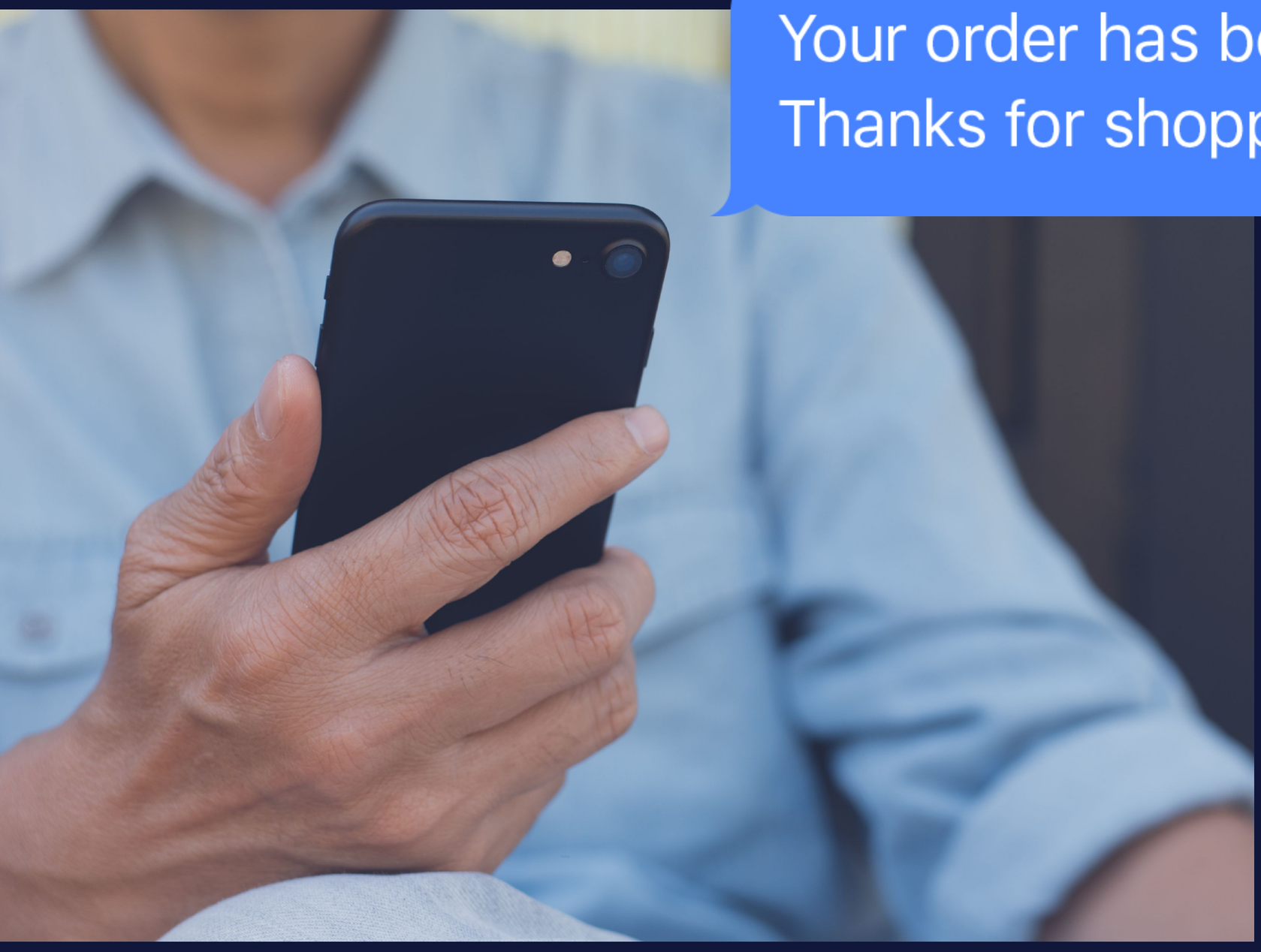
Quiq

The complete guide to messaging with 10DLC



Welcome to the next generation of text messaging

While messaging has been around for decades, it is still one of the most effective ways to get your message in front of your target audience. This is especially true if you're part of an enterprise sized company that needs to engage in a mom and pop sized way. That's why over the years, there's been a mass exodus from phone and email to messaging channels like SMS.

Recently, carriers have taken measures to protect consumers from SMS spam and are promoting 10DLC as the answer to spam. The 10DLC system allows businesses to send A2P messages through standard 10-digit long codes. The 10DLC system is a simple and inexpensive way for businesses to establish a presence with mobile messaging with enhanced credibility and deliverability.

