

US business messaging numbers – your choice

Here's what you need to know



Work out the best way to connect with your customers

Getting in touch at just the right moment can make all the difference to your customers' experience. Time it right and they're cashing in on a relevant offer, giving you in-the-moment feedback, and bypassing peak-hour queues.

That kind of immediacy takes mobile messaging. But the number you use to send messages through is important. Making the right choice depends on the kind of message you're sending, and the kind of audience you're sending it to.

Let's break down your options.

Short codes: for high volumes and fast responses

These are short, 5 or 6-digit numbers that you'll have already seen on commercials and billboards. If you want to send marketing messages, like sales alerts or coupons, then you'll want a short code.

They're high volume – so great for sending a lot of messages quickly. And it's possible to brand them, for example, 262966 for AMAZON. You can also send image and video-rich MMS messages to boost engagement.

If you want to reach out to new customers, short codes are perfect. They're simple to remember and maximize your chances of eliciting the engagement you need.

MMS and SMS enabled toll-free or landline

You've probably got an established phone line that customers use for stuff like general enquiries, changing appointments, or troubleshooting technology.

So make it simple for customers to connect by letting them send and receive MMS and SMS messages on the line.

That way, when they want to reschedule an appointment, they can text the same number they used when telling you about their recent change of address. And when you contact them, they'll recognize the number.

Our research shows that most people prefer mobile messaging for customer support. If you're really passionate about customer care – and want to add a solution that's going to lower your costs – then enabling your phone lines with SMS and MMS might be for you.

A2P 10DLC

A2P 10-digit long code (10DLC) is a standard-looking phone number that is sanctioned for business messaging by all the major US carriers.

10DLCs are suitable for a wide variety of business use cases.

They're easier and quicker to set up than short codes. In fact, [Numbers, our self-service 10DLC tool](#), can get you up and running within a day.

The throughput you receive for 10DLC depends on your use cases and various carrier conditions. It starts at one message per second but rises much higher. You may be required to undergo vetting to receive the throughput you need.

The good news is that Numbers lets you do everything you need to do, so you can start sending and receiving SMS and MMS messages via 10DLC.

Our team is also on standby to help in any way we can.

Check out our [10DLC content hub](#) for up-to-date information.

	US Short Code		10DLC	Toll-Free Number		Landline Number	
Advantages	<ul style="list-style-type: none"> • Memorable numbers • Spell your brand (i.e. 782929 = SUBWAY) • High throughput • High volume use (marketing, schools, flights, appointment reminders, 2FA, passcodes) • Universally trusted • All campaigns approved by US carriers 		<ul style="list-style-type: none"> • Speed to market • Select a local area code • Easy, automated provisioning 	<ul style="list-style-type: none"> • Speed to market • Includes delivery receipts • Can be voice enabled 		<ul style="list-style-type: none"> • Speed to market • Enable for text messaging • Use same business number for all comms • Ideal for small and midsize businesses 	
Monthly Cost	\$500 (random) \$1000 (vanity)		\$15	\$2		\$1	
Number Length	5-6 digits		10 digits	10 digits		10 digits	
Turnaround Time	2-3 weeks		1 week	3-5 days		3-5 days	
Voice Support	No		Available upon request	Yes*		Yes*	
Message Type	SMS	MMS	SMS	SMS	MMS	SMS	MMS
Message Throughput - Transactions Per Second (TPS)	100+	10+	Variable: 1 - 30+ Depends on factors including trust scores	Up to 30	1	1	1
Handset Delivery Receipts	Yes	Yes	No	Yes	Yes	No	Yes
US Carrier Pass Through Messaging Fees	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*Note this table's based on messaging in the US. Some services and message throughput figures are subject to carrier availability. Monthly costs do not include account fees. OpenMarket does not directly provide voice services. If you're in doubt, ask us.

We're here to help you choose

If you're not sure which option to choose, don't worry.

At OpenMarket, we help seven of the world's ten biggest brands use mobile messaging to connect with customers and employees. We'd love to talk you through your options. We can handle every kind of originator, so we focus on helping you make the right choice and deliver the right experiences.

Get in touch



We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

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