

# Frequently Asked Questions: A2P 10DLC

Question	MNO	Answer
<p><b>NEW:</b> Why is my campaign suspended?</p>		<p>Please do not misrepresent your traffic and be sure to verify that the Message Class (AT&amp;T), Descriptions and Sample messages submitted to TCR accurately reflect the messaging content that consumers will receive. Incorrect registration for classes X, P and Y will not be tolerated and will result in severe consequences, including but not limited to campaign suspension.</p>
<p><b>NEW:</b> How do I view and manage OSR properties directly in NetNumber?</p>		<p>Be sure to review to the OSR documentation, which explains how to check OSR database attributes. Specifically, refer to the Override Service Registry RESTful API Specification on how to manage OSR Properties from NetNumber.</p> <p>If you have not correctly assigned and populated your Campaign ID and NNID, it will result in higher rates charged by AT&amp;T and T-Mobile*.</p> <p>*Note that for T-Mobile, context=A2P is also required.</p>
<p><b>NEW:</b> Is group MMS supported on 10 DLC?</p>		<p>Based on technical challenges identified, we recommend that you do not launch group MMS at this time. While it's not yet confirmed that the solution is available across the Tier 1 Carriers, we will keep the ecosystem updated as we learn more.</p>
<p>How do mobile operators define A2P versus P2P?</p>		<p><b>P2P:</b> 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.</p> <p><b>A2P:</b> 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.</p> <p>Note that these terms are categories, not descriptions of traffic.</p> <p>♣ Messages may be sent by an individual and still be Non-Consumer A2P if the individuals sending messages are</p>

	<p>acting in a role of a business (employee, representative, manager, etc.)</p> <p>Typically, if a service is sold to a business or used by a business, the messages are A2P</p>
<p><b>Can Campaigns be shared across Brands?</b> <b>Can TNs (10DLC numbers) be shared across campaigns?</b></p>	<p>No. A Brand can have multiple Campaigns and a Campaign can have multiple numbers (up to 49 TNs).</p> <p>However, each number can only be assigned one Campaign and each Campaign can only be registered to one Brand (Company).</p>
<p><b>Why is traffic blocked on an approved campaign?</b></p>	<p>Even if a campaign is approved and registered by any carrier, content can still be picked up by filters and fingerprinting or be subject to consumer complaints, and ultimately blocked. Campaigns can also be suspended (often indefinitely) for these reasons.</p>
<p><b>What is the implication of un-registered messaging traffic on Inteliquent?</b></p>	<p>Inteliquent is planning on blocking un-registered A2P 10DLC traffic on or around 1/27/2022 ahead of T-Mobile Grey Route \$10/messaging non-compliance fees that may be applicable for traffic routed as P2P. At this point, we are not aware of any operators officially announcing any blocking dates. The FCC has not mandated any requirements related to A2P 10DLC.</p> <p>While messages may not all be “blocked” because they are not registered, they will almost certainly drive unregistered per message fees and could result in non-compliance fees if patterned behavior is observed. The normal filtering mechanisms are still in place and may block messages for fingerprinting/content/etc.</p> <ul style="list-style-type: none"> <li>• Some operators may begin to block unregistered A2P 10DLC traffic</li> <li>• DCA’s (Syniverse/SAP) may begin to block traffic</li> <li>• Traffic may be subject to priority and throughput limitations/considerations</li> <li>• Unregistered traffic fees per message by carrier will apply</li> <li>• Steep non-compliance fees could be imposed by the Mobile Network Operators</li> </ul> <p>If a number is blocked/shut down, it cannot be appealed, and at this point a new brand and campaign would need</p>