Since the launch of 10DLC there has been a lot of buzz around messaging and the opportunities it presents to companies for commerce or customer care. There's been a lot of discussion about how new 10DLC requirements are going to impact business messaging. This white paper will cover everything you need to know to get started with 10DLC and sending business messages to your customers.

A glossary of messaging terms

Throughout this post, you'll see some terms, some new, some familiar that are often used when discussing messaging and 10DLC. We've included this glossary of terms to ensure that everyone is on the same page. If there are any terms you need additional information on, or if there's a term you think should be included, please let us know.

Common messaging terms

- **DCA** - Direct Connect Aggregators
- **Brand** - The company or entity consumers believe to be sending the message
- **P2P** - Person-to-person
- **A2P** - Application-to-person
- **10DLC** - 10-digit long code, also known as commercial long codes
- **Carrier** - Mobile carriers such as Verizon and T-Mobile
- **Long Code** - A 10-digit phone number used to send SMS messages
- **Throughput** - It's like a speed limit on the SMS highway. You can only send so many messages per minute
- **Trust Score** - A score assigned to brands by the Campaign Registry. Larger more established brands will receive a higher trust score and will be granted higher throughput
- **CSP** - Campaign Service Providers
- **MNO** - Mobile Network Operator. The company who provides connectivity to end users
- **Campaigns** - Represents a business use case, explains how you are going to use SMS on your numbers

Who does 10DLC impact?

First let's answer the question that's top of mind for everyone - *"Does 10DLC impact me?"* Short answer - Yes. All businesses using 10DLC numbers to send messages to customers serviced by U.S. mobile carriers will need to register.

Registering allows your business to reduce the opportunity for messaging delays. If a business decides not to register their brand and continues using their 10DLC phone number, they will eventually experience disruption of service. Certain carriers will stop supporting SMS traffic altogether from 10DLC numbers that are unregistered.

10DLC will ensure your 10-digit long code is vetted for legitimate business purposes and reduces the opportunity for fraudulent activity and association because your business will operate on a sanctioned network. This change will make it easier for businesses to connect with their customers as undesirable messages will be prevented from being sent.

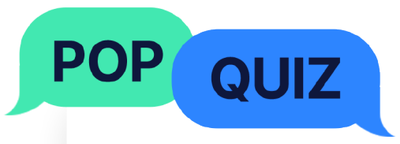
Before we go too far, let's answer the question "why is all of this happening?" From there we'll get to know 10DLC and the ecosystem in which it exists. Let's dive in.

Why do we need 10DLC?

SMS is a great tool for businesses to communicate with their customers. Not only does this channel provide a quick and cost effective way to engage with customers and prospects, its high deliverability and low latency make it more efficient than phone calls and emails.

Before 10DLC, because there was no registration process for carriers to identify who owned a phone number, long codes could be abused by spammers. Carriers tried to control this by limiting how fast messages could be sent on a long code and applying very strict spam filters on messages being sent. Sometimes this led to legitimate messages being blocked by carriers.

As the popularity of business messaging surged, brands and consumers also eagerly embraced social media. The use of messaging apps such as Facebook Messenger and WhatsApp continue to grow, presenting alternatives to SMS. Mobile carriers understand the need to keep SMS as an effective channel of communication to remain competitive.



A growing number of businesses are using SMS and messaging apps to reach their customers because:

- They are cheap and often more effective at driving sales than other, more conventional marketing methods
- Customers tend to check texts much more frequently than emails
- It is often viewed as being more personal than sending an email
- **All of the above**

The introduction of 10DLC provides more transparency into the “who” and “what” of messages to preserve the integrity of SMS as a business messaging channel. This new standard for messaging presents benefits for everyone. Consumers get more trusted, relevant messages sent to their devices and brands get a better quality of messaging service with higher throughput levels. Now, let’s really take a closer look at 10DLC and some of the advantages of this messaging standard.

What is 10DLC?

Application-to-person 10-digit long codes (A2P 10DLC) is simply business messaging. The biggest change is that phone numbers will be registered to brands who have not only identified what number they will send messages from, but what kind of messages they’ll send.

10DLC numbers are a special type of number used for sending SMS messages. The numbers that brands register will be designated for application-to-person (A2P) messaging and will have a higher throughput than the local phone numbers intended for person-to-person messaging previously used by brands.

With 10DLC brands, will realize an enhanced messaging experience with benefits that should deliver a higher ROI for messaging.

Advantages of 10DLC A2P messaging

Higher throughput

The ability to send more messages faster is just one of the benefits of 10DLC that will enable you to connect reliably with consumers, at scale. 10DLC numbers are capable of supporting SMS message volumes that are somewhere between the limits of short codes and toll-free long codes.

