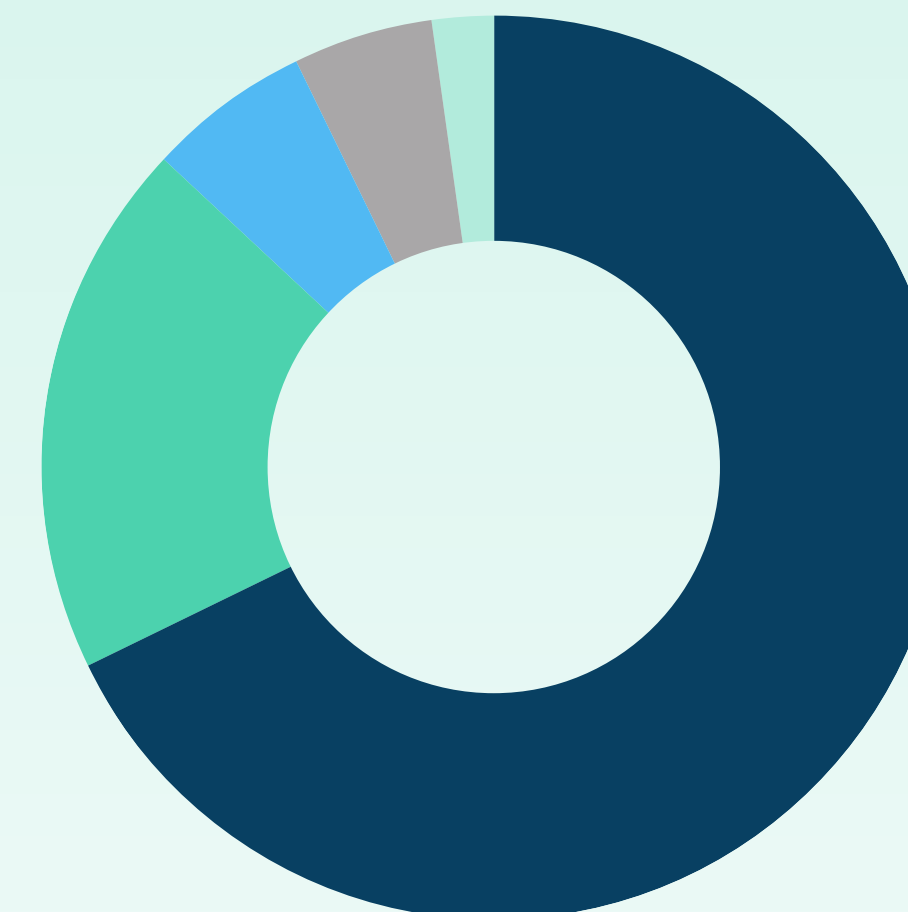
**67.8%**

**DESPITE WIDE ADOPTION ELSEWHERE, 67.8% OF U.S. CONSUMERS NEVER USE WHATSAPP TO INTERACT WITH BUSINESSES**



**The channels where businesses plan to spend the most in 2025**

26.2%	Toll-free
25.2%	10DLC
20.4%	Alphanumeric
12.1%	RCS/RBM
7.6%	OTT Apps
4.5%	Global long codes
4.1%	Short codes



**How often do you interact with businesses via Whatsapp for business?**

67.8%	Never
19.6%	Rarely
5.9%	Monthly
4.9%	Weekly
1.8%	Daily

## Getting your business prepped for RCS Business Messaging



### Pricing

Pricing isn't established yet, but you can set the expectation with your customers that RCS will come with premium pricing.



### Registration

There isn't currently an RCS Business Messaging registration process, but we anticipate that it will be rigorous and likely very similar to the current requirements for short code SMS.



### Features

As you speak with your customers about the exciting features for RCS, remember that they aren't yet supported broadly by carriers, so we don't know what they will look like in real life. As they eventually roll out, it will be important to match them with the best-suited use cases, rather than broadcasting the full suite. You can be a guide to your customers, helping them build an RCS strategy that isn't just showy, but truly helpful for their business.

25%

of surveyed businesses report paying more due to changes in messaging rules & requirements

## RCS features by best-match use case

	MARKETING	APPOINTMENT, SCHEDULING, AND REMINDERS	CUSTOMER SUPPORT
Verified senders	✓	✓	✓
Visual branding	✓	✓	✓
Multimedia carousels	✓		
One-click replies			✓
Suggested next actions with in-message buttons		✓	✓

DELIVERABILITY

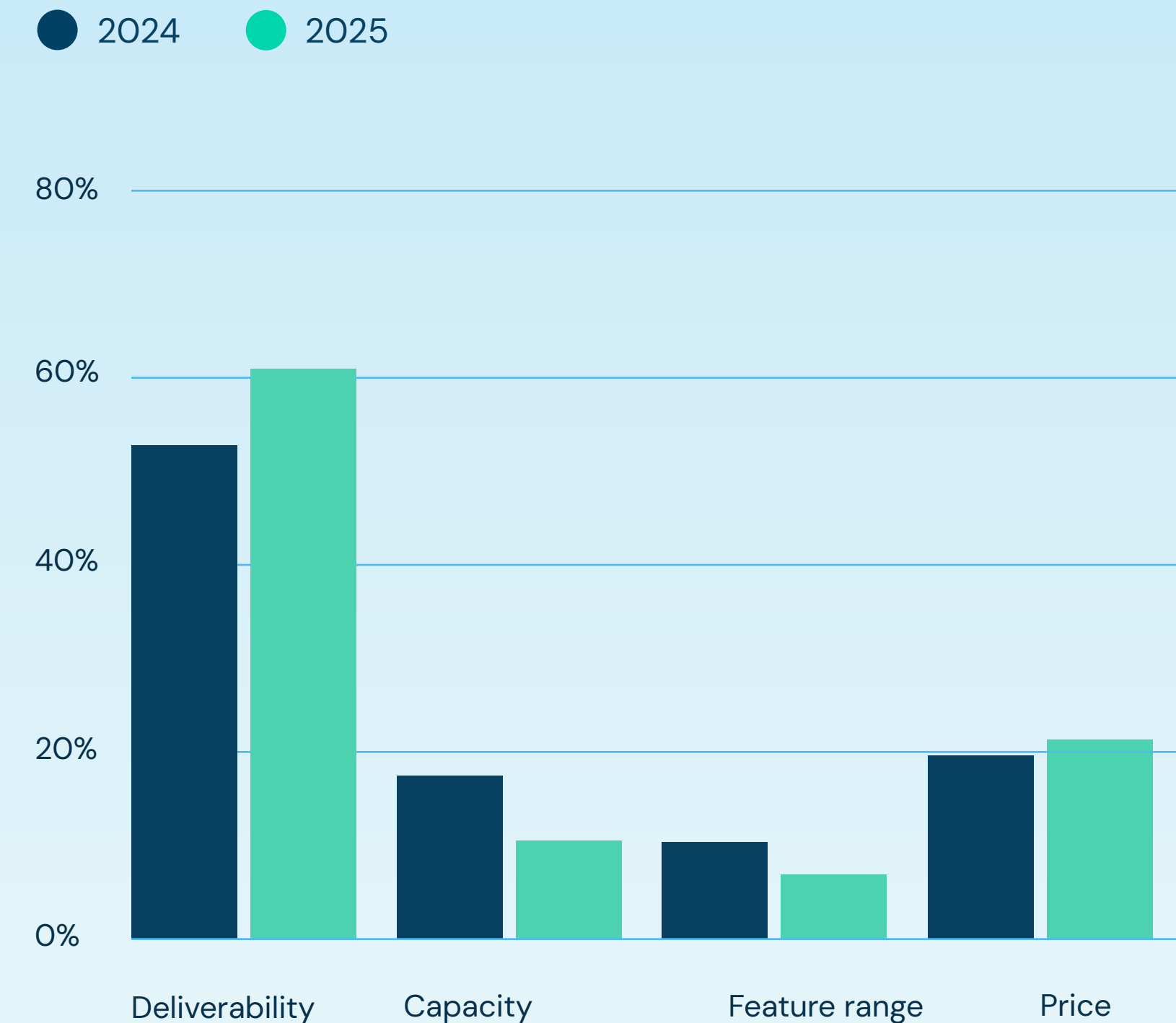
02

*You're only  
as good  
as your  
last send*

## DELIVERABILITY

**Deliverability is taking center stage with more survey respondents selecting it as the most important factor in choosing a messaging provider this year, compared to last year. In fact, 60% of respondents listed it as the most important factor!**

Most important factor in choosing a provider



## Deliverability

**When you boil down all the gizmos and gadgets, whirligigs and whatcha-ma-call-its of messaging platforms, what remains as paramount to success? Deliverability.**

Businesses overwhelmingly choose deliverability as the most important factor in choosing a provider, because if you can't get your messages delivered, nothing else matters.

