CLAIMS

1. A system for two-way text message communications, the system comprising:

a first interface to a first messaging service, the first interface configured to:

present one or more text messages to a client,

receive one or more text messages from the client,

present one or more text messages to one or more users of a plurality of users, and

receive one or more text messages from one or more users of the plurality of users; and

one or more processors configured to perform a method comprising:

receiving, at an event bus, via the first interface, a first user text message from a user of the plurality of users;

in response to receiving the first user text message, determining whether the user corresponds to a registered user;

in accordance with a determination that the user does not correspond to a registered user, storing user information associated with the user in a user database;

receiving, at the event bus, via the first interface, a second user text message from the user;

determining, based on a content of the second user text message, a user behavior associated with the user;

receiving, at the event bus, via the first interface, a first client text message from the client;

receiving, from the client, a recipient preference;

determining, based on the user information from the user database and based further on the user behavior, whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, presenting, via the event bus, via the first interface, the second client text message to the user,

wherein modifying the first client text message to generate the second client text message comprises modifying the first client text message based on one or more of the user information and the user behavior.

2. The system of claim 1, wherein the user information comprises demographic information associated with the user.

3. The system of claim 1, wherein determining the user behavior comprises determining a semantic meaning of the second user text message.

4. The system of claim 1, the method further comprising:

aggregating the second client text message and the first user text message to create a chat file;

storing the chat file in a chat database; and

storing the second user text message in a message database.

5. The system of claim 1, wherein the method further comprises:

receiving, at the event bus, a third user text message from a second user of the plurality of users; and

identifying, based on the third user text message, a relationship between the user and the second user.

6. The system of claim 1, wherein the messaging service comprises a SMS service.

7. The system of claim 1, wherein the first user text message is addressed to the client via a long-code telephone number associated with the client.

8. The system of claim 7, wherein presenting the second client text message to the user comprises identifying the long-code telephone number to the user.

9. The system of claim 1, the method further comprising presenting the second user text message to the client.

10. A method of two-way text message communications, the method comprising:

receiving, at an event bus via a first interface to a first messaging service, a first user text message from a user of a plurality of users;

in response to receiving the first user text message, determining whether the user corresponds to a registered user;

in accordance with a determination that the user does not correspond to a registered user, storing user information associated with the user in a user database;

receiving, at the event bus, via the first interface, a second user text message from the user;

determining, based on a content of the second user text message, a user behavior associated with the user;

receiving, at the event bus, via the first interface, a first client text message from the client;

receiving, from the client, a recipient preference;

determining, based on the user information from the user database and based further on the user behavior, whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, presenting, via the event bus, via the first interface, the second client text message to the user,

wherein modifying the first client text message to generate the second client text message comprises modifying the first client text message based on one or more of the user information and the user behavior.

11. The method of claim 10, wherein the user information comprises demographic information associated with the user.

12. The method of claim 10, wherein determining the user behavior comprises determining a semantic meaning of second user text message.

13. The method of claim 10, further comprising:

aggregating the second client text message and the first user text message to create a chat file;

storing the chat file in a chat database; and

storing the second user text message in a message database.

14. The method of claim 10, wherein the method further comprises:

receiving, at the event bus, a third user text message from a second user of the plurality of users; and

identifying, based on the third user text message, a relationship between the user and the second user.

15. The method of claim 10, wherein the messaging service comprises a SMS service.

16. The method of claim 10, wherein the first user text message is addressed to the client via a long-code telephone number associated with the client.

17. The method of claim 17, wherein presenting the second client text message to the user comprises identifying the long-code telephone number to the user.

18. The method of claim 10, further comprising presenting the second user text message to the client.

19. A non-transitory computer-readable medium storing instructions which, when executed by one or more processors, cause the one or more processors to perform a method of two-way text message communications, the method comprising:

receiving, at an event bus via a first interface to a first messaging service, a first user text message from a user of a plurality of users;

in response to receiving the first user text message, determining whether the user corresponds to a registered user;

in accordance with a determination that the user does not correspond to a registered user, storing user information associated with the user in a user database;

receiving, at the event bus, via the first interface, a second user text message from the user;

determining, based on a content of the second user text message, a user behavior associated with the user;

receiving, at the event bus, via the first interface, a first client text message from the client;

receiving, from the client, a recipient preference;

determining, based on the user information from the user database and based further on the user behavior, whether the recipient preference is associated with the user;

modifying the first client text message to generate a second client text message; and

in accordance with a determination that the recipient preference is associated with the user, presenting, via the event bus, via the first interface, the second client text message to the user,

wherein modifying the first client text message to generate the second client text message comprises modifying the first client text message based on one or more of the user information and the user behavior.

20. The non-transitory computer-readable medium of claim 19, wherein:

the messaging service comprises a SMS service,

the first user text message is addressed to the client via a long-code telephone number associated with the client, and

presenting the second client text message to the user comprises identifying the long-code telephone number to the user.