

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)**



Tourism



Health



Retail



Charity



Education



Banking



Realestate

Block All

Promotional Messages

 To: **7726**



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



Unblock All

Promotional Messages

 To: **7726**



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





Block

a specific sender

To: 7726



Send

(B AD 05XXXXX)



Unblock

a specific sender

To: 7726



Send

(U AD 05XXXXX)



Block All

group / segment
of senders

 To: **7726**



Send
(**B Segment**)



Unblock All

group / segment
of senders

 To: **7726**



Send
(**U Segment**)



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Example: **B** Banking blocks all promotional SMS from the banking sector

Block

marketing messages
from service providers

To: 7726



Send (**B** eand) 

Send (**B** duPromo)  

To: 7726



Send (**U** eand) 

Send (**U** duPromo)  