## So what determines deliverability?

Let's look at the deliverability equation:

*properly registered campaigns*  
*+ clean lists*  
*+ compliant message content*

= *delivery*

**Properly registered campaigns are the first ingredient in deliverability.**

Unfortunately, registering messaging campaigns is not the most straightforward process. It's complicated by:

- Each country around the world having unique structures for campaign organization
- Each carrier around the globe maintaining unique compliance requirements
- Businesses' desire to register multiple campaigns to reach end users via different number types

A few countries do not have set registration processes. Some have webforms that may take brands and platforms fifteen minutes to complete. Others are much more extensive, requiring a wet signature from the brand sender.

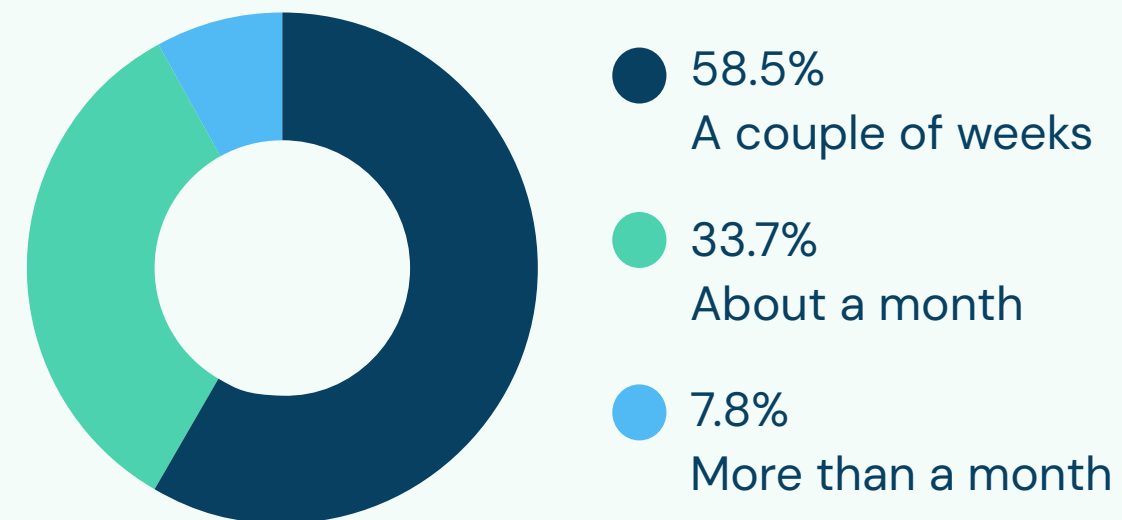
This tricky maze unfortunately keeps a third of businesses from utilizing the most ideal channels for their use cases!



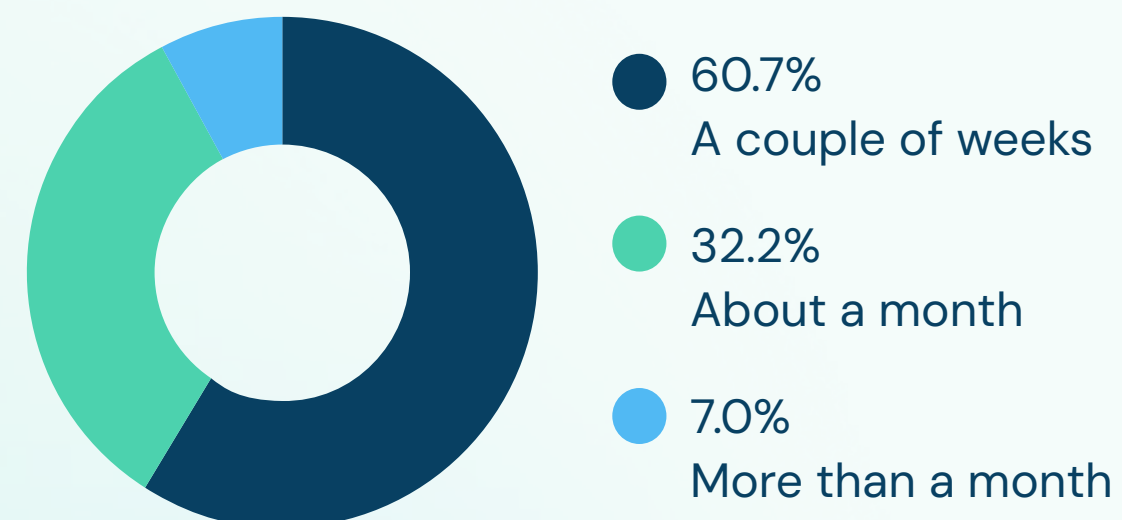
## Short code campaign approval

How long does it take, on average, for your short code campaigns to be approved?

2023



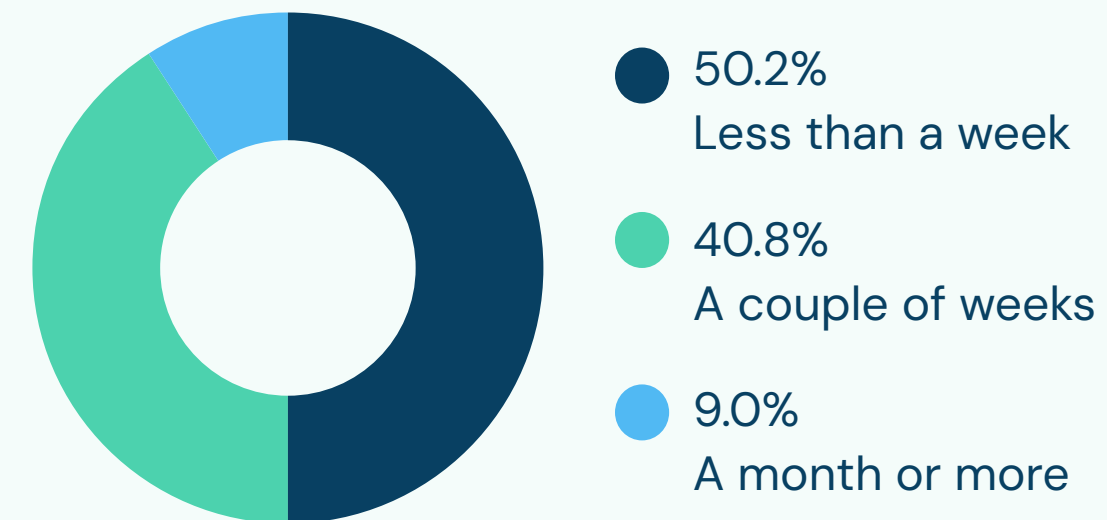
2024



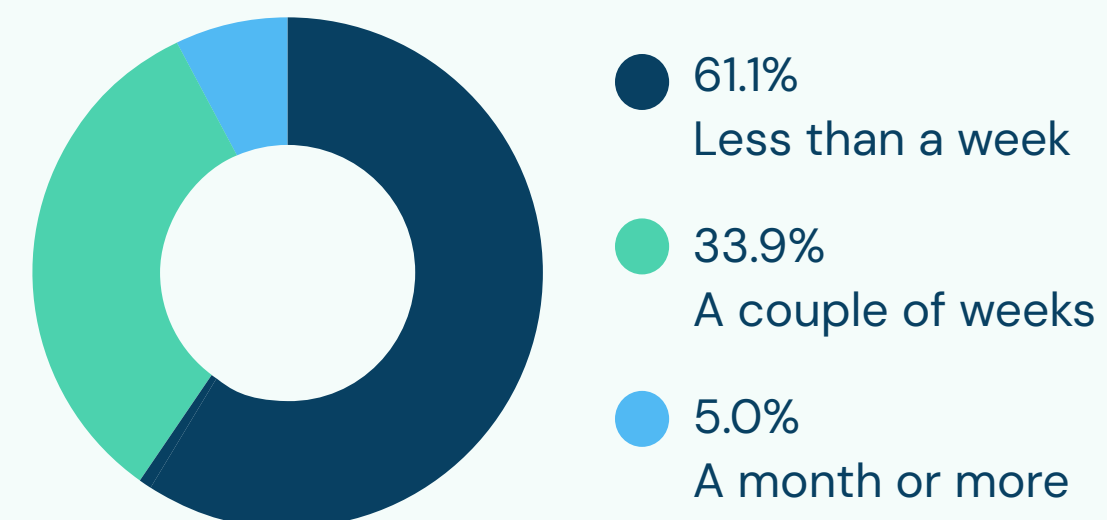
## Toll-free verification

How long does it take for your toll-free numbers to get verified?

