

Getting Started with SMS: **Understanding 10DLC Registration**

Know the Requirements and
How to Streamline the Process

What is 10DLC?

As spam text messages increased dramatically in past years, mobile carriers, like AT&T, T-Mobile, and Verizon, sought new ways to protect their customers from unwanted and nefarious communications. Filters can be helpful, but they only scan message content. Filters do not address who is sending the messages and why. Due to the sophisticated strategies used by many bad actors, filters simply aren't effective enough on their own.

It isn't just messages from bad actors that are getting complaints. Even legitimate business communications are sometimes perceived as spam because the recipient doesn't recall opting in to receive them. With excessive amounts of spam texts hitting people's text inboxes, frustrations increased. Just as many of us are reluctant to answer calls from unknown numbers, texts from unknown numbers elicited similar feelings of skepticism and annoyance.

Enforcement of spam falls to the carriers. Previously, businesses would share phone numbers to send messages out, so it was difficult to pinpoint which business was sending which messages. So carriers have developed a solution called 10DLC Registration, which stands for 10-digit long code, the 10-digit number format used for making person-to-person phone calls: (XXX) XXX-XXXX.

10DLC Registration provides the control for carriers to know who is sending messages and the nature of the content. At the center of 10DLC Registration process is The Campaign Registry (TCR), which serves as the industry's 10DLC authority. In exchange for accurately providing TCR with the essential details about your business and text campaigns, carriers will provide you with more messages sent per minute (known as throughput) and more messages ultimately delivered to the intended recipients (known as delivery rate).

The goal of 10DLC is to greatly reduce the amount of spam text messages, while also providing businesses more efficiency and cost savings for their text campaigns.

What does my company need to know about 10DLC?

If your business or organization desires to send application-to-person (A2P) messages to US-based customers, 10DLC registration is mandatory. It doesn't matter how many messages you send, as even the occasional reply to an inbound message from a customer would fall under the umbrella of The Campaign Registry.

What happens if we don't register?

Historically, the penalties for not registering with TCR included additional surcharges or having your messages flagged as spam. But on February 1, 2025, the stakes are being raised substantially. All A2P messages with 10DLC numbers must be registered - or they will simply be blocked.

That's right. Your text campaigns won't reach a single customer unless you complete this important process.

Got it. So how does the registration process work?

You'll need to register your business with TCR, as well as any campaigns you plan to send out. And you also need to comply with the Cellular Telecommunications Industry Association (CTIA) guidelines regarding only sending messages to those who have opted in and respecting the wishes of any recipient who wants to opt-out.

If that sounds like a lot of work, there's some good news. First, you only need to go through the effort of registering your brand once. Second, we built the registration process into our platform, making it easier and faster than ever to register your campaigns.

Registering your business (referred to as your "Brand" by TCR) will link crucial details such as your name, phone number, and address with your business name. After evaluating your profile, TCR gives your phone number a trust rating. Higher ratings are rewarded with better throughput rates and lower costs.

With a registered 10DLC number, carriers are able to trace all marketing efforts directly. This lack of anonymity is paramount to 10DLC, as it prevents spammers from abusing the system. It also means you need to comply with all the relevant rules with exactness, or your business will face penalties.

Important Definitions

10DLC: Abbreviation for 10-digit long code, which is a preferred way to send business text messages. It means phone numbers formatted like xxx-xxx-xxxx

The Campaign Registry: Independent authority that carriers use to regulate brands that send 10DLC messages

Brand: Any company or entity sending 10DLC messages to phone numbers within the United States

Campaign: Messaging use cases chosen by individual brands

What's required in the 10DLC registration process?

Although your company is probably anxious to begin sending out your text campaigns, don't rush the 10DLC registration process. Even small errors in the registration process can result in rejection. It is best to have this information gathered before the starting the process.

For your business registration:

- **Legal Business Name:** As it appears on official documents.
- **EIN (Employer Identification Number):** For U.S.-based businesses.
- **Business Type:** Such as LLC, corporation, etc.
- **Contact Information:** Name, email, phone number, and address.
- **Use Case Category:** General information about your business operations.

