

10DLC Messaging How-To

Ensure Long Code Compliance

Quick Links

Learn more about 10DLC at [Commio.com/blog](https://commio.com/blog). Other important links:

Telephone Consumer Protection Act (TCPA) Rules:



CTIA (industry group) Rules:



Registration How-to Video:
(7 minutes)



With a 98% open rate, nothing beats texting for reaching customers and prospects quickly and ensuring they read it. There's been a lot of talk, however—and more than a little stress—in the marketing and communications industries about the new long code carrier rules, penalties, and fees.

If you want messages to come from a local number, long code is still your best option. And while the changes might mean a little more work, reducing spam will make it worthwhile.

Build Your Opt-In List

Unlike other marketing lists, text messaging lists can't be purchased. And, "implicit" consent isn't enough; if you're audited, you'll need to prove recipients opted in. The good news is that people who do opt in really want your information. Our top 5 tips for getting them there:

- Set—and meet—recipients' content and frequency expectations. Tell them up front, before they even decide to opt in.
- Do a double opt-in, where your first message asks them to confirm their original opt-in.
- Include an opt-in option in all your other marketing and make it easy to convert. Use Web links, QR codes, or the option to text to a short code.
- Offer a promotion. Everyone loves a promotion!
- Always include an opt-out. It is in fact a rule, but it's also good relationship building.



Follow the Messaging Rules

There are plenty of rules, but they overlap and there's a lot of common sense in them. Most importantly, be compliant with the Telephone Consumer Protection Act (TCPA), the CTIA (an industry group), and your provider's rules (see "Quick Links"). The biggest:

- Always include: your brand or company name; "Msg&Data rates may apply"; and a way to opt out.
- Avoid all dubious topics. The acronym is "SHAFT"—NO Sex | Hate | Alcohol | Firearms | Tobacco.
- You can't sell your messaging opt-in data, and you must state this in your privacy policy (*new!*).
- Links should point to your business site (no bait and switch!); try to keep them short.
- Be friendly and conversational! Even if they dislike the message, they're less likely to complain.

Regardless of your unique messaging needs, Commio offers a full range of options.

Our reliable, cost-effective API platform can be easily customized to meet your requirements, providing you with better texting plus best-in-class service and support.

Register Brands & Campaigns

You must register your brand before you can register campaigns. The brand should be the company | business | product the text recipient perceives as the sender, and match your EIN (there are exceptions for companies with no EIN or that aren't American).

- To ensure campaign approval, follow messaging rules—simple as that. In particular, be honest and up front; a campaign should reflect your brand, and URLs should go to your site.
- Watch our 7-minute how-to video (see "Quick Links").
- Don't register until content is final. And don't change the content after the campaign is approved. If you need to make changes, register a new campaign.
- All registrations go through The Campaign Registry (campaignregistry.com), but you can choose a messaging provider with a registry directly on their platform. Or, add it to your own SaaS program using a free API from a provider.

Choose the Right Provider

As with many things, a good provider can make the process less stressful, reduce your timeline, and optimize campaigns and ultimately your customer experiences. Look for:

- Deep experience across all types of messaging options (long code, short code, and toll-free).
- Strong relationships with the carriers, and/or a provider who is also an actual carrier.
- A consultative approach with a 100% U.S.-based expert team.

Our Commio experts are happy to review your use cases and campaigns to help you optimize your messaging and meet your communication goals.



Better customer experiences start with Commio

LET US SHOW YOU HOW EASY IT IS TO GET STARTED