

The Difference Between Long SMS Codes vs Short SMS Codes

	Long Codes (aka international codes)	Short Codes (aka local codes)
Key differences	Long codes are standard local phone numbers (e.g. +6471231234) and are normally dedicated to a single account	Short codes are three to four digits in length. Short codes are often shared across multiple accounts on SFMC due to cost
What do they do?	Allow communication in only one direction, i.e. only the brand can send messages to the customer; the customer cannot reply	Allow two-way communication, i.e. both brand and customer can send messages to each other
How are they used?	Quality communication, e.g. surveys, feedback forms, and international messaging	Better click-through rate means they are preferred for engagement campaigns, MFA authentication, and other notifications
What is the send rate?	1 SMS per second	Up to 100 SMS per second
How long does it take to get your code approved	While this depends on the country's requirements, typical timeframe is 1-2 weeks	Plenty of documentation, such as pre-registration forms and legal commitments, means typical timeframe can be up to 10-16 weeks
Are they expensive to set up and use?	Low cost	High cost

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