REGISTERING
A2P 10DLC

Manage   Usage Summary   Reg

t Center

st Center provides products that can improve customer engagement by in

✓   For **A2P Brand Registration** Business Profile setup is **not** required. Dir

✓   **Business Profile Setup** would still be required for SHAKEN/STIR trusted

A2P Brand and Campaign Registration (SMS)

Avoid additional carrier filtering by registering for A2P messaging capabilitie
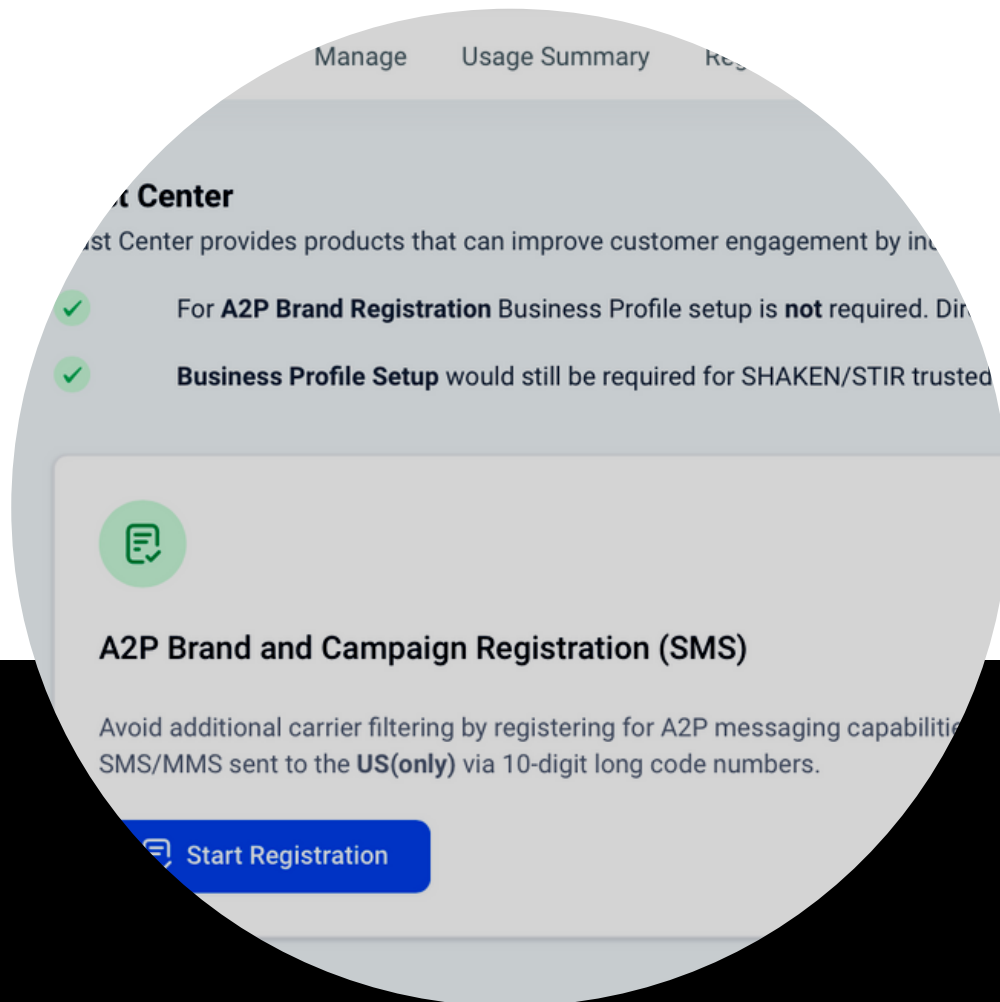SMS/MMS sent to the **US(only)** via 10-digit long code numbers.

    Start Registration

INTRO

WHAT IS A2P?

In-brief, it's the large US carriers coming together and forming a centralized repository where businesses who want to send text messages need to register. Here's the general idea. If you, have you ever gotten a text message you didn't want to get from someone you didn't know or some spam or whatever, A2P 10DLC will prevent that from happening.

A2P — This stands for "Application-to-Person". It refers to the system by which an application sends messages directly to your audience.

10DLC — This stands for "Ten-Digit Long Code". It refers to the 10-digit numbers that we traditionally associate with a business phone line in the US.

WHAT IS SHAKEN/STIR?

SHAKEN/STIR is a set of protocols designed to authenticate caller ID information and verify that it is coming from a legitimate source. The protocol works by using digital certificates to validate the caller's identity.

