COMMIO

The A-to-Z's of 10DLC

Using Local Numbers for Text Messaging Success

Everything You Need to Know About Long Code SMS
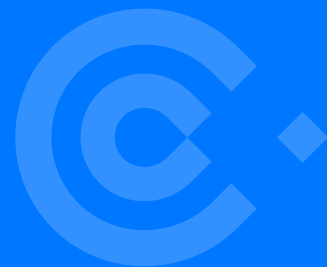
06.19.24

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Dear Reader:

When it comes to short, sweet communications with crazy high odds of being read—almost instantly, no less—text messaging wins, hands down. We're talking 98% opened within *minutes*. Emailers would *die* to get that kind of response!

The three types of text messaging (short code, long code, and toll-free) have unique advantages; but if all else were equal I'd probably go with long code most of the time. The common ten-digit number (hence 10DLC) just *looks* so much like our friend suggesting we meet for a drink...our boss who's running late...or a note from the kids' coach. Especially when it's the same area code as your own. It just feels more personal.

Of course, not all else is equal.

As with a lot of new technology, messaging has had, er, growing pains (we've adopted 10DLC so quickly, it's hard to believe it's all of five minutes old!). And like all new things involving tech and communications, businesses tend to overdo it, bad actors find ways to monetize it, consumers rip their hair out, and the FCC starts legislating. In the case of 10DLC, the carriers decided to jump in and create their own regulations before the FCC could move to take control.

> The three types of text messaging each have unique advantages; but if all else were equal I'd probably go with long code...

Did I mention growing pains? Having the carriers create the 10DLC approval process has been a bit like a large, dysfunctional family trying to decide where to go for dinner—the carriers enacted some rules and hired The Campaign Registry to manage the approval process, but each carrier charges different fees for different things and it all keeps evolving as they think of new things. Meanwhile, the actual approvals are handled somewhat unevenly by the direct connect aggregators (DCAs) who sit between your provider and the carriers. Sounds messy? Don't blink!

It's not much wonder the average marketer or other communications professional has been *a bit* frustrated. You think you've nailed it, and then it all changes again. Your sparkly new campaign gets rejected and you don't know why. It's almost enough to quit trying.

But 98%. Opened within minutes...

Fortunately, we seem to be nearing the end of long code's adolescence and things are settling down. It's still work, but it's manageable. And, The Campaign Registry has now made it easy to switch to a new provider if you're not getting the help you need. (Commio's always happy to help!)

Starting December first (2024), all long code campaigns must be registered, quite possibly even test messages; so the time to master the requirements is now. But I am confident that if you follow everything covered in this ebook, your 10DLC campaigns will be on their way. So let's get started!

Scott Navratil

Vice President, Customer Retention & Growth
Commio
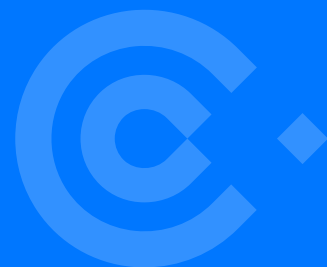
Know Before You Go: Do Your Research

Text messaging campaigns are a great way to reach customers and prospects, but they're not the answer to all communications needs. To begin with, they're short. If you want to provide a quick update or announce a flash sale, they're perfect; if you want to expound on the meaning of life, not so much. If you're sure you can cover what you have to say in a couple dozen words or less, you still need to consider the following aspects.

1. **Use Cases:** Not every product or service is created equal in the eyes of consumers or the law. Confirm the messaging requirements for your use case: depending on the industry you're in, there may be some restrictions or special requirements for your messaging campaigns (think, for example, of sensitive topics like insurance or bank loans).

   And, some subjects are not permitted in messaging campaigns *at all*. For example, "SHAFT" messaging—short for "sex | hate | alcohol | firearms | tobacco" (which includes cannabis)—is never, ever, ever allowed.

   Not sure about your industry requirements? Review our Use Case ebook here. (Use cases apply to *all* types of text messaging campaigns, not just long code.)

2. **Messaging Format:** Know which type of messaging makes the most sense for your business. Depending on the size and frequency of your campaigns, the speed with which you need to communicate, and the geographic distribution of your customers, you might do better with short code or toll-free messaging than long code.

   You can also read more about all three types of messaging in our "20 Ways to Get Your Text Message Across" eBook.

Comparison of Messaging Types

	Short Code	Long Code	Toll-Free
Biggest benefit	Speed	Appears local	Enhances brand
Biggest issue	No call back	Approval process	Approval process
Digits	5-6	10	10 (e.g., 1-800…)
Requires brand approval	Yes	Yes	Yes
Requires campaign approval	Yes	Yes	Yes
Average approval time	4-8 weeks	3-5 business days	7-10 business days
Allows message response?	Limited	Yes	Yes
Allows call back?	No	Yes	Yes
Average throughput	10-500 msgs/sec	Up to 75 msgs/sec with MNO approval	Standard = 10 msgs/sec; can be as high as short code with approvals

3. **Messaging Budget:** Plan your messaging budget, keeping in mind that pricing and additional fees vary from carrier to carrier. See chart for basic 10DLC pricing.

   You can see general pricing information on the [Commio SMS/MMS Surcharges](#) page.

