

A2P 10DLC – What you need to know



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What is A2P 10DLC messaging?

What is A2P messaging?

A2P messaging definition

The CTIA defines A2P messaging as Non-Consumer messaging from a business, organization, or entity that uses messaging to communicate with Consumers. Examples include, but are not limited to, large-to-small businesses, financial institutions, schools, medical practices, customer service entities, non-profit organizations, and political campaigns. Non-Consumers also include agents, representatives, or any other individuals acting on behalf of Non-Consumers.

- The definition no longer requires an actual application to send the message
- It only requires that the messaging be a business to consumer communication

10DLC Glossary

Term	Definition
Brand	Content owner. Risk scores are managed by brand. Typically, an Enterprise company.
Campaign	One or more campaigns may correspond with a brand. They are typically separated by use-case.
Reseller	A company that has a direct relationship with the brand.
CSP	Campaign Service Provider – manages the resellers and campaigns on behalf of brands.
CNP	Connectivity Partner
DCA (ex. Sinch)	Direct Connect Aggregator – Connectivity partner that has direct relationship with US carriers.
TCR	The Campaign Registry is where brands and campaigns need to be registered.
OSR	Override Service Registry – is managed by a third-party company called NetNumber. Controls the ownership of 10DLC phone numbers, which are mapped to campaigns.
NNID	NetNumber Identification – Carriers identify campaign service provider by NNID: more than one may apply.
Consumer (P2P)	As defined by the CTIA guidelines, a Consumer is an individual person who subscribes to specific wireless messaging services or messaging applications. Consumers do not include agents of businesses, organizations, or entities that send messages to Consumers.
Non-Consumer (A2P)	As defined by the CTIA guidelines, a Non-Consumer is a business, organization, or entity that uses messaging to communicate with Consumers. Examples may include, but are not limited to, large-to-small businesses, financial institutions, schools, medical practices, customer service entities, non-profit organizations, and political campaigns.
MNO	Mobile Network Operator

Violations which could result in high fees

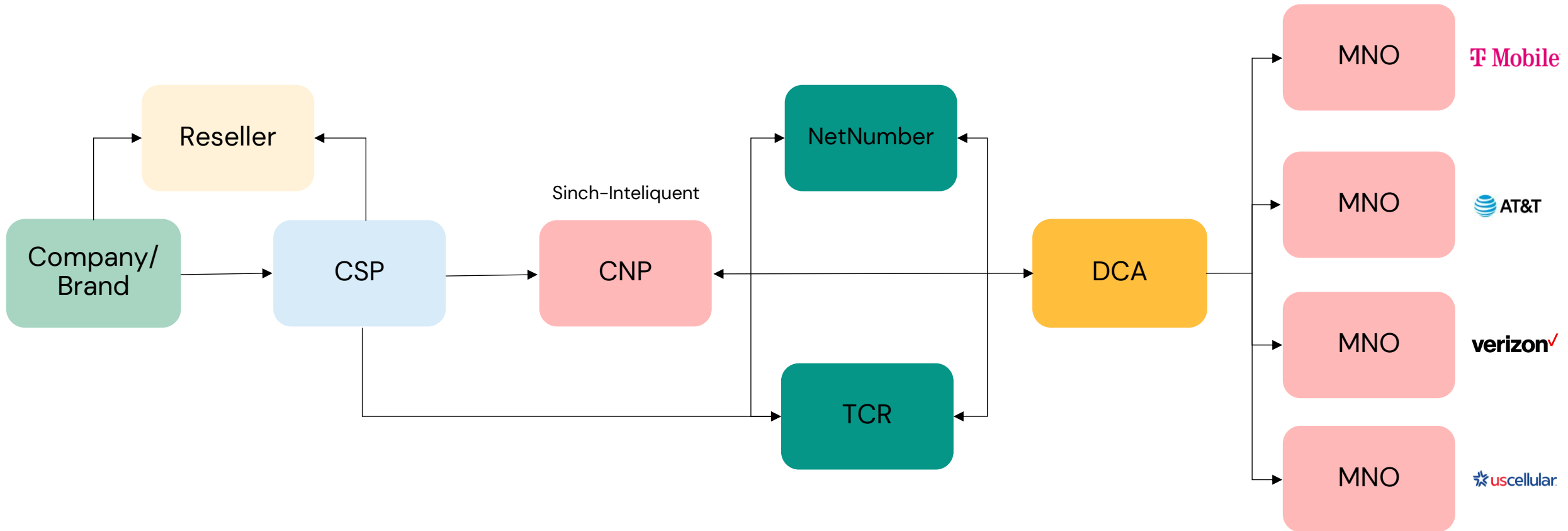
Term	Definition
Snowshoeing	<p>A technique used to spread messages across many sending phone numbers or short codes to avoid operator filters.</p> <ul style="list-style-type: none">• Per CTIA guidelines:<ul style="list-style-type: none">• Message senders should not engage in SnowShoe Messaging.• Messaging use cases that require the use of multiple numbers to distribute “similar” or “like” content may require special arrangements between message senders and service providers.• Mobile operators expect that A2P bulk messaging will be consolidated on a single sending phone number verses sending via many sending phone numbers
Grey-Routing	<p>Sending A2P traffic over an illegal or unsanctioned channel, included unapproved P2P connections.</p> <ul style="list-style-type: none">• Grey-routing by sending any unapproved traffic on P2P routes (NNIDs) is a violation of MNOs’ policies. This includes:<ul style="list-style-type: none">• A2P on P2P NNID• Unapproved P2P on a P2P NNID approved for a different use case• Combining multiple P2P use cases on a single P2P NNID• If you suspect that your customer is sending A2P on an approved P2P route, it is important to quickly resolve this issue.• P2P use case approvals are limited to only that use case and are not generally approved to send unapproved traffic on the P2P NNI.

Consumer permission is key

Term	Definition
Opt-in	<p>Per the CTIA guidelines, consumers must opt-in. The industry has communicated the following guidelines and best practices:</p> <ul style="list-style-type: none">• Apply one opt-in per campaign: A consumer opt-in to receive messages should not be transferable or assignable. A consumer opt-in should apply only to the campaign(s) and specific message sender for which it was intended or obtained.• Calls-to-Action and subsequent messaging should not contain any deceptive language, and opt-in details should not be obscured in terms and conditions (especially terms related to other services).• Message senders should state in the message how and what words effect an opt-out.• Message senders should not use opt-in lists that have been rented, sold, or shared to send messages. Message senders should create and vet their own opt-in lists.• Message senders of recurring messaging campaigns should provide consumers with a confirmation message that clearly informs the consumer they are enrolled in the recurring message campaign and provides a clear and conspicuous description of how to opt-out. After the message sender has confirmed that a consumer has opted-in the message sender should send the consumer an opt-in confirmation message before any additional messaging is sent. The confirmation message should include:<ol style="list-style-type: none">1. The program name or product description.2. Customer care contact information (e.g., a toll-free number, 10-digital telephone number, or HELP command instructions).3. How to opt-out.4. A disclosure that the messages are recurring and the frequency of the messaging; and5. Clear and conspicuous language about any associated fees or charges and how those charges will be billed.

10DLC Ecosystem

Messaging ecosystem participants



Understanding A2P – Brand/Campaign registration

The Campaign Registry (TCR)

TCR provides central management of the registry of brands and campaigns, as required for 10-digital long codes.

All messaging traffic via 10-digit long codes destined for Tier-1 US Carriers must be compliant with TCR registration requirements.

TCR interfaces with NetNumber, as a provider of the Override Services Registry (OSR), to ensure centralization of routing information (including message class and campaign information) for 10DLC messages.

You are required to register all message campaigns via The Campaign Registry and ensure that all required information is input into the OSR.

Description	Price/Fee
CSP Sign up Fee NRC	\$200.00
Brand Registration/Verification NRC	\$4.00
Brand Vetting (Aegis) NRC	\$40.00
Other Brand Vetting (e.g., Political) NRC	varies
Unscored Vetting Result NRC	\$5.00
Campaign MRC	\$1.75-\$30.00

TCR Brand/Campaign registration fees

Standard/Sole proprietor

- NRC \$4 per brand
- NRC \$40 Standard/\$95 Enhanced per brand optional 3rd party vetting to obtain “Verified & Vetted” brand for high volume (>2K msg per day, per brand)
- MRC \$10 per standard campaign* with up to 49 numbers without carrier special review excluding \$3 for Charity, \$5 for Emergency or \$30 for Agents/Franchises
- MRC \$2 for sole proprietor campaigns
- MRC \$1.50 for low mixed volume and low volume UCaaS campaigns
- NRC \$0 per campaign (T-Mobile – Discontinued \$50 as of 9/1/2022)

TCR Brand Registration – Information required

Sole proprietors:

First and Last name, email address, billing address (including country), business phone and mobile phone (note: all SP brands must pass validation/verification in TCR before being able to register campaigns).

Brand Details

Legal Company Name *	DBA or Brand Name, if different from legal name *
What type of legal form is the organization? *	Country of Registration *
Tax Number/ID/EIN *	Tax Number/ID/EIN Issuing Country
DUNS or GIIN or LEI Number	DUNS or GIIN or LEI Number
Address/Street *	City *
State / Region *	Postal Code/ZIP Code *
Country	
Stock Symbol	
Vertical Type *	
First Name	
Mobile Phone	

Starting **December 1, 2024**:
 Additional data fields and campaign attributes will be **mandatory** for all campaigns including the following :

- **XXX**
- **YYY**

Private companies:

Legal company name, country of registration, Employer ID Number (EIN)/Tax ID, physical address, website address, vertical, contract details.

Public companies:

Legal company name, country of registration, Employer ID Number (EIN)/Tax ID, physical address, website address, vertical, stock symbol, stock exchange, contact details

Charities/non-profit organizations:

Legal company name, country of registration, Employer ID Number (EIN)/Tax ID, physical address, vertical, website address, contact details.

Government organizations:

Legal company name, country of registration, Employer ID Number (EIN)/Tax ID, physical address, website address, vertical, stock symbol, stock exchange, contact details.

Brand verification – Validation of EIN and Legal company name/address

Unverified brands

Brands submitted (\$4) that do not pass basic identity verification won't be able to submit campaigns.

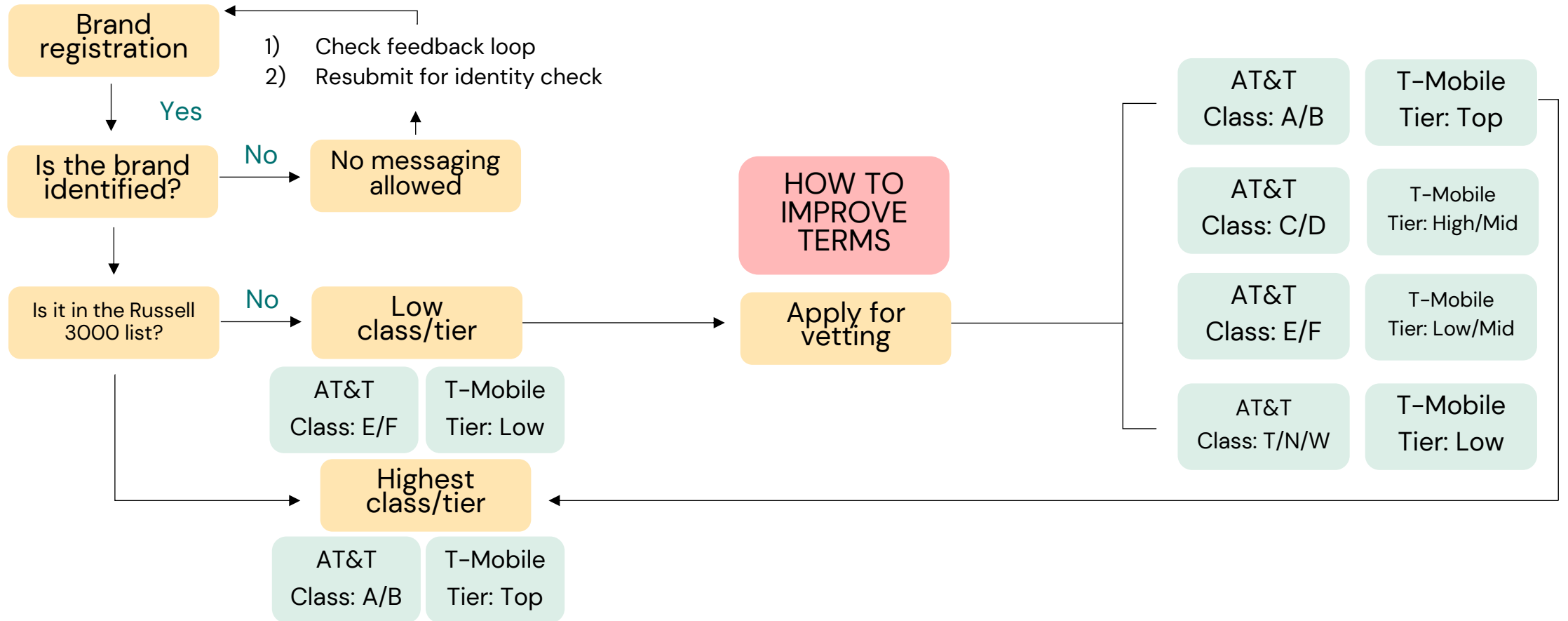
Verified brands

Brands submitted (\$4) that pass identity verification will get a vetting score of 0 and can submit campaigns but will get lower AT&T and T-Mobile throughput.

Vetted and verified brands

- Verified brands (\$4) submitted for successful vetting (\$40/\$95) will get a vetting score (1-100) which allows higher throughput (>2kmsk/day)
- Unscored result (\$5) is the result of vetting partner not having enough information to verify and score the brand (can be appealed \$10 by providing additional info)

Class/tier assignment by brand



TCR Campaign use case MRC fees

Campaigns are restricted to 49 numbers each without a pooling request, except Sole Proprietor which is restricted to 5 numbers.

