10DLC

FAQ

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webex by cisco

Q&A

Purpose

This FAQ is intended to assist customers by making recommendations based on 10DLC guidelines. It is important to note that compliance with these guidelines is the responsibility of the customer. Additionally, traffic blocking is enforced by the Carrier, not Cisco.

What is 10DLC?

10DLC allows businesses to send high volume application-to-person (A2P) text messages using long local codes in the United States.

Why was 10DLC introduced?

Carriers introduced 10DLC to provide a sanctioned platform for businesses to send SMS and MMS messages using long codes. Their objective is to protect consumers from unwanted spam while allowing businesses to better connect with their customers. This change improves message delivery because 10DLC allows for higher messaging throughput than P2P long code traffic.

What are the basic requirements for 10DLC registration?

10DLC requires businesses to register a Brand (business) and Campaigns (Use Cases) to increase transparency while sending messages.

Can I create more than one Brand?

You can create one Brand per EIN (Employer Identification Number or Federal Tax Identification Number). Additional Brands require their own unique EIN.

What is a 10DLC Campaign?

A 10DLC Campaign is the specific use-case of the message type you send to mobile subscribers. Remember, you must register every Campaign to distinguish the kind of traffic you're sending to their mobile subscribers.

What are the different use cases for Campaigns?

- **UCaaS Low Volume**-Each number assigned to UCaaS campaign is typically assigned to a different employee of that business, and the use cases are varied. This use case is not for any API/ automated driven communication.
- **UCaaS High Volume**- This is for UCaaS campaigns that require higher volume. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business, and the use cases are varied. This use case is not for any API/ automated driven communication.
- **Customer Care** -All Customer Care interactions, including but not limited to account management and customer support via text queues.

Which Campaign use cases require Brand Vetting?

UCaaS High Volume and Customer Care use cases require brand vetting.

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What's the purpose of additional brand vetting for UCaaS High Volume and Customer Care use cases?

A2P 10DLC message sending throughput is set based on your Brand Vetting Score and your Use Case ("Campaign") type. This score will determine your throughput. Please see Through put section below for AT&T and T-Mobile.

Why is the brand vetting score needed?

Brand Vetting score is used by Carriers - especially T-Mobile & AT&T to help calculate your throughput. See table below for throughput.

How do I get a Vetting Score?

When you apply for Customer Care Use Case to enable Text Queues for Customer Assist or UCaas High Volume for Business Texting customers, we will apply for brand vetting on your behalf to get a vetting score.

How much throughput should I expect?

Carriers have different approaches to throughput. In summary:

1. AT&T sets throughput based on Campaign. Each Campaign's throughput is determined by its AT&T "Message Class" (a score determined by Use Case and, in many cases, a Vetting Score). You typically need to Vet your brand to achieve a high score, though Russell 3000 brands may default to a high score immediately.
2. T-Mobile sets throughput based on Brand, and each Brand has a Daily Allowance
3. Verizon has not declared a method as of September 2023, though they are part of 10DLC, so following the guidelines is required to send to their customers anyway

Do Business Texting customers need brand vetting as well?

If you are an existing Business Texting customer and need higher throughput, you need brand vetting for UCaas High Volume use case. Please see the throughput below for different use cases.

I have a business texting enabled number now; can I associate that with a Customer Assist Queue?

You need a Service Number to be assigned to the Text queue to enable texting for Customer Assist.

What happens after I submit my Brand and Campaign for approval?

Brand and Campaign information submitted through Carrier is manually reviewed by The Campaign Registry (TCR). TCR is the third party that administers carriers' 10DLC registration system.

In addition, Campaigns (but not Brands) are manually reviewed by Carriers. This review is an industry-wide mandatory step for all A2P 10DLC registrations.

How many Brands per organization?

An EIN (Employer Identification Number) can only have one Brand assigned to it.

How many Campaigns per Brand?

A Brand can have multiple Campaigns, with a maximum of 5 Campaigns per Brand. After 5 Campaigns you will likely need to apply for pooling.

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What are the throughputs for AT&T's Message Class-based throughput system?

AT&T Throughput Matrix (*AT&T determines throughput per minute (TPM) limit at the Campaign level)*

Message Class AT&T	Use Case Type	Use Case	Vetting Score Requirements	AT&T TPM(SMS)	AT&T TPM(MMS)
B	Standard	Customer Care	75-100	4,500	2,400
D	Standard	Customer Care	50-74	2,400	1,200
F	Standard	Customer Care	1-49	240	150
F / D / B	Special	UCaaS High Volume		240 / 2400 / 4500	150 / 1200 / 2400
T	Special	UCaaS Low Volume		75	50

What are the throughput limits for T-Mobile's Brand-based throughput system?

