

2026

NA 10DLC onboarding and migration guide

Everything you need to get your 10DLC messaging
campaigns up and running — fast.



Game plan

1. Getting started
2. Key players
3. 10DLC brand registration paths
4. Campaign creation
5. Rules and regulations
6. Getting a 10DLC phone number
7. Understanding throughput
8. Existing 10DLC brand and campaign migration

CHAPTER 01

Getting started



Introduction to 10DLC

What is a 10 Digit-Long-Code?

SS

>

Home

Messages

Alert

Share

Users

Settings

Get number

Country

United States

▼

Type

Local

▼

Number

Starts with ▼

(+1) e.g. 1536

Capabilities

☒ Both

☐ SMS

☐ Voice

Search

Bulk order

Want multiple numbers? You can now order US Local numbers in bulk.

Numbers	Country	Capability
+1 954 555 2171	United States	SMS, MMS, Voice
+1 954 555 2134	United States	SMS, MMS, Voice

A 10DLC (10-digit long code) is a standard A2P business messaging number — but with a key difference. Carriers created the 10DLC system to separate legitimate business messaging from spam, giving your messages a verified identity that carriers can trust.

That verification matters. Without it, your messages risk being filtered or blocked. With it, carriers recognize your traffic as legitimate and your customers actually receive what you send.

Note: The regulatory landscape is always evolving. These are the current guidelines, but Canadian 10DLC is expected to come to market in the future.

Introduction to 10DLC

North American 10DLC regulations; United States vs. Canada
(10DLC is not available in Mexico)

US

United States (10DLC):

Trusted messaging through vetting

- 10DLC applies to all business messaging, including messages sent within the US and messages sent from the US to/from Canada.
- Registration is centralized and overseen by a single entity, The Campaign Registry (TCR). Brand and messaging Campaign registration is required and must be done in advance of any business messaging over 10DLC.

CA

Canada (Long Number):

Traffic controlled by carrier

- 10DLC only applies to messages sent from Canada into the United States, or the opposite, from the US to Canada. It does not apply to domestic messages sent within Canada, **yet**.
- Regulations are not uniform and are monitored independently by each individual mobile carrier, and no level of brand or campaign registration is required unless traffic is going from, or into, the United States.

Note: The regulatory landscape is always evolving. These are the current guidelines, but Canadian 10DLC is expected to come to market in the future.

10DLC associated fees

The typical fees and figures associated with a 10DLC messaging campaigns



Brand registration

One-time TCR* fee to verify your company's identity.

- Verified, Unverified, Vetted_Verified

\$4.50 USD

(one-time fee)



Brand vetting

Fee for each time you submit a brand for vetting, including resubmissions.

- For standard vetting. Enhanced vetting costs \$101.50
- Political vet \$66.00
- Auth+ vet for Public Profit brands \$12:50

\$41.50 USD (standard)

(Charged per submission)



Number leasing

Recurring monthly cost for leasing each 10-digit long code.

- This is the cost for leasing the phone number from your service provider

\$2.00 USD

(per number/month)



Campaign Fees*

These are TCR's* recurring monthly fees for registered campaigns.

- Varies by campaign Use Case/type (e.g., Low Volume Mixed, Regular, Political, Charity)

\$1.50–\$30.00 USD

(per campaign/month)



CSP registration

One-time setup fee charged by your service provider (CSP) to onboard your company for 10DLC.

- This is a provider-specific fee, separate from TCR* campaign fees.

