

# How to prepare for A2P 10DLC

## Important tips for SMS providers in the US



### Get registered, vetted and provisioned – now

You'll have to register each of your customers and their use cases before you can send traffic on their behalf. Uploading that data won't be an issue (our self-service 10DLC tool automates this process), but collecting all the granular data will take some work. So get ahead of the game.

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### Know your 10DLC throughput

US carriers are taking different approaches to 10DLC (10-digit long code) throughput, which typically ranges from 1 to several dozens of transactions per second (TPS).

**AT&T** is basing throughput on message class. This is assigned after you submit the campaign in the Campaign Registry. If the throughput you're assigned isn't high enough, you can go through third-party vetting to receive a trust (or RISQ) score. Based on that score, you might be able to receive more throughput for that campaign.

**T-Mobile (Sprint)** will use vetting scores to assign brands a daily throughput limit.

**Verizon** will not use vetting scores to assign throughput but will instead allocate TPS in much the same way as it does for short codes.

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### Guard against spam

Carriers and their various 10DLC partners will filter traffic for spam and smishing threats. At OpenMarket, our spam filter helps to ensure only safe traffic gets through, meaning we can catch any suspect messages before the carriers take punitive action over your traffic.

### **Time is of the essence**

We all know that in the world of A2P messaging, the end is near for both long codes designed for person-to-person use, and shared short codes.

Soon, the restrictions will come into force. Verizon, AT&T and T-Mobile are now live with 10DLC. At some point they will want all campaigns to be moved off grey route P2P long codes, and for all shared short code traffic to be moved to a dedicated originator.

[Our self-service 10DLC tool](#), called Numbers, makes the whole process easy.

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### **Need lots of 10DLC numbers?**

If you need multiple numbers, whether you're migrating, converting or purchasing new ones, talk to us. You can purchase up to 100 10DLCs at a time via Numbers. Remember, you'll still have to register a campaign for each number.

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### **New numbers will be faster to set up than migrations**

If there is no reason to keep a specific P2P number, it will be quicker, easier and cheaper to start afresh with new 10DLC numbers. You can acquire them through Numbers.

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### **Automate the 10DLC process**

Our 10DLC tool is a one-stop shop. Use it to:

- Search for and purchase 10DLC numbers, then configure for use
- File a campaign brief with the US carriers that ask for it
- Register brand, campaign, and use-case information as required
- 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 owned 10DLCs (and all other originators)

### Spotting 10DLC in the database

The Numbers 10DLC tool displays the status of all the originators that you own today, and you'll be able to tell the difference between 10DLC and P2P long codes in the tooling and logs. (Eventually, of course, you won't see any P2P codes in there.)

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### Preparation is everything

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

### 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.

