

A GUIDE TO 10DLC AND SMS IN THE US FOR INTERNATIONAL BRANDS



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INTRODUCTION

Studies show that 9 out of 10 consumers prefer to communicate with businesses through messaging (SMS Comparison, 2021). SMS (Short Message Service) is still one of the most versatile tools for business communication. Its impressive open rates and simplicity make it an exceptionally effective communication channel in today's fast-paced and interconnected world.



MESSAGING IN THE US

The top four wireless telecommunications service providers in the United States are



AT&T

229.1 MILLION SUBSCRIBERS (Q2 2023)



verizonwireless

143.3 MILLION SUBSCRIBERS (Q2 2023)

T Mobile

116.7 MILLION SUBSCRIBERS (Q2 2023)

dish wireless

7.73 MILLION SUBSCRIBERS (Q2 2023)



TYPES OF SMS

The three phone number options for businesses to send and receive text messages in the US are 10DLC, Toll-Free numbers, and short code numbers.

Short Code:

Short codes are 5-6 (sometimes 8) digit numbers used for A2P messaging. The easy-to-remember numbers are typically used for immediate communication and high-volume notifications. They also support multimedia messaging (MMS) but not voice communications.

Toll-free Numbers:

Toll-free numbers are ten-digit phone numbers with three-digit area codes like 800, 888, 877, etc. Customers can call toll-free numbers without incurring any costs, making it an excellent option for customer support. They also support voice and MMS.

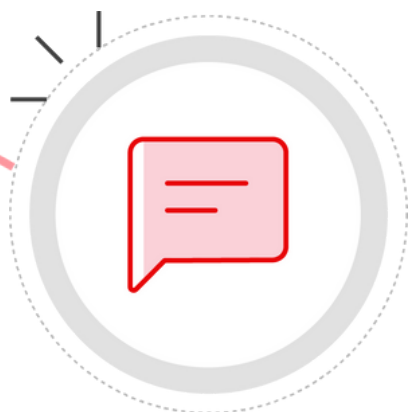


10DLC:

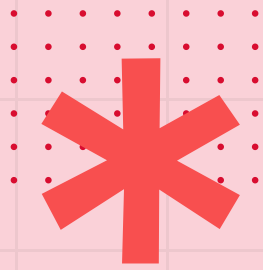
10DLC, also known as a 10-digit long code, refers to a system that allows A2P (Application-to-Person) messaging in the U.S. using 10-digit phone numbers. Before 10DLC, the long codes in the U.S. were designed for person-to-person (P2P) communications and had low throughput and poor security standards that led to unsolicited messaging and spam.

A2P 10DLC is sanctioned for business messaging and is a secure and reliable way for businesses to send SMS to their end-users in the US. 10DLC also supports voice services and MMS.

10DLC	SHORT CODES	TOLL-FREE NUMBERS
415-690-8976 Hi Sarah! Thanks for visiting Bergen Medical Center! Please leave us a quick review of your experience. {URL}	43789 Your package has been shipped! Z119757658 is the tracking number. Here is the tracking link for your package. {URL}	855-199-0191 Your account at Exotic Trips has been successfully created! You can log in and edit your profile at our website {URL}



WHY CHOOSE A2P 10DLC?



Here are the top reasons businesses should opt for 10DLC -

Trusted Messaging

The stringent 10DLC regulations ensure enhanced security and significantly reduce the risk of spam and fraudulent messages.

For Carriers

Carriers have visibility into the “who” and “what” of each messaging campaign which allows them, in turn, to provide a better quality of service for 10DLC messaging.

For CSPs and Brands

CSPs can have confidence knowing that they are using an officially sanctioned messaging channel and Brands can benefit from a better quality of service for their messaging campaigns.

Text-enablement of Existing Numbers

Businesses can text-enable their existing landlines or voice-only numbers for sending and receiving messages.

Local Presence

Numbers with local area codes are typically more recognizable and can lead to better open rates.

Fast Set-Up

Activating and deploying 10DLC can be done in a matter of days, especially with a straightforward campaign use case.

For Users

Users benefit from an overall sanctioned and accountable ecosystem that will drive more relevant, trusted messaging to their device.

Cost-effective

10DLC numbers are typically more budget-friendly compared to short codes.

Improved Deliverability

Since 10DLC is sanctioned by carriers, the risk of message bottlenecks or throttling is low, which improves delivery rates.

Diverse Use Cases

10DLC messaging supports personalized, two-way conversations and is suitable for a wide variety of campaign use cases.



10DLC FOR INTERNATIONAL BRANDS

International brands can reach their consumer base in the U.S. by sending messages using 10DLC. A2P 10DLC improves brand reach and helps brands have personalized conversations with their customers in the U.S. market. Brands can build trust and increase engagement by messaging customers with a phone number that appears local.

All businesses sending SMS or MMS messages to the US using a 10DLC number must register with The Campaign Registry, which keeps track of the brands sending messages over 10DLC and their campaigns.



