

How to prepare for A2P 10DLC

Important tips for brands that use mobile messaging to communicate with US customers



Start thinking about 10DLC now

Why? Because US mobile network operators are working towards eliminating business messaging sent via long codes designed for person-to-person use. The vast majority of traffic sent via shared short codes will also be forced to migrate to either 10DLC or a dedicated short code. 10DLC is a carrier-approved route with the performance and security standards businesses need for many messaging use cases. OpenMarket has agreements with all the major US carriers, and you can manage everything via [Numbers – our self-service 10DLC tool](#).

Audit your existing use cases

Get a full view of all your messaging use cases. What type are they? Are the campaigns still live? If not, do you plan to use them again in future? Then work out which use cases require a 10DLC number.

Decide which long code numbers you need to migrate

If you have some advertising budget behind your codes, or you are using them for voice services, it might be sensible to keep them. You could migrate these P2P numbers to A2P 10DLC. The OpenMarket team can help you with this. However, if there is no reason to keep a specific number, you can just start afresh with new 10DLC numbers.

Don't confuse P2P long codes with A2P 10DLC

The days of using dozens or hundreds of long code numbers to increase messaging throughput for a single use case are coming to an end. The carriers will no longer allow this. Generally, each use case will only need one 10DLC as the transactions per second (TPS) will be much higher for 10DLC numbers – dozens of transactions per second as opposed to the 1TPS you get with long codes designed for person-to-person use.

Consider your originator options

10DLC isn't right for every kind of messaging use case. Dedicated short codes will still be a better option for many high-volume campaigns. Also, the Tier-1 carriers offer delivery receipts with short codes, but not with 10DLC.

Our 10DLC experts can talk you through a whole list of use cases that US carriers have approved for 10DLC. They include 2FA, customer care, IOT, marketing, alerts, appointment reminders, and mixed (for example, a home-improvement store running mixed campaigns on the same 10DLC).

Get registered and vetted

To get the 10DLC throughput they need, some brands might need to be vetted to obtain a 'trust score' from a third-party provider. Our 10DLC tool makes it easy to manage the 10DLC brand and campaign registration and vetting processes.

Preparation is everything

The 10DLC saga has rumbled on for a few years. Multiple rollout dates have come and gone. But now it's well and truly underway, messages sent via shared short codes or P2P long codes will soon be subject to restrictions.

All the major US carriers have 10DLC services up and running – and OpenMarket has agreements in place with all of them.

You can use Numbers – our 10DLC tool – for all of your 10DLC needs.

Automate the 10DLC process

Our self-service 10DLC tool lets you:

- Search for and purchase multiple 10DLC numbers
- Migrate your existing long codes
- 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).

Discover

Stay outside of spam rules

Carriers and their 10DLC partners filter traffic for spam and smishing threats. At OpenMarket, our filtering service also helps to ensure only safe traffic gets through – protecting your 10DLCs from carrier sanctions, which can include the blocking of your traffic.

Do you have any 10DLC questions?

Our experts can help.

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.