Basic 10DLC Pricing *(Rates subject to change)*

Brand Registration	Campaigns	Campaign Vetting
Cost: $4 (One-time, per attempt)	Standard: $10/month Low Volume: $1.50/month Specialty: Varies	DCA Review Fee: $15 (One-time) *Optional Brand Vetting*: $40-$95 (One-time for higher throughput)

But, don't get intimidated by the various fees and penalties. A good communications service provider can help you set expectations. Speaking of which...

4. **Communications Service Providers (CSP):** While it might seem early for selecting a provider, you should think about a CSP as your partner—someone who can help guide you through the planning, brand registration, and campaign approval process. Here are some important criteria to consider before choosing a CSP.

A good provider protects all their customers by scrutinizing each prospect carefully before accepting campaigns.

   - *Full service* – If messaging campaigns could potentially become a significant part of your communications, or you're not sure where to start, look for a provider that supports all types of messaging, including short code, long code, toll-free, and hosted messaging. If a CSP has good relationships with the carriers (or even qualifies as a carrier) so much the better!

   - *Strong customer vetting process* – A good provider protects all their customers by scrutinizing each prospect carefully before accepting campaigns. While you may work hard to follow the rules, and a provider may encourage their customers to follow the rules, if a single customer turns out to be a bad actor, a DCA or carrier can shut down the provider's entire pipeline!

   - *Use case and messaging review* – Choose an experienced provider with a consultative approach to help you select the right type of messaging, verify your use case, and help ensure your initial campaigns will be approved.

   - *Number provisioning* – Long code campaigns typically utilize multiple phone numbers that align with the area codes you're targeting, so you'll want a provider with a good inventory of numbers who can get them assigned to you quickly.

   - *Messaging campaign budget* – Your CSP can help you understand what the various fees entail, and estimate your initial costs.

   - *24/7 expert support* – Most importantly, you should confirm that the CSP you select has the expert guidance you need to get your long code campaigns approved, and 24/7 U.S.-based support if you have an issue.

   - *Goes to battle for you* – Has strong relationships with upstream providers and will advocate on your behalf.

Not getting the help you need with your current CSP? TCR has made it easy to switch! The bottom line: Messaging has a lot of moving parts; your CSP should be your partner, and feel invested in your success.

10DLC from A to Z

1 Do Your Research

- Determine if your use case is acceptable
- Decide which type of messaging best fits your use case
- Plan your budget
- Pick a communications service provider (CSP)
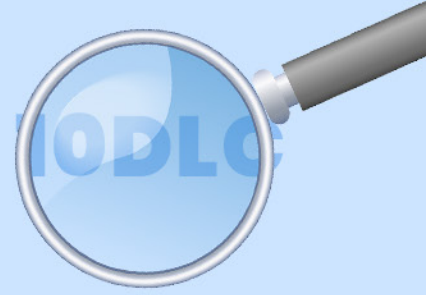
2 Grow Your Opt-in Lists

- Know the rules!
- Create/update your privacy policy, terms & conditions
- Make sure your opt-in forms are clear & comprehensive
- Consider double opt-ins

3 Register Your Brand

- Understand enterprise | agency | sole proprietor | franchisee
- Have your EIN form handy!
- Establish throughput

4 Write Your Copy

- Know the use cases & the rules (we can't say that enough!)
- Review against checklist of do's & don'ts
- Pick a compliance officer
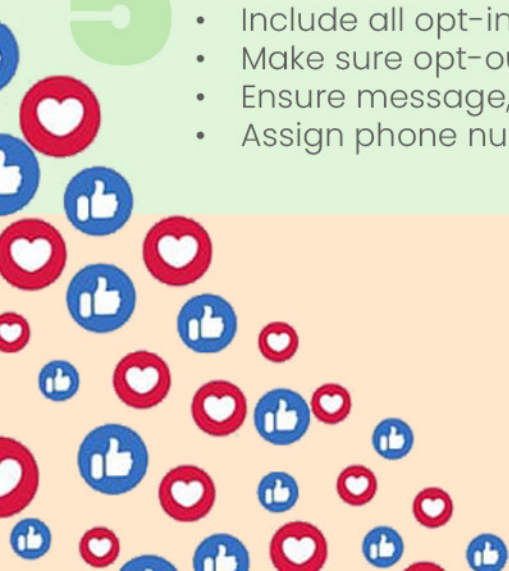- Get copy approved (before you submit!)

5 Register Your Campaign

- Include all opt-in info: forms, privacy policy, links, etc.
- Make sure opt-out language is clear and visible
- Ensure message, brand, URL, etc. are aligned
- Assign phone numbers

HIT SEND!
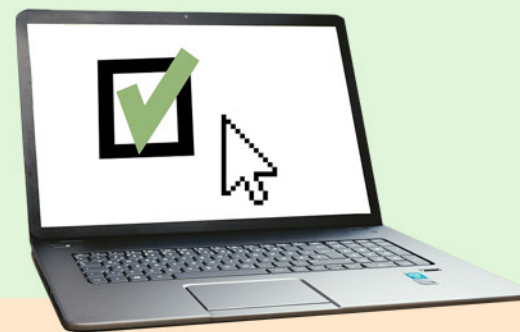
6 Follow-up

- Collect your DLRs and assess the data
- Establish Key Performance Indicators (KPIs)
- Plan your next message(s)

Build Your Opt-in List(s)

Permission is Critical!

