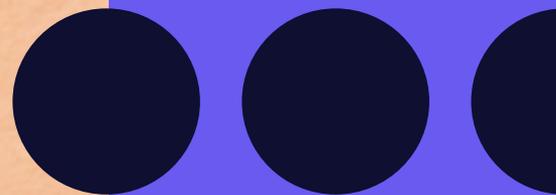




# The benefits of A2P 10DLC

How it can help you serve your business customers better

 For businesses that provide SMS services & solutions



## The benefits of A2P 10DLC

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

Your business customers can use 10DLC to send good volumes of SMS and MMS messages. It's far quicker and easier to set up than a short code (historically, the sole option for reliable, high volume messaging).

For business use cases deemed to be a low spam risk by carriers, A2P 10DLC numbers are likely to offer throughput speeds of up to 30 messages a second.

10DLC is set to change business messaging – forever.

## The 10DLC back story

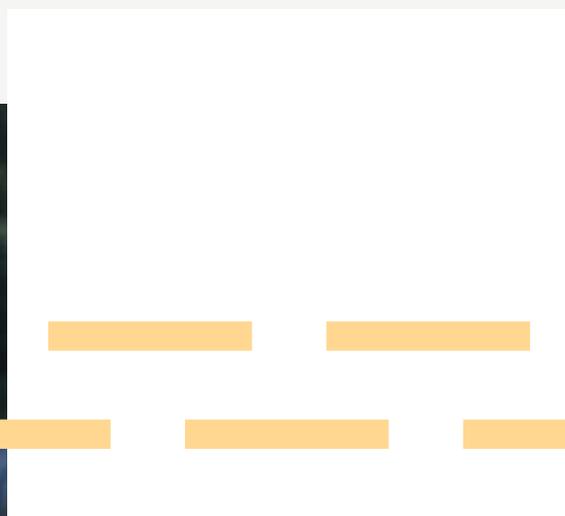
### Long codes

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 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 numbers 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.

For customers that have relied 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 tool.)



### **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.



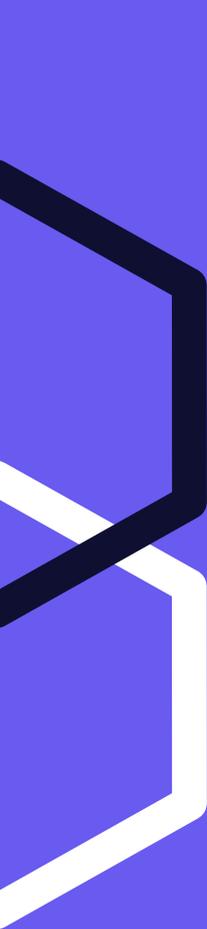
### **Dedicated business number**

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



### **Low-cost**

10DLC comes with low monthly costs and lower set up costs than short codes. For large brands, however, we'd advise using dedicated short codes to stay in touch with customers. Short codes remain the gold standard for high volume business messaging.



# Become an OpenMarket customer – then a partner.

If you become an OpenMarket customer and send enough messages through our platform, you could be invited to become part of our Partner Program. This would give you access to a whole range of business benefits.

There are four pillars to the partner program:

## 1. **Expand your sales capability**

Expand sales capabilities through access to training, best-practice guidance, and sales and marketing resources. Enabling partner success and growing revenue together are the program's guiding principles.

## 2. **Reach more customers**

Partners have the opportunity of reaching more customers through referrals. The OM Partner Program team passes on leads when it can – especially if a potential client can benefit from a more specialized service offered by a partner.

## 3. **Create new revenue opportunities**

We and our partners can create new revenue opportunities together in many ways – from leveraging our library of customizable marketing campaign content, to teaming up to build demand-gen campaigns.

## 4. **Build your business**

Our team of experts work with partners to build account plans and develop mutually beneficial, long-term business opportunities.

The exact combination of benefits would be dependent on your business model, partner type and messaging output. But the goal is the same for every one of our individual partnerships: to grow and succeed together.

[Check out our Partner Program](#)



## 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.

As mentioned, many large brands will still be better off using a short code. The choice depends on factors such as the size of a brand's audience, the speed at which it needs to get messages out, and the frequency of its programs.