T-Mobile Throughput Matrix (*T-Mobile determines throughput as a daily messaging limit at the Brand level, meaning that all your Campaigns combined must share the daily limit.*)

Brand Tier T-Mobile	Use Case Type	Use Case	Vetting Score Requirements	T-MOBILE DAILY CAP
Top	Standard	Customer Care	75-100	200,000
High Mid	Standard	Customer Care	50-74	40,000
Low Mid	Standard	Customer Care	1-49	10,000
	Special	UCaaS High Volume		Standard
	Special	UCaaS Low Volume		2000

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What are the Business Texting Non-Compliance Fees?

Please see the table below for all the T-Mobile 10DLC Non-Compliance Fines.

PID	Description	Price
Text enablement	This pass-through fine is applied if T-Mobile receives a complaint where you or your message sender text-enables a 10-digit NANP telephone number and sends messages prior to verification of message sender ownership and/or letter of authorization.	**Cost:** $10,000 per violation
10DLC Long Code Program Evasion	This pass-through fine is applied if a program is found to be using techniques like snowshoeing, dynamic routing, or non-approved number replacement.	**Cost:** $1,000 per violation
Content Violation	This pass-through fee is applied for each unique instance of the third or any subsequent notification of content violating the T-Mobile Code of Conduct involving the same content provider. This content includes SHAFT-C (sex, hate, alcohol, firearms, tobacco, cannabis) violations, spam, phishing, and messaging that meets the Severity 0 violation threshold.	**Cost:** $10,000 per violation
Fraud	Attempted phishing, smishing, social engineering or similar practices that manipulate individuals to reveal credit card details, social security numbers or other private information.	**Cost:** $2000
Illegal content especially cannabis	Any content which is not legal according to Federal or State (must be all 50 states) law. This includes Cannabis, Marijuana, Illegal Prescriptions and Solicitation.	**Cost:** $1000
Other illegal content, including SHAFT	Other content violations, including SHAFT, that does not follow federal and state law / regulations.	**Cost:** $500

How many Numbers per Campaign?

A Campaign can have multiple Numbers. Limit is 49 numbers per Campaign.

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Can one Campaign have more than 49 numbers?

Please open a case from Business Texting tab in Control Hub and ask about pooling exemption process. There is a fee associated with this process.

How many Numbers can be added to a pooled campaign have?

A pooled Campaign can have up to 4,999 numbers. Please note you are capped at a low number of messages per day to T-Mobile (2000) for UCaaS low volume use case, for that whole pooled campaign.

See throughput for other use cases above.

How many Campaigns or Brands per Number?

A Number can only be used in one Campaign and its parent Brand.

Why do I need to create a 10DLC Brand?

If your business is sending application-to-person (A2P) text messages using 10-digit long code (10DLC) numbers in the US, you're required to register for a 10DLC Brand to avoid fees and penalties from mobile network operators.

What information you'll need to register your 10DLC Brand?

You'll be asked for the following information about your business when registering a 10DLC Brand. Please note that this information is used by mobile network operators to verify your Brand and can affect the throughput allowed to your Campaigns. Ensure that all the information supplied as part of 10DLC Brand registration is correct, complete, and free of typos, as these issues can limit your throughput or cause delays when verifying your Brand.

Business Information	Description
Legal Company Name	The official, legal name of your business. This should match the name under which your EIN is issued.
DBA or Brand Name	Doing Business As (DBA) or any trade names. This field is required, even if your Brand name is the same as your Legal Company name.
What type of legal form is the organization?	The type of legal entity your Brand represents. Choose from: • Charity / Non-Profit Organization • Private Company • Publicly Traded Company•
Vertical	The industry vertical which best matches your business.
Country of Registration	The country in which your business is registered.
Website	A URL directing to your business' website.
EIN Issuing Country	The country that issued your business' EIN or identification number.
EIN	Your business' Employer Identification Number. EINs are issued by the Internal Revenue Service in the US. If your business does not have an EIN, use this field for an alternative business identification number supplied by your relevant issuing country.
Stock Symbol (required only for Publicly Traded Companies)	Your business' stock symbol.
Stock Exchange (required only for Publicly Traded Companies)	The stock exchange on which your business is listed.
Business Address, City, State / Region, and Postal Code / Zip Code	The official, legal address of your business. This should match the name under which your EIN is issued.
URL to Company T&C:	See Terms and Conditions section below
CTA (Call to Action)	See CTA Section below
Brand Contact Details	
Email address	The email address of an authorized representative for your business.
Phone Number	The phone number of an authorized representative for your business

Here is some additional advice when registering a Canadian Brand:

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- In place of the EIN, provide your Provincial or Federal Corporation/Registry ID Numbers (Private Profit, Public Profit Brand types). These are the identification numbers created when a business is initially formed and registered in their home province or with Corporations Canada as a federal corporation (these are not the same as the Canada federal business number, which is created for taxation purposes)
- Please avoid using your Canadian Federal Business Number (BN) or Canadian Revenue Agency Tax Account Numbers in the EIN section. However, if this is the only identifier you have available, you can still create the Brand with this information, just have your official registration documents prepared as the Brand will need to be manually vetted.
- When using your Provincial identification number, we have seen that sometimes provinces make changes over time which cause the original business registration to be misaligned with the currently posted information on the business. Have your official registration documents handy for your business in case a manual vet of your Brand needs to take place.

