

A2P 10DLC Registration

CCTS Biostatistics Core

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Overview

If you plan to use Twilio to send any text messages from 10DLC phone numbers, you'll need to register your messaging use case (known as a Campaign) in the Twilio Console or with Twilio APIs. Messages from unregistered numbers are subject to filtering and higher unregistered fees, and may ultimately be blocked by telecommunications carriers.

What do you need to do?

Register for A2P 10DLC via the Twilio Console or API if you have not done so.

Resources from Twilio

What is A2P 10DLC?

According to the [Twilio website](#):

A2P 10DLC refers to a system in the United States that allows businesses to send Application-to-Person (A2P) type messaging via standard 10-digit long code (10DLC) phone numbers. Carriers in the US consider all Twilio traffic to be A2P. Carriers' A2P 10DLC offerings provide better delivery quality and lower filtering risk than long code SMS of the past, using the same phone numbers.

[Learn more about A2P 10DLC.](#)

How do I register to use A2P 10DLC messaging?

[See the Twilio website for instructions.](#)

If you send messages to the United States using long code numbers, you have the following registration options based on your Tax ID status, volume, and use case:

- If you have a Tax ID (EIN) and send under 6,000 message segments per day, you should re-register for Low Volume Standard Brands
- If you have a Tax ID (EIN) and send over 6,000 message segments per day, you should re-register for appropriate campaign types within Standard Brands
- If you don't have a Tax ID (EIN), you should register a Sole Proprietor Brand

Nonprofit and Government Guide to A2P 10DLC Text Messaging

[See the Twilio guide to compliance for nonprofit and government organizations.](#)

Instructions for Twilio A2P 10DLC Registration at UIC

Courtesy of Emily Pela, Heather Pauls Hrynyk , Larisa Burke (4/13/2023)

Step 1: Update Your Business Profile

Log in to Twilio, make sure you have Admin status, and update your business profile.

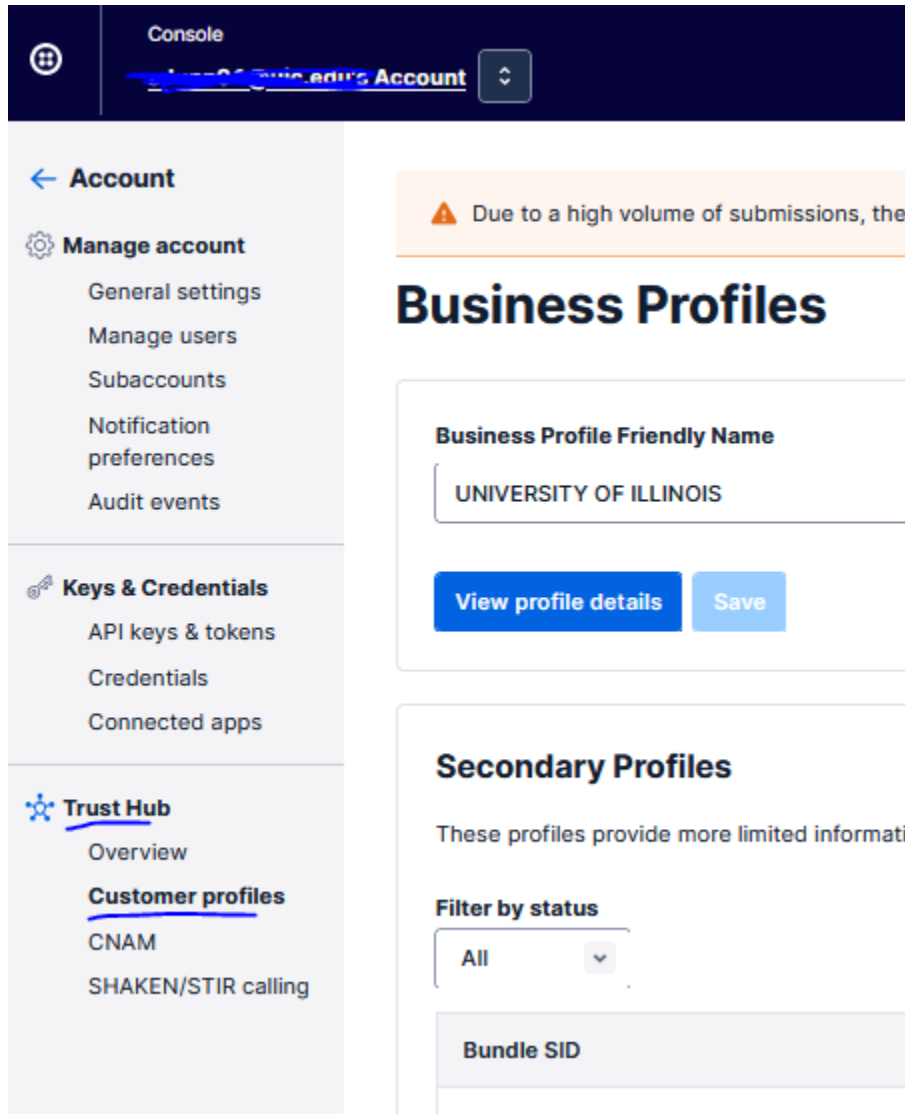


Figure 1: Update your business profile.