Use case	MRC	Use case	MRC	Use case	MRC	Use case	MRC
2FA	\$10	Low volume mixed*	\$1.50	UCaaS high volume	\$10	Emergency	\$5
Account notifications	\$10	Machine-to-Machine Marketing	\$10	Agents and franchises	\$30	Platform Free Trial	\$0
Customer care (contact center)	\$10	Mixed	\$10	Security alert	\$10	Political	\$10
Delivery notifications	\$10	Polling and voting	\$10	Carrier exemptions	\$10	Social Sweepstake	\$10
Fraud alert messaging	\$10	Public service announcements	\$10	Charity	\$3	Sole proprietor	\$2
Higher/K-12 education	\$10	UCaaS low volume*	\$1.50	Proxy	\$10		

* Low Volume < 15K msg/month (<2K daily) shared across brand for TMO (by campaign on ATT) Restricted to 60 msg/min

TCR standard use case definitions

Standard use case	Definition
2FA	Any authentication, verification, or one-time passcode
Account notifications	Standard notifications for account holders, relating to and being about an account
Customer care	All customer case interactions, including but not limited to account management and customer support
Delivery notifications	Notification about the status of the delivery of a product or service
Fraud alert messaging	Notifications regarding potentially fraudulent activity on a user's account
Higher education	Messaging on behalf of Colleges or Universities, including School Districts and education institutions. This use case is not the "free to the consumer" messaging model
Low volume mixed	For brands that have multiple use cases and only need very low messaging throughput. Examples include test or demo accounts, small businesses (single doctor's office, single Pizza shop, etc.)
Marketing	Any communication that includes marketing and/or promotional content
•Machine to Machine (M2M)	Machine-to-Machine (M2M) is a process that implies wireless communication between two or more physical assets. There is no human interaction in the Machine-to-Machine campaign. Subscriber-facing campaigns are prohibited. This is a dedicated use case
Mixed	Any messaging campaign containing 2 to 5 standard use cases
Polling and voting	The sending of surveys and polling/voting campaigns for non-political arenas
Public service announcement	Information messaging to raise an audience's awareness about important issues
Security alert	A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take
UCaaS low volume	UCaaS companies provide cloud delivered communication services for businesses. 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. This use case is only available to approved UCaaS business and has the same volume restrictions as the low volume mixed campaign type.
UCaaS high volume	UCaaS companies provide cloud delivered communication services for businesses. 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. This is for UCaaS campaigns that require higher volume. This use case is only available to approved UCaaS businesses.

TCR special use case definitions

Special use case	Definition
	Only pre-approved CSPs are eligible for the below use cases
Social	Communications between public figures/influencers and their communities. Example include YouTube influencers' alerts or celebrity alerts.
Sole proprietor	Limited to entities without an EIN/Tax ID
Platform free trial	Platform free trial offers with strict controls and MNO audit rights (MO opt in). Separate contract required.
	Post-registration approval by MNO is required for the below use cases
Charity	Communications from a registered charity aimed at providing help and raising money for those in need. 501c3 tax-exempt organizations only.
Proxy	Peer-to-peer, app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications.
Emergency	Notification services designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies.
K-12 education	Campaigns created for messaging platforms that support schools from grades K-12, and distance learning centers. This is not for post-secondary schools.
Sweepstakes	All sweepstakes messaging
Political (election campaigns)	Part of organized efforts to influence decision making of a specific group. Available only to registered 501(c)(4/5/6) and orgs with a campaign verity token. Register at www.campaignverify.org and select "import vetting" on the brand details page to unlock the political use case.
Agents and franchises 5000 numbers limit	Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office
Carrier exemptions	Exemption by carrier

Carrier exemptions (Carrier review/special business review with T-Mobile)

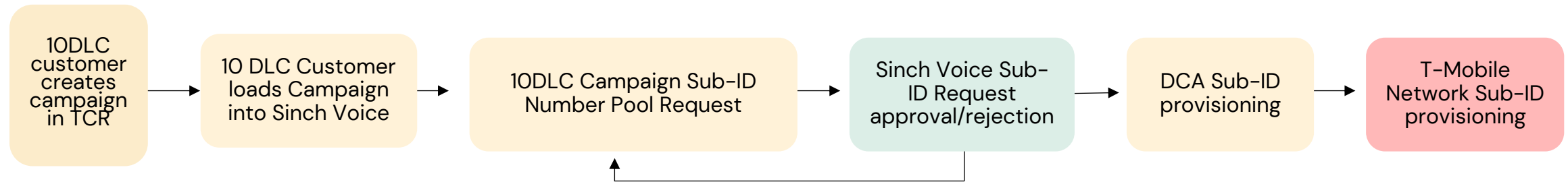
Separate forms required for:

- More than 49 numbers on a campaign, regardless of usage (pooled)
- And/or
- Special business request (SBR for 200K messages per brand/
per day (extremely high traffic))

Costs

- \$100 per Number Pool (NP) Processing request (Inteliquent) effective 5/1/2021
- \$2,000 per NP configuration request (T-Mobile, no other carrier fees currently) effective 6/1/2022
 - *Does not apply when Sub-ID is used to enable Campaign-ID for NP.
- \$5,000 per SBR request (T-Mobile, no other carrier fees currently) effective TBD

Sub-ID Number pooling process



What types of use cases are disallowed?

Messages containing certain content have created a high volume of consumer complaints, causing different use cases to be disallowed and leading to removal or blocking of traffic.

High-Risk Financial Services

- Payday Loans
- Short Term- High Interest Loans
- Auto Loans
- Mortgage Loans
- Student Loans
- Debt Collection
- Gambling/Sweepstakes
- Stock Alerts
- Cryptocurrency

Get Rich Quick Schemes

- Deceptive Work from Home Programs
- Risk Investment Opportunities
- Multi-Level Marketing

Job Postings

- Exceptions permitted if the message sender is the one doing the hiring

Debt Forgiveness

- Debt Consolidation
- Debt Reduction
- Credit Repair Programs

Controlled Substances

- Cannabis, CBD & Hemp Products
- All Schedule 1 & 2 drugs
- Tobacco and Vape

Other disallowed use cases

- Phishing
- Pornography
- Fraud or Scam
- Deceptive Marketing
- Lead Generation
(All Affiliate Marketing must be carrier approved)
- Referral or Reseller Campaigns
- Prfanity or Hate Speech

NOT ALLOWED



Message senders are expected to enforce restrictions on their own networks to prevent onboarding these types of content at the intake source. Upon investigation, if determined to be a part of at least one of the categories above, Sinch will request that you stop sending the traffic. By sending traffic of this nature to Sinch, Sinch reserves the right to all, and not limited to, of the following actions: the suspension of sending rights for a provisioned phone number; restriction of high-throughput access; suspension of provisioning rights for new phone numbers; and/or suspension of all network services.