Reminder: The Campaign Registry is an independent organization that manages 10DLC Brands and Campaigns, working with mobile network operators.

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What are the next steps after registering your Brand for 10DLC?

After you register your Brand, your submission goes through an identity verification process. During this process, the Campaign Registry validates the information provided to confirm the validity of the Brand.

What if my Brand is not verified?

The most likely cause of a Brand not being verified is an error in the information provided. If your Brand is not verified, be sure to review all the Brand information for correctness.

What is the turnaround time for Brand and Campaign creation?

It might take up to 30 days once we have all the correct information to get Brand and Campaign approved.

Will I be charged for Business Texting?

Yes, since we are now considered A2P and not P2P we have to change the offer to accommodate the pricing changes as well as pass on the mandatory 10 DLC Brand, Brand Vetting and Campaign registration fees. Please work with your Partner to purchase Business Texting add on with Cisco Calling plans.

How will I be charged for Business Texting?

You will be charged per inbound and outbound message part fee for SMS. When MMS is available, you will be charged per inbound and outbound MMS.

Can I use Business Texting if I am trial Customer?

No. You need to purchase Cisco Calling Plans to use Business Texting. Please work with your Partner to purchase Business Texting add on with Cisco Calling plans.

The Brand/Campaign registration can only be requested for customers with paid Cisco Calling Plans.

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Why do I have to register for a Campaign when I do not send marketing text or mass texts?

Since you are not using a mobile to send these texts but using Webex App, it is considered A2P and not P2P. Hence, you will need to register for a 10DLC Campaign. See below for the definition of “Campaign”.

Limitations for Brands & Campaigns management

- Open a case to delete a Brand.
- Open a case to deactivate a Campaign. Any numbers that are part of that Campaign will no longer have Business Texting
- Open a case to delete a number that is assigned to a Campaign.
- Open a case to assign additional numbers to a Campaign.
- The same numbers cannot be part of multiple Campaigns.

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TCR (The Campaign Registry) Error Guide

Key Terms:

TCR (The Campaign Registry):

The regulatory body overseeing local US phone number-to-phone number text messaging in the United States.

Carriers:

The US text messaging market is controlled primarily by three carriers: AT&T (ATT), T-Mobile (T-Mo), and Verizon (VZW). These carriers, along with their proxies, enforce TCR's regulations. Their terms and industry rules determine if a text message will be delivered to their customers.

Hierarchy (10DLC):

In the 10DLC system, a hierarchy is as follows:

- Brands: Each Brand can have up to 5 Campaigns.
- Campaigns: Up to 49 phone numbers can be assigned to each Campaign. Number Pooling (allowing up to 4999 numbers) can be purchased by applying for pooling exemption.

Brand:

A Brand represents the following three things:

1. Employer Identification Number (EIN)
2. The gatherer of opt-ins
3. The perceived sender of text messages.

Campaign:

TCR uses the term "Campaign" to refer to a definable segment of traffic, unrelated to whether the texting is used for UCaaS low volume use case or automated or marketing related. Campaigns are categorized by use cases and sample messages. Example: a Campaign for appointment reminders and scheduling.

CTA (Call to Action):

A CTA is how a brand gathers permission to send texts. Compliance requires:

Here are the 4 Most Common Methods customers use for their Call to Action where your customers opt in to Business Texting.

The Message Flow field of the 10DLC campaign registration is used to describe and show how consent is given to the brand to send people text messages.

Consent can be given:

1. Digitally for example a web form or a contact us page
2. Verbally over the phone or in person
3. Physically such as a paper form
4. Opt in by keyword or inbound message for example the brand website has Text Us "START" for Support at 123456 or a QR Code on a flyer that prompts an inbound text message.

