



Short Codes / 10-DLCs / Toll Free #s

Understanding Your Messaging Options

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Our platform offers multiple technologies to support the delivery your messages.

Our messaging capabilities include:

- Short Codes (5 or 6-digit Shared & Dedicated numbers)
- Local 10-DLCs (10-Digit Long Code numbers)
- Text Enabled Toll Free #s (8** business numbers)

Each of these technologies has certain benefits & limitations that will be reviewed in this document.



Common Short Codes

Short codes are 5 to 6 digit abbreviated phone numbers used to deliver **commercial, high volume (A2P)** messaging in the United States & Canada.

- Our platform provides users with shared short codes at no cost
- Dedicated short codes can be setup for users
 - Application process w/ carriers can take 2-3 weeks
 - Dedicated short code costs:
 - \$1,800 one time setup
 - \$500 monthly lease fee (for a random code)
 - \$250 monthly maintenance fee



Common Short Codes

Pros

- High messaging volume & throughput capabilities
- Pre-approved by carriers
- #s are generally easy to remember
- SMS + MMS supported
- No spam filtering on messaging content

Cons

- Potential lack of keyword availability on shared codes
- People can accidentally opt-in to wrong campaign on shared codes
- High cost, plus 2-3 week process for new dedicated short codes
- Subject to carrier audits



Local 10-DLCs

Local 10-Digit Long Codes (**10-DLCs**) are generally used for one-on-one (P2P) messaging between a business and its' subscribers.

- Existing business phone lines can be “text enabled” and activated for text messaging.
 - This does not impact the existing voice service
- New 10-DLCs can be requested by specifying desired local area codes.
- 10-DLC costs: \$35/setup + \$5.00/month



Local 10-DLCs

Pros

- Dedicated for the user (not shared with others)
- Access to ALL available keywords desired
- “Local” feel for two-way messaging
- Can be setup in minutes
- Low cost

Cons

- **NO** high volume throughput available
- ~1 message per second
- Carriers want balanced ratio of inbound to outbound messaging
- SMS only at this time
- Spam filter on messages



Text Enabled Toll Free #s

Toll-Free #s are 8xx numbers that can be dedicated to a user and support high volume (A2P) messaging.

- Existing business toll-free #s can be “text enabled” and activated for text messaging.
 - This does not impact the existing voice service
- New Toll Free #s can be requested on demand
- Toll Free # costs: \$35/setup + \$5.00/month

Text Enabled Toll Free #s

Pros

- Dedicated for the user (not shared with others)
- Access to ALL available keywords desired
- Capable of high volume and throughput
- Can be setup in minutes
- Low cost

Cons

- SMS only at this time
- Spam filter on messages

10-DLC & Toll Free #s - Spam Filtering

Because 10-DLC and Toll Free #s do not go through a formal application and approval process with the carriers, the messages are subject to additional spam filtering.

- Spam filtering will look for and potentially reject messages containing:
 - References to CBD content
 - References to cannabis / marijuana content
 - Certain public short URLs (bit.ly, tinyurl, etc.)



What solution is right for you?

Use the flowchart to help guide your decision:

