

A2P 10DLC Messaging Registration Program

In partnership with The Campaign Registry (TCR), the Tier 1 Mobile Network Operators (MNOs) have implemented an A2P 10DLC registration program intended to identify and mitigate US Long Code SPAM/UNWANTED messages delivered to consumer handsets.

TCR provides central management registry of brands and campaigns required for 10DLC messaging (<https://www.campaignregistry.com/>)

All messaging traffic via 10DLC destined for Tier 1 MNOs must comply with TCR registration requirements.

A2P Messaging:	Defined by CTIA as messages sent from any non-consumer (business, organization, or agent of a business) to a consumer, regardless of an application or person sending the message.
10DLC:	10 Digit Long Code, aka phone number
Brand:	The company or entity the receiver believes is sending messages
Campaign:	The use-case / reason for messages

Messaging Service Provider (CSP) Requirements

- Register with TCR as a CSP (Campaign Service Provider)
- Register individual Customer Brands which use your messaging services to send messages to their consumers
- Register one or more campaigns *per Brand* to accommodate customer use cases and message enabled 10DLC number inventory
- Apply for number pooling with T-Mobile via your CNP for any campaign requiring more than 49 numbers to be assigned
- Load TCR registered brands and campaigns to your messaging connectivity partner provisioning account and assign numbers to campaigns.

Messaging Sender (Brand) Requirements

- Provide details for brand & campaign registration to your messaging provider
- All messaging conducted must follow [CTIA Principles & Best Practices](#) and abide by [T-Mobile](#) and [AT&T](#) Codes of Conduct.
- Message flow must include consumer opt-in/opt-out/help options
- Sender must maintain and use data associated with opt-in/opt-out
- Messages should include brand name and have clear call to action
- Disallowed content is strictly prohibited, including but not limited to unlawful activities and deceptive, fraudulent, unwanted, or Illicit content