For your brand registration:

- **Brand Name:** This will represent your business in the campaign registry.
- **Industry:** Specify your industry, such as retail, healthcare, or education.
- **Tax/Business Verification:** Proof of legitimacy via EIN or equivalent.
- **Brand Website:** To further establish legitimacy and credibility
- **Brand Support Email Address:** Should match your website domain

For your campaign(s) registration:

- **Campaign Name:** A clear identifier for your messaging initiative.
- **Campaign Use Case:** The specific purpose of the campaign (e.g., customer care, marketing, two-factor authentication).
- **Message Samples:** Examples of the types of messages you'll be sending. Sample Messages must correspond to the registered use case. If a campaign is registered under multiple use cases (mixed), a sample message for each use case should be provided. Identify the brand in the message. Provide at least one sample message that includes opt out language.
- **Campaign Description:** A summary of what the campaign is for.
- **Opt-In Process:** Details on how recipients consent to receive messages (e.g., through forms or SMS keywords).
- **Opt-In Message:** Must contain brand name, message frequency disclosure, "message and data rates may apply" disclosure, and HELP information STOP information. For example: "Thank you for opting in to receive recurring messages from [Company Name]. Msg frequency varies. Msg & data rates may apply. Click to view Privacy Policy and Terms & Conditions. Reply HELP for help. Reply STOP to cancel."

- **Message Content:** Include disclaimers or help/stop instructions if required.
- **Privacy Policy:** Must include a disclaimer that no mobile opt-in will be shared with third parties for marketing purposes.
- **Terms and Conditions:** Must have an SMS disclosure that includes the types of messages consumers can expect to receive, texting cadence, message and data rate notices, privacy policy links, HELP information, and opt-out instructions. See Example Terms of Service.

For compliance:

- **Opt-Out Mechanism:** Must support keywords like “STOP” to allow users to unsubscribe.
- **Opt-Out Message:** Must contain brand name and confirmation the consumer will receive no further messages. For example: “You have successfully opted out of messages from [Company Name]. You will receive no further messages.”
- **Help Mechanism:** Support keywords like “HELP” to provide users with assistance.
- **Subscriber Help Message:** Must contain brand name, email address, phone number or website link the subscriber can use for assistance. For example: “Thank you for reaching out to [Company Name]. Please call us at [phone number] or email us at [email address] for support. Reply STOP to opt-out.”
- **Message Frequency:** If applicable, disclose message rates (e.g., “You’ll receive X messages per week”).

Example SMS Terms of Service

1. <Insert SMS program description/ types of messages being sent> Message and data rates may apply. Message frequency varies. Text "HELP" for help. Text "STOP" to cancel.
2. You can cancel this service at any time. Just text "STOP" to 555-555-5555. After you send the message "STOP" to us, we will send you a reply message to confirm that you have been unsubscribed. After this, you will no longer receive messages from us.
3. If you want to join again, just sign up as you did the first time and we will start sending messages to you again. (Message frequency varies)
4. If at any time you forget what keywords are supported, just text "HELP" to 555-555-5555. After you send the message "HELP" to us, we will respond with instructions on how to use our service as well as how to unsubscribe.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. For all questions about the SMS services provided, you can send an email <support@email.com>
7. If you have any questions regarding privacy, please read our <privacy policy>.

Example Opt-in Collection

Program Name and/or Description

PHONE

(XXX) XXX-XXXX



☐ By checking, you agree to receive recurring monthly messages from (Program Name) Msg & Data rates may apply. Messages will be informational in nature. Reply STOP to cancel or HELP for help. Click to view [Terms & Conditions](#) and [Privacy Policy](#).

Subscribe Now

How does the 10DLC campaign registration process work?

You'll submit this information, and any other requested details, then wait for TCR to review your submission. The process time varies; some registrations can take days while others take weeks. The average is generally 14-21 days, which is why it's important to start early and use extreme care to avoid mistakes.

Here's how TrueDialog can help.

Rather than toil through the manual campaign registration process like everyone else, TrueDialog clients have access to our Automated 10 DLC Registration feature. Using the intuitive user interface, our customers simply input the essential business information, select the use case from a drop-down menu, and provide examples of the messages from your campaign.

This feature expedites the carrier's initial vetting process, helping your company get up and running in just a few days on average. Additionally, our expert support team will guide you through the process, as a trusted partner, to answer your questions, provide best practices, and get you through the registration process smoothly, so you can start sending your first campaigns and realize business value quickly.

**Take the Next Step.
See it in Action.**

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