



## End of Life (EOL) of Bell Mobility Text via Email service

**Bell**

## End of Life (EOL) of Bell Mobility Text via Email service

With multiple alternative messaging options available to Bell customers, the Bell Mobility Text via Email service will be decommissioned on December 31, 2025.

The Bell Mobility Text via Email service allows users to send a text message from an email account to any Bell mobile phone, free of charge, via an address such as 4165551234@txt.bell.ca.

### Protecting our customers from unsolicited text messages

Unfortunately, this messaging medium has become one of the easiest ways for cyber criminals to send unlimited messages, commonly known as smishing attacks, to Bell customers. In fact, most messages sent via the Bell Mobility Text via Email service have been identified as smishing by anti-spam filters. As result, nearly all North American mobile network operators (MNOs) have decommissioned this service or severely restricted its use. The cost savings associated with shutting down this legacy service will also allow Bell to invest in new messaging technologies.

### Bell offers multiple messaging alternatives

Customers can stay connected using numerous messaging solutions, including but not limited to:

- Standard text messaging via a mobile device
- Group messaging to multiple contacts via Multimedia Messaging Service (MMS)
- Enhanced messaging with Rich Communications Services (RCS)

### Mass messaging alternatives

If your customer has a requirement to send out thousands or even millions of messages to mobile recipients, they should consider connecting with one of many Short Code Messaging Providers who can offer a platform similar to the decommissioned service while operating within the CRTC's telemarketing rules for compliance.

For example, both [Cisco Webex CPaaS](#) and [Sinch](#) are messaging campaign providers that also act as aggregators with direct connections to carrier (MNOs) networks across Canada, including Bell.

### Salesforce Marketing Cloud (SFMC) delivered by CloudKettle

CloudKettle, a Bell Canada Company, is a Salesforce Platinum Partner that has helped organizations around the world deploy, improve and manage their [Salesforce Marketing Cloud](#) instances.

Organizations use Marketing Cloud to send and receive email, SMS, WhatsApp and other channel messages from their customers, manage their marketing campaigns and track their results. This includes being able to send and receive SMS messages from customers to provide customer service and to create and manage SMS marketing campaigns. For an industry specific initial assessment, please reach out to [sales@cloudkettle.com](mailto:sales@cloudkettle.com).

## Frequently Asked Questions

### What is Text via Email?

- Email via text is when you send an email that appears on the Bell Mobility subscriber's device as an SMS. You do this by entering the recipient's 10-digit wireless number, followed by @txt.bell.ca, e.g., 5551234567@txt.bell.ca. This also applies to any SMS message you receive as an email to text on your Bell device.

### When will Bell sunset the Text via Email service?

- Bell will shut down the service on December 31, 2025.

### Which email domains will be sunset?

- txt.bell.ca, txt.bellmobility.ca and txt.bellmobile.ca

### Why is Bell sunsetting the Text via Email service?

- We believe our customers are better served with more trusted and reliable services. Text via Email has become outdated and contributes to a high volume of unwanted text messages.

### What will happen to messages I send after the Text via Email end date?

- Messages will fail and won't be delivered to the Bell subscriber.

### Can I continue to use the Text via Email after the shut down?

- Unfortunately, no. The service will end for all customers.

### When did Bell notify me of the change?

- We began notifying senders of the upcoming sunset by direct communication on February 24, 2025, and by delivery of an auto-reply to incoming messages starting June, 2025.

### Are there third-party alternatives to replace the Text via Email service?

- Yes. CloudKettle, a Bell Canada Company, is a Salesforce Platinum Partner that has helped organizations around the world deploy, improve and manage their Salesforce Marketing Cloud instances. Organizations use Marketing Cloud to send and receive email, SMS, WhatsApp and other channel messages from their customers, manage their marketing campaigns and track their results. This includes being able to send and receive SMS messages from customers to provide customer service and to create and manage SMS marketing campaigns. For an industry specific initial assessment, please reach out to sales@cloudkettle.com.

In addition, Business customers should look into Short Code Messaging Providers that can offer a platform similar to the decommissioned service while operating within the CRTC's telemarketing rules for compliance. For example, both Cisco Webex CPaaS and Sinch are messaging campaign providers that also act as aggregators with direct connections to carrier (MNOs) networks across Canada, including Bell.

### **What is a short code?**

- A short code is a number used by businesses, service providers or public sector agencies to send mass texts with information about products, services or alerts.
- All short codes are permission-based and cannot be sent to someone who has not opted in or subscribed to the program, in compliance with Canada's anti-spam legislation and the Common Short Code (CSC) Code of Conduct.
- Short code messages are an optional service. Opting in or subscribing happens when a person responds to a short code text with a designated keyword.
- You may opt out of the short code at any time by replying STOP or ARRET. When you opt out of a short code, you will no longer receive SMS text messages.