2023



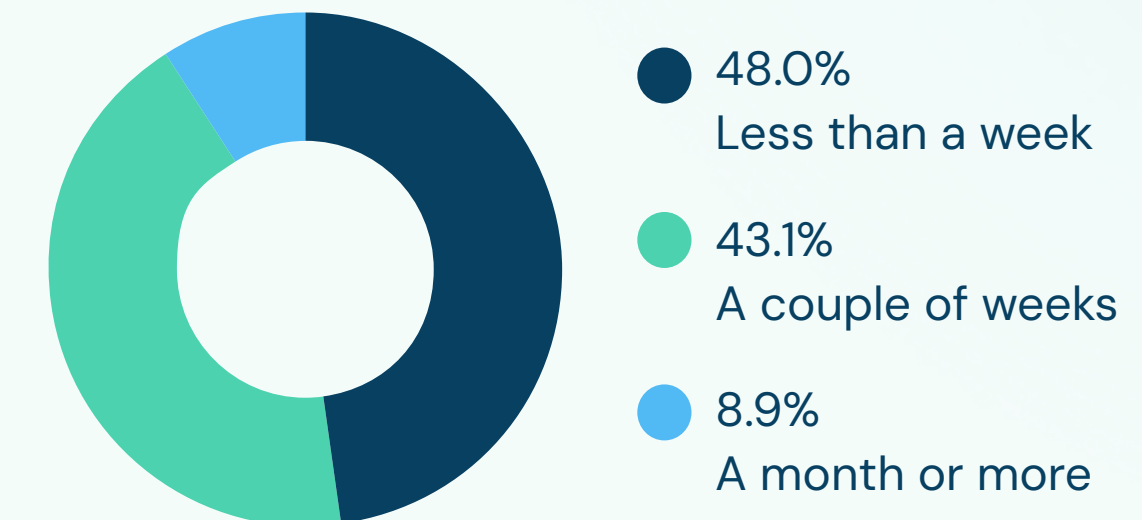
2024



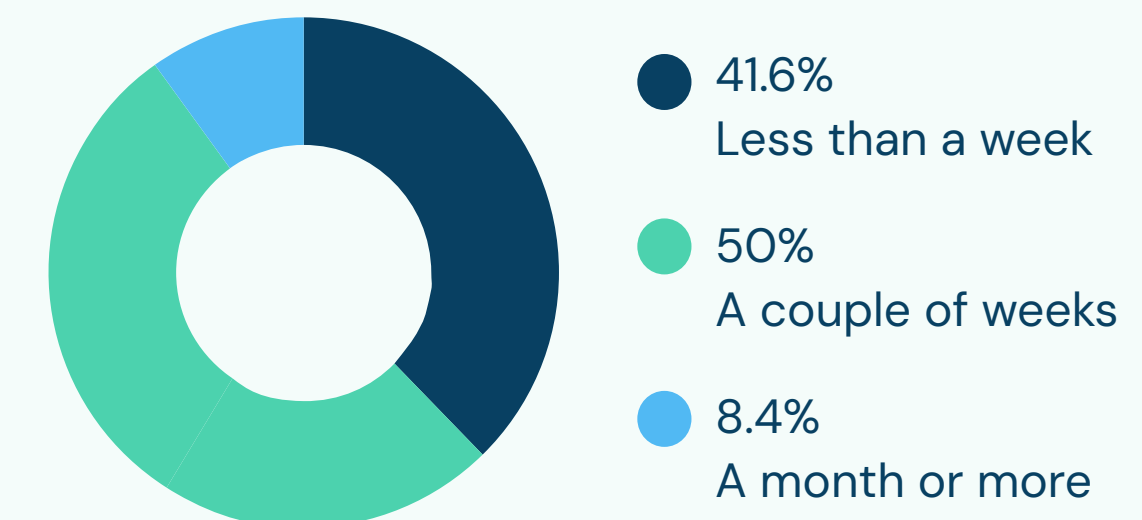
## 10DLC registration

How long does it take, on average, for your 10DLC numbers to get registered?

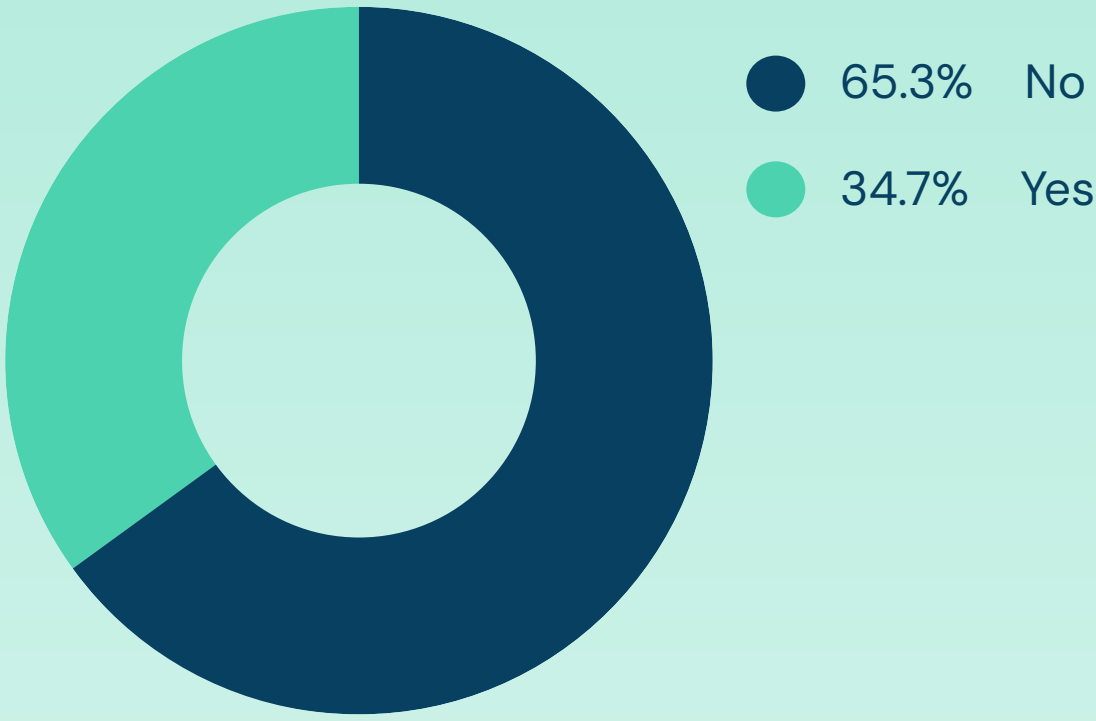
2023



2024



Are duplicative registration processes prohibiting you from using multiple channels for messaging (e.g. using both 10DLC and Toll-free numbers for SMS)?



