TextUs

What is 10DLC?

Changes are coming to SMS Providers in 2021.
Here's what you need to know.

AT A GLANCE

A2P (Application-to-Person) 10DLC (10 digit long code) has been specially designed and sanctioned for business messaging. It offers simplicity, stability, delivery reliability, and security to businesses and their audiences. It will also support the volume of messaging throughput that almost any business use case might require.

The US long codes widely used by businesses in previous years were only ever designed for person-to-person (P2P) communications. They have low volume throughput and lack desirable security standards. Carriers have always considered them to be an unsanctioned SMS route. For this reason, they were subject to blocking and throttling.

Following the launch of A2P 10DLC, carriers are demanding that traffic on shared short codes is migrated to dedicated 10DLCs or short codes.

What does this mean for me?

In the simplest terms, 10DLC will allow you to reliably message large groups with transparency and trust. New campaign registry standards aim to prevent abuse texting and spam, providing customers with greater levels of trust amongst the businesses they choose to communicate with via SMS.

Improved Deliverability
Dedicated A2P routes for business-to-consumer traffic, meaning higher deliverability on B2C messaging.

Higher Throughput
The ability to send higher throughput campaigns will be determined by brand size, vertical, trust score and use case.

Transparent Ecosystem
The registration and vetting process quickly identifies bad actors, meaning brands with higher trust scores will benefit most and consumer confidence will grow.

What is TextUs doing?

TextUs is already registered as a Campaign Service Provider (CSP). In addition, TextUs will register our customers (brands).

Register TextUs as a CSP
This ensures the brands sending SMS campaigns via our platform comply with 10DLC regulations.

Register Customers
TextUs will register brands (customers) to make the process sealess and quick. All you need is a valid tax ID number and we'll handle the rest.

Customer to Register Campaigns
Your TextUs team will help identify your use case so that you can successfully register campaigns.

Questions? *Please reach out to your TextUs Account Manager.*