

Partner Connect Digital | Webinar Q&A

10DLC

Q. If we replace shared short codes with long numbers, would it have the same throughput?

A. Throughput depends on several factors, such as the type of use case and the vetting score that the brand in the message flow receives.

Q. Will Branded Messaging work on 10DLC and text enabled numbers or is it just for short codes?

A. Branded messaging will work on 10DLC as well as short codes.

Q. Is there a timeline for when the API is available?

A. Barring any unforeseen delays, the API should be available at the end of July ahead of AT&T and T-Mobile's predicted commercial readiness.

Q. If I set up a new long code, is that automatically a 10DLC number? If I have an existing business landline/toll free number, is that considered 10DLC as well?

A. On Verizon, yes, these will automatically be a 10DLC number. On the rest of the tier one carriers, there will need to be some sort of migration process due to the processes the carriers are putting in place. We do not have a full view of what this process looks like yet. Landlines fall into the current 10DLC classification. However, toll-free does not. My understanding is the carriers are working on something separate for toll-free.

Q. Assuming message TPS are inline, is there a recommended number of subscribers/number?

A. I wouldn't make any recommendations at this point. It depends on the use case and vetting score because use cases and the number of messages sent on a particular use case can be drastically different. That said, dedicated short codes are always going to be a better option when high volume and high throughput is required.

Q. Why are carriers waiting to enforce no shared-short codes, which has supposedly not been permitted for a long time?

A. The carriers are waiting before they transition away from shared short codes because they understand most content providers can route traffic

based on individual carriers. The carriers are already not accepting new shared codes unless they are one of the "same vertical" type of use case. Most traffic on legacy shared codes is wanted traffic, so they don't want to turn the traffic off and penalize the brands that are using shared codes currently.

Q. How do we know our vetting score? How do we impact our vetting score?

A. For clarity's sake, in most cases, it will not be your business that is receiving a vetting score. The entity required to go through third-party vetting will be the brand that appears in the message flow and on the call to action etc. Entities will need to go through third-party vetting with one of the providers to receive a vetting score. Vetting scores are based on several factors including but not limited to, any previous TCPA violations, CTIA audits, lawsuits that the brand is currently involved in, anything in the public domain that may raise red flags. We are integrating with the vetting partners, so when the time is right, you'll be able to vet brands through OpenMarket.

Q. So 10DLC messaging throughput is going to be per sender? I could have 1 number that runs at 1 msg per second and another that is 10 msg per second? If we send these messages to OpenMarket at 10msg per second does OpenMarket queue them up and deliver for the varying carrier throughputs?

A. In a nutshell, yes, it will vary by sender/use case. On AT&T, it will vary based on message class and optional third-party vetting of the brand in the message flow. On T-Mobile, it will depend on the third-party vetting of the brand in the message flow. OpenMarket will not be performing any throttling of the messages. The carriers will have mechanisms in place at launch to handle the queuing and throttling of messages.

Q. Are there criteria beyond total traffic volume, that carriers will use to determine classification? Is the timeline for provisioning similar to dedicated codes?

A. AT&T will base the message classification on the use case type. T-Mobile (including Sprint) will base throughput on third-party vetting for enterprise-level traffic, which takes into account numerous factors, as mentioned above. You can expect reduced provisioning timelines. In theory, the carriers have said a 10DLC can be set up and start messaging on the same day. This timeline is a sunny day scenario and, as said, is still theoretical at the moment. Things that could delay this are if it is a special type of use case or if there are red flags that come up during the vetting piece that require a deeper, more manual vet.

Q. How can the carriers justify forcing companies to retool at great expense to change their entire business model? Have they considered how many businesses were able to set up an alert system due to the availability of shared short codes vs. having to provision a full campaign during this crisis? This saved many businesses, churches, etc precious time when the government stepped in and shut them down. Have they considered the expense of small businesses to update all marketing materials, social media posts, etc to change from short code to a dedicated 10DLC? This is an undue burden that they should be grandfathered in somehow.

A. The carriers have maintained for quite some time now that new shared short codes are no longer allowed. The only exception being enterprise codes where all of the brands on the short code are wholly owned subsidiaries of a parent company. Think of Coca-Cola and its many brands. The other exception is for some vertical campaigns where the message flow is controlled by a single entity. 2FA is a great example. Unfortunately, standard shared code campaigns with different unrelated brands and different verticals are where the carriers see most of the SPAM and phishing complaints. It also poses a problem for the carriers because if there is one bad player on a code, they have to shut down the entire code, which isn't fair to the rest of the brands. Finally, the carriers want to know the details of what is running on their networks. Shared codes make this impossible.

Branded Messaging

Q. How should we anticipate pricing for Branded Messaging? Will it be incremental? Can my AM give me pricing today?

A. You can reach out to your AMs for Branded Messaging pricing today. Branded Messaging, like your SMS pricing, can sometimes get complicated based on volumes, frequency, time of day and other factors. We want to make sure you have the best pricing possible to help you resell to your own customers. We are looking forward to your brands coming on board.

Q. I see it falls back to SMS now – but I can see value in falling back to MMS. Is that on the road map?

A. Yes, we are actively looking to include MMS in our Branded Messaging strategy. It is a natural fit. We are not in a position to give dates as this is currently being scoped and vetted.

Q. Isn't Google doing this Beta testing branded messaging? Is this the same, or different?

A. Google has a product called Verified SMS. The end user outcome for Branded Messaging and Verified SMS (vSMS) is very similar. The differences are on the technical/implementation side and on reach. First off, Branded Messaging leverages RCS which is a global standard. Any device enabled for RCS can receive a Branded Message. Only devices with Google's Messaging application that have enabled vSMS can receive vSMS messages.

Q. Does RSC and Branded messaging mean that you cannot be on a shared short code?

A. Presently our API supports one brand for one Short Code. We are following the carrier lead in moving towards no shared short codes as per their regulations. We can work with your team in cases where Shared Short Code is tolerated by the carriers (i.e. vertical markets like 2FA).

Q. Is it possible to have different brand logos appear under one short code?

A. See above

Messaging Data & Insights

Q. The Spam report is per AT&T's is /will there be a spam report from other carriers in addition to AT&T (such as TMO or VZ?)

A. All of the carriers participate in the AT&T spam report. AT&T compiles the information and delivers it. While all carriers participate in the AT&T spam report, we recently learned that the report OpenMarket receives from AT&T only includes information for AT&T users at this time. We have requested access to all carriers and are hoping to be able to share that with you in the near future.

Q. Is the data solution available for global traffic?

A. Yes! Though without the Spam Report as that is specific to US traffic. For global traffic, we can deliver the word cloud, URLs and brand/entities detection, and monitor MO's or MT's for prohibited words.