Registration Center

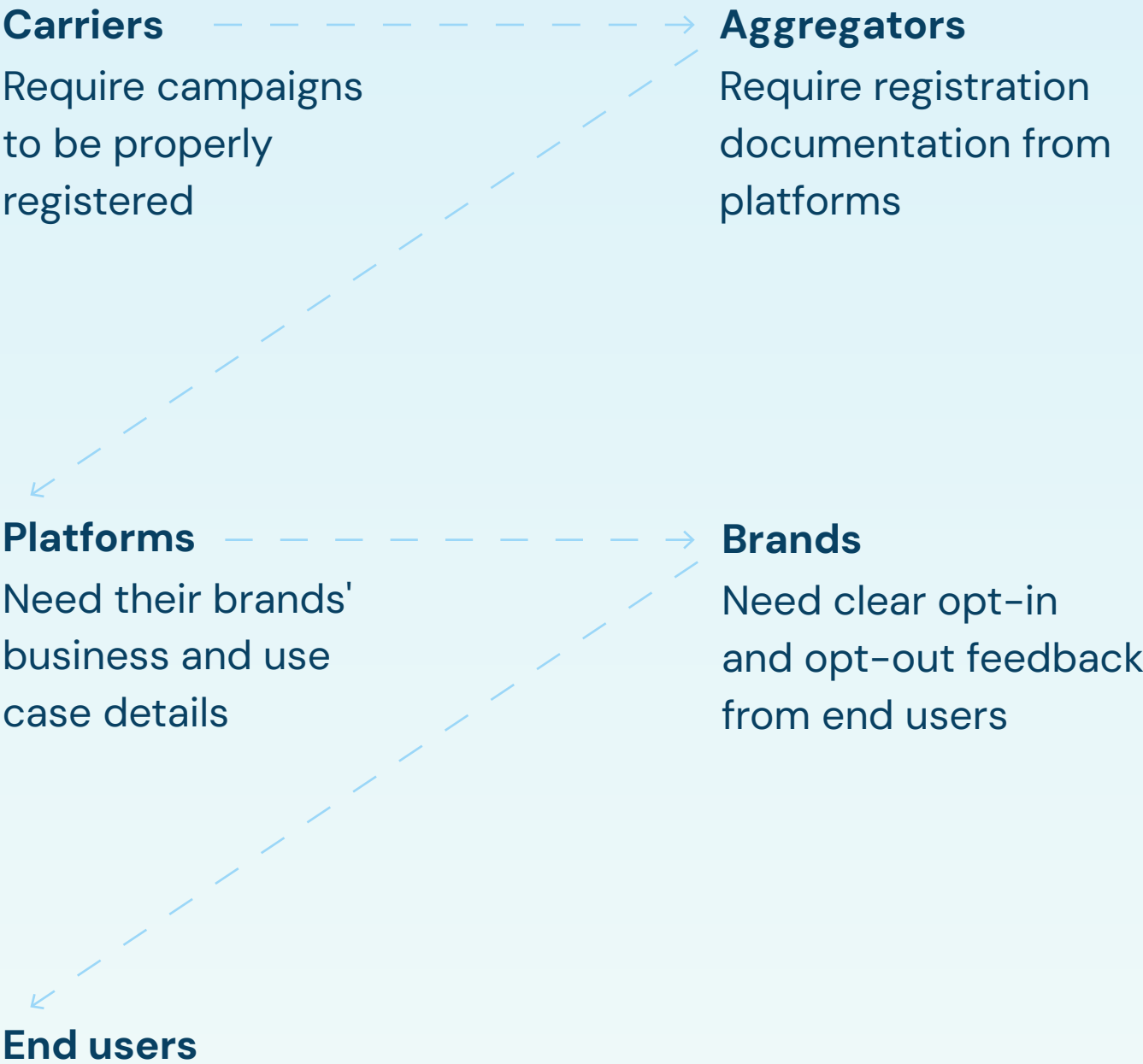
Over a third of businesses struggle with duplicative registration processes. This is why Bandwidth is investing in building out the Registration Center, which already provides a single point of entry for registering both Short Code and 10DLC campaigns, eventually adding all channels to one simple portal. It's also why it's important to choose a provider who can help you onboard your campaigns with active support, instead of leaving you with self-serve instructions.

Learn your KYCs

No matter the specifics of your registration requirements, KYC ("Know Your Customer") should be a main component.

KYC refers to knowing, and being able to report, several important details about your customers. This requirement affects multiple layers of the sending journey.

Who needs to know what about whom\*



This is a general guideline, not a comprehensive list—remember local carrier requirements vary greatly!



## Keeping your lists clean

Once your campaigns are through registration and finally approved for sending, you're not off the hook. Maintaining a clean bill of health is essential for getting messages delivered.

If you don't have tools set up, it's nearly impossible to monitor your traffic and make sure that you're respecting every single opt-out, and don't have any landline numbers mixed in with your mobile recipients.

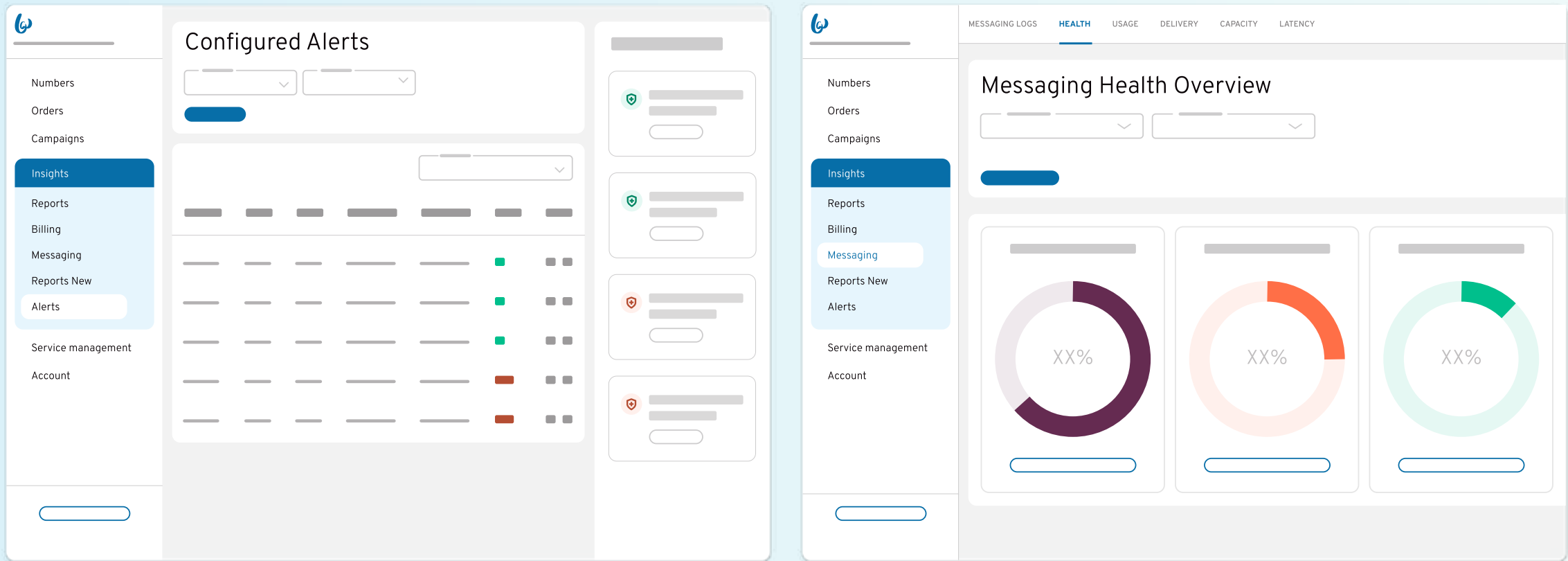
Number Lookup APIs can help with vetting new opted-in recipients. In the US, lookups can validate a number's ability to receive texts, as well as giving you insights into things like which carrier services the number. This is especially key for US senders who are operating with special throughput limits, such as 501(c)(3)s and educational organizations, which some carriers treat a bit differently than regular businesses.

But even those one-off and batch number lookups aren't enough to maintain clean, healthy traffic.

And that's why Bandwidth has developed Traffic Monitoring and Alerting tools. True to their names, Monitoring gives you a dashboard where you can easily log in to see whether your messaging traffic is green, or dipping into yellow or red territory. Alerting goes a step further with proactive alerts for your team, so you don't have to worry about keeping track of the dashboard all the time.

Bandwidth's Number Lookup API lets you run batch lookups to save valuable time in authenticating and validating your database, **before** you hit send.

