

10DLC FAQ

Quickfire answers to important questions about 10DLC and our new self-service 10DLC provisioning tool

What is 10DLC?

A 10DLC number is a US-specific, carrier-sanctioned, 10-digit phone number that's used for business messaging. You might also see 10DLC referred to as an approved A2P (application-to-person) long code.

What kind of messaging can 10DLC used for?

10DLC is great for use cases that don't require high throughput (in which case a dedicated short code might be better). There are many hundreds of possible use cases, but examples include:

- Two-factor authentication
- Appointment reminders
- Airline-related updates
- Rideshare updates
- Any small business that needs a localized presence

However, large brands might prefer to use short codes for all their messaging use cases – even when high volume messaging is not required. This is because 5 or 6-digit memorable short codes can reassure consumers that the traffic is coming from a trusted source.

Will MMS work on 10DLC?

In some cases, yes – but we're still waiting for confirmation on some of the carriers' plans. T-Mobile will support MMS, and AT&T have said they will support MMS at a later date. The 10DLC tool on the indigo platform will support MMS after all the carriers enable it.

I'm using a shared short code today. Why should I switch to 10DLC?

Shared short codes, which are used by multiple brands at a time, have become a significant spam and smishing risk. So carriers are clamping down on their use, telling brands they must soon switch to a dedicated originator. With a few exceptions, if you are using a shared short code you will need to switch to a wholly owned short code or a 10DLC.

But carrier policy aside, 10DLC can also give you lower originator fees, lower risk of risky traffic and suspension, and a more efficient provisioning system – via the indigo self-serve tool. However, if you want to retain a well-known short code, send very high volumes of messages, or need delivery receipts for your reporting, then a dedicated short code may be a better choice.

I'm using a long code today. Why should I switch to 10DLC?

In this case, it's not *if* but *when* you need to switch. US carriers have announced they will no longer support A2P traffic via long codes that use the unsanctioned person-to-person channel. This means your P2P long code messages face being blocked. By turning to 10DLC, you're sending messages on a sanctioned route, you get potentially much higher throughput, and you eliminate the need for using multiple numbers per use case to push your throughput up.

How do I get my 10DLC number?

OpenMarket's indigo multi-channel messaging platform features a self-service tool that automates the 10DLC provisioning steps. This means your 10DLC could become live the same day you submit.

What does the OpenMarket 10DLC self-service tool do?

Our 10DLC tool, powered by the indigo platform, is designed to make the end-to-end provisioning process easy.

You can use it to:

- 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)
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Which OpenMarket APIs support 10DLC numbers?

If you're an OpenMarket customer using the v3/v4 HTTP APIs or v3/v4 SMPP, you can use 10DLC in the US.

How long does it take to get set up with 10DLC?

With our new tool, it could be as little as a day. It will take longer if you need to obtain a trust score for higher throughput. All the major US carriers are live with their 10DLC services – and OpenMarket has agreements in place with them all.

Can I have multiple 10DLC numbers supporting a single campaign? How do I set this up?

In some cases, yes, you can do this with our self-service tool. But only when the use case requires it – not as a workaround to achieve higher throughput or beat the spam filters. And remember that you need to declare this in the campaign submission ahead of time. Speak to your OpenMarket account manager if you have any questions.

Can I order 10DLC codes in bulk?

The idea with 10DLC is that you don't need large quantities of numbers for your campaigns. In fact, the use of large numbers of 10DLC originators to boost your throughput is firmly discouraged by the carriers. That being said, you can use our self-service 10DLC tool to order up to 100 numbers at a time.

How do I register my brand and campaign for 10DLC?

As part of the 10DLC setup process, you can use the indigo self-service 10DLC tool to register your brand and campaign. That involves filling out and submitting a few online forms that allow MNOs to evaluate your business. The three forms that you need to complete to register your brand are:

- **Brand information** – Provide basic information about your company, such as name, URL of your main website, country of registration, and address.
 - **Organization information** – What type of business you operate (public, private, non-profit), your EIN, the vertical industry, and whether you have obtained a 'vetting score. (Formerly this was called a 'trust score.')
 - **Contact Details** – Contact information for the individual who should be contacted for any questions or additional information.
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If I set up a new US long code with a carrier that doesn't support 10DLC yet, is that automatically a 10DLC number once they go live?

No, this won't happen automatically.

What throughput should we expect on 10DLC?

10DLC potentially has higher messaging throughput than P2P long code traffic – giving you up to (and even above) 30 TPS (transactions per second) as opposed to the 1 TPS that P2P long codes give you.

The TPS you receive depends on your brand and campaign meeting various criteria set by the carriers. The carriers make their own assessments on what TPS you should receive in different ways, and your campaign will be limited by the lowest TPS made available to you by the carriers.

An example of a use case likely to receive a high trust score would be SMS-based two-factor authentication (2FA). This is because consumers have asked for this traffic, they respond to it, and it's safe and necessary.

Your throughput may also be based on your vetting score. See the next question for more.

How do I get vetted?

Every carrier does this a little differently. **Verizon** is not doing any vetting currently but will instead allocate throughput in much the same way as it does for short codes. **AT&T** will provide a base TPS based on message class assigned after you submit your campaign to the Campaign Registry. And **T-Mobile (Sprint)** is basing throughput on a daily messaging quota for the brand and not the individual campaign. This means if a brand has more than one campaign, the daily messaging quota is split between them.

For up-to-date information on throughput and vetting, read our blog post – [What are 10DLC trust scores?](#)

What's the difference between 10DLC, Text-enabled landline, and Text-enabled toll-free?

10DLC is a new carrier-approved long code that must be registered by businesses before it is used. With 10DLC, you get pretty high throughput at a lower cost than short codes.

A less common option is to use text-enabled landlines and toll-free numbers. These numbers are approved and allow businesses to convert their landlines so they can send and receive mobile messages as well as use voice.

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. However, it will be much easier to get new numbers. Speak to your account manager or [get in touch](#) for help with this.

Will 10DLC be spam checked?

Absolutely. At OpenMarket we have a new spam filter, and there are filters on the carrier side as well.

Have any more questions?

Get in touch anytime. Our experts will be happy to help.

[Get in touch](#)

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