When a call is made, the caller's identity is verified through these certificates, which are then stored in an online database. This ensures that when someone receives a call, they can trust that it is coming from who they think it is.

CONTENTS

01

COMPLETE BUSINESS PROFILE

1 The first step is to complete the Business Profile and Authorized Representative sections within the Sub–Account Business Profile. This can be found by going to Sub–Account > Settings > Business Profile

- Fill out general information
- Fill out business physical address & information
- If you have a US entity or an International Tax ID, use EIN to register your business profile and to avoid brand registration failures.

2 Tips to know while filling this information out
- Use your cell number for business phone, this way they can confirm your info after registering
- Your Legal Business Name and street address should **reflect** the information on your CP575 form from the IRS

COMPLETE BUSINESS PROFILE

Business Information	1. Legal Business Name
	2. Business Physical Address
	    a. (Street Address, City, State/Province/Region, Postal Code, Country)
	3. Business Type
	    a. (Sole Proprietorship/Partnership/Corporation /Co-Operative/LLC/Non-Profit)
	4. Business Registration Number/Tax EIN (preferred) and Type
	    a. (DUNS or Business License)
	5. Industry
	6. Website
	7. Regions of Operations

Authorized Representative	1. Name 2. Email 3. Title 4. Phone Number 5. Job Position a. (Director/VP/GM/General Counsel/CEO/CFO)

02

A2P 10DLC REGISTRATION

In-brief, it's the large US carriers coming together and forming a centralized repository where businesses who want to send text messages need to register. Here's the general idea. If you, have you ever gotten a text message you didn't want to get from someone you didn't know or some spam or whatever, A2P 10DLC will prevent that from happening.

A2P
This stands for "Application-to-Person". It refers to the system by which an application sends messages directly to your audience.

10DLC
This stands for "Ten-Digit Long Code". It refers to the 10-digit numbers that we traditionally associate with a business phone line in the US.
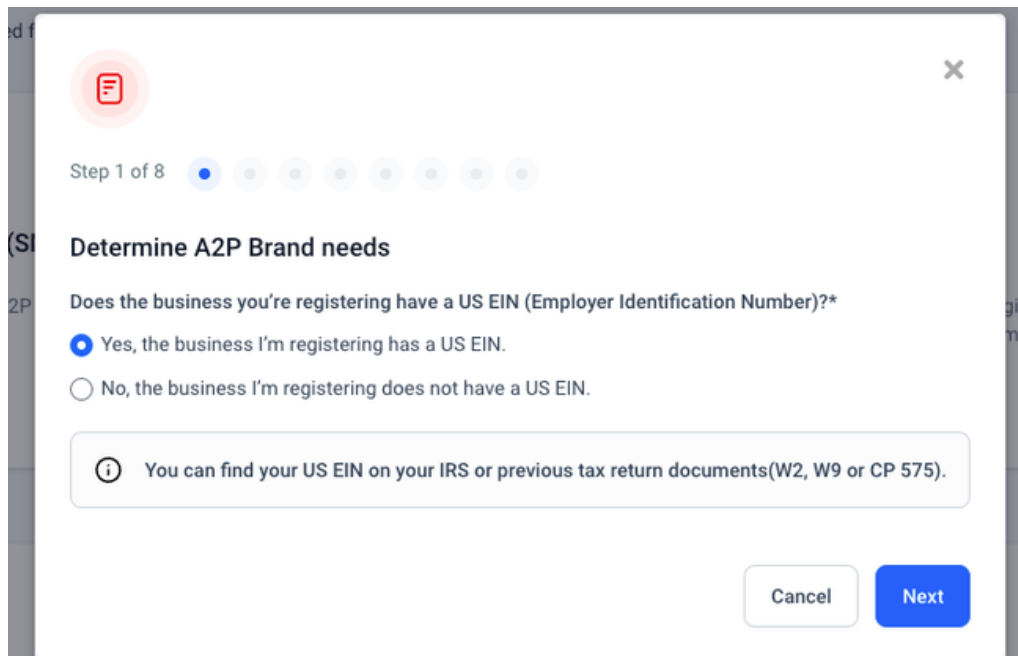
Without transitioning to A2P you will see...
- delivery failure
- blocked messages
- reduced deliverability rates

Using A2P 10DLC numbers...
- reduces messages being flagged as spam
- ensures SMS marketing efforts remain efficient and effective
- establish a more trustworthy and reliable communication channel with customers
- compliant with regulations

1 Head to the Trust Center and hit the A2P registration

2 Follow the below instruction to choose the right path for your A2P brand registration:

- If the business has a Tax Number (EIN for US, CCN for Canada, etc.), Please select "Yes, the business I'm registering has a US EIN"(Standard Low Volume Brand Registration).
- If the business does not have a Tax Number but operates from a valid Business Address in US/Canada, Please select "No, the business I'm registering does not have a US EIN"(Sole Prop Brand Registration).