Controlling campaign costs — recommendation

If your customers are NOT using messaging services today, we recommend that you disable/remove messaging on those numbers

- This will remove MRC for number(s) A2P message enablement
- This will remove MRC per number for Messaging Feature Fee (NetNumber ID registration)
- This will remove the need for campaign assignment to number
- This will help avoid T-Mobile “non usage fee” of \$250 per campaign which does not have an active number send a message in any given 60 day rolling period
- Deactivate any campaigns that do not have any TNs assigned to avoid \$250 per campaign which are ghosted without TNs

If customers would like to message enable numbers, they can do so on an ad-hoc basis, and you could pass through the campaign MRC to the customer.

Getting registered – how it all works

Basic steps for A2P 10DLC program compliance

01

Set up brands/campaigns in TCR (register campaign and elect Sinch-Inteliquent as the CNP).

02

Load brands/campaigns to Inteliquent via API/portal.

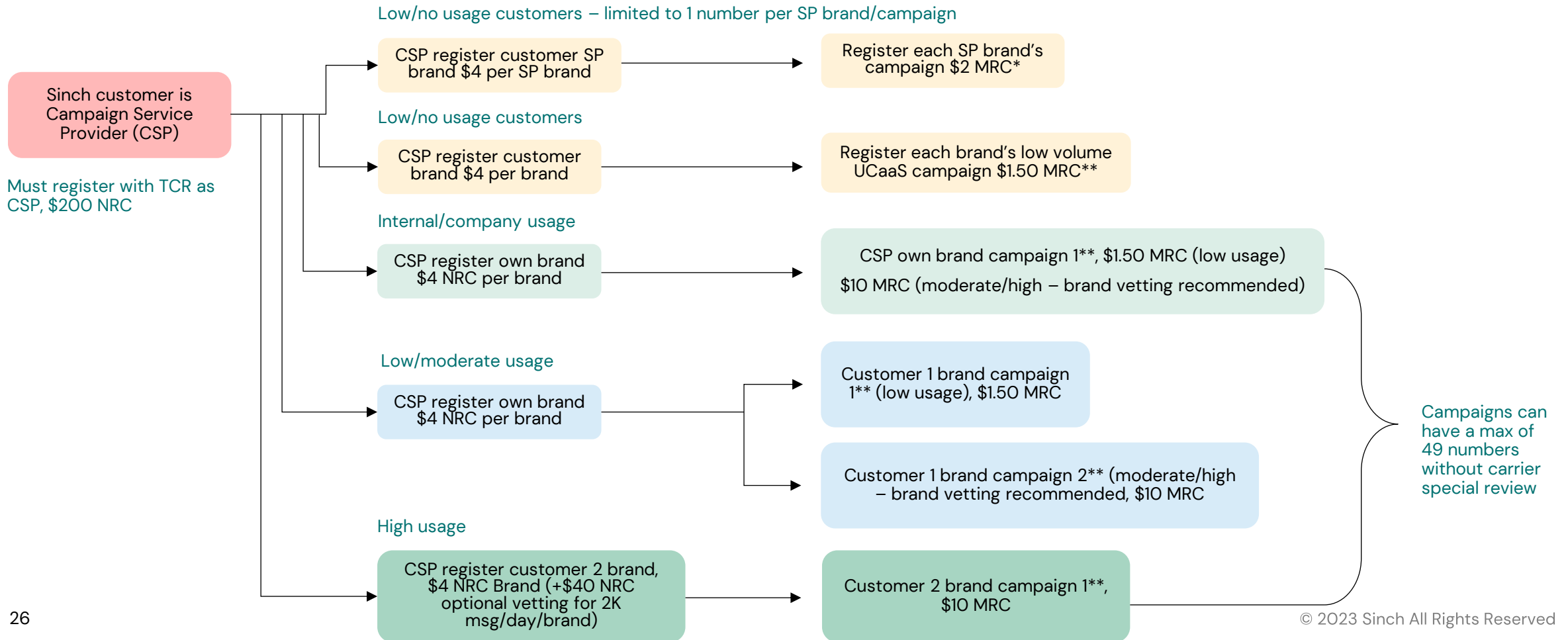
03

Campaigns are vetted by Sinch Voice and the DCA to ensure campaigns meet carrier requirements.

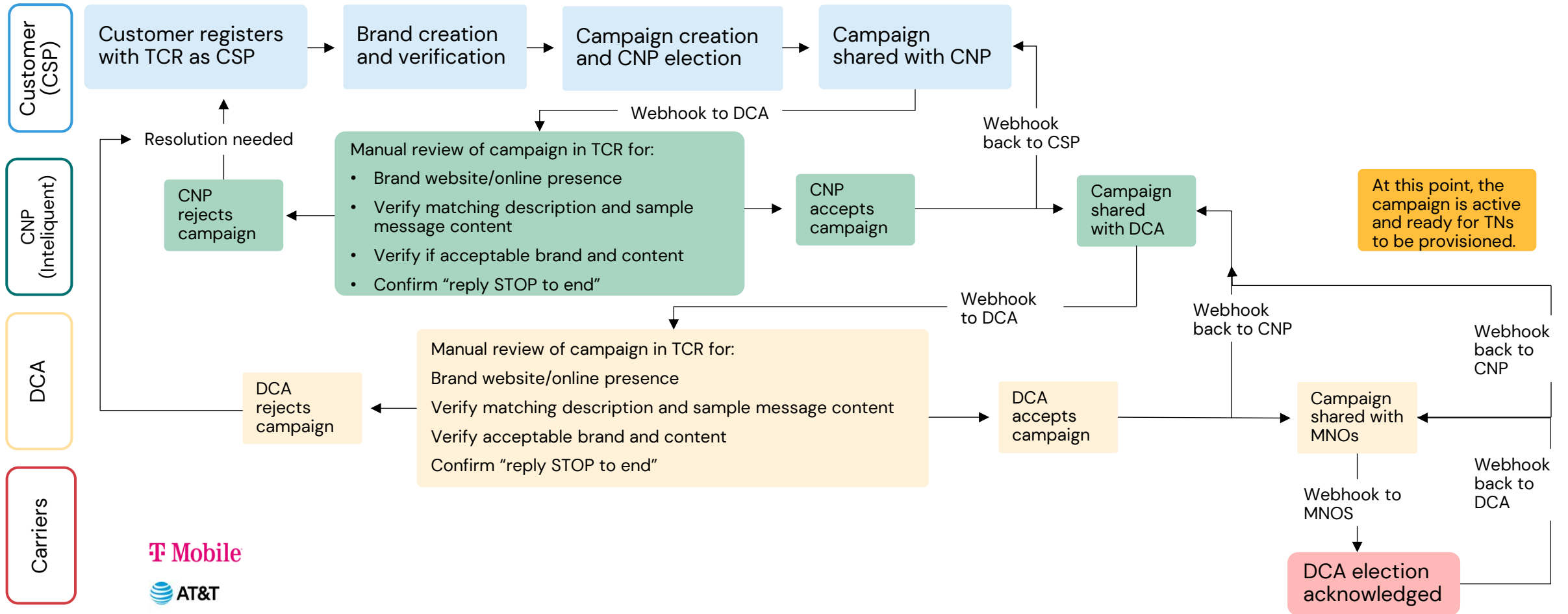
04

After registration process completes, provision campaigns to message enabled TNs on Inteliquent via API/portal.

