

Comparison Between SMS and WhatsApp for Business Communication

Key Comparison Points

Criteria	SMS	WhatsApp
Mass Communication Capability	SMS allows sending messages to up to 7,000 users simultaneously.	WhatsApp limits broadcasts to 1,000 users daily. Multiple violations can result in a ban.
Vendor Tracking	Messages can be sent to all users across multiple vendors, providing a fair way to track performance under identical conditions.	WhatsApp can only send messages to one vendor per day, limiting comparative tracking.
Message Length & Format	SMS has limited text length and cannot send media like videos.	WhatsApp allows for longer texts, media (videos, images, documents), and more detailed explanations.
Two-Way Communication	SMS is one-way. Customers cannot reply to the message directly.	WhatsApp offers two-way communication, enabling quick responses and inquiries from customers.
Reach Across Different Networks	SMS works across all devices and network providers without the need for additional applications.	WhatsApp requires the app installed and active internet access, limiting its reach compared to SMS.