Unlike some forms of marketing, everyone you send text messages to must have opted in to receive texts from you, and *only* you—no exceptions, regardless of messaging type! So, you'll want to start collecting this information from your prospects and customers well before you even think about adding actual campaigns to your communications.

If you've been sending unregistered campaigns, you may need to do some list cleanup before the December first deadline for registering *all* 10DLC, so it's time to get moving!

If you include an opt-in request with all your other marketing, communications, shopping carts, etc., building your opt-in list should go fairly quickly, especially if you incentivize people with a promotion. Make it easy to convert with URL, QR code, and/or short code options as appropriate. You can find more suggestions in our 20 Ways to get Your Text Messages Across eBook.

There are strict rules around how to collect opt-ins:

- You must maintain explicit evidence *in writing* that each person on your list opted in.

- You cannot rent or buy lists from someone else, and you cannot share or sell your own list.

- Your opt-in forms should clearly state *all* relevant information, including brand and the type(s) and frequency of messages they can expect from you. All opt-in details must be found on each collection page; it cannot simply link to the Privacy Policy, Terms & Conditions, or elsewhere (see examples).

- Opt-in language should be separated by use case. For example, if your company provides automated updates plus marketing texts, those should be separate opt-in lines (see example on the next page).

- Double opt-ins are encouraged (where the initial message asks them to confirm their original opt-in). At the very least, send a welcome message that reiterates expectations (content type and frequency; see example).

Good Opt-in Language

Missing Opt-in Language

You have successfully opted-in to receive Commio network status alerts. Message frequency may vary. Message & data rates may apply. Reply STOP at any time to cancel.

Initial Welcome Message

Privacy Policy / Terms & Conditions

If your website is used to collect mobile phone numbers, you need a visible privacy policy on the website with a mobile sharing section that explicitly states you do not share mobile subscriber data with third-party services. Note that listing opt-out preferences does not replace the privacy policy.

Your website footer and opt-in forms should link to this privacy policy.

☐ I consent to receive SMS text messages to my cell number provided above for marketing promotions from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any product or service. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Message volume varies. Message and data rates may apply depending on your mobile carrier. T- Mobile and other mobile carriers are not liable for delayed or undelivered messages.

☐ I consent to receive SMS text messages to my cell number provided above for account-related alerts from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any product or service. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Message volume varies. Message and data rates may apply depending on your mobile carrier. T- Mobile and other mobile carriers are not liable for delayed or undelivered messages.

Opt-in by Use Case

We do not share data with third parties under any circumstances for commercial purposes. For Law Enforcement Only

Good Privacy Policy

DISCLOSURE OF PERSONAL INFORMATION

We share your Personal Information with third parties who provide various products and services. We will only share this Personal Information as set forth below:

- When we believe in good faith that disclosure is necessary to protect or enforce our legal rights to property, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- To our subsidiaries or affiliates,
- To provide information about your transactions, creditworthiness and experiences;
- To provide you with information relating to products or services that we believe you may find of interest, including working capital or financing solutions from third parties if we cannot fulfill your needs. In these cases, we will only share basic information, such as your contact information, company name, and the amount of funds you requested;
- As required by law, such as in response to a subpoena, summons or similar legal process in general;
- To third parties who support us in providing products and services to you such as customer service, credit checks, bank account verification, secure data storage, transfer or payment or similar services. These third parties will be authorized to use your personal information only as necessary to provide services to us;
- To our investors, partners, lenders and/or auditors during their review or audit of our business;
- To a buyer or successor entity in the event of a merger, acquisition or sale. You will be notified via email and/or a prominent notice on our Websites of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information;
- To an asset purchaser for an asset sale.

Third parties who have access to your Personal Information are required to adhere to privacy standards at least as stringent as those set forth in this Privacy Policy.

II Corporate Affiliates

We may disclose Personal Information to our corporate affiliates, including ⬛⬛⬛ LLC, to provide our Service or to use for marketing or promotional purposes.

Third-Party Offers

We may arrange to have marketing and promotional information of other companies sent to you that we think might be of interest.

Several Bad Privacy Policies

Register Your Brand

(Hint: Have Your EIN Form Ready)

When you're close to critical mass for your opt-in list(s), register your brand with The Campaign Registry (TCR) via your Communications Service Provider (TCR does not accept direct registrations). Like Commio, most CSPs are directly linked to TCR.

Enterprise (any registered business): You will need your Employer Identification Number (EIN) and the exact legal name and address listed on your EIN form (IRS form SS-4 CP 575) with the IRS to register, because that is how TCR confirms your identity. Since this is an automated process, even the slightest variation will result in a rejection. The good news is that because it's automated, registration is almost instantaneous.

Unverified Status: If your brand is rejected as 'unverified,' ensure your company information is an EXACT match with your EIN before resubmitting. If necessary, make edits to your brand information and resubmit; the system will automatically re-review your submission. Note that an EIN is exclusive to a brand and cannot be used for multiple brands. If you feel you have an exception, please speak with your CSP's Support team. (Note:

EIN INFO	Commio inc.
Submission	
Commio	X
Commio incorporated	X
Commio LLC	X
Commio inc	X
Commio inc.	✓

If your primary business registration is in Canada, please enter your Canadian Corporation Number, which may be federal or provincial.)

