

Staying Visible with iOS 26: What You Need to Know

IOS 26 UPDATES:

Unknown Sender Folder: iOS 26 now makes this folder more prominent. Unsaved numbers may appear here by default.

Missed Alerts: Only time-sensitive texts from unknown sender trigger notifications.

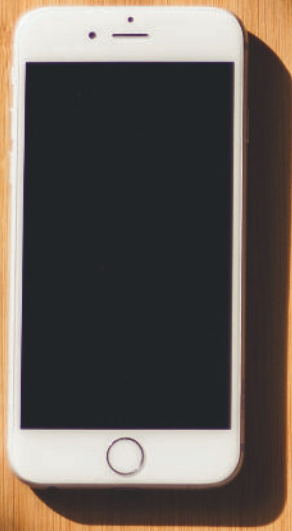
Cleaner Inbox: Users see fewer unrecognized senders, which makes trusted numbers more noticeable.

IMPACT TO YOUR CAMPAIGNS:

Messages Still Deliver: Your texts aren't blocked, just filtered differently.

Trust is Key: Familiarity and consistency determine inbox placement.

Chance to Shine: With fewer distractions, well-crafted, branded messages stand out more.



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How to Stay Front & Center with TTH:

Manage & Clean: Ensure your Caller IDs are clean across all products.

Become Known: We'll create a one-tap vCard so your recipients can easily add your number.

Be Consistent: Use the same registered 10DLC, Toll-Free, or Short Code to build recognition.

Monitoring: Monitoring delivery and real-time adjustments are critical to maximizing your effectiveness

Multi-Channel Approach: Use surveys, pre-calls, and live voice to keep audiences engaged.

For a complimentary consultation of your iOS 26 readiness, contact us today!

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