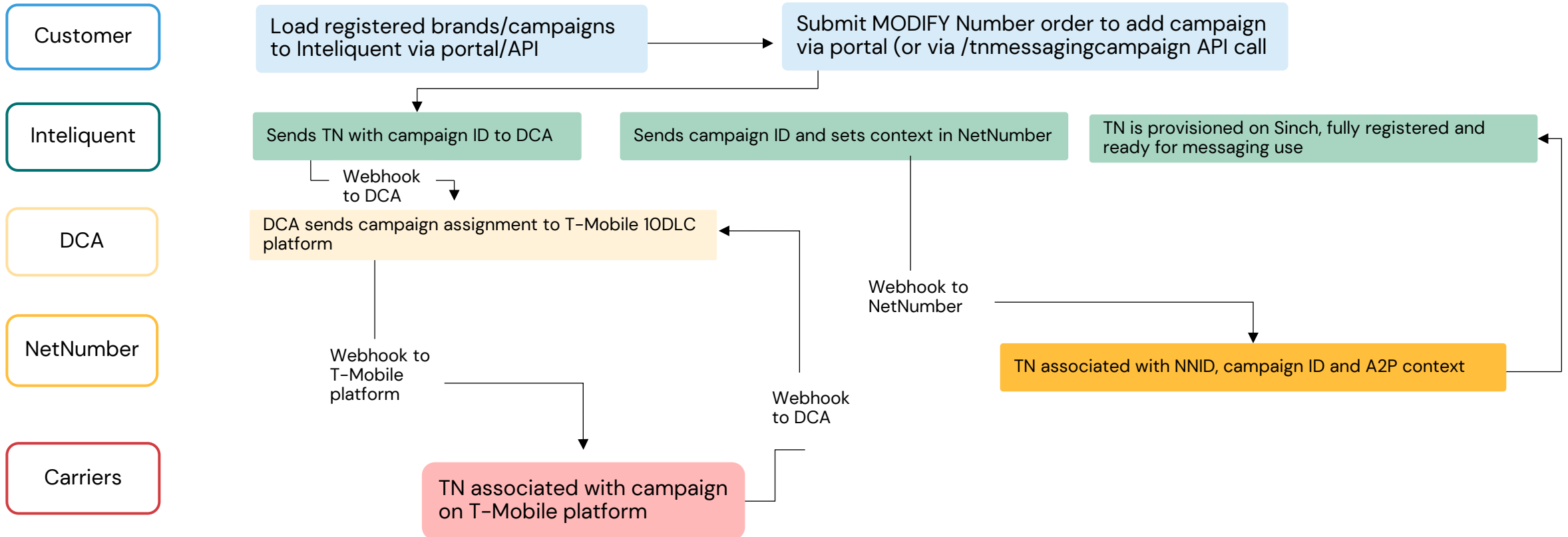
Registering directly with TCR



Registration/approval process where customer is CSP



TN provisioning process (campaign assignment)



Best practices to ensure deliverability

You should refrain from disallowed sending practices because your traffic will be subject to blocking

Always use campaign IDs for 10LC A2P and always verify use cases before sending traffic.

Ensure you have clear opt-in from your recipients before sending them messages.

Opt-in language should be specific to a single brand and "call to action" clearly stated by brand.

Always give users easy ways to opt-out of messages (i.e., STOP to unsubscribe).

Always maintain a very low opt-out (STOP reply) rate from your recipients (<1% is considered acceptable).

Use branded URLs for the highest deliverability levels when sending links in the message body and make sure the links work.

Never use shared URL shorteners (such as popular free URL shortening services) as they may be used by spammers and could result in messaging traffic being blocked by carriers.

Identify your business and regularly include program reminders.

How do I set up my A2P 10DLC messaging campaign?

Customer signs up as a CSP with The Campaign Registry (TCR) to register brands and campaigns directly.

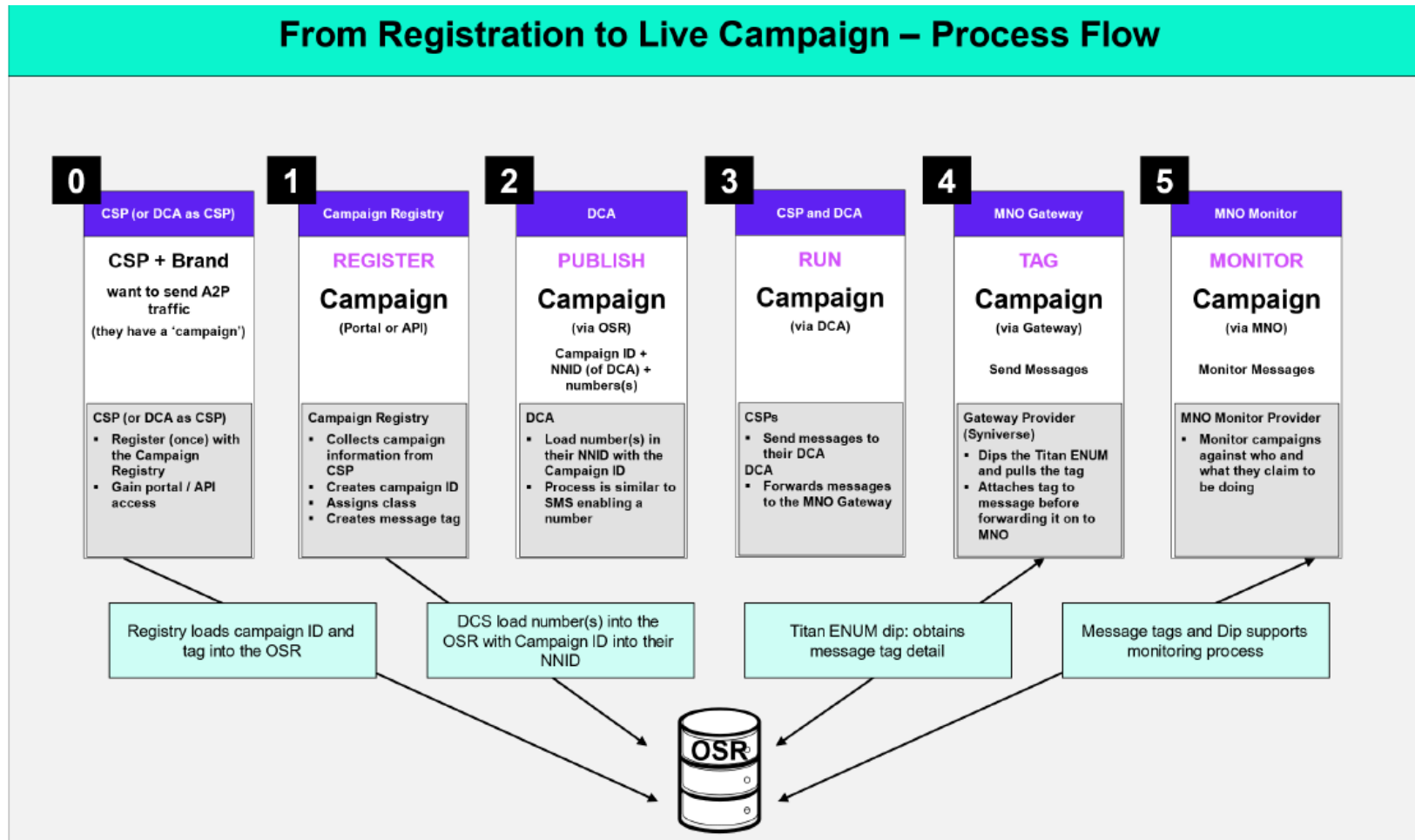
Customer gathers info for brand, company contact, type of use case and required campaign content to enter in TCR, elects Sinch-Inteliquent CNP followed by getting Campaigns vetted/approved.

