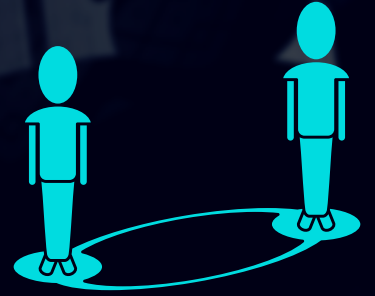


Shifting trend long codes take over short codes.

WHY SHORT CODES ARE FADING AWAY?

QUESTIONABLE AUTHENTICITY

Short code is 5-6 digit code used for A2P (application to person) communication. Since there is no two way communication happening it often makes messages less effective.



COMPLEX SETUP

Acquiring a shortcode is not only time consuming but is also a complex process as it is based on case to case approval process. It can take upto four months to implement.



TEMPORARY

Short codes are not owned by a company instead they are leased from a national registry for a minimum of three months at a time.



EXTREMELY TIME CONSUMING

Short codes require approval from wireless carriers which typically takes 8-12 weeks. And based on your campaign each provider has a say on whether to approve or disapprove your request..



EXPENSIVE

Short codes come with heavy price tags and makes your campaigns not only expensive but can often result in extremely low ROI.