If the business does not have a Tax ID and the business address is not in US/Canada, unfortunately, they cannot proceed with A2P Brand Registration. In this case, the best alternative would be to use Toll-Free numbers after completing the registration process

1

A2P Brand and Campaign Registration (SMS)

Avoid additional carrier filtering by registering your Business Profile SMS/MMS sent to the **US(only)** via 10-digit long code numbers.

[Start Registration]
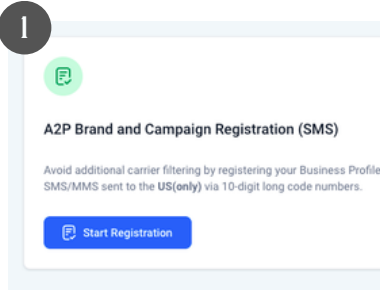
Register the newly created Business Profile for A2P 10DLC capabilities by creating a US A2P brand. This will register the business for US A2P10DLC capabilities.

- This is done whether you are a Sole Prop or have an EIN
- Click on the "Start Registration" Button.
- Check the brand registration details & click Next.

2

×

Step 2 of 4 ✓ ● ◌ ◌

Enter campaign details
Enter the campaign details and description

A2P Campaign Use Case*

Low Volume Mixed ⌄

Campaign use case description*

Example: This campaign sends one-time passcodes to the end users when they try to log into our company's website.

Ⓖ

Min length: 40 characters. Max length: 4096 characters.

Cancel   Next
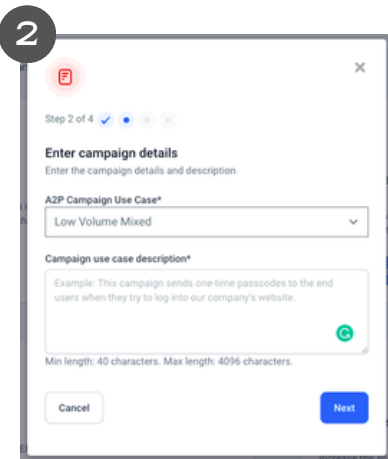
Select the Campaign Use Case & enter it's description.

- Select "Low Volume Mixed" – it is not recommended to use any other category. The description should be 2–3 sentences describing the various use cases.

> *Hello,*
> *Please select the campaign use case and enter a description. We recommend the following description for your campaign:*
>
> *"The campaign sends notification messages for one time login passcodes, event reminders, and various other customer subscribed updates. Secondly, the campaign is used for transactional communication between the business and customer where the customer has initiated the communication. Lastly, the campaign may include some promotional messages sent to exclusively double-opt-in customers."*

3

×

Step 3 of 4 ✓ ✓ ● ◌

Enter campaign details
Add Sample messages

Sample message #1*

Example: Your one-time passcode is 123456 and will be valid for next 10 minutes.

Min length: 20 characters. Max length: 1024 characters.

Sample message #2*

Example: Your one-time passcode is 123456.

Min length: 20 characters. Max length: 1024 characters.

☐ The message will include an embedded link
☐ The messages will include phone numbers

Cancel   Next

Provide Production Sample Messages (cont.on next page)

- Providing Production Sample Messages is an integral part of succeeding in the A2P10DLC registration.

- It is integral that you follow the tips listed below as they are an important clarification on precisely how to breeze through the verification.

Hello,
Next we will submit your "sample messages" that the carrier will evaluate against your use case to ensure it is compliant with their policies.