		to be registered and then campaign provisioned to the number.
<b>What if I try to assign more than 49 TNs to a campaign on my Inteliquent account?</b>		If you try to provision the 50th number to a campaign, "Maximum number of TNs already assigned to campaign" will be returned via the portal or API.
<b>Can a Company/Brand have multiple brand IDs with a single CSP? Is throughput tied to the Brand?</b>		<p>Throughput is tied to the EIN, not the brand ID. T-Mobile uses the Universal EIN to manage the daily throughput limits.</p> <p>So, if the same brand wants to register 10 times with the same CSP, they absolutely can. They will receive different brand IDs for each registration, but the brand itself will not receive any additional throughput by doing so.</p> <p>They will just be charged 10x the brand reg fee for no added benefit. Of course, there are legit reasons why a brand would want to register more than once with the same CSP (maybe they need it to sort things internally on their end, etc).</p> <p>Along the same lines, if a brand registers with multiple CSPs using the same EIN, their daily throughput is shared across all of their different registrations, at the per EIN level, not per CSP.</p>
<b>I selected "Number Pool" in TCR – why am I unable to assign more than 49 TNs to my campaign?</b>	T-Mo	<p>Selecting Number Pool in TCR on Campaign(s) which were approved by operators is not an indication of actual Number Pool being approved by the carrier.</p> <p>T-Mobile requires a pooling request be submitted for review and approval.</p>
<b>Which Messaging Classes can be set up as a Number Pool?</b>	AT&T T-Mo	<p>On AT&amp;T, Class N and Class G is set up as a Number Pool by default and approvals are required, which is handled via TCR.</p> <p>TCR has defined a number pool flag, which is applicable for both T-Mobile and AT&amp;T, however you'll need to follow the SBR process for T-Mobile before your number pool will be approved.</p>
<b>Is messaging templating required?</b>		<p>It is highly recommended (almost required) that content has the following items at minimum:</p> <ul style="list-style-type: none"> <li>• Standard format leading with brand name (company who is sending the content) – e.g. "Toyota: Reaching out about your new vehicle..."</li> </ul>

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		<ul style="list-style-type: none"> <li>Opt-out language in EVERY communication – e.g. “Toyota: Reaching out about your new vehicle. To opt-out reply STOP”</li> </ul>
<p><b>What is TPM and how is TPM calculated?</b></p> <p><b>Is it averaged over a minute?</b></p>	AT&T	TPM is defined as transactions per minute (text messages per minute). In general, filters depend on when your messages are sent. If 60 messages are sent within first second, wait until the next minute to avoid being blocked by AT&T’s velocity filters. Note that AT&T has built in some tolerance because of latency, etc. Once more specifics are available, we will be sure to share them.
<b>How is TPM handled for Class N?</b>	AT&T	Generally, velocity filters and TPM are currently managed at a CAMPAIGN ID level, however, some TPM is managed at the TN (number) level.
<b>What is the maximum throughput for MMS traffic?</b>	AT&T Verizon	<p>[AT&amp;T] The current MMS setting is 50 TPM (transactions per minute), which is currently measured at a per sender (TN) level. This setting is subject to change in the future.</p> <p>[Verizon] The current MMS setting is 25 TPS (transactions per second), which is currently measured at a per sender (TN) level. This setting is subject to change in the future.</p>
<b>How do we set up Proxy numbers?</b>	AT&T	Class G and Class N must be approved via the standard registration and preapproval process with TCR. Should you have questions about the status of this approval process, please contact TCR at the contacts listed on Page 4.
<b>Can TCR Edit a campaign?</b>		Additional functionality enhancements are in progress to make it possible to edit several fields campaign. {Class, Use-Case Submitted}. In the meantime, please re-submit the campaign.
<b>What do we do if we notice blocking?</b>		First check to make sure that the traffic is associated with a campaign that has been registered with TCR. If receiving error code 104 or 105, it’s best remediated by getting campaigns registered with TCR so that the appropriate velocity filters can be assigned. As previously noted, filters for P2P traffic are more sensitive than A2P filters. If you are noticing incorrect filters placed on registered campaigns (error code 104, 105, or 106), DCA/CNP will help troubleshoot.
<b>Where can I find more information on the vetting process, should we wish to challenge our score?</b>		The TCR score is kind of like a credit score. It hits public databases for verification. For \$40 per campaign, companies can opt for an initial vet via TCR/ Aegis. More information can be found on <a href="http://www.campaignregistry.com">www.campaignregistry.com</a> . In addition, a secondary vet is possible with WMC