Customer provisions phone numbers, NetNumber ID (NNID), brands and campaigns using the Inteliquent portal or API.

DCA queries NetNumber for brand/campaign/class associated with number sending message and passes on to MNOs.

Customer submits changes to approved use cases, or other campaign related requests to TCR.

DCA point of view



TCR resources

TCR overview

www.campaignregistry.com/wp-content/uploads/TCR-guide.pdf

API staging

csp-api-staging.campaignregistry.com/v1/restAPI

RCR login/account set up

csp.campaignregistry.com/login

API production

csp-api.campaignregistry.com/v1/restAPI

Mobile Network Operators (MNOs) – Carrier rules and regulations**

AT&T message class	T-Mobile message tier	Use case: risk level	Use case type	Branding vetting score required	T-Mobile daily cap	AT&T TPM
A	Top	Standard	Dedicated	75-100	200,000	4,500
B	Top	Standard	Mixed/multiple	75-100	200,000	4,500
C	High Mid	Standard	Dedicated	50-74	40,000	2,400
D	High Mid	Standard	Mixed/multiple	50-74	40,000	2,400
E	Low Mid	Standard	Dedicated	25-49	10,999	240
F	Low Mid	Standard	Mixed/multiple	25-49	10,000	240
T	Low	Standard	Low volume mixed	25-49	2,000	75
G		Special	Proxy		N/A	60 per number
P		Special	Charity		N/A	2,400
S		Special	Social		N/A	60,000
K		Special	Political (election campaigns)		N/A	4,500
X		Special	Emergency services		N/A	4,500
N		Special	Agents and franchises		N/A	60 per number
W		Special	Side proprietor		1,000	15
Y		Special	K12 Education/carrier exempt		200	720 per number

TPM setting is on a per number basis per rolling 60 seconds.

Special use cases require carrier approval and/or additional CSP responsibility for campaign review and/or content screening.

Brand Vetting is required to improve Campaign Class to A-D.

T-Mobile

Requires compliance with Message Code of Conduct and CTIA Messaging Best Practices

- www.t-mobile.com/support/public-files/attachments/T-Mobile%20Code%20of%20Conduct.pdf
- www.ctia.org/the-wireless-industry/industry-commitments/messaging-interoperability-sms-mms

All A2P traffic must be registered and must traverse T-Mobile 10DLC platform

- Ensure that your 10 DLC campaigns are created and registered with The Campaign Registry (TCR)
- If needed, submit your High Volume Special Business Reviews and/or number pool requests for review/approval before applicable traffic goes live.
- Traffic won't go live until your 10 DLC numbers are provisioned on T-Mobile's platform.

T-Mobile traffic limits

Based on TCR vetting score

Unvetted
brand
score = 0 →

Risk score qualification	Vetting type	Score	Daily bucket range maximum
High-performance	Default	75	200,000
Low-performance	Default	0-24	2,000
High	3 rd party	75-100	200,000
Upper mid	3 rd party	50-74	40,000
Lower mid	3 rd party	25-49	10,000
Low	3 rd party	0-24	2,000
Special	N/A	Discretionary	Discretionary

*Daily bucket maximums are inclusive of T-Mobile, Spring, and their MVNOs

T-Mobile Special Business Review (SBR) and Number Pooling

Each request requires a separate exemption form, [*refer to SBR FAQ section for more information](#)

Special business review, messaging volumes

- This applies if you require a daily maximum volume that exceeds 200,000 messages or more, per brand.

NNID and number pool request

- This applies if your campaign / use case requires 50 or more phone numbers (10 DLC addresses) attached to a given brand.
- Number Pool Requests are scrutinized by T-Mobile and audits will be made to ensure compliance. In order to complete T-Mobile's testing process, a Test Phone Number per Campaign is required and OSR attributes for each phone number must match the Number Pool Request.
- Note: A Number Pool Request Form is not appropriate for ISVs or platform that does not create messaging content.

T-Mobile fees

Fees – effective 10/1/2021	Rate
10 DLC messaging termination fees (registered) – each SMS (MT and MO)	\$0.003
10 DLC messaging termination fees (registered) – each MMS (MT and MO)	\$0.01
T-Mobile NNID registration Fee is charged where a customer requires creation and use of a new NNID to be used for new 10 DLC programs	\$2,000
10 DLC long code messaging program evasion violation Applies if a program (per incident) is found to use evasion techniques like snowshoeing, unauthorized number replacement, and dynamic routing	\$1,000
Text enablement violation Applies 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	\$10,000
Content violation T-Mobile may charge fee for content violation defined as sending messages in violation of the rules in the Code of Conduct, and that are usually SHAFT violations (sex, hate, alcohol, firearms, tobacco) but would also include spam or phishing, or messaging that meets the threshold of a Severity 0 violation per the CTIA Short Code Monitoring Handbook	\$10,000

T-Mobile fees

Fees – effective 6/1/2023	Rate
10 DLC messaging termination fees (unregistered) – each SMS (MT and MO)	\$0.012(12/1/24)
10 DLC messaging termination fees (unregistered) – each MM (MT and MO)	\$0.021 (12/1/24)
Fees – effective 3/1/2022	Rate
Campaign service activation fee* Discontinued \$50 fee as of 9/1/2022 This one-time pass-through fee is charged by T-Mobile for each campaign provisioned	\$0
Campaign service migration fees – Discontinued \$50 fee as of 9/1/2022 This one-time pass-through fee is charged by T-Mobile for each campaign provisioned	\$0
Campaign service activation fee: sole proprietor – Discontinued \$1 fee as of 9/1/2022 This one-time pass-through fee is charged by T-Mobile for each campaign provisioned	\$0