\$200.00 USD

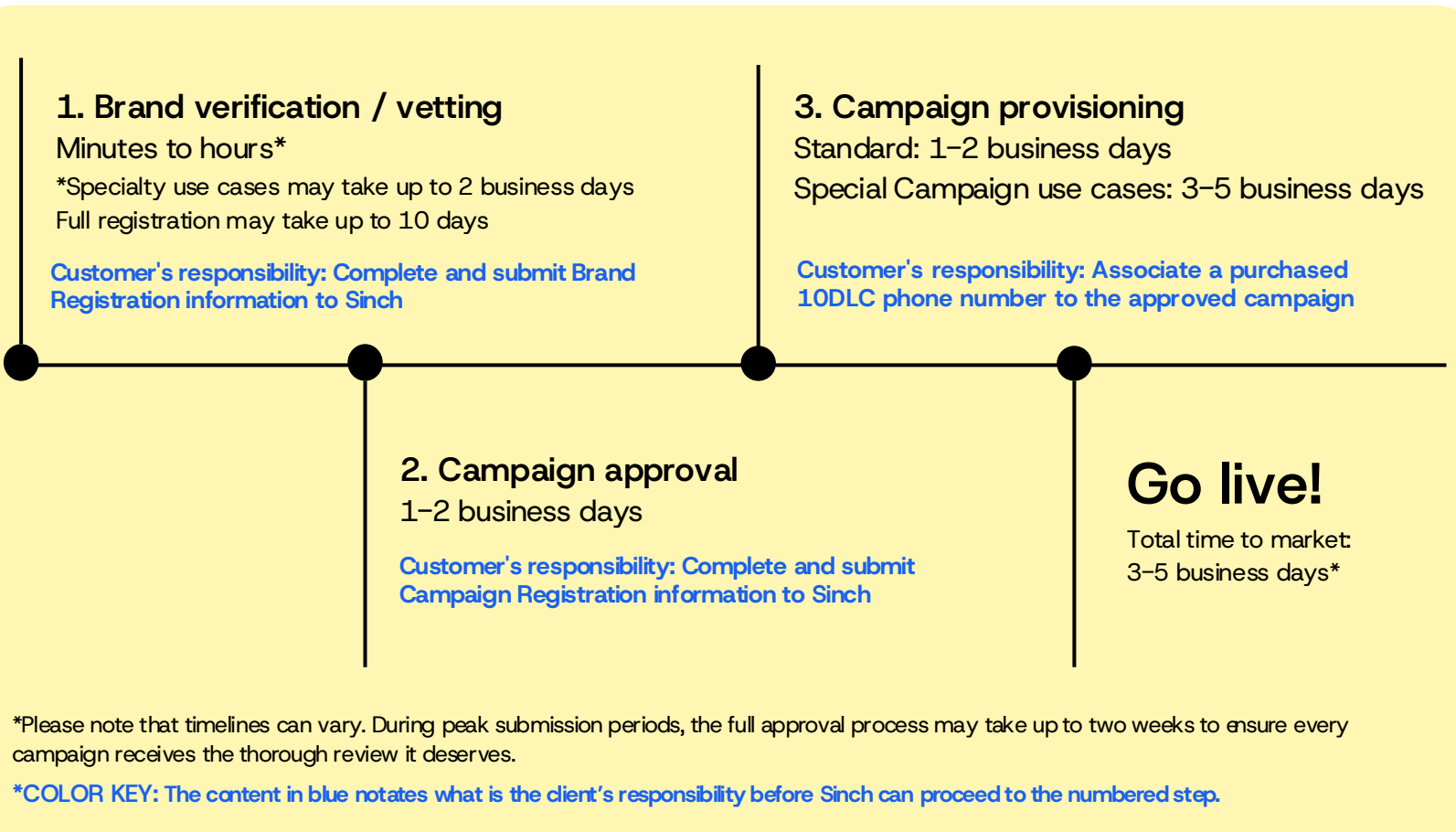
(one-time fee)

*The Campaign Registry

Launch expectations

How long does it take to launch a 10DLC messaging campaign from start to finish?

