YOUR BUSINESS & 10DLC
TEXT MESSAGING FAQ

10DLC is the new industry standard that AT&T, T-Mobile & Verizon created to help businesses safely and effectively communicate with customers through text messaging.

Any business that uses 10-digit numbers to send text messages should consider registering their numbers with mobile carriers through The Campaign Registry.

WHO SHOULD CARE ABOUT 10DLC?

Any business that uses 10-digit numbers to send text messages to potential or current customers needs to be aware of 10DLC.

WHAT ARE THE CARRIERS REQUIRING WITH 10DLC?

Carriers want to know which businesses are texting people and what types of messages they're sending. Businesses share this information by registering with an organization called The Campaign Registry. Registration and sending with 10DLC does include additional "carrier fees."

WHY DO CARRIERS REQUIRE REGISTRATION?

The mobile carriers want to crack down on spam and fraudulent messaging. By registering, a business is essentially saying, "We're legit," and the carriers give those businesses extra messaging privileges.

HOW DOES REGISTERING BENEFIT A BUSINESS?

- Higher message delivery rates
- Faster sending speeds
- Fewer (if any) messages filtered as spam
- Higher daily sending volume
- Increased trust with the people you're messaging
- Lower costs without having to rely on short code
- No risk of noncompliance fines

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WHAT IF A BUSINESS DOESN'T REGISTER?

Depending on your business text messaging platform, you may be charged noncompliance fees or not allowed to send messages at all. Failing to register or attempting to circumvent the regulations can also result in significant fines from each of the mobile carriers, along with your number(s) being blocked.

The benefits of registering far outweigh the associated carrier fees and potential negative consequences of choosing not to register.

DO ALL TEXTING PLATFORMS PARTICIPATE IN 10DLC?

In short, yes. All business text messaging platforms and services are affected by the industry-wide adoption of 10DLC. Platforms like Skipio highly encourage and often require their customers to register.

HOW MUCH DOES IT COST?

The fees charged by The Campaign Registry, generally referred to as "carrier fees," vary based on the type of business and the sort of messages being sent. This includes one-time fees charged only at registration and monthly recurring fees for messaging.

Different platforms handle these fees in different ways. Platforms are making changes like the following to cover these costs:
- Increasing base pricing overall
- Requiring customers to pay for all inbound & outbound messages
- Increasing the cost for messages, credits, and/or overages
- Introducing a specific and separate set of fees
- Charging extra for 10DLC-compliant phone numbers