Here are some tips:
- *Ensure consistency in brand, website, and sample messages*
- *Use cases must be in line with the "mixed" method you selected.*
- *Consistency in email domain and company name for messages and brand profile.*
- *The website, if a link is included, must be valid and working.*
- *Submit messaging only for the brand you are registering.*
- *Do not submit registration for more than one business across all of Twilio. In other words do not use the same business information in multiple sub-accounts.*
- *If your messages are to include merge tags include those by enclosing them in [brackets] such as [Bob]*

Best Practice	Examples
Consistency in **brand, website & sample messages**	If your brand name is Acme, your website is www.acme.com, but your sample messages say "Here's your one-time passcode for logging into www.contoso.com", your campaign will be rejected
Consistency in **sample messages & use cases**	If you register a marketing campaign, but sample messages say "Here's your one-time passcode: 123456", your campaign will be rejected
Consistency in **email domain & company name**	If you register a brand as LeadConnector Inc, but you provide an email address with the gmail domain names, your campaign will be rejected. *Note that this check only applies to large, well-known corporations that should have dedicated email domains
Make sure you submit **real, working websites**	If you indicate that your customers opt-in to your messages via the website, but provide a website address that does not function, your campaign will be rejected. We have found that you should give a link to a specific page with your optin form and not just a general web address.
Make sure the brand you register is the **actual brand that you're sending messages for**	For ISV customers, if you register a brand with your own company's information (e.g. a company that provides tech for dental offices), but end up sending messages for your customers (e.g., individual dentist practices), your campaign will be rejected
Make sure you create **as few duplicative brands and campaigns as possible**	Excessive brands with the same EIN and excessive campaigns with the same campaign attributes may be seen as high-risk and may result in campaign rejection
For templated messages, make sure to **indicate the templated fields in sample messages with brackets**	This will help reviewers better identify which parts are templated. For example, please write "Dental check due for [Mary Doe], Visit [www.contoso.com] to schedule an appointment or call [123-456-7890]"

Provide Details Around End-user Consents and Opt-in

Next, provide the details around end-user consents and opt-ins. It is imperative this section be completed appropriately as it is one of the cornerstone requirements.
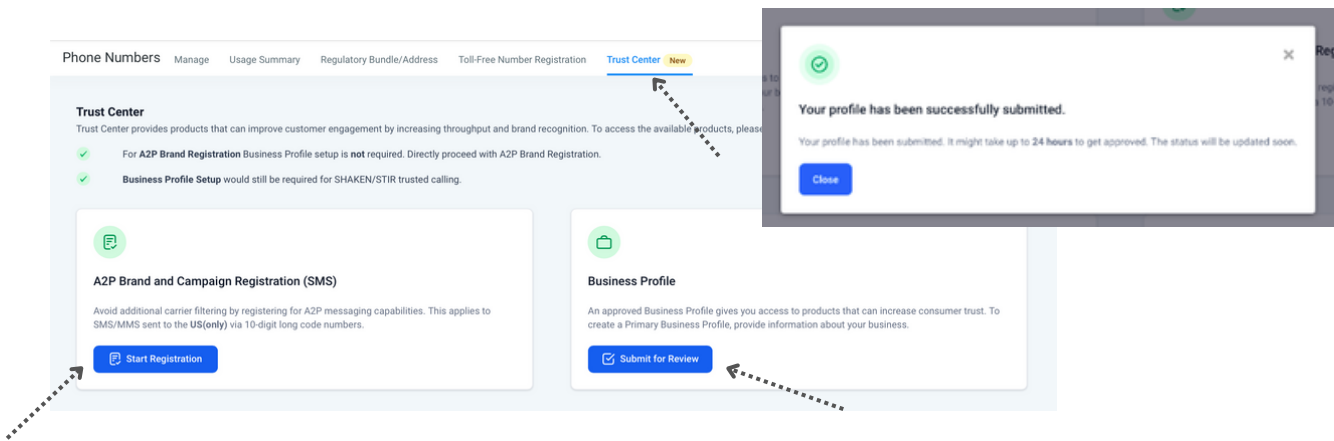
> Hello,
> Next we will submit your end-user consent and opt-in information. Please be aware that this component is critical in your approval so we highly recommend you follow these guidelines:
> - Make sure consumer opt-in is collected appropriately.
> - Make sure *opt-in language* is available on your website if you indicated in the "message flow" field that a consumer opts into your campaign on your company website.
> - We recommend having *opt-out language* in at least one of your sample messages.