T-Mobile fees

Number pool configuration fee – effective 6/1/2022	Rate
<p>This one-time pass-through fee is charged by T-Mobile for each number pool provisioned through DCA during the implementation process. DCA will pass this fee through to Sinch, which will pass along to the customer. The fee is charged per Campaign ID.</p>	\$2,000
* Does not apply when Sub-ID is used to enable Campaign-ID for NP.	
Number non-usage fee – effective 12/1/2022	Rate
<p>T-Mobile will begin charging \$250 pass-through fee for any A2P 10DLC campaign that does not have any registered TNs associated. In the future, this charge will apply to any campaign that does not send messaging traffic over a rolling two (2) month period (enforceable at T-Mobile's discretion) Please note: it is the responsibility of the customer who provisioned the A2P 10 DLC campaign to deactivate campaigns that are not in use to avoid potential fees</p>	\$250
Number pool process fee* (Inteliquent) – effective 5/1/2022	Rate
<p>This one-time pass-through fee is charged by Sinch for each number pool provisioned with T-Mobile through DCA during the implementation process. The fee is charged per Campaign ID requesting number pooling approval.</p>	\$100

T-Mobile fees

Fees – effective 1/1/2024	Rate
Sev-O (Severity O) violation Tier 1: Phishing, smishing, social engineering. Tier 2: Illegal content (must be legal in all 50 states and federally). Tier 3: All other violations including but not limited to SHAFT.	Tier 1: \$2,000 USD Tier 2: \$1,000 USD Tier 3: \$500 USD
Fees – effective postponed – TBD	Rate
Grey Route Applies if you attempt to route A2P messages as P2P messages after 10DLC is enabled. (Please note that failure to migrate any 10DLC traffic from the legacy P2P connection to T-Mobile’s 10DLC platform in accordance with T-Mobile’s established timelines as outlined above constitutes “grey-route” non-compliance)	\$10 for each 10DLC message sent through grey route
Fees – effective date pending	Rate
Special business review request Applies to 10DLC edge cases that require special approval and configuration on the T-Mobile network outside of the regular 10DLC provisioning process. Examples: the use of proxy number (rideshare example), approval for sharing a 10DLC number or very high capacity required by brand in excess of what is normally required.	\$5,000

AT&T requirements and conditions

- Requires compliance with [Messaging Code of Conduct & CTIA Messaging Best Practices](#)
- Unregistered traffic will continue to be subject to P2P spam policies and traffic throughput restrictions.
- All A2P campaigns must be administrated on a separate NNID from any P2P Traffic.
- Campaign-level filtering effective as of June 2021, additional throughput available to certain message classes effective September 1, 2021.
- Message senders that register are assigned an AT&T messaging class and, because they are known entities, they will pay lower per message termination fees and are less likely to be marked as spam than unregistered message senders.
- Registration does not guarantee message delivery. If customers complain to AT&T about unwanted messages, the campaign may be subject to remedial treatment, including suspension and/or blocking of unwanted, fraudulent, or malicious messages.

AT&T WMC Global: 10DLC complaint monitoring program

For partners with direct connections to AT&T network

The goal of this program is to reduce unwanted messages being sent to AT&T customers by quickly identifying campaigns generating a high number of customer complaints and taking corrective action. Program monitors traffic for Unsolicited Messages and Phishing campaigns.

If high volume activity is identified, WMC Global will create an audit with one example message from that campaign. This audit will be published in WMC Global's Market Monitor platform, and company will be notified via email when an audit is published. Company will be expected to satisfy these requirements:

Unsolicited Message Alerts

- Must be addressed within five business days of publication
- RCA must be attached to the audit prior to the audit being closed, and must include:
 - Description, or URL if applicable, of how the service is being advertised to consumers
 - Active keywords
 - Opt-in process description
 - Consent record confirmation based on the message content and timestamp
 - TCR Campaign

ID Phishing Alerts

- Must be addressed within two business days of publication
- RCA must be attached to the audit prior to the audit being closed and must include detailed remedial actions taken to prevent further phishing activity.

In both audit types, Company is required to research and address the footprint of a messaging campaign, not just the singular instance include in the audit.

AT&T classes of service

Standard classes of service

- Registration will verify the Brand / Campaign information
- Verified Russell 3000 companies will get Class A or B
- All other verified campaigns will be assigned to Class E or F by default
- To move to a higher standard class, with corresponding higher throughput – Aegis / WMC vetting results will be required to qualify
- Campaigns/brands that cannot be verified will not be registered

“Special” classes of service

- Throughput and SPAM enforcement to the following classes will be at the number vs the campaign level
 - Class “G” – Proxy Number Pools
 - Class “N” – Agent / Franchise / Local branches
 - Class “Y” – Reserved for K-12 distant learning
 - Class “Z” – Platform Free Trial
- AT&T has re-named certain Message Classes (i.e., Election Campaigns – designation change to “K” and Carrier Exempt classes have been renamed)
Message traffic needs to be registered and assigned correctly via TCR and OSR for the traffic to be correctly rated and invoiced.

AT&T message class traffic and rates

Standard message classes	Description	TPM (transactions per minute)	SMS carrier fee (MT and MO)	MMS carrier fee (MT and MO)
A	Russell 3000 Company – Single use case	4,500	\$0.0030	\$0.0075
B	Russell 3000 company – Multiple use case			
C	Large business – Single use case	2,400		
D	Large business – multiple use case			
E	Medium business – multiple use case	240		
F	Medium business – multiple use case			
T	Small business	75		
W	Very small business/sole proprietor individuals/groups that do not fall into any other class*	15		
No message class (not tagged)	Unregistered traffic	Treated as P2P throughput rates and SPAM filters	\$0.010	\$0.015

* Requires carrier approval and additional CSP responsibility for campaign review and content screening

AT&T message class traffic and rates

Special classes require AT&T approval, facilitated by TCR

Special message class	Description	TPM (transactions per minute)	SMS carrier fee (MT and MO)	MMS carrier fee (MT and MO)
N	Agents, franchises, local branches	60*	\$0.0030	\$0.0075
S	Social engagement*	60,000	\$0.0030	\$0.0075
K	Election campaigns**	4,500		
X	Gov't emergency service/public safety**			
P	Charitable – only non-profit 501(c)3	2,400	N/A	N/A
Y * (**)	K-12 school districts***	720		
G	Proxy numbers/bridge services/anonymization	120*		
Z	Platform free trial	6	\$0.0030	\$0.0075

* TPM setting is on a per number basis

** Platform must obtain "double opt-in consent from customers and carrier approval is required

*** Requires AT&T approval

Verizon rules and regulations

Verizon uses CTIA guidelines as their code of conduct

- Be compliant with all legal and regulatory requirements, particularly TCPA, which requires proper opt-in to the campaign in order to prevent unsolicited messaging, or spam. Note that violations of the TCPA can result in regulatory penalties per message sent.
- Adhere to good opt-in and opt-out practices, and that calls-to action, terms and conditions, and privacy policies are clear to the subscriber.
- Keep track of subscribers who have opted out. Also ensure that the subscriber can get help when they text HELP or through a customer care number.
- Spam monitoring is in place and spam or fraudulent campaigns will be shut down immediately. Verizon has a zero-tolerance policy regarding spam, particularly with phishing. For any chance of restoration of the campaign, a full RCA must be provided within 48 hours of the incident. It's Verizon's decision whether they restore the campaign after acceptance of the RCA.
- To properly comply with TCPA, carrier deactivation files are available to help keep subscriber databases up-to-date to mitigate messages being unintentionally sent to subscribers who have deactivated their numbers or ported to another carrier.
- Content must adhere to all applicable laws and include proper age gating when associated with, but not limited to Sex, Alcohol, Firearms, Tobacco, and/or any other age-restricted content that must comply with legal regulations.
- Sharing the same long code for multiple content providers (or brands) is not permitted.
- Techniques to avoid spam filtering like snowshoeing (using many numbers to send messages to avoid detection) are against Verizon's policy and can result in the content provider being blocked. If you have a special use case, Sinch will be glad to work with you to identify an approach that will be acceptable to Verizon.

