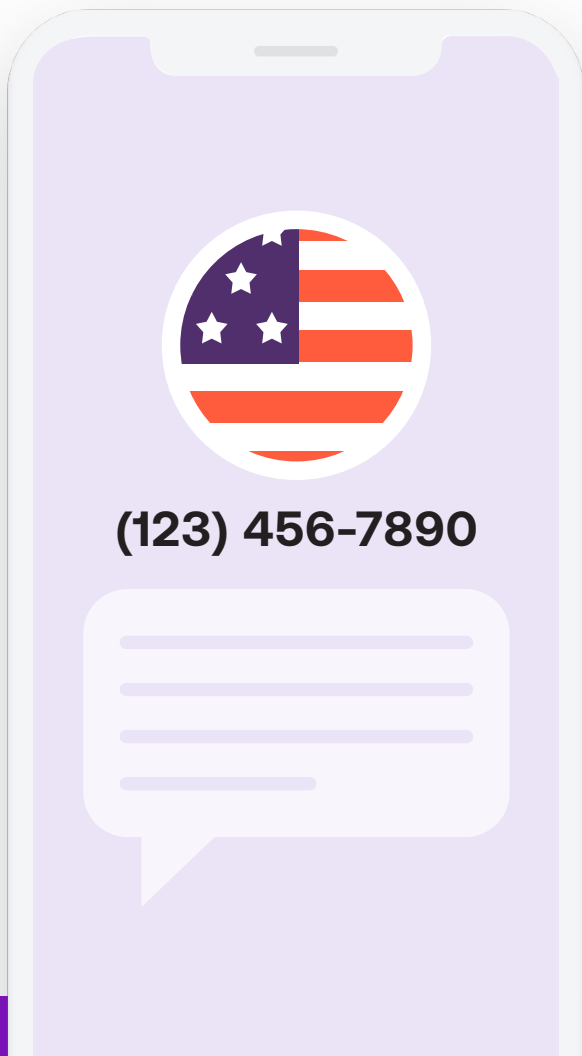


10DLC Texting

GUIDE TO SUCCESS

10DLC refers to sending texts over 10-digit long code. As of October 1, 2021, all organizations wishing to utilize this form of texting in the United States must be fully registered and compliant with the rules and regulations set forth by the carriers and mobile operators.



Fully Integrated

Prompt.io™ is fully integrated and a full partner with the registration systems. Our customers enjoy an easy, straightforward pathway to registration.

This guide is intended to help guide you through registering your 10DLC texting traffic with Campaign Registry. This is not intended to provide you with legal advice regarding the application of the TCPA or other federal, state or provincial statutes (or related case law) that apply to texting in general. As always, we recommend that you consult with your own legal advisors on this. Prompt.io™ is a trademark of [Prompt.io Inc.](#)

What is 10DLC?

10DLC refers to carrier imposed rules, regulations and technology designed to sanction and vet SMS and MMS messages sent via 10 digit local long code phone numbers within or to the United States.

The objective of 10DLC is to protect consumers from unwanted messages while offering organizations higher throughput and delivery rates.

As of October 1, 2021, all organizations wishing to utilize 10DLC must be registered. Unregistered traffic may be subject to extreme carrier filtering (undelivered messages) as well as fines and penalties.

Who Needs 10DLC?

If you are sending texts over standard phone numbers (i.e. 202-555-1212) to cell phones in the United States, 10DLC registration will be required. There is currently no requirement for registration for use of toll free or short code. Texting outside of the United States (Canada, for instance) via 10DLC does not require 10DLC registration at this time.

Registration

Each organization wishing to text on 10DLC will need to be registered. All registration is controlled by a carrier-led entity known as The Campaign Registry. Prompt.io is a partner of The Campaign Registry.

In order to register, you will need to provide information about your organization, including your employer identification number (EIN), use cases, sample messages, and responsible contacts. Political operations also need either a Federal Election commission ID or a state/local website that definitively shows the campaign and an official email address on file.

A one-time registration fee of \$4 is required. T-Mobile has announced that they will be implementing a \$50 one-time registration fee as of March 1, 2022. In addition, a monthly charge of \$3 - \$10 will be applied depending on the use case. All new campaigns will automatically be charged for at least three months use.

Verification / Vetting

Political organizations wishing to utilize 10DLC must be “verified” and vetted. An organization called Campaign Verify is responsible. Campaign Verify facilitates vetting for campaigns, PACS, and other political entities. Vetting costs \$95 and is good through January 1, 2023. Typically vetting takes 1 business day and the required tokens are delivered via email. In some cases where the campaign email on file is inactive, the tokens will be delivered via US Mail -- a time consuming process, for sure.

How Long Does It Take?

Registration itself is a straightforward process. In the Prompt.io platform, this should take just a few minutes to complete. In cases where the registration process needs manual intervention or escalation to the Campaign Registry, registration can take 1-2 days. Due to the additional vetting constraints required for political operations, we suggest that organizations budget a week from end to end to get fully registered.

Benefits

Registered traffic should receive much higher deliverability. In the first fully registered 10DLC use cases, our customers are seeing 99%+ delivery rates. In most cases, increased send speeds will also be conferred. Higher delivery speeds should also decrease the number of phone numbers needed to send messages. Ultimately, as the ecosystem matures and the messages sent are all from known, vetted sources, end recipients will have a much higher level of confidence which should result in higher engagement.

Carrier Network Access Fees

Carriers have imposed a per-segment surcharge that is based on the use case. These surcharges vary from \$0.002 to \$0.004 per segment for SMS. Typically, our customers are seeing \$0.003 for most use cases. This expense equates to approximately \$200-\$400 per 100,000 segments sent and is usually passed through at cost to our customers.

Agency Considerations

Digital agencies typically handle texting for more than one organization. In these cases, Campaign Registry dictates that the individual organizations must still be registered -- those are the real senders of the texts, not the agency. Registering the agency itself will likely result in poor results. Additionally, each individual campaign must be assigned separate and unique phone numbers for outbound texts -- it is not possible to “share” texting phone numbers between different organizations.

10DLC with Prompt.io

Our platform is fully integrated with Campaign Registry and Campaign Verify. Our customer success team will help guide you through the new 10DLC requirements. Our platform is tuned to respect the delivery throughput thresholds prescribed by the regulators.

In instances where escalation is required in order to achieve higher throughput or where deliverability issues arise, we advocate directly to carriers and regulating authorities on behalf of our customers.

All registration data and information is fully visible in the product, along with any issues that arise with deliverability.

Top 10DLC Pitfalls and Traps to Avoid

- If you are a political campaign/PAC, register with Campaign Verify early.
- Make sure your traffic is registered. “Grey route” traffic will be charged, filtered and eventually fined.
- Don’t share phone numbers between brands, campaigns or use cases.
- Don’t think you can just use Toll-Free to avoid the hassle of registration - TFN has registration, vetting, and opt-in requirements in addition to carrier fees.
- If you have a ton of numbers you “saved” from prior campaigns, it is time to release most of them - “snowshoeing” is not allowed and 10DLC is designed to eliminate this activity.
- 10DLC registration is not a “carte blanche” to do whatever you want - Federal and state texting laws, along with carrier restrictions on SHAFT content still apply.
- Complaints from recipients and a high opt out rate may eventually lead to sanctioning and/or issues with the carriers -- choose your audience carefully and target with appropriate content.

We’re here to help!

10DLC is complicated, but we’re here to help. We would be happy to provide a complimentary consultation to help your organization better understand the great opportunities 10DLC texting presents.

Email sales@prompt.io
to get started with 10DLC!