What is 10DLC?

10DLC stands for "10-Digit Long Code" and references a virtual phone number used to authenticate large-scale SMS and MMS text campaigns for carriers delivering messages sent by TTHM. This authentication process will require TTHM to register all clients through The Campaign Registry (TCR) before beginning new Text Alert campaigns.

This industry-led effort to sanction legitimate text campaigns clears A2P (Application-to-Person) or P2P (Peer-to-Peer) messaging to intended recipients. 10DLC now plays an important role in the authentication process for A2P/P2P text messages sent across all major mobile networks. TTHM SMS/MMS Text Alerts are universally affected by 10DLC.

Why is 10DLC necessary?

Using 10DLC will allow businesses, organizations, cities, counties, school districts, political campaigns and elected officials to send a high volume of SMS/MMS text messages from a single local number. Our 10DLC Registration Form will help TTHM to clear client messaging through mobile carriers prior to sending Text Alerts. Noncompliant P2P & A2P text campaigns will be fined, slowed or blocked by mobile carriers. Severe cases will result in a campaign audit.

10DLC is one more way to separate legitimate A2P and P2P text outreach from scams and spam. We are excited that mobile carriers have worked in concert to elevate genuine Peer-to-Peer/App-to-Peer text messaging. This protocol also allows us to ensure that each of your text messages originates from the same local phone number.

How does registration work?

The Campaign Registry (TCR) now requires that the information below be submitted prior to sending texts through mobile networks. Successful submission of this form will result in a Verification Token unique to each client and the vendor sending their texts. This verification process can take up to a week, but typically takes less.

10DLC must be initiated through TTHM and then registration must be maintained annually for your organization to remain compliant. Telephone Town Hall Meeting will maintain your Annual 10DLC Registration based on the fees charged by TCR and mobile networks. Each Campaign Verification Token is specific to the text vendor that submitted the form on behalf of their client and cannot be shared between text vendors.

How much does 10DLC cost?

Political Campaigns need to register with both The Campaign Registry (TCR) and Campaign Verify once per cycle in addition to paying the Annual Registration Cost. Registration must be specific to a single candidate or issue campaign.

Non-Political client types only need to register with The Campaign Registry once, then must pay the Annual Registration to maintain their ongoing 10DLC registration.

Political Client Annual 10DLC + Campaign Verify Cost $275
Non-Political Client Annual 10DLC Cost $250

Telephone Town Hall Meeting (TTHM) has created an annual cost for each client type to first set up and then maintain registration with The Campaign Registry. This annual cost is subject to change based on the fees charged by TCR and mobile networks. Registering your text campaign early in the year will help avoid any fees added as 10DLC develops.

Avoiding a 10DLC Audit

10DLC continues the process of standardizing an industry in flux. Mass-texting that results in an avalanche of opt-outs can lower your Trust Score and trigger an audit of your text campaign. See Best Practices and Next Level Stuff on Page 2.

TTHM Text Alert Best Practices

TTHM already engages mobile carriers in other ways to ensure a high delivery rate and avoid an audit of the text campaigns we send on behalf of our clients. No matter how hard we work on the back end, the content and timing of the messages you send will still heavily affect the success and deliverability of your Text Alert campaign. Here are some tips:

- Use quality targeted mobile phone data. Mobile phone numbers change at a high rate. Using quality data helps us to target accurately and leads to lower opt-out rates.

- Ensure that your text vendor is closely managing opt-out requests. TTHM manages opt-out requests both automatically based on recipient response and manually as necessary.

- Avoid sending texts early in the morning, late in the evening, on Sundays or on holidays. Depending on your messaging and audience, you may want to avoid major sporting, social or entertainment events as well. Carefully consider your audience and what timing will result in the fewest opt-outs.

- Avoid using shortened URLs. Scammers and Spammers use them heavily and that makes them toxic for legitimate outreach. Always use the native URL to drive traffic to a web page. Consider creating a landing page to facilitate major/ongoing text campaigns.

- Avoid leading with aggressive/negative messaging. Honey is always better than vinegar.

- Certain keywords will trigger restricted traffic or even a full audit of a text campaign. Standard **SHAFT (Sex, Hate, Alcohol, Firearms, and Tobacco/MJ)** protocols are applied by mobile carriers to traffic on their networks. Individual mobile carriers also cultivate their own keyword restrictions and triggers. If you need to ask whether you should be including a keyword or content, the answer is probably NO.

Next-Level Stuff

Will mobile networks really restrict and block traffic that is sent without 10DLC registration?
Yes. Some mobile networks started restricting traffic sent without 10DLC registration in February 2022 and all major mobile networks are planning to block or otherwise limit unregistered traffic by June 2022.

How many 10DLC numbers can I register for sending texts?
10DLC Registration will allow each organization to register up to 50 dedicated Text ID numbers, one for each state. Each must be registered separately. Reach out to TTHM with the details of any case requiring more than 50 Text ID numbers.

What is a Trust Score?
10DLC is a response by mobile carriers to opt-outs and complaints from customers. Different types of traffic create different levels of opt-outs, so carriers use a relativistic Trust Score to judge whether traffic should be allowed to pass unhindered, or whether it should be slowed, restricted or stopped entirely. Scoring has not been clearly defined by the carriers and the rubric will most likely evolve constantly. That makes observing Best Practices even more important.

Do I get to keep the same 10DLC number year-to-year?
Yes. We will maintain the same 10DLC numbers on behalf of clients as long as the annual registration fee is paid.

Is there a difference between A2P (Application-to-Person) and P2P (Peer-to-Peer) texting?
No. P2P already had a telecoms definition before it was repurposed to describe messages sent from operators to individual phones using an application interface. A2P is the term given to this traffic by the telecoms industry, but P2P is the more widely known term. At TTHM we just call them Text Alerts.