

10DLC FAQs

What is A2P 10DLC?

A2P 10DLC refers to a system in the United States that allows businesses to send Application-to-Person (A2P) type messaging via standard 10-digit long code (10DLC) phone numbers. Carriers in the US consider all TextUs traffic to be A2P.

US long codes widely used by businesses (including TextUs) in previous years were only ever designed for P2P (person-to-person) communications. Carriers have always considered them to be an unsanctioned SMS route, they have low volume throughput, and they lack desirable security standards.

10DLC is being implemented to offer stability, delivery reliability, and security to businesses and their audiences, as well as support the volume messaging throughput that business use cases require.

What are the benefits of A2P 10DLC?

10DLC is being implemented to offer stability, delivery reliability, and security to businesses and their audiences, as well as support the volume messaging throughput that business use cases require. In addition, 10DLC will limit "bad actors" and cut down on spam messaging, making SMS a more reliable and trusted form of communication.

How is 10DLC different than short codes?

Per the Campaign Registry, Short Codes are 4-, 5-, or 6-digit numbers issued by the Common Short Code Administration (CSCA). Short Codes and 10DLCs are both used to send and receive messages and allow businesses to communicate with end-users.

Ten Digit Long Codes (10DLCs) are 10-digit phone numbers owned by a business and are used for Application-to-Person (A2P) messaging; however, unlike Short Codes, 10DLC supports voice calls in addition to messaging.

Why do I need to register my 10DLC campaign?

Per The Campaign Registry: North American carriers are moving away from unsanctioned long codes and are launching 10DLC as a sanctioned A2P messaging service. In order to create this sanctioned channel, carriers are requiring use of The Campaign Registry (TCR) to know who is sending messages and what messaging is being sent. TCR allows carriers to have access to this information, and with this transparency, TextUs, as a Campaign Service Provider (CSP), will have their registered campaigns fully supported.

What is a Trust Score?

Upon completion of registering your brand, The Campaign Registry will give your Brand a Trust Score of either Low, Medium, or High. This rating influences the maximum message throughput that will be allocated to each of your Campaigns.

How does my Trust Score impact message throughput?

Trust Scores are grouped into three levels, from lowest to highest. Your Trust Score level, combined with your Campaign Type, will determine the message throughput that is allocated to your Campaign.

What kind of campaign types are there?

Campaign types are classified in 3 ways: Declared Use Case, Mixed/Marketing Use Case and Basic. From there, user cases are classified under one of the three campaign types. To see a full list of use cases as well as proposed special use cases, [see the tables listed here](#). If you need help determining your campaign use case, please consult with your TextUs account manager.

How often does a campaign need to be registered and approved for each brand?

Campaigns register for 3 months by default. They can be configured to renew automatically.

My carrier blocked my number due to 10DLC. What steps can I take to ensure it is not blocked again?

Message content that contains short links or phone numbers within the message signature can trigger a carrier to block the number. In order to ensure the best possible outcome, we recommend:

- Remove all short links in the message (e.g. rebrandly, bitly, etc)
- Remove any phone numbers in the message

Have Further Questions? Please reach out to your TextUs Account Manager.