Input following information into your business profile, exactly as pictured. Then, you'll get an email within 24 hours stating it has been approved.

Business Profile Info [Close]

General information
UNIVERSITY OF ILLINOIS
809 S. MARSHFIELD AVE.
Chicago IL 60612-7205
US

Business information
Business Type: Non-profit Corporation
Industry Type: EDUCATION
EIN: 37-6000511
<https://www.uic.edu/>

People to contact
Business Administrative Associate
[Redacted]
[Redacted]@uic.edu
+13129967 [Redacted]

Notification settings [Save]
Email Address
[Redacted]@uic.edu
Status Callback Webhook
[Empty field]

[Cancel]

Figure 2: Business Profile Info

Step 2: Register Your Brand

Select Low-Volume Standard Brand as the type of brand.

US A2P 10DLC Registration

UNIVERSITY OF ILLINOIS [Link] Active Primary Customer Profile [Switch Customer Profile]

- Create Customer Profile [Checkmark]
- Register Brand [Checkmark]
 - Submit Brand [Checkmark]
 - View A2P messaging limits/feedback [Checkmark]
- Campaign Registration [Checkmark]

Submit Brand

We'll register the brand on your behalf with "The Campaign Registry (TCR)", the third party that handles the process for all carriers. There is a one-time fee of \$4 to register a brand. Once the Brand and Campaign information is approved, your business will be able to send up to 3,000 segments per day.

What type of brand do you need?

- Low-Volume Standard Brand \$4 one-time fee**
Recommended for customers sending fewer than 6,000 message segments per day to the US (2,000 message segments per day to T-Mobile)
- Standard \$44 one-time fee**
Recommended for customers sending messages at scale. Your daily limit may fall between 6,000 and 600,000 message segments per day to the US (2,000 - 200,000 per day to T-Mobile). [Read more](#)

Company Type
Non-US nonprofits and governments should register as a private or public company.

- Private
- Public
- US Non Profit
- US Government**

I agree the above information is correct. I agree to a one-time \$4 A2P brand registration fee. [Learn more about the registration fee](#)

Figure 3: Register Brand (1)

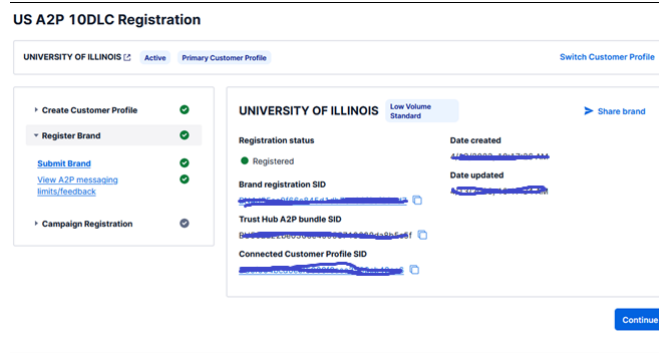


Figure 4: Register Brand (2)

