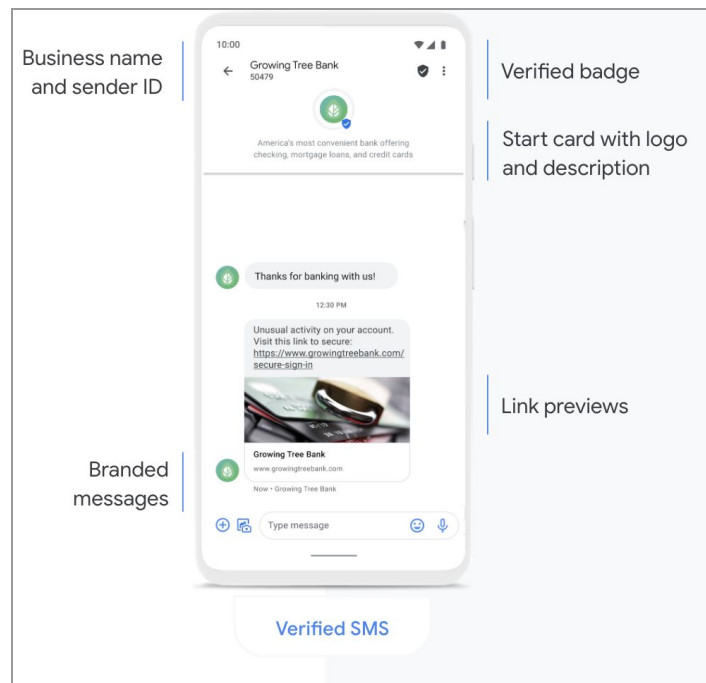


# Verified SMS - Brand FAQs

## What is Verified SMS?

[Verified SMS](#) upgrades communication with your customers by verifying the authenticity of the SMS messages you send and by adding your brand's logo, description, and a verification badge, as well as previewing any embedded URLs.



## What value does Verified SMS provide?

Verified SMS builds user trust in the messages you send while elevating the user experience. This is especially important given the rise of SMS-based phishing attacks (a.k.a. “smishing”). Verified SMS also provides significant brand value--the opportunity to display your branding to customers with each SMS that you send. Through our research, we have seen that 71% of consumers in the US felt more confident about a business using Verified SMS with [77% preferring Verified SMS over regular SMS](#). In Brazil, [88% of respondents preferred Verified SMS to regular SMS](#).

## How does Verified SMS work?

When an eligible user receives an SMS message from a business registered with Verified SMS, Google translates the message into an unreadable, irreversible authenticity code, all on the user's device. Then, Google compares this code with unreadable, irreversible authenticity

codes sent to Google by the business (or their SMS aggregator). If these codes match, Google confirms that the message is verified and applies branding and verification badge to the message thread, as well as previewing any embedded URLs. More information [here](#).

### **How can I start verifying messages from my businesses?**

For quick and easy onboarding, we recommend that you work with one of our existing [partners](#) that has already implemented the Verified SMS protocol. If your current SMS provider is not listed, do let us know. To sign up, you'll just need to provide your SMS provider with a logo and business description. Your SMS provider will then work with Google to implement and Google will reach out to you directly to confirm your participation.

### **Does Google have access to the SMS message content?**

No. Our secure protocol uses unreadable, irreversible authenticity codes to ensure that Google cannot read the message content. Moreover, all authenticity codes are automatically deleted when matched or after 7 days - whatever comes first.

### **Where is Verified SMS available?**

Verified SMS has launched in 10 countries: the United States, Canada, Mexico, Brazil, United Kingdom, France, Spain, Italy, India, and the Philippines. We have plans to continue international expansion to other countries in 2021.

### **Which users are eligible to receive Verified SMS?**

Verified SMS is currently available to users of Google's [Messages](#) app for Android. Since we need the user's verified phone number in order to generate authenticity codes, the feature is currently available to Messages users who have [added their phone number](#) to their Google account during the initial phone setup or by later enrolling in [Chat](#) services provided by Google.

### **Does Verified SMS increase engagement with SMS?**

We believe that users are more likely to engage with verified messages due to increased trust and improved user experience. In May 2020, we rolled out an improvement to the Verified SMS protocol that will enable brands and their partners to measure differences between users who receive verified and "regular" SMS.

## How much does Verified SMS cost?

Reach out to your SMS provider for information around Verified SMS costs and promotions.

## How does Verified SMS differ from RCS Business Messaging (RBM)?

Both [RBM](#) and Verified SMS offer an enhanced experience relative to standard SMS. However, these products feature a number of key differences including:

- 1. Feature Set** - Whereas Verified SMS focuses on verification and branding of SMS campaigns, RBM offers a richer, more interactive experience that relies on the RCS protocol. Many brands use Verified SMS as a way to test enhanced messaging experiences to evaluate investment in creating an RBM experience.
- 2. Reach** - Verified SMS is currently available to users of Google's [Messages](#) app for Android who have [added their phone number](#) to their Google account during the initial phone setup or by later enrolling in [Chat](#) services (i.e. RCS) provided by Google. RBM is available to RCS-enabled users of Google's Messages app or Samsung's Messages app. Because these two products reach different sets of users many brands find value in running campaigns with both RCS Business Messaging and Verified SMS to have a greater reach and larger impact.
- 3. Service Provider** - Google provides the Verified SMS service in partnership with our SMS aggregator partners. Generally speaking, RBM is a service provided by the mobile network operators in partnership with Google and aggregator partners.

## How does Verified SMS differ from Google's Business Messages?

[Google's Business Messages](#) is a mobile conversational channel with entry points on Google Maps, Search, and brand websites. These conversations are initiated by consumers, and exist across Android devices, and through Maps on iOS. Conversely, Verified SMS messages are generally initiated by brands, and exist within Google's Messages app. These solutions are complementary to each other and cover different use cases.

Visit [g.co/cloud/verified-sms](https://g.co/cloud/verified-sms) to get started