



US mobile message originator options

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 customer's 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 originator – the number you use to send and receive messages – 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 to 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 phone number that is

sanctioned for business messaging by all the major US carriers.

Verizon is the first US carrier to accept A2P (application to person) messages sourced from a 10DLC. The other US carriers are set to follow suit when they launch their own 10DLC services – most likely in the second half of 2020.

10DLCs are easier and quicker to set up than short codes – and will be suitable for a wide variety of business use cases.

In some situations, the throughput of 10DLC campaigns is expected to be linked to a 'spam risk' trust score – starting at one message per second but rising much higher.

Businesses may have to obtain a trust score from verification agencies when registering their 10DLCs.

This is a new originator for the business messaging world and the exact services being offered by carriers are not yet clear.

But we're on standby to help.

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

A2P (Application-2-Person) Options

	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 — Number can be voice-enabled — Order numbers in bulk via API 	<ul style="list-style-type: none"> — Speed to market — High-volume — 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)		\$1	\$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 your Trust score	Variable: 5 - 30+	1	1	1
Handset delivery receipts	Yes	Yes	No	Yes	Yes	No	Yes
US Carrier pass through messaging fees	Yes	Yes	Yes	No	No	No	No

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 what option to choose, don't worry.

At OpenMarket, we help six of the world's 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.



We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with customers in the moments that count. When they need to be there and be 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. [Visit www.openmarket.com](http://www.openmarket.com) for more information.