71% of surveyed businesses are more optimistic about the messaging regulatory ecosystem now than they did a year ago



## Appropriate capacity

**So you've got your registered campaigns. You've got your clean opted-in lists. Why are you still running into issues with deliverability? It's likely a capacity issue.**

Providers range in their ability to provide reliable throughput to brands. Here are a few of the factors at play, and how Bandwidth handles them:

# 100%

When you have all of those pieces together, you get the near 100% delivery rates you hear in legends. You stop wasting money on undelivered texts. And you get a much healthier, happier, messaging ecosystem.



### Fewer hops

We have direct connections to wireless operators and to inter-carrier vendors that allow for fewer hops. Our network's growth has the end goal of zero hops for all A2P messages to provide the fastest delivery possible.



### Intelligent routing

Our Bandwidth Messaging Platform enables intelligent routing based on the type of messages sent, so your messages get to their destination efficiently and with the best possible chance of delivery



### Cloud-based high availability

Bandwidth's messaging core is hosted in the cloud to provide bi-coastal, multi-instance server accessibility—this redundancy provides high availability assurance, keeping your messages routing and making outages a thing of the past.

## A global approach to deliverability

**Alphanumeric texting is available in nearly every country around the globe, despite not being in the US or Canada.**

This makes it a versatile channel for multinational companies, especially those interested in sending one-way alerts and notifications.

Registering your alphanumeric messaging in multiple countries however, presents the challenge of learning each country and carrier's unique requirements. Some countries keep it simple, with standardized KYC requirements. Think, simple and sweet like a grocery store sheet cake. Other countries add a tier of pre-registration requirements. Think that fancy two-tier birthday cake your friend had for his 50th. Then there are carriers and countries that take it further, requiring that senders share templates, or even the exact content of their messages, ahead of time. Does a wedding cake analogy help make this paperwork process feel more fun?

If you're interested in learning more, you can [get in touch](#) with an expert to see what the requirements look like in the countries where you'd like to send SMS.

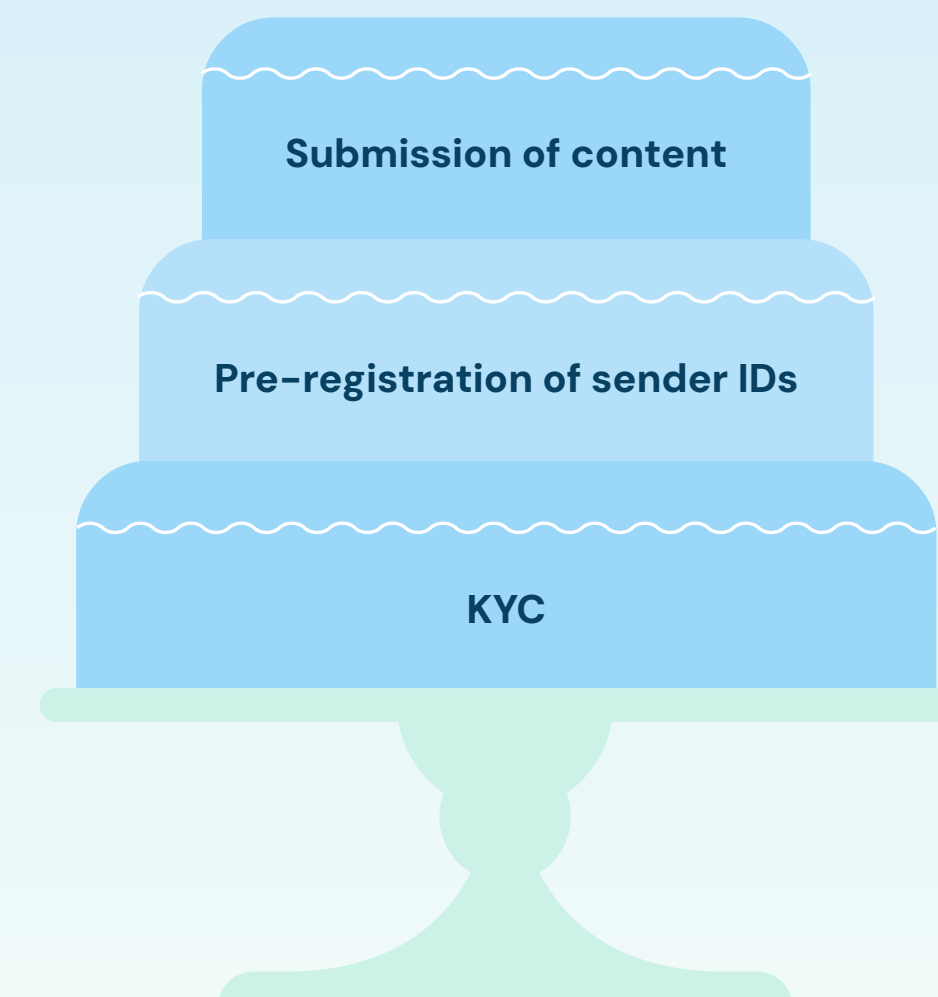
**Just because you can have a brand name as your Sender ID doesn't mean naming is a free-for-all.** There are formatting restrictions on Alphanumeric Sender IDs. For example, they must include at least one letter, and most places limit them to a maximum of 11 characters including:

- Upper-case letters (A-Z)
- Lower-case letters (a-z)
- Numbers (0-9)
- Space
- Hyphen (-)
- Plus sign (+)
- Underscore (\_)
- Ampersand (&)

As with all A2P messaging, Alphanumeric messaging requires clear opt-in tracking and opt-out language. Typically the opt-out language is provided by including a free unsubscribe link in the message body, or listing a long code or short code the end user can text to opt out of future messages.

Some Sender IDs might also be protected to safeguard legitimacy and subject to more stringent KYC.

**54%**  
of US businesses say Global  
Messaging is a priority in 2025



*Make it  
better  
than ever*

03

CUSTOMER EXPERIENCE



## CUSTOMER EXPERIENCE

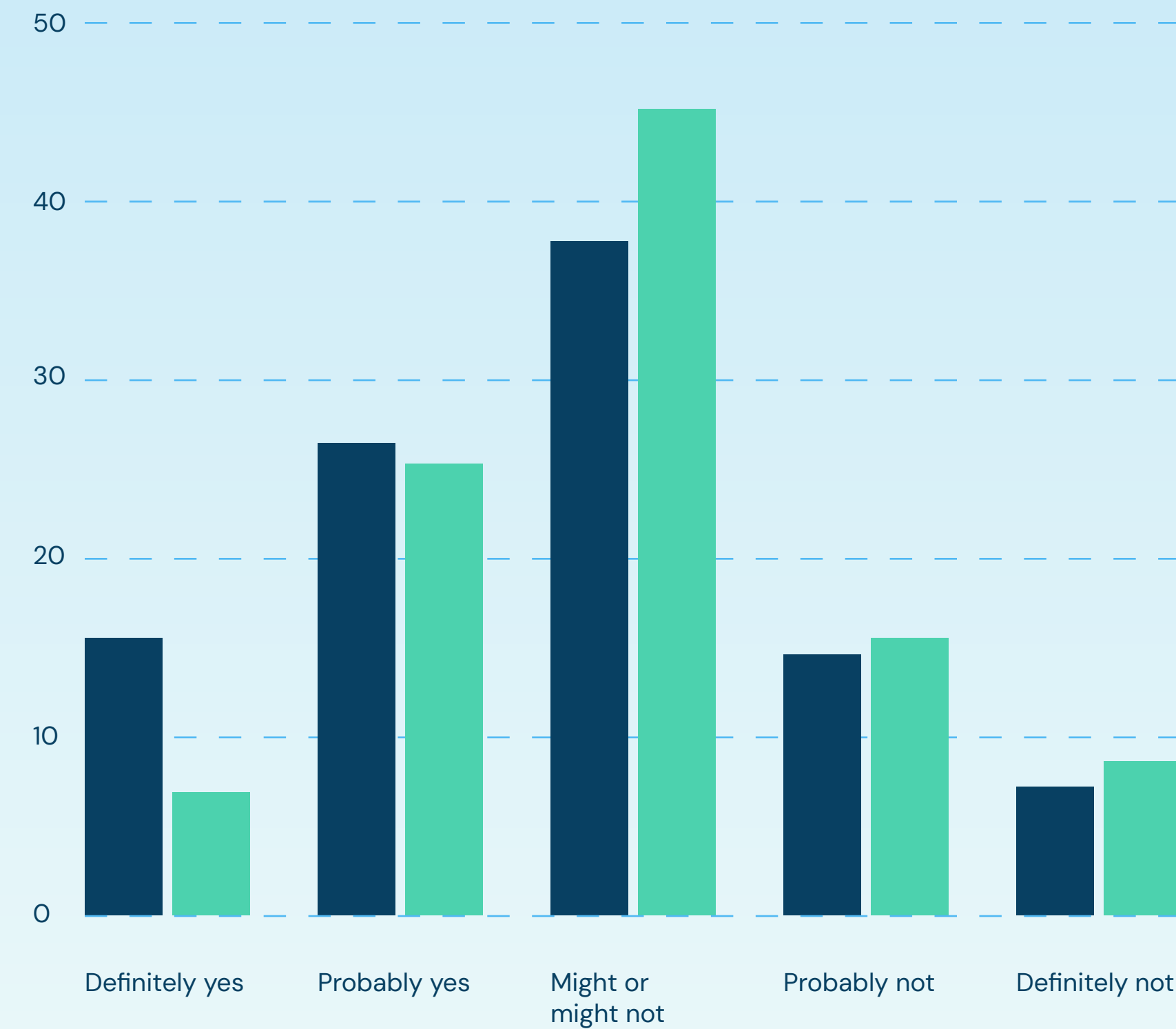
**User experience can make  
or break your customer  
communications experience**

