A2P 10DLC:
How we can help
Guidelines and help for businesses that want to send long code traffic to US customers

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

Carriers are clamping down on the use of person-to-person long codes for business messaging. And the vast majority of traffic sent via shared short codes will also be forced to migrate to either 10DLC or a dedicated short code. So we really are entering a new era of 10DLC messaging.

All the major US carriers are live with their 10DLC services – and OpenMarket has agreements in place with them all.

Our self-service 10DLC tool, called Numbers, lets you do everything you need to do to start sending and receiving messages via 10DLC.

OpenMarket is here to help. This document explains how.

10DLC – a one-stop shop

OpenMarket has a 10DLC tool that can be a one-stop shop for all your 10DLC needs:

- Search for and purchase multiple 10DLC numbers

- Migrate your existing long codes (if you need to)

- Register brand, campaign and use-case information

- File campaign briefs with the US carriers

- Obtain a trust score to increase throughput of your campaigns

- View status of campaigns and which 10DLCs are assigned to them

- View a summary of your 10DLCs (and all other originators)

Trust scores – what you need to know

To keep their network free from spam and smishing, some carriers will require you to obtain trust or RISQ (Routine Information and Services Quality) scores from independent verification agencies.

The messaging throughput you receive from the carriers could depend on this score. So find out where you stand with trust scores and get prepared.

For more information, check out our [trust score blog post](). Or you can contact us if you need more help and guidance.

Use our interface or an API

Our platform is a one-stop 10DLC shop – purpose-built to support this new originator, with an easy-to-use self-service portal. You can access its functionality in two ways:

- Via the platform's user interface

- Via an API

What else you need to know

Should I migrate my existing numbers or get new numbers?
If you've invested in the numbers you use today – say you're using them in live marketing campaigns, or you've built up some memorability – then you might want to keep the same numbers. We can help you do this.

Moving short code traffic to 10DLC
Short codes offer the best reliability and throughput of any originator, so we'd recommend sticking with them if you're a large organization. But if you feel your short code traffic is more suited to 10DLC, you'll need to start the 10DLC registration, trust score application, and ordering process from scratch.

Delivery receipts
Handset delivery receipts are not available on 10DLC.

Verizon spam filters
Verizon 10DLC is using filters to block any traffic it deems to be a spam risk. It's not yet clear what criteria they are using to determine high quality from low quality traffic.

Stay in touch
You can keep informed of the latest A2P 10DLC news by visiting the OpenMarket blog and our 10DLC content hub.

The OpenMarket team is here to help with all your A2P 10DLC needs. And we'll keep you informed of all the changes in the coming months. If there's anything you need to know, drop us a line.

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.

Get in touch

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