**Ankarex - Frequently Asked Questions (FAQs) About Global SMS Filters**

**1. How Do Global SMS Filters Work?**

**Global SMS filters** are systems implemented by mobile carriers and service providers worldwide to monitor and control the flow of SMS messages. These filters are designed to:

* **Detect Spam:** Identify and block unsolicited or bulk messages that may be considered spam.
* **Ensure Content Quality:** Monitor the content of messages to prevent the dissemination of low-quality or inappropriate information.
* **Maintain Network Integrity:** Protect the network from malicious activities, such as phishing or fraudulent schemes.

**2. Does Ankarex Have an Obligation to Inform About SMS Filters?**

While Ankarex is **not legally obligated** to disclose the specifics of SMS filtering mechanisms, we prioritize **transparency** with our clients. By providing detailed information about how SMS filters operate globally, we aim to help our users understand the best practices for successful message delivery and avoid common pitfalls that could hinder their campaigns.

**3. What Types of Content May Be Flagged by SMS Filters?**

SMS filters evaluate various aspects of your messages to determine their legitimacy and quality. Common factors that may trigger filtering include:

* **Spam-Like Content:** Use of words that are often associated with spam, such as *payment*, *card*, *bank*, *postal*, or *device*.
* **Low-Quality Links:** Inclusion of links that are deemed unreliable or lead to low-quality websites.
* **Sender IDs (SIDs):** Usage of sender IDs that are blacklisted or previously associated with spam activities.
* **Unsupported Protocols:** Utilizing protocols that are not supported by certain carriers, such as mixing *http* and *https* within a single message.
* **Blacklisted Numbers:** Sending messages from numbers that have been flagged or blacklisted by carriers or anti-spam organizations.

**4. What Are Unsupported Protocols, and Why Do They Matter?**

**Unsupported protocols** refer to the communication standards (e.g., *http*, *https*) that certain mobile carriers do not accept within SMS messages. Using unsupported protocols can result in:

* **Message Rejection:** The SMS may not be delivered to the recipient.
* **Increased Bounce Rates:** Higher instances of undelivered messages can negatively impact your campaign’s performance.
* **Potential Blacklisting:** Repeated use of unsupported protocols may lead to your sender ID being blacklisted.

**5. How Can I Ensure My SMS Content Passes Through Filters?**

To maximize the likelihood of your messages being successfully delivered, consider the following best practices:

* **Use High-Quality Content:** Ensure that your messages are relevant, clear, and free from spam-like language.
* **Avoid Restricted Keywords:** Refrain from using words commonly associated with spam or sensitive topics unless absolutely necessary and compliant.
* **Verify Links:** Only include links from reputable and secure websites. Avoid excessive linking or using URL shorteners that may be flagged.
* **Monitor Sender IDs:** Use verified and clean sender IDs to prevent your messages from being associated with spam activities.
* **Adhere to Protocol Standards:** Ensure that the protocols used in your messages are supported by the target carriers.

**6. What Responsibilities Do Ankarex Users Have Regarding SMS Content?**

As an Ankarex user, it is your responsibility to:

* **Send High-Quality Content:** Craft messages that are valuable, relevant, and engaging to your audience.
* **Comply with Regulations:** Adhere to all relevant laws and regulations related to SMS marketing and communications.
* **Avoid Fraudulent Practices:** Do not engage in any form of fraudulent messaging, including simulating reputable brands like Apple or using content related to Apple or similar financial institutions (FMI).
* **Monitor Campaign Performance:** Regularly review your campaign metrics to identify and address any issues related to message delivery and engagement.

**7. Does Ankarex Support Fraudulent or Misleading SMS Campaigns?**

**No, Ankarex does support any form of fraudulent SMS campaigns.** This includes, but is not limited to:

* **Impersonating Brands:** Simulating reputable brands such as Apple or using their content without authorization.
* **Deceptive Content:** Sending messages that intentionally deceive recipients about the nature or purpose of the communication.
* **Unethical Practices:** Engaging in activities that violate ethical standards or legal requirements.

Ankarex is committed to maintaining the highest standards of integrity and compliance to ensure the trust and satisfaction of our clients and their recipients.

**8. What Happens If My SMS Campaign Violates Ankarex’s Guidelines?**

If your SMS campaign is found to violate Ankarex’s guidelines, the following actions may be taken:

* **Suspension of Services:** Temporary or permanent suspension of your SMS sending capabilities.
* **Blacklist Inclusion:** Your sender ID or number may be blacklisted, preventing future message delivery.
* **Account Termination:** In severe cases, Ankarex may terminate your account to protect the network’s integrity and other clients.

**9. How Does Ankarex Ensure the Quality of SMS Messages?**

Ankarex employs several strategies to maintain the quality and deliverability of SMS messages:

* **Real-Time HLR & MNP Queries:** Verify the validity and carrier information of phone numbers to ensure messages are sent to active and correct recipients.
* **Content Analysis:** Utilize advanced algorithms to analyze message content for spam indicators and low-quality elements.
* **Sender ID Monitoring:** Continuously monitor and manage sender IDs to prevent blacklisting and ensure compliance with carrier standards.
* **User Education:** Provide detailed guidelines and best practices to help users create effective and compliant SMS campaigns.

**10. How Can I Get Support if I’m Facing Issues with SMS Delivery?**

If you encounter any issues related to SMS delivery, please reach out to our **Customer Support Team**. You can contact us through:

* **Email:** hi@ankarex.io
* Our team is dedicated to assisting you in resolving any problems promptly and ensuring the success of your SMS campaigns.