



## SMS - 10DLC

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# Overview

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The 10DLC (10-Digit Long Code) applies to ALL US application-to-person (A2P) SMS messaging - excluding personal mobile messaging.

The 10DLC program is managed on behalf of the mobile carriers by **The Campaign Registry** (TCR).

# Essentials

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- Applies to ALL US organizations (companies, entities, political, charities etc) using A2P texting.
- Compliance costs comprise a one-time brand registration fee and monthly campaign fee (separate to usage bundles).
- 2talk has developed a self-serve registration form integrated with The Campaign Registry (TCR).

# Key Requirements

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1. Brand Registration: your company is your brand
2. Campaign Registration: your campaign is your messaging use-case

# Brand Registration

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Accuracy is important. Ensure your EIN, address locations and websites all align.

- **Legal Company Name and Brand Name / DBA:** The official name registered with the IRS. If your company operates under a different name than the one registered with the IRS, enter that name in the 'Doing Business As' (DBA) field. The DBA (Doing Business As) must match the website or online presence.

- **Other social:** For LinkedIn, link to the company listing, not a personal profile. Yelp is discouraged.
- **Employer Identification Number (EIN):** Your business's tax ID.
- **Business Address:** The physical address of your organization.
- **Industry Type:** The industry or sector your business operates.
- **Contact Information:** The email and phone number of the contact person managing the messaging. These don't need to match the website, but if the brand uses social media, it's recommended that phone and email match those listed on the social media account.

## Web / Social

- **Website / Online Presence:** This must be a working website. If you have a website, you CANNOT use your Facebook Page as your web presence.
- **Facebook Instagram:** You can use Facebook or Instagram, but the brand must be clearly identified. Ensure the brand's email and phone number match those listed on the social profile.

### Add the following to your web site:

**OPT IN CONSENT:** By submitting your phone number to us, you are authorizing {your Business Name (DBA) here} to send you text messages and notifications. Message/data rates apply. Reply STOP to unsubscribe to a message sent from us.

**OUR PRIVACY POLICY:** No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## Campaign Registration

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The campaign description offers third-party reviewers the necessary context to understand the intended recipients of your brand's messages, the purpose behind sending them, and the content of these messages.

It is crucial that your campaign description aligns with the other information provided, such as the details mentioned in the Call to Action and Sample Messages sections. To ensure a smooth approval process, provide as much detail as possible, as the approvers may not have any prior knowledge of your organization or the reasons behind sending SMS/MMS to mobile phones

- **Campaign Use Case:** The purpose of your messages (be specific, marketing to new customers and customer service notifications).
- **Message Content:** Examples or descriptions of the types of messages you plan to send.
- **Opt-In Method:** How customers consent to receive your messages (e.g., via a website form or text keyword).

- **Opt-Out Process:** How customers can opt out of receiving messages (e.g., replying with “STOP”).
- **Message Frequency:** Expected frequency of messages sent to recipients.
- **Target Audience:** The intended recipients of your messages.

Once the registration is complete, your campaign status (approved or denied) will be displayed in your Campaign Dashboard.

## Fees

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### Brand Fees

A fee applies to each brand application. All brand fees are non-recurring and will be deducted from your account at registration.

| Type                  | Fee     | Description   |
|-----------------------|---------|---|
| Brand Application Fee | \$15.00 | All Customers.  |
| Brand Vetting Fee     | \$40.00 | Vetting required to increase standard messaging volumes<br>- T-mobile + 2k messages/day<br>- AT&T 240 messages / minute |

### Campaign Fees

A fee applies to each campaign application. All campaign fees are recurring monthly and will be deducted from your account in the billing cycle.

| Type                               | Fee     | Description  |
|------------------------------------|---------|--|
| UCaaS - Low Volume                 | \$1.50  | All Customers.<br>- T-mobile + 2k messages/day<br>- AT&T 75 messages / minute<br>AT&T 75 messages / minute |
| UCaaS - High Volume (Non-vetted)   | \$10.00 | - T-mobile + 2k messages/day<br>- AT&T 240 messages / minute   |
| UCaaS - High Volume (brand-vetted) | \$40.00 | Unlimited  |