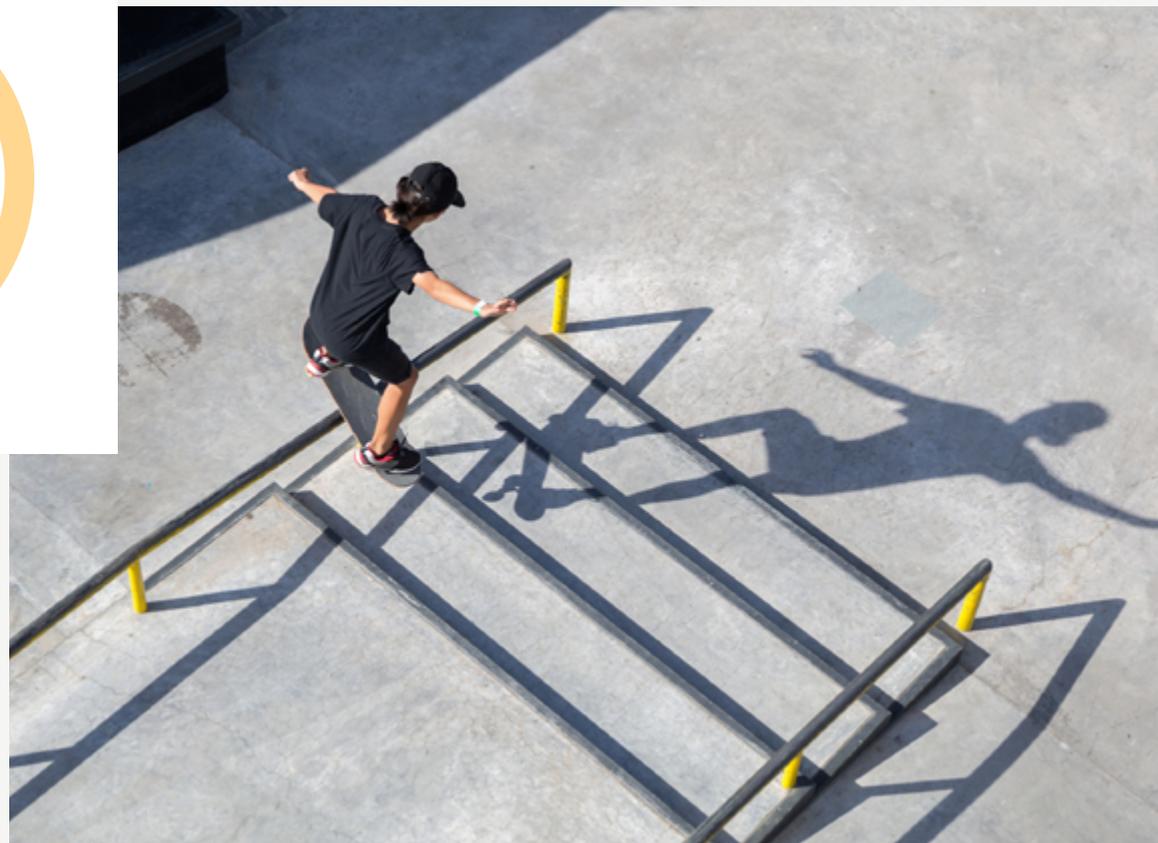
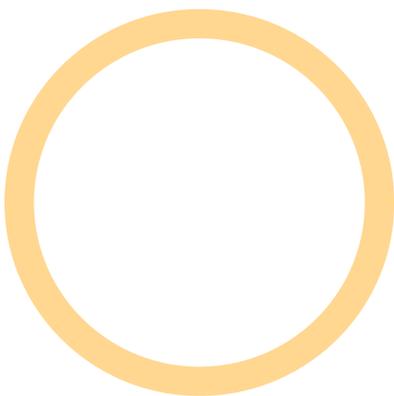
Talk to us to help determine the best fit for your customers' specific use cases. Or you can check out our [Short Code](#) or [10DLC Tool](#). Feel free to direct your customers towards this tool to help them make their decision.

[Get in touch](#)

## How we can help

A2P 10DLC is here. And our self-service 10DLC tool has everything you need. It lets you:

- Search for and purchase 10DLC numbers, then configure them 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)



## What do I need to do now?

Whether you and your customers rely on dedicated short codes, shared short codes or long codes, get in touch with us for help and advice. From transferring customers' existing long code numbers, to provisioning new ones, we can make the process easy for you.

[Speak to an expert](#)

### **We're OpenMarket**

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.

