

Tells Adds Pre-Send Campaign Intelligence for SMS Deliverability and Risk

Tells pre-send intelligence gives high-volume SMS operators structured visibility into campaign risk across content, timing, and carrier compliance before send.

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Tells, a high-volume SMS and RCS messaging platform built on carrier-vetted short code infrastructure, today announced a pre-send campaign intelligence capability that gives operators structured visibility into deliverability and compliance risk factors before outbound messages are submitted to carrier networks.



Tells pre-send campaign intelligence for SMS deliverability and risk

The Problem With Finding Out After the Fact

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The operators who run into the most trouble only find out after a million messages are already submitted. We built this so customers see the risk before they pull the trigger, not after.”

*David Schlaegel, Co-Founder
of Tells*

In high-volume SMS, most compliance and deliverability failures are discovered after they happen. A campaign lands in carrier filtering. A message class triggers a content policy flag. A batch experiences suppression at rates that only become visible in delivery reports. By then, the cost has been paid: messages that did not reach recipients, reputation signals sent to carrier networks, and operator time spent diagnosing what went wrong.

The core issue is that most platforms are built to send first and report later. Campaign intelligence, where it exists at

all, typically lives in post-send analytics. Operators learn what happened to the last campaign rather than what is likely to happen to the next one.

What the Tells Intelligence Layer Provides

The Tells pre-send intelligence layer evaluates campaigns against a structured set of risk factors before submission. These include content characteristics that carrier networks flag at elevated rates, structural patterns associated with message filtering, compliance indicators tied to regulatory standards governing commercial SMS, and timing and volume signals that affect deliverability at scale.

Operators receive this intelligence as actionable findings, not raw scores. A finding identifies the specific factor, explains why it presents risk, and in most cases suggests a resolution path. The goal is to give operators enough information to make a decision: adjust the campaign, accept the risk with documentation, or escalate for review.

Designed for Teams Sending at Scale

For operators running large monthly volumes, the economics of pre-send intelligence are straightforward. A deliverability issue that affects even a small percentage of a large campaign represents a meaningful volume of undelivered messages and a carrier signal that accumulates over time. Identifying that issue before send, when it costs nothing to fix, is structurally more efficient than absorbing the failure and correcting after the fact.

The intelligence layer also creates an audit record. Every pre-send evaluation generates a logged finding set tied to the campaign. For operators in regulated industries or with legal review requirements, that record documents the compliance posture of each campaign at the time it was submitted.

Part of a Broader Compliance Architecture

The pre-send intelligence capability is part of Tells' broader approach to building compliance into the platform infrastructure rather than offering it as an add-on. Tells operates on carrier-vetted short code infrastructure, which sets a baseline for deliverability and carrier trust. The pre-send intelligence layer is designed to maintain that baseline at the campaign level, ensuring that the content and structure of what gets sent matches the standard of the infrastructure it runs on.

Availability

The pre-send campaign intelligence capability is available now to Tells customers. It runs automatically on outbound campaigns and findings are accessible through the Tells platform dashboard. No additional integration is required for existing customers.

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](#)

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