SMS

Do you trust text messages from businesses?

● 2024

● 2025



## Customer experience

**Good messaging strategies build customer trust. Lazy, half-hearted, or poorly executed strategies erode trust.**

In this environment, it's more crucial than ever for businesses to put thought into how often they're messaging recipients, and what trust indicators they can use to assure users of the message's validity. This is where RCS' verified sender mark will certainly be a boon. But there are other things you can encourage brands to do in order to build trust, for example:

### Identify yourself!

Include the company name at the beginning of the message. Don't expect consumers to have your number saved in their phone. Even with smarter caller ID options available for voice calls, most text messages will still be showing up with a number, rather than a name, in a user's inbox. Clear up the confusion by listing your company's name.

### Avoid shortened URLs

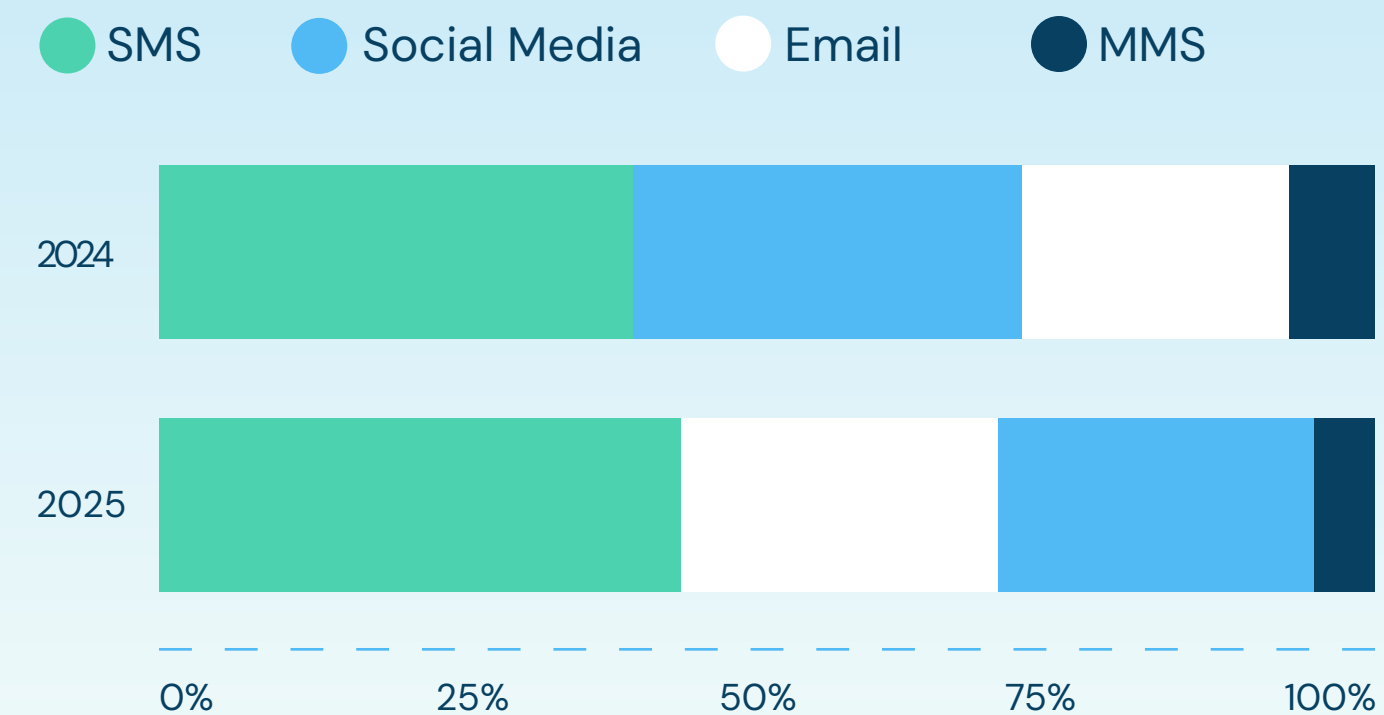
While they seem convenient, they will impact deliverability. And they also obscure your domain name, which recipients may be checking if they're wary of spam.

### Respect opt-outs

And don't send messages for which the customer has not expressly given permission. For example, if a customer opts-in for a conversation with a customer support agent, that doesn't mean they want to receive all of your marketing messages.

As ever, we're celebrating the wide range of innovative ways senders are using messaging. In fact, our first ever 2024 Texties celebrated a few bright shining examples.

#### Highest ROI by marketing channel



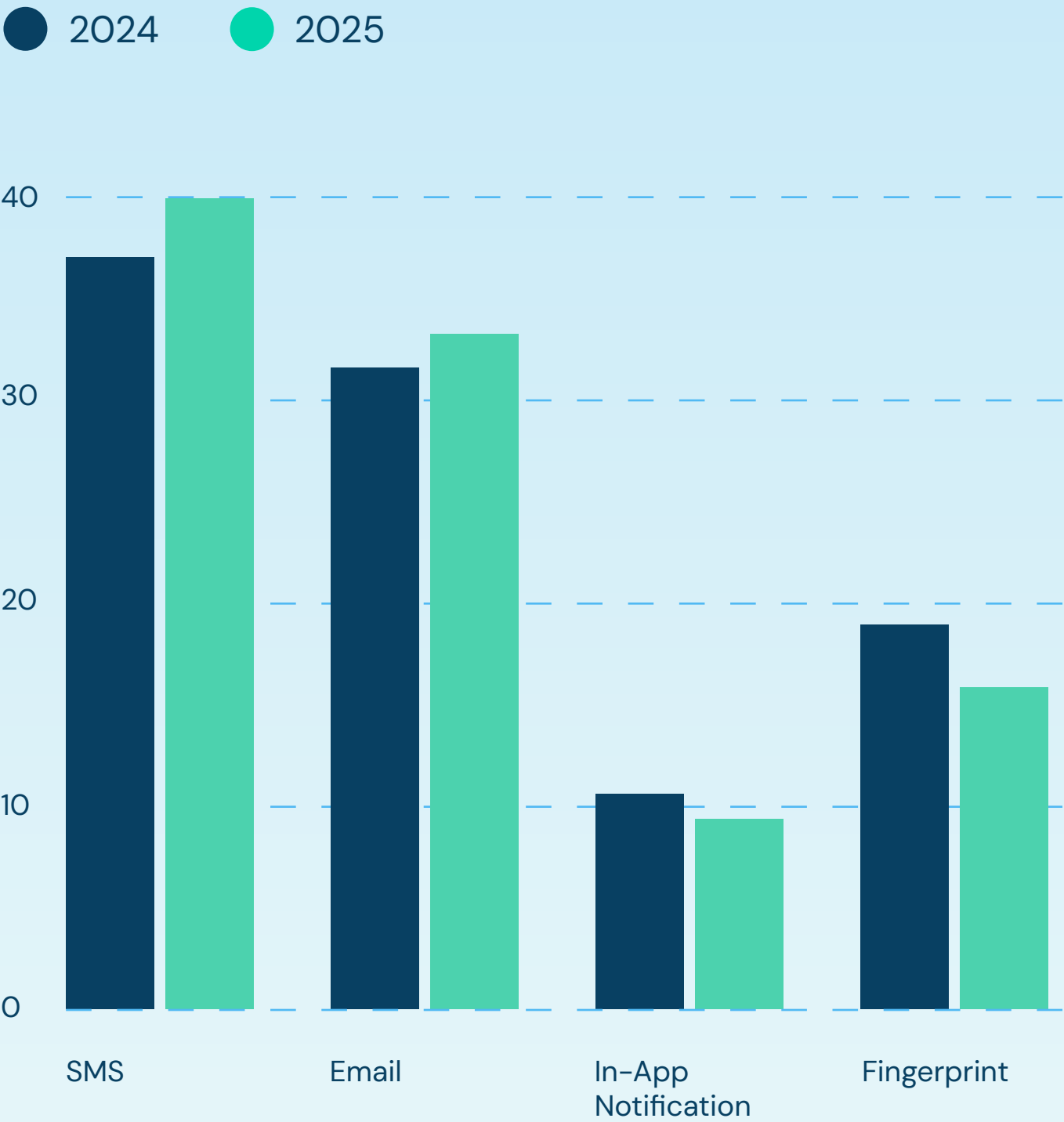
In 2025 we expect to see further messaging adoption across industries. Fees are certainly an issue for senders. So some businesses may look for more cost effective ways to run marketing campaigns. But there are growing consumer expectations for business messaging, so businesses won't be able to skip out on SMS, even if their accounting department would like to.