Sole proprietor: If you are a sole proprietor and don't have an EIN, you can still register your brand. But, you'll need to ensure that your CSP is equipped to send your information to TCR. Start by contacting your CSP's support team.
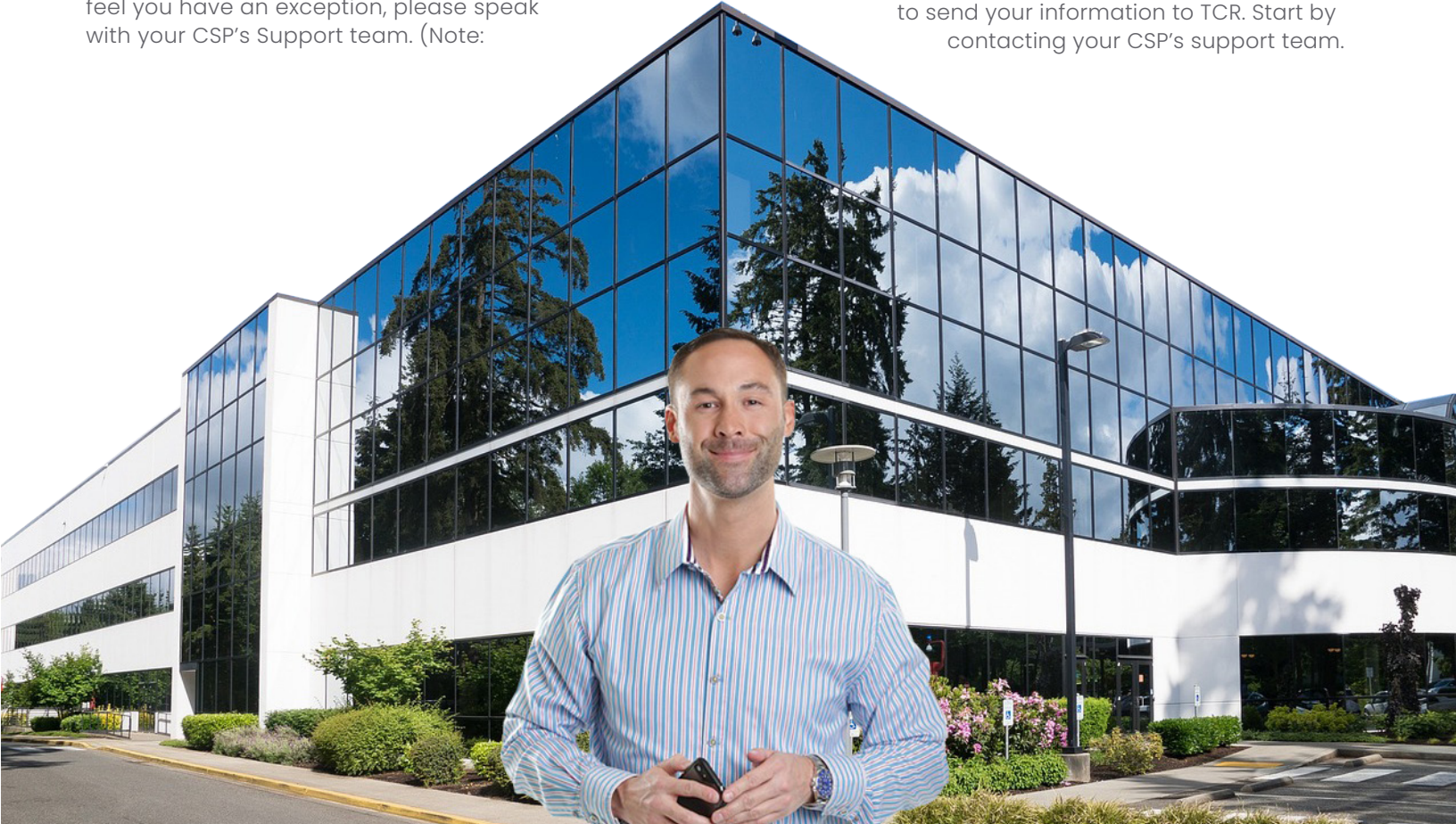
Agency: When a campaign is submitted, the brand submitting it and the message content need to align; so if you're a marketing or advertising agency handling campaigns for a client, you need to register your client's brand—not your own. If, for example, the message cites Smith Plumbing Services, the brand should also reference Smith Plumbing Services, not the Garden State Marketing Agency. This also means you'll need to acquire an exact copy of your client's EIN information (see "Enterprise").

If your client has worked with other agencies and they've already registered your client's brand, you need to register it again to send the client's campaigns. If the brand has already been vetted, you can fill out the "Vetting Partner – Vetting Identifier" section which allows TCR to check with a 3rd party vetting company to retrieve and apply their vetting score.

Franchises: Per TCR, this use case is for companies that either have independent agents under the brand's umbrella, or for franchisees to fall under the corporate parent franchise company—i.e., those who share a single EIN. It allows a brand to create a national corporate campaign where all of their franchisees or agents can participate. This use case should be requested from the corporate office of the brand, *not* by a franchisee or agent of the company. If the franchisees have their own EINs, they should handle their own campaigns. Your CSP can provide more guidance.