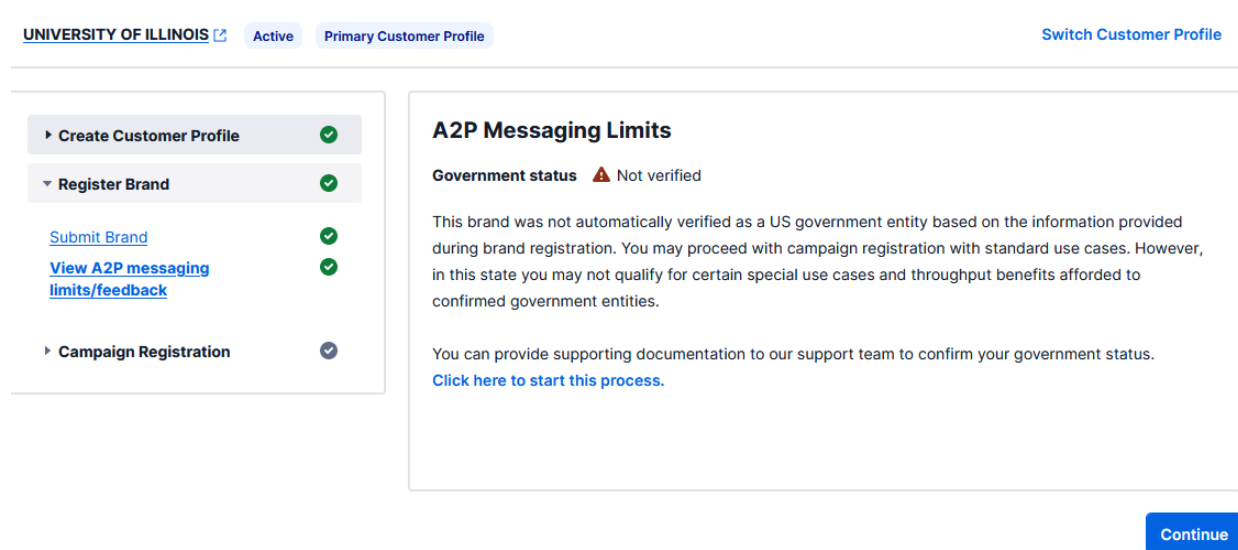


Figure 5: Register Brand (3)

Navigate to Campaign Registration and complete the fields.

- ▶ Create Customer Profile
- ▶ Register Brand
- ▶ Campaign Registration
- Register A2P Campaign
- Register Phone Numbers

Create new A2P Campaign

A Campaign represents your messaging use case with Twilio, for example, sending account notifications or conducting marketing. Every campaign is connected to a registered A2P Brand and a Messaging Service. Once successfully registered, you will be able to associate your 10DLC numbers with the connected Messaging Service to avail A2P Messaging benefits and avoid any carrier penalties for unregistered messaging. [Read more](#)

- A2P Brand**
- Available A2P Campaign use cases**
 [Learn more](#)
- Messaging Service**
Campaign will be linked to selected Messaging Service. 10DLC Phone numbers can be added to the Messaging Service after Campaign has been created.
 Create new Messaging Service
Messaging Service will be created automatically with Campaign registration.
 Select existing Messaging Service
- Existing Messaging Service**

[Browse existing products](#)
- Campaign description**

Describe what you will be using this campaign for. [Learn more](#)
- Sample message #1**

Figure 6: Campaign Registration

Complete Messaging Service Setup.

Develop Monitor [Services](#)

Messaging Service Setup

Messaging Services are containers that bundle messaging functionality for your specific use cases. You can edit this setup information at any time inside your Messaging Service.

Step 1 Create Messaging Service **Step 2** Add senders **Step 3** Set up integration **Step 4** Add compliance info

Name your Messaging Service

- Messaging Service friendly name**
- What do you want to use this Messaging Service for?**
Create a Messaging Service for every Messaging use case you have.
Select what you want to use Messaging for

Figure 7: Messaging Service Setup (1)

Messaging Service Setup

Messaging Services contains containers that bundle messaging functionality for your specific use cases. You can edit this setup information at any time inside your Messaging Service.

Step 1 Create Messaging Service Step 2 Add senders Step 3 Set up integration Step 4 Add compliance info

Add Senders

Phone Numbers

Select Phone Number Bulk-add Phone Number

Search by Number

Select 2 of 2 Results

SENDER	FRIENDLY NAME	CAPABILITIES	MESSAGING SERVICE
<input checked="" type="checkbox"/>			Unassigned
<input checked="" type="checkbox"/>			Unassigned

Figure 8: Messaging Service Setup (2)

Step 3. Set Up Integration

Step 1 Create Messaging Service Step 2 Add senders Step 3 Set up integration Step 4 Add compliance info

Integration

Manage how your Messaging Service integrates with your application.

Incoming Messages

Select how your Messaging Service handles inbound messages

Defer to sender's webhook
Invoke the sender's HTTP webhook (if it is defined) for incoming messages.

Drop the message
Your application will ignore messages, excluding opt-out requests which will be processed. You won't be billed for incoming messages.

Send a webhook
Invoke an HTTP webhook for all incoming messages.

Autocreate a Conversation
Automatically set up a new Conversation for any Sender not already in one.
[Configure Conversations](#)

Delivery Status Callback

Provide a URL for Twilio to call via webhook to [let you know the delivery status](#) of your message.

Callback URL

Validity Period

After the [Validity Period](#) has elapsed, any unsent messages will not be sent.

Twilio Queue time limit (seconds)

This only affects messages that are in queue on Twilio and have not yet been sent to the carrier. Learn more about Twilio message queues and rate limits [here](#).
Twilio Queue time limit can be maximum of 14400 Seconds (4 hours)

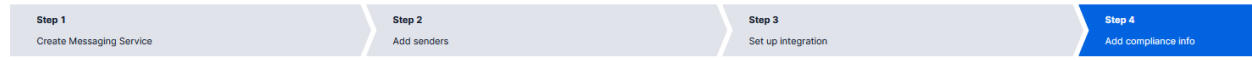
Figure 9: Integration

Step 4. Add Compliance Info

Make sure Business Profile and US A2P Brand are checked as Approved and Registered. Then click Register use case.

