In collaboration with service providers







and aiming to simplify customer experiences

TDRA introduces an initiative for categorizing mobile advertising SMS messages that begin with (AD)

















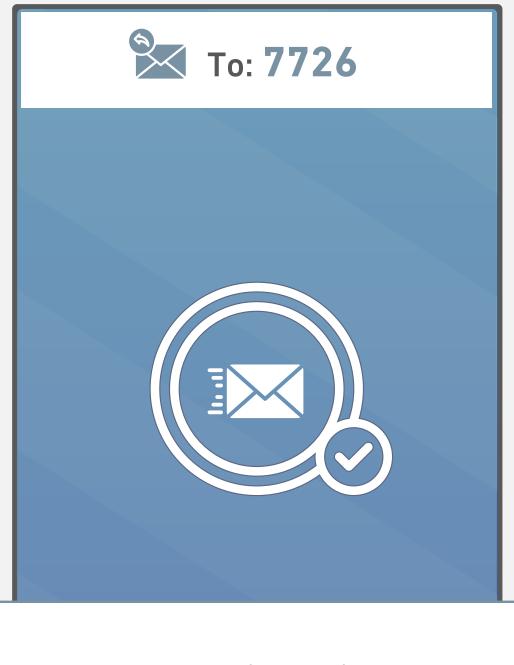






Block All

Promotional Messages



Send (**BALL**)
All in one word, no spaces



Unblock All

Promotional Messages



Send (**UALL**) All in one word, no spaces





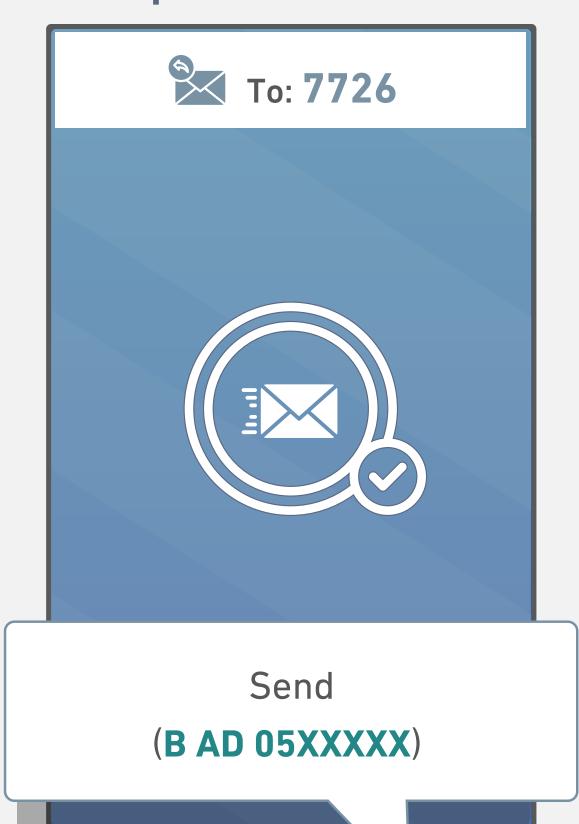