We're also very bullish on RCS Business Messaging because it promises a seamless "in-message" experience that avoids the kind of fractured customer experience and points to the opportunity for less churn and higher engagement.

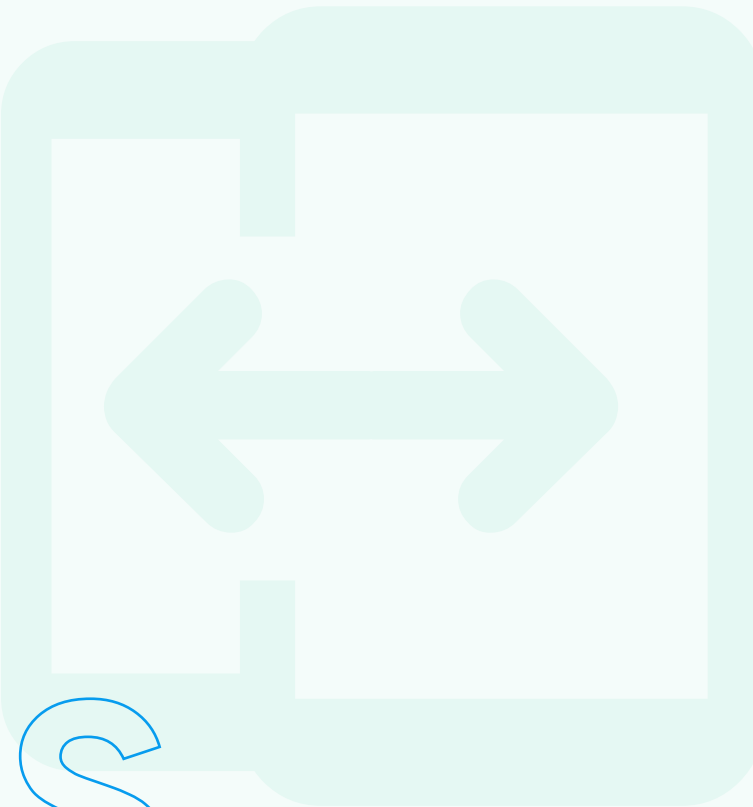
## Email's 20% open rate

SMS and email remain neck and neck in the race for customer preference. But SMS has better reach than email, which often only has a 20% open rate, making SMS the go-to choice when messages need to be seen.

As a consumer, how do you prefer to receive a 2-factor authentication codes?



SMS



## Sender spotlight—Yotpo



**From Gabe Goldstein,  
Director of Customer Success, Yotpo**

I've seen that SMS marketing has, in some cases, unseated email marketing as merchants' primary revenue driving channel. It's totally transformed performance marketing in the last couple of years.

At the onset of Covid, a lot of brands were in a bit of an exploratory phase where they wanted to understand the potential of the channel and we, at Yotpo, set out to educate the market on the potential on the value of the channel.

Now, you find very few e-commerce brands who aren't texting with their customers. If they're not, they're very far behind, but it's the most direct throughput to an end consumer. There is tons of opportunity for informal communication, which tends to come across as more personalized or more relevant, or creates more of an emotional relationship. So messaging in the last couple of years has changed the e-commerce industry. I don't think that's hyperbolic to say.

I think the goal should always be to avoid cannibalization between the channels. So we like to use them in a complementary way. Let's say for example, you go through engagement data and identify that somebody likes to engage over email more than they like to engage over SMS. Then you should send future campaigns or target them in flows with that channel preference in mind. There's also a bit of a demographic breakdown. I would say that more younger consumers appreciate hearing important updates again in campaigns over text, whereas older consumers might still rely on email as the primary throughput to a brand they care about. Ultimately, I see the two channels as very complementary.

I think personalization has become kind of a tired term. You'll see it in a lot of product marketing material, but it doesn't mean anything if you're not doing it in a meaningful way. So it's not enough just to create a segment that is refined or narrow. You also have to write personalized copy.

You have to create engaging and personalized experiences, like the ability to redeem a reward through a text message, for example. A big barrier a lot of e-commerce merchants face is that they don't have the bandwidth and all the time to segment in eight different ways and draft eight different versions of one campaign. So we have different features that make it very easy to personalize at scale.

So we're big on personalization, but we're trying to bring practical meaning to that term.

### ***Yotpo Fast Facts***

**ACQUIRED SMSBUMP IN 2020**

**650+ EMPLOYEES WORKING TO HELP BRANDS  
CONVERT SHOPPERS INTO LOYAL CUSTOMERS**

**100% UPTIME SINCE JOINING BANDWIDTH**



## Sender spotlight–Dental Intelligence



**From Dan Larsen,  
VP of Product, Dental Intelligence**

Messaging with patients from a practice perspective is incredibly important. Being able to offer this messaging has really offloaded a lot from our customer's plate. It automates the processes for them so they can focus on those patients that are in their practice and have automation run in the background and solve problems for them.

We're staying focused on messaging because it's what the market and what patients in our industry expect. Being able to deliver messaging on time at a high delivery rate has been key to confirming appointments and making sure that patients are showing up on time. And that fills the chairs and helps keep our dental practices running smoothly and successfully.

### **High delivery rates and consistency is super, super important.**

Dental intelligence really started by focusing on metrics like the profitability formula. It's what we look through in the lens that we use to analyze our practices. So understanding metrics that drive messaging success is incredibly important to us. And Bandwidth has been super helpful in this process. One of the things that we talk to our customers about is the high delivery rates that we have with our service and our partnership with Bandwidth. High delivery rates and consistency is super, super important.

**One of the trends that we see in dental is that customers really want omni channel, multiple channel, solutions available to them.** They want to be where their patients and their customers are in order to serve them. So having multiple channels that we can deliver and receive messages on really makes a huge difference in the success of our practices.

Bandwidth was really helpful for us as we determined which channel would be best for our customer type. Ultimately, we decided on the channel that we did because of our high message volumes and the requirements that we had coming into the partnership.

Messaging with patients from a dental practice perspective is incredibly important. It's one of the foundational ways that they are communicating with their patients. So being able to offer this messaging has really offloaded a lot from our customer's plate. It automates the processes for them. So again they can focus on those patients that are in their practice and have automation run in the background and solve those problems for them.

