10DLC FACT SHEET A2P/P2P Text Alerts

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. Non-compliant P2P & A2P text campaigns will be fined, slowed or blocked by mobile carriers. Severe cases will result in a campaign audit and potential fines.

10DLC is one more way to separate legitimate A2P and P2P text outreach from scams and spam. This protocol also allows us to ensure that each of your text messages originates from the same local phone number.

How does registration work?

❖ All organizations need to register with The Campaign Registry (TCR) prior to sending texts through mobile networks. This registration process includes submitting the appropriate form, which TTHM can provide to you and help you complete. Registration also requires ensuring that your website is fully compliant*. Mobile carriers vet each registrant one by one to legitimize your organization. This verification process can take up to two full weeks.

❖ Political Campaigns, PACS and Political Party Organizations must also register with Campaign Verify and receive a token that will be assigned to their Campaign Registry Brand/Campaign.

❖ 501c3 and 501c4 organizations must register with The Campaign Registry as a Brand/Campaign but do not need to register with Campaign Verify.

How much does 10DLC cost?

Political Campaigns need to register with both The Campaign Registry (TCR) and Campaign Verify once per election cycle in addition to paying the Annual Registration Cost. Registration must be specific to a single candidate or issue campaign. TTHM will cover the cost of Campaign Verify registration for political campaigns, making the cost the same as non-political clients.

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.

10DLC Annual Registration Cost $250

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 registration delays when political campaigns are registering en-masse in the fall.

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 classification 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 full 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 honey works 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.

Next-Level Stuff

Will mobile networks really restrict and block traffic that is sent without 10DLC registration?
Yes. On June 1st, 2022, mobile carriers began slowing and restricting unregistered traffic. Unregistered traffic will be fully blocked in the future as this industry-driven regulatory protocol is cemented by carriers. Do not rely on vendors who claim they can get your texts delivered reliably without registration unless you enjoy burning money.

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.

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 re-purposed 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.

*Featuring 10DLC-Compliant Language on your Website

1. Your website will need a clearly labeled and easily accessible Text Opt-In Page/Section with compliance language.
2. Build a page that can capture text outreach opt-ins. Include the same capture language on e-newsletter or newsletter registration as well as donation links. Anywhere there is a place for someone to put their phone number the following language should be included: *"By submitting a mobile number, I am opting in to receive text communications from <Organization>. Message and data rates may apply. Message frequency varies."*
3. Build a Privacy Policy Page linked throughout the site that addresses data privacy. It should very clearly state that submitted data will not be shared for any reason. Language such as *"the information that we collect from you will not be shared or sold to other entities"* should be prominent. If your website does not already have a Privacy Policy, it should.