Block

a specific sender





Unblock

a specific sender





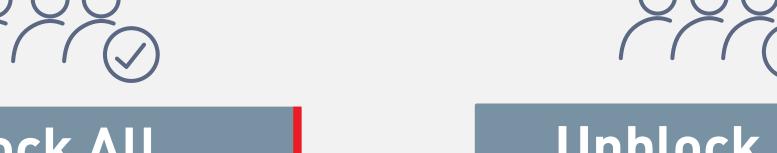






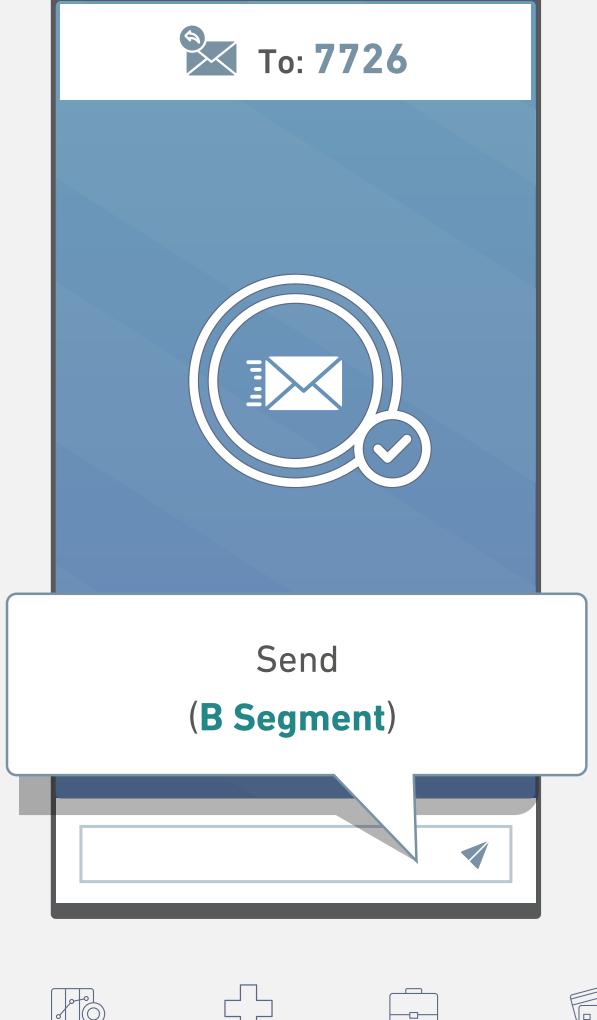
Block All

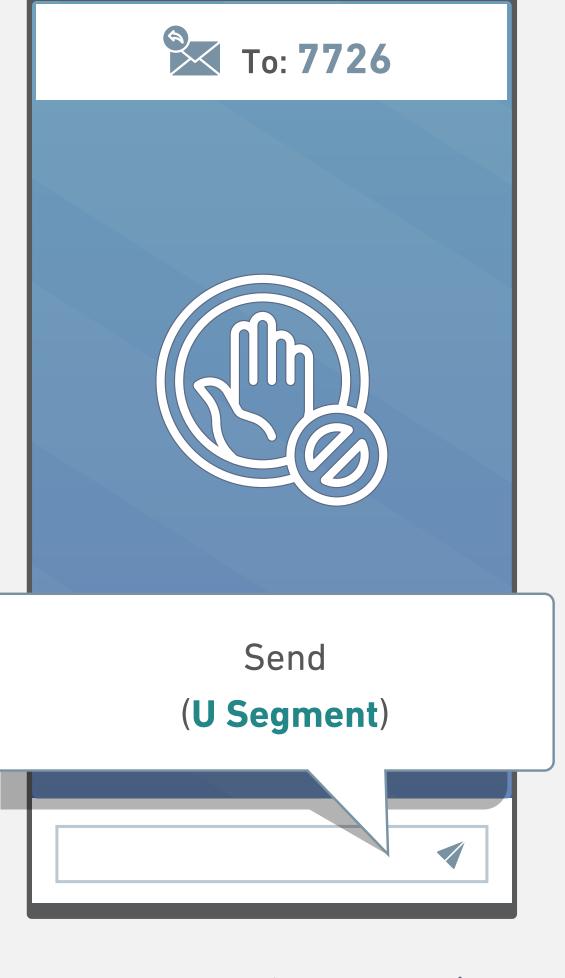
group / segment of senders



Unblock All

group / segment of senders



















Realestate

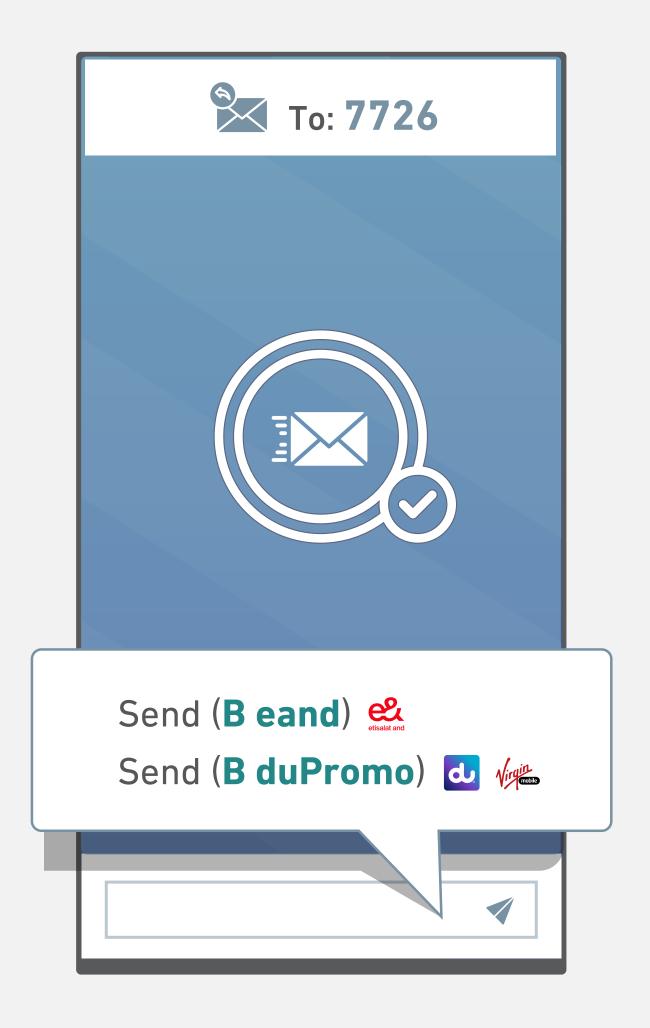






Block

marketing messages from service providers



Unblock

marketing messages from service providers