For any of the 4 methods of consent the subscriber must at some point see or hear these disclaimers:
You agree to receive sms [update type] from [Brand name] . Message frequency may vary. Standard Message and Data Rates may apply. Reply STOP to opt out. Reply Help for help. Consent is not a condition of purchase. [brand privacy policy url]

Templates:

Digital Consent (e.g., Web Form or Contact Us Page)

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Message Flow:

1. The user navigates to [Brand Name]'s website and fills out a contact form or subscribes via a specific opt-in page. Need a link to the application page with disclaimer and must have CTA/Opt-in verbiage provided below with a link to the compliant Privacy Policy Website contact page disclaimer with checkmark - (Providing TN must be optional, must have privacy policy with SMS specific verbiage)
2. The opt-in form clearly states:
3. "By providing your phone number and clicking 'Send,' you agree to receive SMS [update type] from [Brand Name]. Message frequency may vary. Standard Message and Data Rates may apply. Reply STOP to opt out. Reply HELP for help. Consent is not a condition of purchase. [Brand Privacy Policy URL]
4. The system sends an automatic confirmation SMS to the subscriber's provided phone number:
5. "Thank you for opting in to [Brand Name] updates! Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."
6. Link to form or link to screenshot of form if the form is not public

Verbal Consent (Over the Phone or In-Person)
Message Flow:

1. When a customer calls in to [phone number] which is published at [url or how user learns number] The brand representative explains the consent process verbally:
2. Agent asks would you like to receive [update type] via sms? If customer says yes then agent says "By providing your phone number, you agree to receive SMS [update type] from [Brand Name]. Message frequency may vary. Standard Message and Data Rates may apply. Reply STOP to opt out. Reply HELP for help. Consent is not a condition of purchase. For details, visit [Brand Privacy Policy URL
3. Once the customer verbally agrees, the phone number is recorded, and a confirmation SMS is sent:
4. "You have agreed to receive SMS updates from [Brand Name]. Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."

Physical Consent (e.g., Paper Form)
Message Flow:

1. The user fills out a paper form in which they provide their phone number and sign their consent.
2. The form includes a disclaimer:
3. "By signing this form and providing your phone number, you agree to receive SMS [update type] from [Brand Name]. Message frequency may vary. Standard Message and Data Rates may apply. Reply STOP to opt out. Reply HELP for help. Consent is not a condition of purchase. [Brand Privacy Policy URL] [Brand Terms URL]."
4. Once the information is entered into the system, the user receives a confirmation SMS:
5. "Thank you for signing up for SMS updates from [Brand Name]. Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."
6. Link to hosted copy of the paper form

Opt-In by Keyword or Inbound Message
Message Flow:

1. The brand provides a keyword (e.g., "START") and a number (e.g., 123456) via a promotional channel such as a website, flyer, or QR code.
2. The keyword opt-in process includes a disclaimer:
3. "Text START to 123456 to opt in to receive SMS [update type] from [Brand Name]. Message frequency may vary. Standard Message and Data Rates may apply. Reply STOP to opt out. Reply HELP for help. Consent is not a condition of purchase.

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[Brand Privacy Policy URL]

4. When the user texts "START," the system responds with:
5. "Thank you for opting in to [Brand Name] SMS updates! Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."
6. Link to where phone number or qr code is advertised or link to screenshot of where phone number or qr code is advertised

   Please note that customers are responsible for setting up their CTA. Cisco is not responsible for supporting any of the CTA options mentioned above.

Privacy Policy

Message senders must protect consumer information and comply with privacy laws.

Your privacy policy link will need to contain the following verbiage.

“We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. “

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Key Concepts

A2P:

Any US local outbound text message sent from or on behalf of a business falls under A2P regulations.

Your Rights:

Even if you know a subscriber, 10DLC regulations require express permission (opt-in) to text them on behalf of a business.

Outbound Messaging:

10DLC registration is required for outbound messages sent from a local US number to another local US number.

If you do not want to register for 10 DLC:

Another option if you do not want to do 10 DLC registration would be to reach out to Solutions Plus partner. (This is usually for smaller companies). You will need to work with sales@approvedcontact.com for commercials and experience.

sales@approvedcontact.com
Approved Contact, LLC ®
800-449-7137
www.ApprovedContact.com

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Top Error Reasons and Resolutions

Compliant Privacy Policy Required on Website (805):

A compliant privacy policy must:

1. Include verbiage like, "We will not share your opt-in to an SMS Campaign with any third party..."
2. Be a standalone page on the Brand's website.
3. Be specific to the Brand.

Lead Gen/Affiliate Marketing Prohibited; Other (708):

Lead generation services will be declined even if traffic is not related to Lead Gen. Contact 10DLC Squad for more information.

Lead Gen/Affiliate Marketing Prohibited; High Risk Financial Services (709):

Payday loans, non-direct lenders, debt collection, and similar services will be declined. Small lenders may qualify for exemptions by using Enhanced Brand Vetting.

Unable to Verify, Needs Compliant and Accurate CTA Information (806):

Ensure the CTA location is verifiable with a URL or hosted screenshot link.

Unable to Verify, Need Working Website if Opt-In Occurs on Website (804):

If the digital opt-in wasn’t found on the website, ensure it is accessible with clear navigation instructions.

Inaccurate Registration: Inconsistency Between Website, Sample Messages, or Incomplete Sample Messages (603):

Ensure consistency between the Brand, the opt-in process, and the sample messages across all use cases and website content.

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