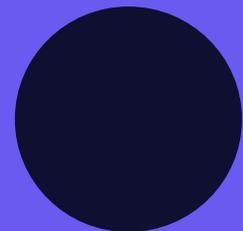


# The benefits of A2P 10DLC



## The benefits of A2P 10DLC

An A2P 10-digit long code – otherwise known as 10DLC – is an originator (phone number) specially designed for automated business messaging.

10DLC lets you send good volumes of SMS and MMS messages, though not at the level of short codes – the gold standard for reliable, high-volume messaging. 10DLC, however, is far quicker and easier to set up.

For business use cases deemed to be a low spam risk by carriers, A2P 10DLC numbers can offer throughput speeds of several dozens a second (over a million per day).

This is an originator that is set to change business messaging – forever.



A2P (application-to-person) messaging is an industry term that describes the sending of programmatic business mobile messages to people.

## The 10DLC back story

### **Long codes**

Before A2P 10DLC, many businesses relied on long codes designed for person-to-person (P2P) use. These codes were cheap but only had a throughput of around one message a second – not nearly enough for high volume SMS and MMS messaging. P2P long codes were also unsanctioned for business use by mobile operators, and subject to blocking and throttling.

### **Shared short codes**

Shared short codes are another cheap business messaging option. These originators are sometimes shared by hundreds or even thousands of businesses, each using a unique keyword to identify and separate traffic. Shared short codes are therefore difficult to monitor and considered a spam risk by mobile operators – who are looking to phase out their use.

If you rely on shared short codes or P2P long codes, 10DLC is an excellent alternative.



## The benefits of A2P 10DLC



### **Fast and straightforward**

Provisioning and rolling out a 10DLC could take seconds (if you use OpenMarket's automated self-service platform).



### **Flexible**

The number of different A2P SMS messaging use cases is growing fast. 10DLC is suitable for almost all of them.



### **Reliable**

Because A2P 10DLC is sanctioned by mobile operators, there will be little or no blocking and throttling of messages – so delivery rates will increase.



### **Your own number**

With 10DLC, you get a dedicated number. This eliminates the risk of traffic being shut down as a result of bad traffic sent by a business that shares your short code.



### **Low-cost**

10DLC comes with low monthly costs and lower set-up costs than originators like shared short codes.



### **SMS and MMS**

If OpenMarket is your messaging provider, you can use 10DLC for SMS and MMS messaging.



## Is 10DLC right for you?

10DLC represents a new era in mobile messaging. It's time to think about your options – before P2P long codes and shared short codes are restricted by the carriers.

Some brands will still be better off using a short code. Your choice of business originator depends on factors such as the size of your audience, the speed at which you need to get your messages out, and the frequency of your programs.

Talk to us to help determine the best fit for your specific use cases.

[Get in touch](#)

## How we can help

10DLC aren't like old long codes. The provisioning process is more complex, involving registration and vetting for 'trust scores'. For more quick insights, check out this [tips sheet](#).

OpenMarket's self-service 10DLC tool is a one-stop shop for all your 10DLC needs. It's called Numbers and it 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)

[Explore Numbers](#)

# What do I need to do now?

Whether you rely on shared short codes, long codes, or you're new to business messaging, get in touch with us for help and advice. From transferring your existing long code number, to provisioning a new one, we can make the process easy for you.

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

If you use our Numbers 10DLC tool, it will only take you a few minutes to get a number registered then up and running.

[Speak to an expert](#)

## 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.