Best Practice	Examples
A2P 10DLC Opt-In Description such as Customers and visitors opt in via our website by explicitly checking a box to agree to SMS terms at https://domain.com/contact. Notice the link, make sure you have the form visible because the link will be checked	The checkbox reads "Opt In to Receive SMS Notifications, Alerts & Occasional Marketing Communication". Plus additional information is provided that reads "By opting in for SMS communication, you agree to receive notifications at the phone number provided. Typical messages include customer support replies, appointment reminders and links, account information, transaction notices, product information, webchat replies, optin and optout notifications and occasional marketing messages. Consent is not a condition of purchase. Reply OUT to unsubscribe. Message frequency varies. Msg & data rates may apply. Your Privacy is our priority. Your information will not be shared." Customers and visitors can also opt in by submitting a keyword such as "start" or "join" to our SMS number and confirming their agreement to receive messaging from us.
Make sure consumer opt-in is collected appropriately	If you indicate you collect opt-in via text messages, but your sample messages say "Hi, is this the owner of 123 Oak street? I'd like to discuss how I can help you sell your property", it is clear that you have not collected appropriate consent before sending messages and your campaign will be rejected.
Make sure opt-in language is available on your website if you indicated that a consumer opts in on your company website	If your brand Acme uses its website, www.acme.com, to collect phone numbers but your website does not contain opt-in language such as "By providing your phone number, you agree to receive text messages from ACME. Message and data rates may apply. Message frequency varies.", your campaign will be rejected.
Opt-out language in at least one of your sample messages	For example, please consider adding language such as "Please reply STOP to opt out" in one of your sample messages

03

TRUST CENTER: BUSINESS PROFILE

1 Within the Trust Hub, create your Business Profile. This step validates your business identity. This step is **only** if you have an EIN. You will do this once.

- **Under General Information:** The Legal Business Name
- **Under Business Physical Address:** The Business Address and other metadata
- **Under Business Information:** The Business' identity within the ecosystem, the Business type, ID, industry, website URL, and region information
- **Under Authorized Representative:** The Point of Contact details for the Business

The submission may take up to 72 hours for approval. Make sure to review your customer business profile information before submitting it. If any of the required information is missing before submission you will receive an error message

2 Click on the "Update Business Profile" to directly move to the Business Profile page and update the missing fields.

3 Once all the details are filled in, visit the Trust Center and click on "Submit for Review", it will process and submit the registration details.

The status will be changed to "In-Review" and you will get a confirmation that "Your profile has been successfully submitted".

SHAKEN / STIR TRUSTED CALLING (VOICE)

Robocalls and caller ID spoofing have become a serious problem in recent years, with the FTC estimating that Americans received 40.7 billion robocalls in 2019 alone. aThe Federal Communications Commission (FCC) created the protocols in response to the growing problem of illegal robocalls. As a result, carriers have been forced to implement authentication protocols.

SHAKEN/STIR is a set of protocols designed to authenticate caller ID information and verify that it is coming from a legitimate source. The protocol works by using digital certificates to validate the caller's identity.
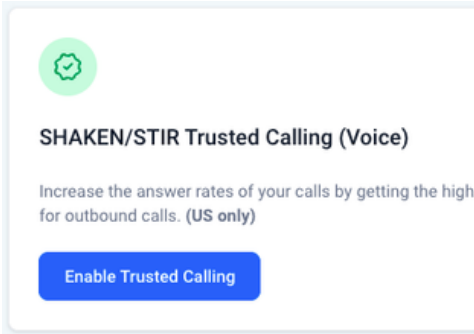
When a call is made, the caller's identity is verified through these certificates, which are then stored in an online database. This ensures that when someone receives a call, they can trust that it is coming from who they think it is.

1 Firstly, the customer must click "Enable Trusted Calling" then you can begin the registration process, **only** if you have an EIN.

Hello,
In order to ensure your calls do not show up as "SPAM Likely" we highly recommend you complete the Voice component of your brand registration. This is called "SHAKEN/STIR Trusted Calling" and will help to deliver voice calls without being flagged by the carrier or device.

- *Firstly, please click "Enable Trusted Calling" under the SHAKEN/STIR Trusted Calling (Voice) block.*

2 Register Friendly SHAKEN/STIR Name
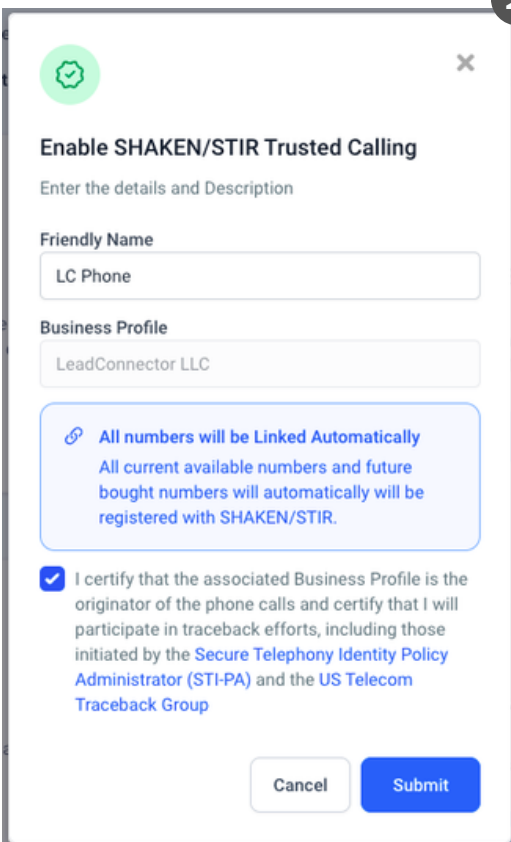
- Enter a friendly name for the profile, confirm the authenticity, and click Submit.
- It is recommended to keep it short and simple – remember it must fit on a standard mobile device screen.

