



## Quick Reference Guide for 10DLC Approval

This Quick Reference Guide includes useful information aimed at helping you with your 10DLC Brand and Campaign registration throughout your phone number's 10 DLC approval process. You will find an overview of 10DLC, FAQs and examples of key elements that need to be included in the 10DLC registration. Ensuring that all fields in the form are correctly filled will improve the chances of a campaign being approved during campaign vetting.

### FAQs

#### What is A2P 10DLC?

10-digit long code (10DLC) is the format used by mobile carriers for calling and texting and was originally intended for person-to-person (P2P) SMS traffic between familiar contacts, like family and friends. Recently, businesses have begun sending SMS traffic from applications to persons, which has created a new classification called App-to-Person (A2P) business texting. For more information about A2P 10DLC, [check out our blog](#).

#### Who is requiring A2P 10DLC registration and why?

The A2P 10DLC registration is a trust mechanism that leading U.S. mobile carriers such as AT&T, Verizon, T-Mobile/Sprint, US Cellular and others put forth to protect their mobile users from spam and unsolicited messages. With A2P 10DLC registration, mobile carriers are providing mobile customers the assurance that the text messages they receive from their friends, family, and now businesses, are trust-worthy and free of spam or communications from companies they have not given their consent to.

#### Is messaging to Canada affected by A2P 10DLC registration?

Text messages sent from a Canadian number to a U.S. phone number are subject to A2P 10DLC registration, so the Canadian business phone number will need to be registered with [The Campaign Registry](#). It's important to note that text messages sent to Canada are not impacted by these new recommendations – yet. Canadian mobile carriers may introduce registered A2P 10DLC solutions in the future, but at this time, carriers have not announced any plans to do so.



### **Which businesses are affected by 10DLC registration?**

All businesses who send text and SMS messages to internal employees, customers and/or other businesses in the United States.

### **Do I have to register if I only have one number and don't send a lot of messages?**

Any business that wants to use SMS to communicate with its customers and/or employees or other businesses needs to register. This is not limited to businesses that do mass texting or marketing. If messages are sent individually from someone at the business, it is still considered A2P messaging.

### **We are not running any campaigns, why do we have to register?**

The term "Campaign" is the terminology used by carriers for linking SMS to companies. The Campaign defines the type of content you will be sending via SMS.

### **We don't have a website, do we need a privacy policy?**

Yes, if you don't have a website, you will need a privacy statement. The statement can be added to your social media or contact page. You must provide a link to the privacy statement.

### **Do we need to answer all the questions on the 10DLC web form?**

Yes, incomplete forms will not be processed. There are examples provided with each question on [Cloudli's 10DLC web form](#). You can copy and paste the examples into the answer field and add more information if needed.

### **How long does it take to get approved?**

It can take up to seven days to get approved.



## Examples of Questions and Answers on a 10DLC Form

Please replace the RED bolded text with your company information as this is required information. Once complete, you can copy and paste the below text into the form's answer field and add information as needed.

**KEYWORDS:** The OPT-IN, OPT-OUT and HELP questions require Keywords, which are bolded in the below examples. There are typically three Keywords per question.

Please make sure your answers match the question being asked. Answers in the wrong place take longer to process and may be rejected.

### OPT-IN

**YOUR BRAND NAME:** You are now opted-in to receive text messages. To opt-out, reply STOP and you will no longer receive text messages. For **HELP**, type **HELP** or contact Support: **enter your support email address or phone number**. Message and data rates may apply.

### OPT-OUT

**YOUR BRAND NAME:** Reply **STOP** to unsubscribe and to stop receiving text messages. For **HELP**, type **HELP** or contact Support: **enter your support email address or phone number**. Message and data rates may apply.

### HELP

**YOUR BRAND NAME:** For **HELP**, type **HELP** or contact Support: **enter your support email address or phone number**. To opt-out, **REPLY STOP** and you will no longer receive any messages. Message and data rates may apply.

### CAMPAIGN DESCRIPTION

**YOUR BRAND NAME:** Example (sends out appointment reminders and updates on business hours and availability). **Please provide a clear description!**



## Call to Action (CTA)

**YOUR BRAND NAME:** Callers verbally agree to receiving text messages. Message is sent. You are now Opted-In to receive text messages. To opt-out, reply **STOP** and you will no longer receive text messages. For **HELP**, reply **HELP** and/or contact Support: **enter your support email address or phone number**. Message and data rates may apply. To view our Privacy Policy: **paste Privacy Policy link here**. NOTE: phone number collected on web form is not being used for SMS.

## Sample Message

**YOUR BRAND NAME:** You are receiving this message because you have verbally agreed to opt-in to receive text messages. **EXAMPLE** (Your appointment has been scheduled DATE/TIME) To opt-out, reply **STOP** and you will not receive any further text messages. For **HELP**, type **HELP** or contact support: **Support email address and/or phone number**. Message and data rates may apply.

## Privacy Policy

**YOUR BRAND NAME: EXAMPLE:** No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.