Verizon fees

Fee/Rate	SMS	MMS
10DLC traffic	\$0.00305 (registered)	\$0.0052
	\$0.01005 (unregistered)*	

* Effective starting on 7/1/23

Message type	Traffic throughput – measured at per sender (Number) level
SMS	6,000 TPM (transactions per minute)
MMS	25 TPS (transactions per second) subject to change

US Cellular fees

Message type	Per 10DLC message fee
SMS	\$0.005
MMS	\$0.010

SBR FAQ

T-Mobile special business review exceptions

SBR checklist and best practices

Tip 1

Prior to submitting forms, make sure that the use-case is consistent with T-Mobile's guidance and best practices.

ISVs and resellers are not a valid use case for number pool or messaging volume SBRs and will typically be rejected by T-Mobile. Please work with your providers to register applicable brands and research the sole proprietorship use-case with TCR, to see if it applies to you and your customer(s) before submitting the SBR request.

Tip 2

Verify all SBR fields match with what has been submitted into TCR.

SBRs without complete information in TCR will not be approved by T-Mobile

Login to the TCR portal to verify the following:

- Campaigns must be entered for existing use-cases
- Sample messages are accurate and complete
- Sample messages match the Primary Message Use Case. For example, if a brand selects Customer Care (Conversational Messaging) as their primary use-case, the message sample should be consistent.

Tip 3

Please use the latest T-Mobile form and do not attempt to modify the format

- Do not add extra columns with your company information
- Do not color-code the data
- Do not send as a link using Google Docs format. T-Mobile requires XLS only.

SBR checklist and best practices

Tip 4

Per T-Mobile's guidance, do not exceed a maximum of 10 Brands per SBR form.

This applies to both Number Pools and Messaging Volume requests.

If you need to file 100 SBR's, please use 10 forms.

Tip 5

Name the file based on the following format.

Do not send any formats other than Microsoft Excel.

Example file name:

- 10 DLC Number Pool Requests_Your Company_Brand.xls
- Special Business Review Messaging Volumes_YourCompany_Brand.xls

If more than one Brand, include the number of brands in the file name and be sure to list the specific brands in the body of the email as specified below.

Example file name:

- 10 DLC Number Pool Requests_Your Company_9 Brands.xls

SBR checklist and best practices

Tip 6

Make sure the email subject line includes key information pertaining to the request.

Example subject lines:

- NUMBER POOL Request <Brand 1, Brand 2, Brand 3...>
- <Brand 1, Brand 2, Brand 3> <Message Volume Request>

{Up to 5 Brands in Subject line}

Note: If more than 1 brand, please list them in the email body, referencing the attached SBR.

- Brand 1
- Brand 2
- Brand 3
- **
- Brand 10

Tip 7

If following up on a previously submitted SBR, reply to the existing email thread with [Case: #####] in subject line

Ensure that MessagingUseCase@inteliquent.com is in the to: or cc: line and the [Case: #####] is in the subject line.

Number pool requests

In the body of the email, a business justification must include a valid use-case of why the Number Pool is being requested.

Open the form. The Excel file includes two tabs: Ignore the Sub_ID tab. Unless otherwise instructed, use only the Campaign ID tab.

On the Number Pool Intake via Campaign ID tab, for each request follow these steps:

- For Direct Connected Aggregator, enter Sinch. Note: for some providers, DCA-1 and DCA-2 may apply, Sinch is always DCA-2 and hence must remain named in Column A.
- Enter your Brand Entity. Do not exceed 10 Brands per SBR form.
- Enter your Brand Website URL
- Enter the OSR Campaign_ID
- Enter the NNID = 103194, unless otherwise specified
- Enter your Business Use Case
- Enter the Reason for Number Pool Request
- Specify how many Phone Numbers you require (e.g., 100)
- Enter the Name of the NNID Owner = Sinch, unless otherwise specified
- For NNID already setup on DCA Partner? Select Yes
- Enter your Test MSISDN – this is a message enabled test TN number which is provisioned to the campaign ID and used for carrier testing
- For Letter of Authorization Provided? Select Yes (IQ has LOA in place)

Save the form using the naming format: Number Pool Request_Your Company_Brand

- If multiple brands, include the number of Brands in the File name with a maximum of 10 brands per SBR form.
- Example: Number Pool Request_Your Company_9 Brands

Messaging volume requests

- Check that you need a Messaging Volume Exception by referring to T-Mobile established messaging traffic limits. If your expected traffic need is higher than established limits, even after vetting, please submit Messaging Volume Exception.
- Open the form. The Excel file includes two tabs: Applicant Information Special Biz Msg Review Entries. You can enter multiple requests – one per line.
- On the Application Information tab, all fields are required.
We have pre-populated the contact details.
- Date of Submittal – enter the current date

On the Special Biz Msg Review Entries tab, for each request:

- Enter Sinch for the Direct Connected Aggregator. Note: for some providers, DCA-1 and DCA-2 may apply, Sinch is always DCA-2 and hence must remain named in Column A.
- Enter the Content Provider. This is the brand creating the content. If your Company is DCA-1, then indicate your company name here in Column B. E.g. {YOURCOMPANY} – {Content Provider Name}.
- Enter the Brand Entity. Do not exceed 10 Brands per SBR form.
- Select the Brand Industry Sector from the cell drop-down.
- Enter the URL for the Brand Website.
- Enter the TCR Universal EIN. The correct format is: {US_{Brand's 9-digit EIN number} International brands will contain a non-US country identifier in TCR. Please provide that same information in this field.
- If Publicly Traded select Yes from the cell drop-down; otherwise, select No.
- Enter the TCR Vetted Score. Select the Vetted Source using the cell drop-down. {Do not make free-form comments in this cell}.
- Enter the Daily Traffic Forecast Select the Primary Msg Use Case from the cell drop-down. This field is required.
- Select the Secondary Msg Use Case from the cell drop-down.
- Select the Tertiary Msg Use Case from the cell drop-down.
- Enter the Campaign Overview. Provide information pertaining to Campaign such as Messaging Type, Content Type and Campaign ID. This is the same information submitted to TCR.

What to expect for SBRs

Notification of approval/denial takes an average of two weeks

Number pooling

- If approved, T-Mobile will set up and validate using the test phone number provided
- T-Mobile will test and communicate test results at a campaign/test phone number level
- If not approved, Sinch will communicate the result and reason as soon as possible

Messaging volume

- If approved, T-Mobile will make the appropriate configurations at the brand level
- If not approved, Sinch will communicate the result and the reason as soon as possible



Thank you