Throughput

Once your brand is registered, you will be assigned a level of throughput (i.e., how many messages you can send within a timeframe). In most cases, this level is adequate. If you feel you need a higher level, you can request an external vetting. The Campaign Registry utilizes a couple of companies that will do a deeper background check of your brand, business age and size, etc., plus any previous messaging history or violations. This may or may not result in increased throughput.

Create your Messages

Know What's Allowed…and What's Not

If you're new to creating messaging campaigns, we suggest writing and reviewing your first message or two *before* you think about registering an actual campaign. It's relatively common to see companies get in trouble because a message evolved after a campaign was approved, and is no longer aligned closely enough with the approved message.

Run the messaging past your compliance officer and anyone else who might need to approve it in your organization, get everyone's final sign-off, and *then* submit the campaign to The Campaign Registry.

Selecting Phone Numbers

Since one of the advantages of long code is that you can use "local" phone numbers, make sure you have all the numbers you need. A good CSP should have a wide range of numbers available and be able to get them assigned to you quickly and easily.

> The content you end up sending doesn't have to match exactly with the content you submit with the campaign registration, but it has to generally align and be the same use case.

Your numbers will need to be messaging enabled before you can send a campaign to them. *Note*: We encourage you to have *all* your phone numbers enabled, including—or especially—your toll-free or other main business numbers, regardless of whether you plan to use them to send SMS. Most consumers assume that all numbers are enabled these days, and might be unhappy that they haven't heard back from you!

Message Content to Include

Messaging content is governed by the Telephone Consumer Protection Act (TCPA) and CTIA, an industry trade group. While you should read these documents carefully, the following bullets cover the key elements

for messaging that will likely determine if your message is approved.

- **Brand Name** - Always include the brand name by which your customers know you (which should also align with your opt-in forms). If the recipient doesn't recognize your brand quickly and easily, they will be more likely to unsubscribe, block, or even report you.

- **URL** - Any URL(s) should clearly align with your brand (e.g., pillsbury.com vs., say, the agency's website). The same applies for email addresses.

- **Opt-out Link** - Give recipients a way to opt out, such as "Unsubscribe," "STOP2end," or "Reply2Stop." We suggest using a common term so that users — and campaign reviewers — know what it means at a glance. (And evidence suggests that users are less likely to opt out when you supply the link— perhaps because you appear more trustworthy!) Some portals, such as Commio's, include a list of options. Also? Make sure that it works and sends a confirmation message!

- **Disclaimer** - "Message and data rates may apply" is a commonly used disclaimer in texts. It is not required and many recipients are unaffected because they have an unlimited data package. That said, it could protect you from any legal issues if a recipient is charged. And, this also makes your message appear more trustworthy, particularly if you're dealing with prospects who may not know your brand as well. Help language is also useful (e.g., "Reply help for more information.")

- **Use Case** - The content you end up sending doesn't have to match exactly with the content you submit with the campaign registration, but it has to generally align and be the same use case (e.g., a marketing campaign for a particular type of product). For example, you can use the same campaign for different sales. And again, it's safest if it is an exact or close match. You can submit up to five sample messages and we recommend at least two (some campaign types, including a mixed case campaign, *require* multiple samples).

If, after your campaign is approved, your content starts to evolve, it may get suspended. If you see the content drifting, it's better to edit the campaign if it was approved as a mixed use case (the overarching use case cannot be changed), or submit a new campaign.
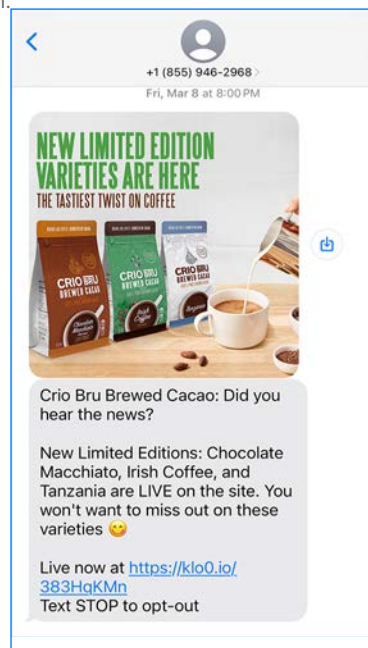
- **MMS** - A picture is worth a thousand words! (Or so they say.) While you do want to keep your messages short and you typically want fast throughput, MMS content (pictures, audio, video) is always an option and sometimes critical to what you're selling. Just use it judiciously.

Content to Avoid

- **URL Shorteners** - Don't use URL shorteners such as bit.ly that obscure your real brand/URL, or any forwarding links. These always look suspicious.

MMS can make your message pop!

- **Impoliteness** - Skip the iffy words and watch your tone! Bear in mind that the less words you use (remember, texts should be short), the greater the chance of your tone being misinterpreted—so be friendly and polite. And, don't use acronyms, text speak, or SHOUTING.

- **Bad Use Cases** - Don't include anything from an unacceptable use case (e.g., SHAFT).

Follow, Follow, Follow the Rules!