10DLC numbers will send messages at a rate of 1 to 60 messages per second. The throughput rate for a particular brand will be influenced by the brands trust score, which we cover later in this post.

Better deliverability

Since 10DLC numbers are vetted and authorized, messages sent on these numbers are more likely to pass through carrier spam filters than messages sent through regular local long codes.

Localized experience

With 10DLC you can retain a local area code and provide a more personalized customer experience for your audience. Unlike a toll free number, a local number is one that your customers will recognize and trust, which should lead to increased open rates.

Lower costs

10DLC numbers are cost effective. They’re much cheaper than short code numbers. That means companies can take advantage of 10DLC without having to “break the bank.” Companies already using their landlines to send messages can also easily convert those numbers over to qualify them for 10DLC capabilities!

What is the campaign registry for A2P 10DLC

The Campaign Registry is a reputation authority for business messaging on 10DLC. You could also consider it to be the information hub for 10DLC. It is the cooperative effort of North American mobile operators like AT&T and Verizon and companies in the messaging business like Quiq. The objective of the organization is to offer a faster, more reliable, and predictable messaging service.

In order to create a sanctioned 10DLC channel, carriers are requiring the use of The Campaign Registry (TCR) to identify who is sending messages and what messages are being sent. TCR allows carriers to have access to this information, and with this transparency, Campaign Service Providers (CSP's) like Quiq will have their registered campaigns fully supported.

CSP's register brands, phone numbers, and campaigns using The Campaign Registry to verify and manage the traffic of your SMS Campaign.

What I need to register?

- Your company's legal name
- Your company's country of registration
- The type of your organization (private, publicly traded, nonprofit)
- Your company's tax number/ID/EIN
- Your business's website
- Campaign name
- Campaign description
- Campaign use case
- Campaign sample messages

Contact Quiq and we'll guide the way

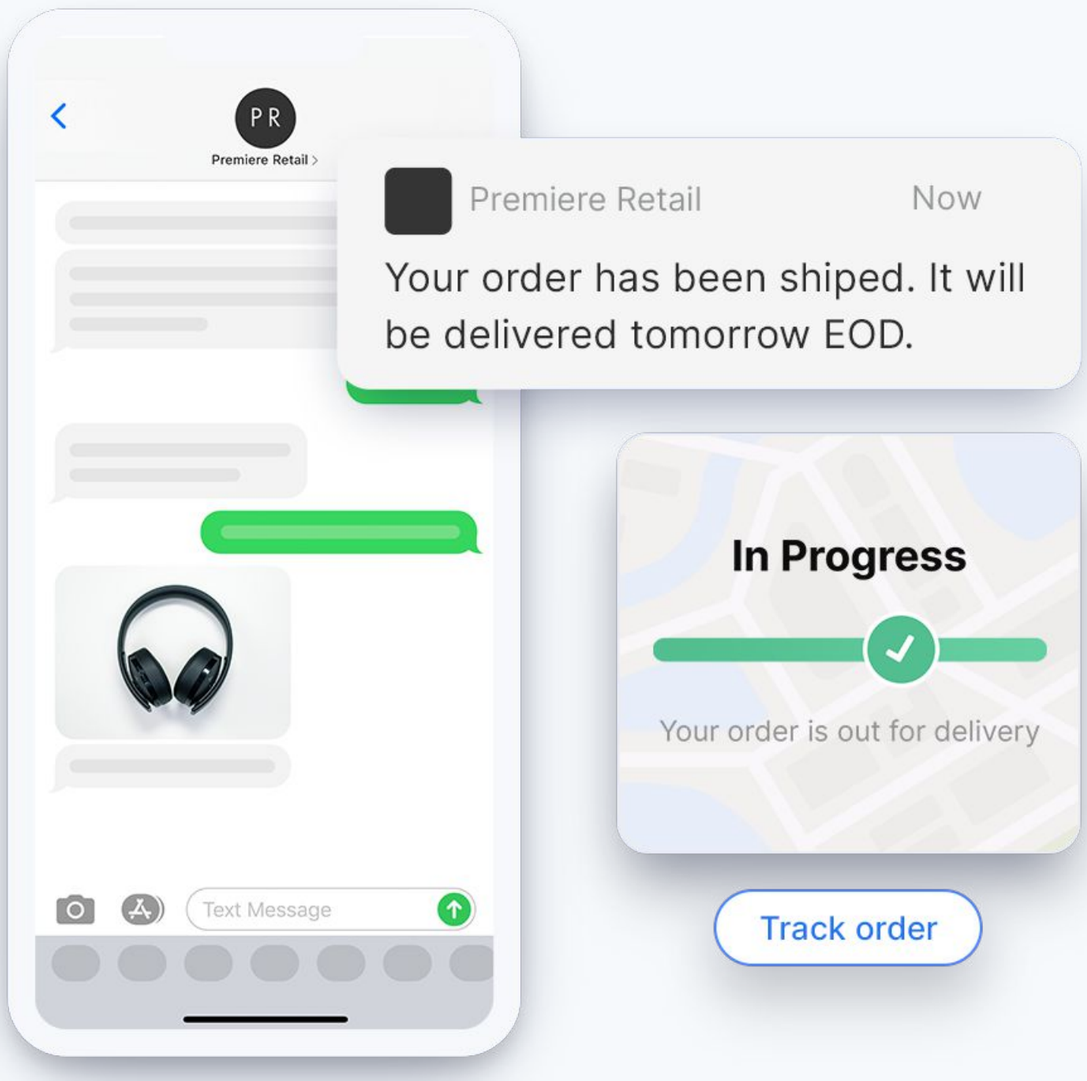
Common use cases for A2P 10DLC?