Hello,
The last step in your registration is to submit SHAKEN/STIR for your business friendly name.

The friendly name should not include:
- *Business Designations (such as LLC, Inc., etc.)*
- *Punctuation or special characters of any type*

Once complete your registration is going to take up to 4 business days.

05

UPDATE YOUR ACCOUNT

① Clients must agree to receiving texts/calls

The Terms and Conditions (T & C) element allows users to include consent

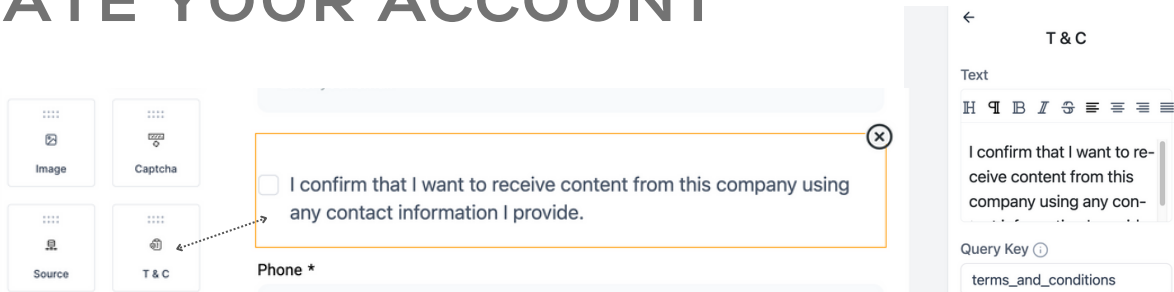- The T & C element has been incorporated into the form builder, enabling users to include consent for phone information collection.
- When the phone element is moved within the form, the T & C element will be automatically added, but users can also add it separately if needed.
- **The inclusion of the T & C element in form submissions ensures compliance with A2P regulations.**
- Users have the flexibility to add, modify, or remove the T & C element as required, tailoring it to their specific needs.
- The T & C element is exclusively available in the new Form Builder.
- In the near future, we plan to support hyperlinks within the element, allowing users to include clickable references or additional information. This enhancement will further improve the flexibility and usability of the T & C element.

② Under Account Settings – General – Select "Make SMS Compliant" options

FAQ'S

What are the opt-in guidelines?

Website opt-in: Add a form on your website where clients can enter their phone numbers and agree to receive messages. Clearly state that submitting their phone number allows them to receive messages from your company. Include a checkbox for clients to indicate their agreement.

Website Posting (Support): Prominently display the phone number on your website so customers can find it and use it to opt-in for messaging. This can be done through support pages, contact sections, or call-to-action buttons. Make it clear that customers can use the provided phone number to opt in and receive messages.

Keyword or QR Code Opt-In: Use specific keywords or QR codes that customers can use to opt-in for messaging. Communicate the keyword or display the QR code in ads, social media posts, or physical materials. Instruct customers to text the keyword or scan the QR code to opt in.

Are you saying from when I moved years ago I need to use that address?

Whatever the IRS has on file for you is what you should use. If you choose to update the IRS before registering, please take into account a few weeks for processing that updated address.

If I am not sending texts, do I need to register?

If you are not using SMS or Calls, you do not need to register.

What if I am not in the US?

Trust Center tab will be accessible for all the countries now, meaning each and every sub-account can register for A2P if they are sending SMS to the US using a 10DLC number.
Every sub-account should follow the below logic for registration:
- If the business has a Tax Number (EIN for US, CCN for Canada, etc.), Please select "Yes, the business I'm registering has a US EIN". This is referred to as Standard Low Volume Brand Registration.
- If the business does not have a Tax Number but possesses a valid Business Address in US/Canada, Please select "No, the business I'm registering does not have a US EIN". This is referred to as Sole Prop Brand Registration.
- If the business does not have a Tax ID and the business address is not in US/Canada, they cannot proceed with A2P Brand Registration. In this case, the best alternative would be to use Toll-Free numbers after completing the registration process.

