

Tells Launches Gideon, an AI System That Audits SMS Campaigns in Real Time

The named AI layer runs pre-send compliance checks on every outbound message, giving high-volume SMS operators an audit trail before messages reach carriers.

ORANGE COUNTY, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Tells, a high-volume SMS and RCS messaging platform built on carrier-vetted short code infrastructure, today announced the launch of Gideon, a proprietary AI compliance monitoring

system designed to audit every outbound SMS campaign against 30 distinct compliance intelligence categories before a single message reaches a carrier network.



Tells Gideon AI compliance monitoring system

What Gideon Does

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Compliance in high-volume SMS is not a checkbox you run before a campaign goes out. It is built into every send, every time. Gideon is how we operationalize that.”

*David Schlaegel, Co-Founder
of Tells*

Gideon operates as a continuous, pre-send compliance layer embedded directly in the Tells platform. Before any campaign message leaves the system, Gideon evaluates it against 30 compliance intelligence categories spanning regulatory requirements, carrier policies, content rules, and messaging standards. Campaigns that fail review are flagged with specific audit findings, giving operators the information they need to correct issues before they become carrier rejections or regulatory exposure.

Unlike bolt-on compliance tools that run periodic checks or require manual review queues, Gideon processes campaigns in real time. For operators sending millions of messages per month, that difference is material: a compliance failure identified before send costs nothing. The same failure identified after delivery can mean message suppression, carrier filtering, and potential regulatory action.

Why the Name Matters

Giving the system a name was a deliberate product decision. Gideon is not a feature toggle or a settings panel. It is a defined, persistent intelligence layer with a specific scope of responsibility inside the Tells platform. Naming it creates accountability: customers know what Gideon covers, what it checks, and what it flags. That clarity is itself a compliance asset.

Built for Carrier-Vetted Infrastructure

Tells operates on carrier-vetted short code infrastructure, meaning its customers already benefit from a higher baseline of deliverability and trust with carrier networks. Gideon extends that baseline by ensuring the content and structure of campaigns matches the same standard that earned carrier approval in the first place. The result is a platform where compliance is not a separate audit step but a continuous property of the sending environment.

Availability

Gideon is available now to all Tells customers operating on the platform. The system runs automatically on outbound campaigns with no additional configuration required. Customers can access Gideon audit findings through the Tells dashboard.

About Tells

Tells is a high-volume SMS and RCS messaging platform built on carrier-vetted short code infrastructure with compliance built in. Tells is based in Orange County, California. Learn more at tells.co.

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