10DLC CAMPAIGN USE CASES

10DLC can be used for sending promotional and transactional messages. Here are a few of the campaign use case types that will be available for registration under A2P 10DLC in the U.S.

Promotional

These are messages sent to promote your product, increase brand awareness, and improve sales.

SALE	EVENT INVITATION	RESTOCK
Get 25% off your first booking at Glow Spa when you spend \$150 or more. Use Coupon Code 'FLASH25' at checkout: {URL}	Hi Sam, join us at the opening of Toy World's new store in Morristown from 10 a.m. on Nov 12th and get free gifts. Get the details: {URL}	Hi Jess, your favorite sweater is back in stock. Order today, and we'll deliver it to you by tomorrow for FREE. ({URL}

Transactional

These are messages that contain information necessary for customers to use a business's product or service.

ORDER INFORMATION	2FA	PAYMENT REMINDERS
Great news, Jane! Your order N11675 has shipped and will be sent to you soon. Click here to view your order details: {URL}	Dear Customer, to complete your transaction, enter the OTP code 612235 in the provided field. OTP expires in 10 minutes.	Hi Ben, your next loan payment will be due in 3 days. To pay, visit our nearest branch or website at {URL}





GET STARTED WITH 10DLC MESSAGING IN THE US

To get started with A2P 10DLC, you must register your brand and your campaigns with The Campaign Registry.

The Campaign Registry

The Campaign Registry (TCR) is the reputation authority for registering A2P 10DLC messaging campaigns. TCR works with U.S mobile operators and companies to register Application-to-Person (A2P) text messaging Campaigns.

The registry supports a sanctioned A2P 10DLC messaging Campaign ecosystem, which includes the brand the end customer believes they are receiving messages from, Campaign Service Providers (CSPs) who work with brands to create and launch their text messaging campaigns, DCAs that provide connectivity to the mobile carrier's gateway, and the Mobile Network Operator (MNO).

1. REGISTER YOUR BRAND

Go to the TCR portal and enter your brand information, such as company name, type of legal entity, company website, country, contact details, brand industry, tax identification number, etc.

2. REGISTER YOUR CAMPAIGN(S)

After the approval of your brand, register your 10DLC campaigns through TCR. Share information like campaign name, use case, and the opt-in methods you will be using. Specify the purpose or type of messages you plan to send to your contacts. Example use cases include delivery notifications, marketing messages, alerts, account updates, etc.

3. ASSOCIATE 10DLC NUMBER

To send messages over 10DLC, you need to purchase a dedicated number or port an existing number and associate it with your campaign. Once the association of the number is approved, you can start sending registered 10DLC campaigns.





HOW KALEYRA CAN HELP

If you are a Kaleyra customer sending long code messaging to the US, you will need to do the following -

1

Once your campaigns are registered with TCR, **inform Kaleyra** of the mobile number(s) you want to associate with the Campaign, as these details need to be uploaded to the **OSR** (an industry routing database).

2

Submit all required details via our CampaignID 10DLC Capture form. Please ask your account manager for this if you have not received it.

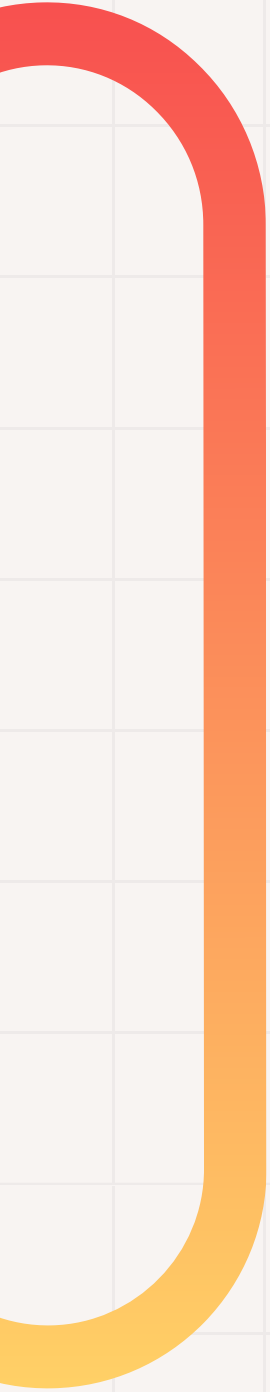
3

If you are sending long-code messaging, you are likely sending all of your messages to Kaleyra via a single proxy number, and we manage the rotation of numbers on your behalf. As 10DLC requires dedicated SenderIDs for every campaign, you will need to be able to **set SenderIDs** on a campaign level. It will be the responsibility of the customer to ensure that messages are being sent with the correct SenderID that was set for each campaign.





CONCLUSION



With our extensive access to carrier networks and a track record of executing successful campaigns for enterprises worldwide, Kaleyra is an exceptional partner for 10DLC messaging. Our robust infrastructure and commitment to standout customer service make us the perfect choice for activating and sending your 10DLC campaigns.

To guide you through a seamless 10DLC implementation, here are essential steps to follow before sending an SMS in the United States or Canada.

[GET YOUR CHECKLIST!](#)