Messaging Service Setup

Messaging Services are containers that bundle messaging functionality for your specific use cases. You can edit this setup information at any time inside your Messaging Service.



US A2P 10DLC (10-Digit Long Code) Registration

To protect consumers, carriers will filter customers using 10DLC (10-digit long code) numbers unless they register for A2P (application-to-person) Messaging. Registration informs carriers who customers are and what SMS/MMS they send with 10DLC numbers.

Register to upgrade your US A2P 10DLC limits - 2/3 steps completed

Once you complete the 3 registration steps, you can send up to 1,000,000 messages per day and up to 2000 messages per second. [Learn More](#)

1. Business Profile ✔ Approved
Information about your business

[Review Submission](#)

2. US A2P Brand ✔ Registered
Enables US A2P Messaging capabilities for your business

[Review Submission](#)

3. Campaign Use Case ⓘ Not registered
Inform carriers what type of messages you are sending

[Register use case](#)

Figure 10: Click Register use case

Register A2P campaign use case



You will be submitting this information for carriers so they understand the kinds of messages you'll be sending. **Carriers charge a monthly fee between \$1.50 and \$10 for each campaign registration** depending on your campaign use case.

• US A2P Brand

UNIVERSITY OF ILLINOIS

• Available A2P campaign use cases

Low Volume Mixed



[Learn about which campaign use case to select](#)

• Campaign use case description

Our campaign is a federally funded research study that sends motivational text messages to research participants as part of a cardiac intervention

Describe what you will be using this campaign use case for.

• Sample message #1

You can reach your physical activity goals!

Provide an example of a message that you will be sending with this campaign use case. This message sample will be used by carriers to help identify your traffic.

• Sample message #2

Every step taken is taken is a step in the right direction!

Provide an example of a message that you will be sending with this campaign use case. This message sample will be used by carriers to help identify your traffic.

Message contents

Messages will include embedded links.

Messages will include phone numbers.

Figure 11: Register use case

Message contents

Messages will include embedded links.

Messages will include phone numbers.

How do end-users consent to receive messages? (40-2048 characters)

Signing an informed consent form to participate in voluntary research

This field should describe how end users opt-in to the campaign, therefore giving consent to the sender to receive their messages. If multiple opt-in methods can be used for the same campaign, they must all be listed.

Opt-in Keywords (max 255 characters)

Example: *Subscribe, Start*

If end users can text in a keyword (for example, "Subscribe") to start receiving messages from your campaign, those keywords must be provided. If you do not support opt-in via text, please leave this blank.

Opt-in Message (20-320 characters)

Example: *You are now opted-in. For help, reply HELP. To opt-out, reply STOP*

If end users can text in a keyword to start receiving messages from your campaign, the auto-reply messages sent to the end users must be provided. The opt-in response should include the Brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and clear description of how to opt-out. If you do not support opt-in via text, please leave this blank.

Figure 12: Message contents

Confirm campaign use case registration



Please confirm the following information for this campaign use case:

- I agree to paying the monthly **\$1.50 to \$10** use case fee, as well as the A2P per message fees. [See all fees](#)
- I will be able to send **180 message segments a second** to the U.S. with this campaign use case. [Learn more about throughput](#)
- I agree to allow Twilio to periodically migrate my traffic over to U.S A2P routes.
- I agree to the [terms and conditions](#)

Figure 13: Confirm campaign use registration

Click Complete Messaging Service Setup.

Messaging Service Setup

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US A2P 10DLC (10-Digit Long Code) Registration

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- 1. Business Profile** Approved
Information about your business. [Review Submission](#)
- 2. US A2P Brand** Registered
Enables US A2P Messaging capabilities for your business. [Review Submission](#)
- 3. Campaign Use Case** In review
Inform carriers what type of messages you are sending. [Review Submission](#)

TCR (The Campaign Registry) is registering your campaign.
After the registration process, TCR will provide you campaign use case limits from relevant carriers.
If this status has not changed within 7 days, please [reach out to support](#) with the brand details for resolution.

A2P overview

Trust score

Campaign use case
Low Volume Mixed

Messaging rate limit
Check your rate limit [here](#)

[Skip setup](#) [Back](#) [Complete Messaging Service Setup](#)

Figure 14: Complete Messaging Service Setup

Then, you will see the setup result as below.

You've set up a new Messaging Service

You can start using this Messaging Service to send messages.
You can edit this setup information at any time inside your new Messaging Service.

- ✔ Messaging Service - Undeclared use case created
- ✔ 2 Senders applied
- ✔ SMS use case registered for A2P Messaging

Check your status in the [A2P/Compliance tab](#) of this Messaging Service

[View my new Messaging Service](#) [Try sending a message](#)

Figure 15: Setup confirmation