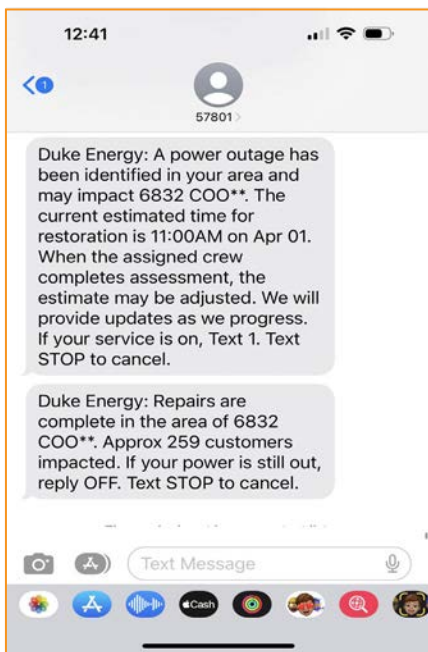


THE QUICKEST WAY TO REACH YOUR AUDIENCE

Getting started with short codes

Short Code Example



Why short codes

A short code is a five- to six-digit mobile number used by organizations to send and receive both SMS and MMS messages, either as part of marketing activity or other business communications.

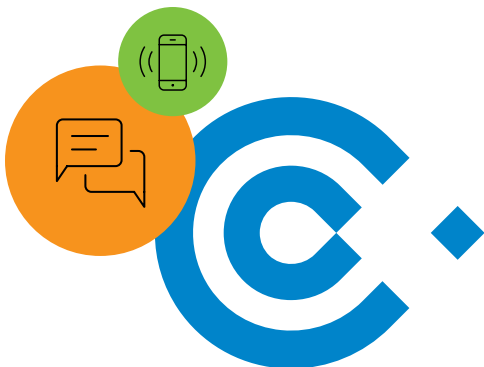
Short codes are usually country specific and don't support international roaming (although there are a couple of exceptions to this—for example, the United Kingdom and Republic of Ireland).

A short code can only be used for messaging—you can't make a voice call to a short code. And while it can be used for SMS and MMS, most short code messages are SMS because they're smaller and therefore faster to send.

Short Code Benefits

Short codes have several advantages that make them a top choice for communicating with large groups of customers or prospects.

- **Scalability!** It is much quicker to send messages via a short code—especially when sending a large number of messages at the same time. If you are sending a monthly statement alert to all 50,000 of your subscribers, for example, it would be about 50x quicker to do this via a short code than vs. a 10+ digit number.
- **Better deliverability!** Due to an extensive vetting process up front, approved short codes typically have much lower spam filtering, which can result in better delivery than long code (10 DLC) or toll-free messaging.
- **More memorable!** Because the numbers are short, they are far more memorable than conventional mobile numbers and are easier to use in marketing material and outdoor media.



Acquiring a Short Code

Short codes are usually leased for a set length of time, i.e., 6 months or 12 months at a time, and require approval from each of the Mobile Network Operators (MNO). Once an application has been successfully submitted, it can take 3 months or more to be approved. Once it's approved, however, there is no delay for approvals when you hit send.

Short Code Pricing

The exact cost of renting a short code depends on several factors:

- The type of short code you want (random or premium, also known as “vanity”),
- The country where you will be using it, and
- The length of your lease.

In the US, for example, a randomly allocated short code is the cheapest to lease and usually costs around \$600 a month (plus setup, usage, and carrier fees), but it can cost more than double if you want a specific number (e.g., one that spells your business name on a phone keypad).

Short Code Carrier Fees*

| | Additional SMS Short Code Fees | | Additional MMS Short Code Fees | |
|------------------------|--------------------------------|---------------|--------------------------------|---------------|
| | Messages Received | Messages Sent | Messages Received | Messages Sent |
| US Cellular | N/A | 0.0035 | N/A | 0.0100 |
| Verizon | N/A | 0.0030 | N/A | 0.0050 |
| AT&T (and Cricket) | N/A | 0.0025 | N/A | 0.0030 |
| T-Mobile (and MetroPC) | 0.0025 | 0.0025 | 0.0100 | 0.0100 |
| All Other Carriers | 0.0025 | 0.0035 | 0.0050 | 0.0050 |

*As of June 2023; subject to change. For the latest fees, please visit our [website](#).



Comparison of Messaging Types

| | Long Code (10DLC) | Short Code | Toll Free |
|-------------------------|---|--|--|
| Directional Support | One-way, Two-way | One-Way, Two-way | One-way, Two-way |
| Throughput Limit | Varies by brand score | High | Medium |
| Daily Limit | Varies by brand score | None | None |
| Deliverability | Good | Best | Good |
| Avg. Per Message Cost | \$ | \$\$ | \$\$ |
| Setup Costs | \$ | \$\$\$ | \$\$ |
| Carrier Surcharges | Yes | Yes | Yes |
| Carrier Spam Filtering | Heavy (even on registered) | Low | Medium |
| Supports Voice Callback | Yes | No | Yes |
| Supported Digits | 7 | 5 or 6 | 7 |
| Provisioning Time | 1-2 days | 3 months | 10-14 days |
| Use Case Pre-Vetting | Yes, by DCA | Yes, by Carrier | Yes, by DCA |
| Best For | <ul style="list-style-type: none"> • Geographically-sensitive traffic • Mixed use cases • Low volume | <ul style="list-style-type: none"> • Burstable or broadcast traffic such as time-sensitive alerts • Large geographic coverage areas • Less conversational traffic | <ul style="list-style-type: none"> • Average to high volumes • Customer service & support • Chat • Marketing, some promotions • Alerts & notifications • Non-geographical or time-sensitive message delivery |

Questions? Commio can Help!

Once your request has been approved, short code messaging is an excellent way to reach customers and prospects quickly and easily. Still have questions? Contact your Commio representative today! Our team has deep experience supporting all types of messaging, as well as navigating the evolving compliance landscape, and can help you optimize your campaigns.

Better customer experiences start with Commio
LET US SHOW YOU HOW EASY IT IS TO GET STARTED