Last but not least, appoint someone within your organization to serve as a compliance officer. Given the frequency of change in the messaging industry, it's important to have someone who reads the latest rules and requirements and is up to date when reviewing all your messaging efforts. Chances are this doesn't need to be a full-time position, but it should be someone who's vigilant and has an eye for detail.

Some Sample Messages

The Walmart & Amazon names have become synonymous with SMS spam & fraud when used in this context

Walmart is giving away FREE immune boosters worth USD 239 to loyal clients to stay safe! Get yours cgc7s.site/.mate

The weblink is just a redirect to an unrelated website like google.com

The message doesn't meet TCPA compliance - doesn't offer the required STOP or Opt Out for the mobile subscriber

BAD SMS

Announces who the message is from

Tony's Pizza: Just a friendly reminder that we are still open for pick up and delivery. Mention this message and get 20 % off of your bill. www.tonyspizza.com Reply STOP to cancel msgs.

Website is a valid domain

Message meets TCPA compliance - offers the required STOP or Opt Out for the mobile subscriber

GOOD SMS

It's STI Awareness Month: Check your knowledge on STIs and stay informed by taking our quiz: http://lil.ms/ok2r/9atawg
- Annie@PP (STOP=quit)

Your Turn! What's right, what's wrong?

ACE here! The United States' pivotal climate case is here! Can you help ensure the DoJ hears the Juliana 21 at trial? https://go.acespace.org/s/6901727/V7Sw6LojG

Register Your Campaigns

You're Almost to the Finish Line!

When you register your campaigns, you will need to provide examples of your opt-in process and language. While we've covered most of this information previously, improper or inadequate opt-in information remains one of the biggest reasons for campaign rejection we see. And yes, reviewers will often click through to your website to verify your claims!

If You are Receiving Opt-ins from a Website

- Ensure you have a valid company website for DCA validation. It needs to be live and match the name of the brand.

- All page(s) collecting phone numbers must have opt-in language.

- If multiple pages collect phone numbers, every one of them must have opt-in language.

- Privacy Policy: The privacy policy has to exist on your website and cannot include any language about sharing personal information, including phone number, with any third party or affiliate. The privacy policy must include a mobile sharing section and explicitly state that you do not share data with third-party services. Note that when you register, you'll need to show an example of the language used.

If You're NOT Receiving Opt-ins from a Website

- You must include evidence (screenshots, files, or forms) of the opt-in process in the multimedia section.

Top 10 Reasons for Rejections

1. Sample message doesn't match; URL / website / email don't align with the brand.

2. Opt-out language is missing from the website.

3. Opt-out language is missing from the message.

4. Missing or non-compliant privacy policy.

5. Missing website, or incomplete Call-To-Action (CTA) if opt-in process happens outside of the website.

6. Every page that collects phone numbers needs opt-out language.

7. Agency is listed as the brand, rather than the client.

8. "Loan" is not checked off in attributes.

9. Unacceptable use case (no SHAFT!).

10. Brand rejection: EIN doesn't align with company name, address, or other information.

- You must thoroughly explain the opt-in process in the "Call-To-Action" section of the campaign submission. *Be very specific, as these campaigns are scrutinized very closely.*
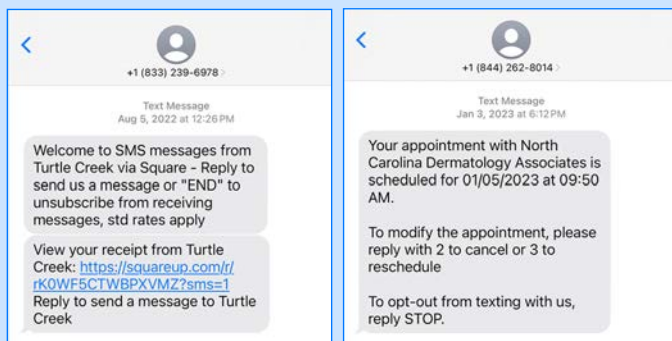
Other Campaign Information

- You've verified that the campaign isn't part of a restricted use case.

- Opt-in language is in the examples.

- Message body includes the brand name, which matches your EIN and the brand in TCR.

- Detailed and Complete Call-To-Action Field, including when, where, and how opt-ins are being collected.

Failure to comply with any of these elements will almost certainly result in your campaign being rejected. Fortunately, most of these are common sense for communications professionals. See also our Campaign Checklist to double-check your work.
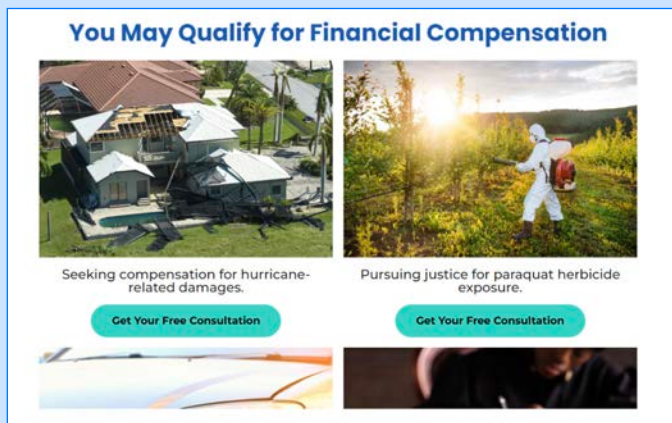
If a campaign is rejected, note that resubmitting the corrected campaign will incur a new application fee and send it to the back of the line, although if the send is urgent your CSP can intercede on your behalf.