If I am registering as a Sole Prop do I use my own personal address?

Yes, you would use your own personal address.

If we are already registered with Twilio will we need to register again?

If you are already registered with Twilio, nothing changes to existing campaigns and accounts that are already registered unless you moved from Twilio to Lead Connector then you will need to register again.

After you create a customer profile and register your brand, is it required to create and register an A2P campaign or register the phone numbers?

Yes, it is required.

What's the fee for when applying for approval? Is that fee always the same or does it change? If it changes what is it based on?

The fee is imposed by TCR which is the authority that is requiring these brand and campaign registrations. It's the same $4.41 for A2P Brand registration and $16 or so for Campaign registration. Both are one-time fees and are passed directly to TCR. You are not allowed to charge any markup on these via rebilling, which is taken care of automatically by GHL. There is an additional monthly fee which is as low as $1.70/mo for Low Volume Mixed Use Case campaigns or up to $12/mo for some of the high-volume campaigns. Most businesses will fall under the low-volume campaign. The fee is always the same and does not change.

Why am I getting a 30034 error?

Blocked messages will receive error code 30034 for unregistered 10DLC messages.

If I start with Sole prop and want to upgrade to another use type, how would that work?

Currently with LC phone you can not just yet. They will build it in. However if you are using Twilio directly they do have the method to re-register with EIN. LC will have it in fairly soon as well.

Is it true that after registering a number, there will be limits on the amount of texts we're allowed to send out per day?

After registering you will have a 6000/day limit if registered with your EIN or 3000/day if registered as a Sole Prop.

How long does it take to be approved in the trust center?

There are a couple of different approvals in the trust center.
- A2P Brand takes about 7 days or sooner
- Campaign Registration: When brand is approved, the campaign must be as well. This takes 4–5 weeks.
- Business profile: Approved immediately
- Shaken/Stir brand Calling: Approved immediately. This is not related to SMS but to calls instead.

How do I make a custom opt-in?

Create a checkbox custom field for your specific use case and add that to the needed opt in forms. Then create a workflow triggered off of contact changed, filter of custom field, your new optin field is "yes". Then you can add your actions to add them to your campaign! You can also change the filter to "no" or "is empty" to automate off of the contact NOT being opted in.

What's the difference between approved and any other status? (one client is showing approved but the campaign is still pending)

There are a couple of different approvals in trust center.
A. A2P Brand takes about 7 days or sooner
B. Campaign Registration: When brand is approved, campaign must be as well. This takes 4–5 weeks currently.
C. Business profile – approved immediately
D. Shaken/Stir brand Calling – (not related to sms) but voice instead. Approved immediately

Why am I getting denied? (s/o to Jake Smith)

- Be Specific With Your Descriptions:
  - Make sure to provide detailed information about your Campaign Use, Opt–In Method, and so forth. Ideally, relative to your industry and niche.
  - When a manual review is required, broad descriptions simply don't cut it. You need to align your brand with your campaign use effectively. A lack of specifics can lead to manual review or automatic disapproval.
  - Remember that the Campaign Registration is not just a formality, but a protective measure against the scrutiny of Carrier's review of your SMS. They are going to do their job to make certain what the allow through meets Carrier regulation. If your messages don't align with your registration details, there could be consequences. It pays to be thorough.
- All EIN A2P Registrations Require a Website:
  - In the digital age, brands are expected to have a secure (SSL) website. The absence of a website, particularly a secure one, could raise a red flag.
  - If you don't have a website and aren't keen on building a full one, a single–page lander can be a good workaround.
  - This page should contain your business name, forms with disclaimers (including an SMS checkbox for added assurance), and your Privacy Policy and TOS.
- Include Your Legal Business Name (Especially for DBA Users):
  - Your LEGAL BUSINESS NAME must be visible on your website and in your messages. We've seen a common pitfall where DBA (Doing Business As) users list their DBA name instead of the legal one.
  - For instance, we had a client whose DBA name was "The Credit Brothers," while their legal name was "XXXXX Enterprise". By listing their legal business name on the website's footer and mentioning it in the registration, they received approval within 48 hours after their second registration attempt.

Do you get a lot of opt outs and complaints? Do you get a high response rate?