		(charges apply), where companies can learn the basis of their score and appeal it.
<b>How do I apply for a P2P exception?</b>		<p>The campaign registry (TCR) will be managing this process going forward.</p> <p>P2P / Use-case exceptions should be sent to:  <a href="mailto:MessagingUseCase@inteliquent.com">MessagingUseCase@inteliquent.com</a></p>
<b>Where can I find more information on 10 DLC error codes on MMS?</b>	AT&T T-Mo	AT&T and T-Mobile haven't published 10 DLC- specific error codes for MMS at this time.
<b>How do we get informed of passing a velocity limit? Via DLR, an Error Code or other method?</b>		DCA receives and shares error code updates from carriers with CNPs. Depending on configuration, customers will have different error code responses and behaviors.
<b>What are the important steps when sending 10 DLC traffic live?</b>		<p>If registering on TCR, be sure to elect Syniverse as your DCA. Next, you will need to enable each operator via the TCR portal.</p> <p>If these steps are not followed, you will see error messages on your traffic.</p> <p>There are some additional steps for T-Mobile to facilitate 10 DLC provisioning activities on T-Mobile/Sprint performed by Inteliquent.</p>
<b>Are there any updates about resellers using a single brand and campaign?</b>		No, the carriers need to know who is sending the message. Each company creating and sending content needs to be set up as a brand and a campaign needs to be created for each different use case for what the content is and why it is being sent.
<b>Is the T-Mobile surcharge applicable only for registered brands?</b>	T-Mo	No. T-Mobile passthrough fees apply for all A2P traffic.
<b>What type of justification is acceptable to get approval for multiple NNID's?</b>	T-Mo	<p>Customers who need a separate NNID's for QA/ Testing reasons can request this exception for T-Mobile approval. Other scenarios include technical billing justifications; for example, you plan to consolidate your NNID's but there is a technical billing project which must first be completed.</p> <p>In addition, a test phone number is required for each NNID requested. This is required for T-Mobile to provision the requested NNID's.</p>

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<p><b>Do activation fees apply for any campaigns migrated on/after October 1, 2021?</b></p>	<p>T-Mo</p>	<p><u>Effective date postponed:</u> This fee applies on a per campaign basis for any new campaigns created on or migrated to T-Mobile's 10 DLC platform and will be invoiced in the next applicable billing cycle.</p>
<p><b>Is there a per Brand limitation on the number of campaigns with the same use case?</b></p>		<p>From TCR perspective, a standard brand can have multiple campaigns of the same type, but the Mobile Operators perceive this as snowshoeing which could result in Code of Conduct Non-Compliance Fees. Each campaign has the 49 number limit (which is policed by the Mobile Operators and the messaging providers – e.g. Inteliquent has limits set to 49 numbers max assignment per campaign bc T-Mobile also limits it)</p> <p>From a low volume mixed use case perspective, a standard brand can have multiple low volume mixed use cases, however, the T-Mobile network sets the limits at the BRAND level – meaning if you had two low volume campaigns under one brand, each campaign would max out at 1K msgs per month for a total of 2K msgs/mo. ATT does this at the campaign level – so it would be the 2K max msgs/month per campaign.</p> <p>Inteliquent advises its customers to use a single campaign and submit the Pooled Number request which is more likely to get approved when numbers are grouped by a single brand for the approved use case. This will be more cost effective in the long run and also is the proper way to set it up from the Mobile Operator's perspective.</p>
<p><b>What are my options as a UCaaS provider with conversational traffic?</b></p>		<p>If a UCaaS platform allows their users to generate content themselves, then each user (end customer brand) will need to be registered individually within TCR. How each user/brand is registered depends on each of their needs. The UCaaS platform would then be the CSP, if they do the registration themselves, or the reseller if their CNP (connectivity partner) registers on their behalf.</p> <p>If a UCaaS platform generates and controls the content of each message, then they can be the Brand that is registered within TCR.</p>