On a bright note, you no longer need to re-register your brand(s) and campaign(s) when you switch providers. You can take them with you using TCR's new migration tool; your CSP can help you with this.

Well-written messages

Well-written opt-in form

Rejection: Unacceptable use case

Rejection: Privacy policy isn't visibly linked in the navigation on a website where opt-ins are collected

Send & Review Your Campaigns

What Worked, What Didn't?

Once your campaign is approved *(hooray!)*, you can assign phone numbers. A couple rules to remember:

- You can only assign a number to one campaign at a time. If you'd like to use a single number for multiple purposes, you can do a mixed-use campaign.

- You can assign a maximum of 49 numbers to a single campaign. If you require additional numbers, you can split it into two campaigns as long as there's a logical division (such as sending to different departments or locations).

It may seem slightly anticlimactic at this point, but your long code messaging campaign is finally going out. Congratulations! The only thing left after that, other than perhaps a glass or three of champagne (you've earned it!), is to measure your results and assess your campaign's ROI. To assist with this, your CSP should provide you with delivery receipts, a.k.a. DLRs.

As any marketer can tell you, analyzing the data is critical to perfecting a campaign, whether it's advertising, email, or, in this case, long code messaging.

A DLR is issued by the carrier for each text message that is delivered; it may also contain additional details from the mobile operator. (DLRs apply to all types of text messaging, not just 10DLC). Commio will also enhance them with time stamps. On the surface they don't look like much, just a few snippets of code that can be fed into an analytics program for a view of the entire campaign, including:

- Delivery rates
- Proof of delivery

Plus the necessary data for:

- List evaluation
- Campaign conversion
- Process optimization

As any marketer can tell you, analyzing the data is critical to perfecting a campaign, whether it's advertising, email, or, in this case, long code messaging. If you have any issues using your DLRs, talk to the support team at your CSP.

How DLRs are Created
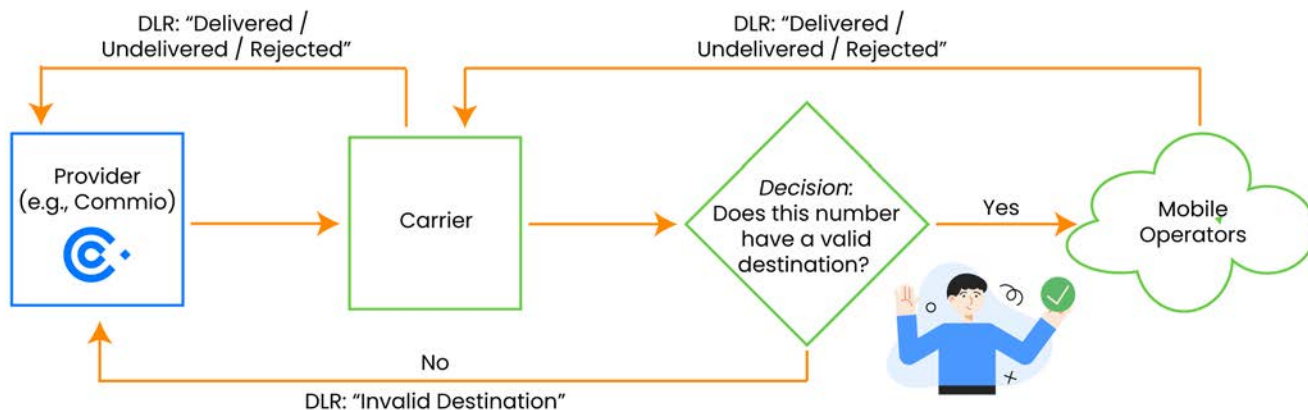
Let's Get Your 10DLC Campaigns in Gear!

Every communications professional knows that to reach people where they are and make it easy to respond, you need a whole bag of tricks, whether that's advertising, social media, email, texting, or some other channel. For short, quick reads, text messaging campaigns are the crème de la crème with that 98% open rate.

As we noted up front, however, text messaging campaigns have a lot of moving parts, and none is more complicated than long code. If you've been reluctant to jump in, it's understandable. If you're a local business, though, or someone for whom appearing local is a major advantage (think, for example, politicians), then 10DLC is worth jumping through a few hoops.

(If you've been sending unregistered mail, you might have some extra hoops to jump through. That December first deadline will come quickly, and you'll need to be ready to continue communicating with your customers!)

Other than confirming your use case is acceptable, the biggest hoop is building your opt-in list, following all the rules around that, and documenting it. The carriers and DCAs handling approvals want to minimize fraud and keep customers happy—as does any legitimate business! The other big piece of the puzzle is finding the right CSP: messaging experts who will work with you to ensure you get it right.

On the bright side, much of the work is up front. Once you get all the pieces in place and send the first few campaigns, it gets much easier. And while we can't make any promises, the long code messaging landscape has calmed down considerably in recent months. So don't wait till you have something urgent to send but no lists in place yet; let's get started. Commio is always happy to help!

Glossary

Brand → [Agency] → CSP → TCR → DCA → Carrier → Customer

Application to person (A2P) - A2P messaging, also known as enterprise or business SMS, is all text messaging sent to recipients via a software application rather than by another person.

Brand - The "brand" is the company or entity that the end user perceives as the sender of the message. Although a marketing agency might handle the messaging campaigns for a company, the registered brand should be the company whose products / services are being marketed.

Campaign - a campaign refers to a specific set of A2P messages that are sent to users. A campaign has unique attributes, such as the type of message (marketing, alerts, etc.), the sending entity ("brand"), and the content.

Communications Service Provider (CSP) – A CSP sits between the company ("brand") sending out messaging campaigns and the DCA. A good CSP stays on top of the latest messaging rules and regulations and works to keep their customers (brands / agencies) educated about what they need to know to keep their messaging campaigns compliant.

CTIA – a trade association representing the wireless communications industry in the United States. They advocate for legislation that supports their members, and provide messaging compliance best practices.

Direct Connect Aggregator (DCA) – DCAs connect the communications service providers to the mobile network operators / carriers. The Campaign Registry forwards campaigns to the DCAs for review/approval before they reach the carriers.

Delivery receipts (DLRs) - Delivery receipts are issued by the carriers for every type of messaging campaign, and typically expanded by the message recipient's carrier/mobile operator, for every message you send as part of an A2P campaign, to verify message delivery and provide details.

Employer Identification Number (EIN) – EINs are issued by the IRS, and most companies have one. Your EIN and the related details (official company name, address, etc.) are critical for registering your brand, and must match exactly.

Federal Communications Commission (FCC) - The FCC is the arm of the United States Government in charge of legislating and enforcing the laws around all major forms of mass communications (including messaging campaigns).

Long code (10DLC) - Long code is text messaging that uses traditional 10-digit phone numbers. It supports the high-volume messaging required for texting campaigns by businesses. Unlike 4-6 digit short codes, 10DLCs also support voice calls and are more recognizable by end users. Long code is especially popular among businesses who wish their text messages to appear "local" by aligning area codes.

Short code - Short codes are 4-6-digit numbers issued by the Common Short Code Administration (CSCA) for use in text messaging. The original form of messaging, short code usually uses SMS (vs. MMS). Short code is especially useful for updates and alerts, password resets, and other messaging that requires high volume and fast delivery.

Short Message Service (SMS) and Multimedia Service (MMS) - Although SMS is often used as an abbreviation for any text message, it is technically only those messages that are limited to type, while MMS includes all messages with images and/or other media. Because MMS messages are larger, they take longer to process and send.

Telephone Consumer Protection Act (TCPA) – The TCPA is U.S. legislation governing electronic communication from businesses to consumers, including but not limited to the making of telemarketing calls and the use of automatic telephone dialing systems and artificial or prerecorded voice messages; text messaging campaigns; the Do Not Solicit List; and more. All commercial communications must meet TCPA requirements.

The Campaign Registry (TCR) - TCR is an independent registry that serves as the central hub for registering A2P 10DLC campaigns and their related brands. CSPs forward a customer's messaging campaign to TCR, who then forwards it to the DCAs for review / approval; TCR then sends the response back to the CSP and their customer. Note that individual brands can only submit campaigns to TCR through a CSP.

Throughput - Throughput is the amount of data that travels through a network. When a brand registers to send long code/10DLC traffic, a throughput level is assigned based on the type of business and what is being sent.

Toll-free Messaging - A toll-free number is any phone number that starts with a pre-designated area code such as "800," which signifies that there will be no charge to call it within the United States. Toll-free messaging is simply the use of a toll-free number to send or receive a text.

Use Case - A messaging campaign use case refers primarily to the product(s) and/or service(s) in the message content. Some use cases are never allowed in any circumstances (for example "SHAFT" – sex | hate | alcohol | firearms | tobacco), while others are restricted, such as sweepstakes and political campaigns. A brand should verify the status of their industry before attempting to register a campaign.

Helpful Links

Telephone Consumer Protection Act (TCPA)	CTIA Messaging Principles & Best Practices	Federal Communications Commission (FCC)	The Campaign Registry
Syniverse 10DLC Program Fees & Requirements	Commio SMS/MMS Fees & Surcharges Page	eBook: 20 Ways to Get Your Text Message Across	Messaging Use Cases: What's Allowed, What's Not
Messaging Checklist	The Campaign Registry: A Candid Conversation	Webinar: How to Get Your Campaigns Approved	Political SMS Webinar

About Commio

If you're building apps and services to engage and delight customers, Commio is the uniquely customizable, cloud-based communications API platform that makes it easy to deliver integrated voice and text messaging.

Our flexible, developer-friendly Messaging API makes it easy to deliver high-capacity text messaging. From brand & campaign registration to sending SMS/MMS through every major gateway, if you can dream it, we can send it.

Intelligent call routing with multiple layers of redundancy mean less worry and more happy customers. See beyond the Voice API to gain visibility into every conversation. Take control of routes and carriers to improve call delivery and quality.

Direct-to-carrier pricing and intelligent call routing ensures that you always pay a great rate for your communications, and our U.S.-based support is responsive and always there when you need us.

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