On this, you will be graded with a "Trust Score". If you buy or scrape leads or send messages that nobody recognizes then you can expect to have a lower Trust Score. Which will mean lower delivery and higher fees. If you are a good citizen, you should be rewarded with a higher Trust Score and get better delivery.

In many ways, this is exactly what we have seen happen with email delivery over the years. Spammers are now on Blacklists and get their emails suppressed. ESP's place you on different IP's depending on your response rate.

So focus now on Step 1, Registration. Make sure you have everything in place so that you get verified. Then make sure that you operate concistently and you shouldn't have a problem.

Do we have to wait to purchase numbers until our brand status and campaigns are approved?

No need to wait. You can purchase the number in advance. A2P only applies to sms does not apply to voice calls. Phone numbers can be used for voice calls and extremely low volume sms in the meantime without risking getting blocked. Can't send any URLs (After August 31st all unregistered messages will be blocked at this time it's unclear is manual 2way communication messages will also be blocked or not)

Can I use toll free and 10DLC under the sole prop registration?

Yes. Toll free does require for it to be registered there is a separate registration up top for toll free

What Is a Campaign?

This represents a messaging use case, for example, sending account notifications or conducting marketing. In carrier terminology, these are called "Campaigns." For more specificity, LC Phone is calling them campaign use cases.
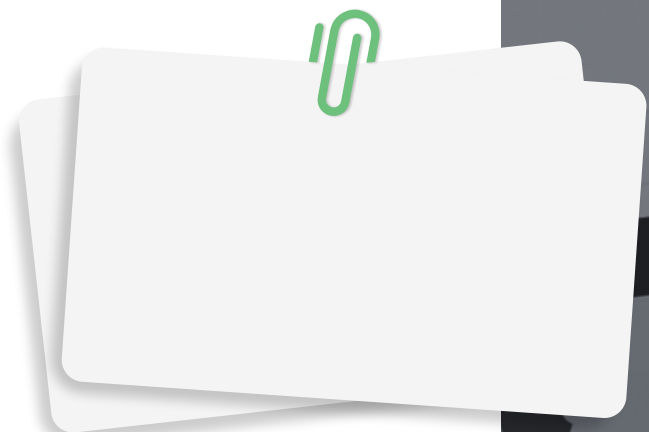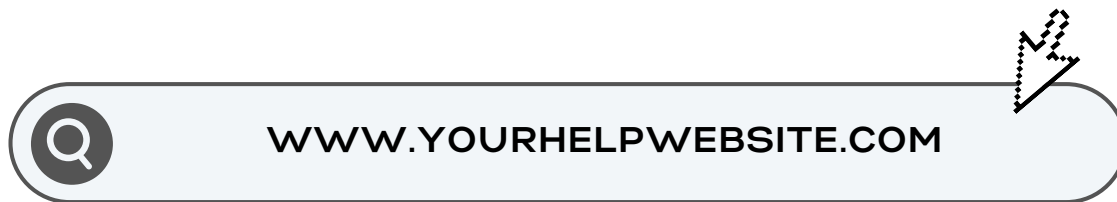
Some companies may only need to register one campaign use case; in other scenarios, you may have multiple. Your campaign use case describes the type of messaging you plan to send. This will influence the price you pay per message on AT&T. Use cases vary from notifications and fraud alerts to customer care to social updates.

Use Case	Description
2FA	Any authentication or account verification such as OTP
Account Notifications	Notifications about the status of an account or related to being a part of an account
Customer Care	Support, account management, and other avenues of customer interaction
Delivery Notifications	Information about the status of a delivery
Fraud Alert Messaging	Messaging about potential fraudulent activity such as spending alerts
Higher Education	Message campaigns from colleges, universities, and other education institutions
Marketing	Promotional content such as sales and limited time offers
Mixed	A campaign that covers multiple use cases such as Customer Care and Delivery Notifications. Note – mixed campaigns are likely to have lower throughput and a higher cost per message. NOTE: Low-Volume Brands are eligible for the Low-Volume Mixed use case detailed below.
Polling & voting	For conducting polling and voting, such as customer surveys. Not for political use.
Public Service Announcement	PSAs to raise audience awareness about a given topic
Security Alert	Notification of a compromised system (software or hardware related)

NEED MORE HELP?

CHECKOUT OUR SUPPORT OPTIONS & RESOURCES

Our team is fully dedicated to supporting you every step of the way, ensuring your success. You can review the wide range of resources and support options available to guide you through any challenges or inquiries. Don't hesitate to reach out to our team whenever you need additional assistance; we're always here to help!

🔍 **WWW.YOURHELPWEBSITE.COM**