One example that I love is Doctor Claire with Lake State Dental. She acquired a practice about a year ago and started using Dental Intelligence. And in the first 30 days of using DI, she was able to increase her average collections for her practice from \$60,000 to \$100,000 in the first month that she started using [Dental Intelligence]. We love these success stories and what we call proofs. It's what helps keep our team members energized and having a mission and getting fulfillment out of what we do."

### ***Dental Intelligence Fast Facts***

**USED BY OVER 9,000 DENTAL PRACTICES  
AND 50,000 TEAM MEMBERS**

**SERVES OVER 11 MILLION PATIENTS**

**HEADQUARTERED ON THE SHORES OF  
UTAH LAKE, SOUTH OF SALT LAKE CITY**



## Sender spotlight—DeansList



**From Matt Robins,  
CEO, DeansList**

**Our customers love DeanList because we're made by educators, for educators.** We really have a unique understanding of what educators need to be most successful in their jobs. And all of the products we built are tailor-made for the specific schools that we work with.

We work specifically with schools in high-need communities where the opportunity to make change is the greatest. Lots of our school students may have above average percentages of families that don't speak English as their primary language, and where students may be more likely to have special needs and need additional social or emotional support. The parent communities where they may also be less likely to be as tech savvy as families in other communities. So our ability to really help families engage parents across all levels of accessibility is really unique.

**When we built a texting platform, we knew that it had to be 100% SMS based for our recipients, because SMS is the most ubiquitous means of communication.**

Whereas other platforms may leverage things like app-based communication, those come with a pretty steep curve when it comes to engaging and getting signed up. And the families that schools need to reach the most are the ones that are least likely to be able to make it through all of those onboarding funnels.

But the thing about SMS is if you have a phone or a phone number, you're accessible. **With text-based communication we're also able to address a lot of accessibility and internationalization concerns**, whether that's, people who need screen readers to communicate, people who need assistive devices to send messages or being able to support translation into over a hundred different languages. **Everyone's comfortable with SMS.** And as soon as that message hits their phone, you know, it's almost impossible to not read it.

### *DeansList Fast Facts*

**99% SMS DELIVERY RATE**

**100+ LANGUAGES INTO WHICH TWO-WAY  
CONVERSATIONS ARE TRANSLATED**

**SERVING SCHOOLS SINCE 2011**



# *looking ahead*

our predictions for 2025 and beyond

# This year we're putting our chips on ➡

01

RCS making its way into mainstream US and Canada business messaging

02

Global businesses prioritizing providers who offer SMS, RCS, and WhatsApp to reach their audiences wherever they are

03

Merging programmable Voice and Messaging into seamless customer experiences, with more businesses leveraging two-way media streaming and supplemental AI tools to create better results and make contact center teams more efficient than ever

**In 2026 and beyond,  
we anticipate →**

**01**

Smart businesses to streamline registration processes, thus removing the pain of registration headaches to optimize channel strategy

**02**

Businesses to fine-tune their use of AI in messaging for higher-than-ever ROI

**03**

Conversational commerce based on 2-way messaging to expand into the contact center so that customers can manage a full transaction from promotional message to concluding a purchase—all within the native messaging client

## Time will tell

Time will tell if we're right about these trends!  
In the meantime, be sure to follow Bandwidth  
for more insights and education around business  
text messaging.

Ready to see how your company's messaging could earn  
more ROI with smarter insights, one universal platform, and  
the best support in the biz?

[Talk to an expert today →](#)

[Learn about our messaging API →](#)

[Get ready for RCS  
Business Messaging →](#)

[Download your SMS  
Deliverability Checklist →](#)

[Take the number type quiz →](#)

[Start planning now with the  
Black Friday Handbook →](#)

[View the Best Practices in  
Healthcare SMS →](#)

77%

of surveyed businesses are more  
optimistic about the messaging  
driving business impact, than they  
were a year ago



# *appendix*

# Messaging Glossary

## 10DLC

10DLC stands for 10 digit long code. 10DLC messaging allows businesses to send sanctioned A2P messaging traffic over local phone numbers in the U.S., also known as “long codes”.

## Alphanumeric Messaging

A type of text message used in many countries in which businesses send messages from their registered brand name instead of a string of digits.

## Application Programming Interface

Application Programming Interface (API) is a set of subroutine definitions, protocols, and tools for building application software. Communication APIs are APIs that control voice calling and text.

## Application-2-Person (A2P)

A2P Messaging (Application-to-Person Messaging), refers to SMS or MMS messages sent from a business to a person. Unlike P2P (Person-to-Person/Peer-to-Peer) messaging, A2P Messaging allows businesses to automate text messaging for appointment reminders, two-factor authentication, text message alerts, text based sales.

## Bulk SMS

Bulk SMS is sending an SMS/MMS message to multiple end-users simultaneously. Bulk SMS is typically a “broadcast” or “one-to-many” type of message and differs from a Group Message, which is considered “many-to-many.”

## Campaign Drift

Campaign drift happens when a number is registered for one use case, and over time begins to carry unrelated traffic. In response to campaign drift, carriers, aggregators and providers are instituting more vetting for already-registered campaigns to ensure they continue carrying the same kind of messages for which they were registered.

## Delivery Receipt

Also referred to as DLR SMS, delivery receipts acknowledge receipt of SMS/MMS messages in downstream systems and sometimes even receipt on a handset if the corresponding carrier(s) sends acknowledgment of receipt. Typically DLRs are shared via a series of designated codes assigned to indicate success or a range of causes for failure.

## Group messaging

Group Messaging is characterized by an SMS conversation among 3 or more recipients at the same time. This is a many-to-many exchange of messages. Group messaging is typically sent as MMS messages. Bandwidth offers a ready-to-use API for Group Messaging besides the ability to send group messages over its MM4 platform.

## Hosted SMS

Hosted SMS is a service that allows Bandwidth customers to enable non-Bandwidth owned/operated phone numbers for messaging. These phone numbers will not route any voice traffic over the Bandwidth network.

## MMS

MMS (Multimedia Messaging Service) is used to send messages that contain multimedia content like pictures and videos to and from mobile devices. The MMS extends messaging capabilities, allowing messages to be greater than 160 characters in length.

## Mobile Originated (MO) Message

MO Message refers to where a message originated from or was received from via a mobile device. Also referred to as inbound messages.

## Mobile Terminated (MT) Message

Mobile terminated messages or MT SMS are messages terminated on or delivered to a mobile phone. Also referred to as outbound messages.

## Multipart Messages

A Multipart Message refers to a single SMS message (longer than 160 characters) being broken into as many multiple 160-character SMS messages as needed to facilitate the sending of longer messages.

## Over-the-Top

Over-the-Top (OTT) apps and services typically deliver messages over the Internet rather than over the networks of a traditional wireless, wireline, or cable operator.

## KYC

Short for Know-Your-Customer, KYC refers to a set of processes and procedures companies, including telecommunication providers, undertake to verify the identities of their customers and mitigate the risks of identity fraud or brand misrepresentation.

## Programmable Messaging

Programmable Messaging refers to the ability to control SMS and MMS functionality via software (in this case, communication APIs). Bandwidth offers programmable messaging through our REST APIs.

## RCS Messaging

RCS messaging, where RCS stands for Rich Communication Services, is a communication protocol that enables users to send messages with rich multimedia experiences and advanced functionality compared to SMS.

## Smishing

A variation of phishing, smishing is an attack via malicious SMS that's meant to trick a recipient into sharing personal data which can be used to steal or create harm.

## SMS

SMS meaning is an acronym for "Short Message Service" that allows the exchange of plain text messages of up to 160 characters primarily between mobile devices, but also via telephone and internet, using protocols that are shared across all these platforms.

## Sender ID

A combination of alphanumeric characters identifying a company name, brands, services, or products that serve as the outgoing messaging sender identifier.

## Software Development Kit (SDK)

Software Development Kit (SDK) is a programming package that enables a programmer to develop applications for a specific platform. Typically includes one or more APIs, programming tools, and/or documentation. An SDK is an API.

## SPAM

Spam refers to messages that are typically characterized as 'unwanted' messaging traffic that is sent unsolicited to end users.