The 10DLC channel is a cost-effective and secure way for B2C companies to reach and engage with their customers. Many companies are using it to enhance their customer service, marketing and sales efforts.

Use cases extend beyond customer care and marketing. Ensure that you're 10DLC compliant so that your customers receive up-to-date communications on all of the most important notifications and alerts from your brand. Here are just a few of the standard use cases you won't want your customers to miss out on.

Standard Use Cases

- **2FA** - Any authentication, verification, or one-time passcode
- **Account Notifications** - Standard notifications for account holders that allows them to stay up-to-date on the services, products, and information that they need
- **Customer Care** - All customer care communication, including but not limited to account management and customer support
- **Delivery Notifications** - Updates on the delivery status of a product or service



- **Fraud Alert Messaging** - Alert customers regarding potential fraudulent activity
- **Higher Education** - Messages created on behalf of Colleges or Universities, including educational institutions and School Districts
- **Low Volume Mixed** - For brands that have multiple use cases and only need low messaging throughput, for uses such as a test or demo account
- **Marketing** - Any interaction that includes marketing and/or promotional content
- **Mixed** - Any messaging campaign containing 2 to 5 standard use cases
- **Polling and voting** - Non-political surveys, polling, and voting
- **Public Service Announcement** - Information used to raise the awareness about important issues
- **Security Alert** - Notifications that the security of a system, either software or hardware, has been compromised in some way and there is action that needs to be taken

Business benefits of 10DLC?

10DLC will provide transparency and ensure that brands are in complete control over their registrars, domain names, and messaging campaigns. With 10DLC, brands are able to avoid fees and deliverability issues by setting up an account on 10DLC's platform.

Once a business completes the simple registration process, it will gain instantaneous deliverability improvements. Carriers allocate throughput instantly with the campaign ID and the brand ID. Throughput is not fixed for every campaign, carriers determine throughput for a campaign by doing a thorough assessment of your business and use case.

Your Trust Score will influence the throughput of your campaign. Think of your Trust Score as the ranking mechanism that carriers use to determine how many messages they send per minute and per day.

Preparing for 10DLC: Getting ready for the future of text

Quiq Messaging offers a solution to ensure you are compliant with the new A2P 10DLC standards. We make it easy for your business to comply by providing a centralized hub for both registering your brand and registering your type of messaging.

Important things to note:

- Brands must have their EIN in order to register
- Once a brand has created a campaign under an EIN the brand can not be deactivated
- Only one brand can register per EIN

If you need help getting started, here is a step-by-step guide for how to register via the Quiq admin UI. For more information about 10DLC, check out our on-demand 10DLC webinar.

Quiq is here to help your business send and receive messages that are up to par with regulations and compliance guidelines. If you're looking to become 10DLC complaint, we're here to help! If you need help with registering for 10DLC reach out to us today.

10DLC FAQs answered by industry experts

What is the deadline for registering?

The deadline for having completed registration is October 1st, 2021.

What is the penalty for not registering?

If you do not register your brand and campaigns by October 1, 2021 carrier fees will be increased, as well as additional filtering for unregistered traffic, which could cause delivery failures.

What steps do I need to take?

Reach out to our team of experts who will walk you through applying for a 10DLC. Quiq will help you register your brands and your campaigns. This may take up to 3 weeks to complete the process.

If you need help
with registering for 10DLC

Reach out to us

Quiq