Average SLA is 3–5 Business days



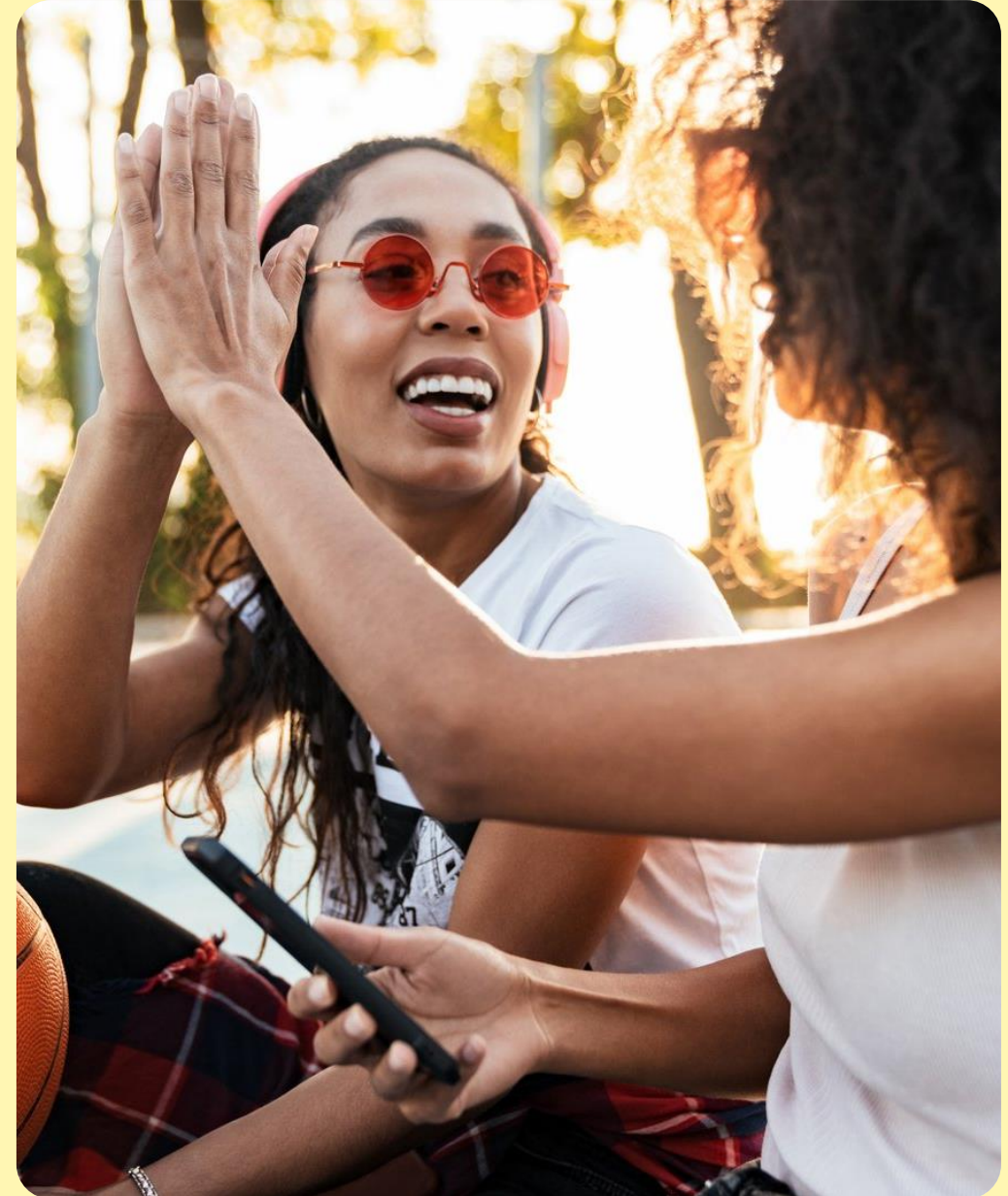
What can slow things down?:

- Your legal company name, tax ID (EIN), or address doesn't exactly match your official government records — this is the most common cause of delays.
- Your messaging use case description is unclear, or your sample messages don't meet compliance guidelines.
- Your campaign isn't live until Sinch approves it and it's fully provisioned across all carrier networks. Numbers can't be linked until that process is complete.
- If test messages fail on any carrier network, there's a provisioning issue we'll need to resolve before you go live.

Visit the [10DLC Compliance Requirements and Guidelines](#) Community article for more in-depth information

CHAPTER 02

Key players



US 10DLC Number key players

The parties involved in the 10DLC ecosystem!



The Campaign Registry (TCR):

The central authority that handles the registration of all 10DLC brands and campaigns.



Campaign Verify:

A third-party service that vets and provides tokens for political campaigns.



Mobile Network Operator (MNO):

An MNO (Mobile Network Operator) is the mobile operator who provides connectivity to end users. Tier 1 carriers in the US include AT&T, T-Mobile, and Verizon. In Canada, Bell, Rogers, and Telus are tier-1 carriers.



Brands:

Business entity using 10DLCs to communicate directly with customers/subscribers.

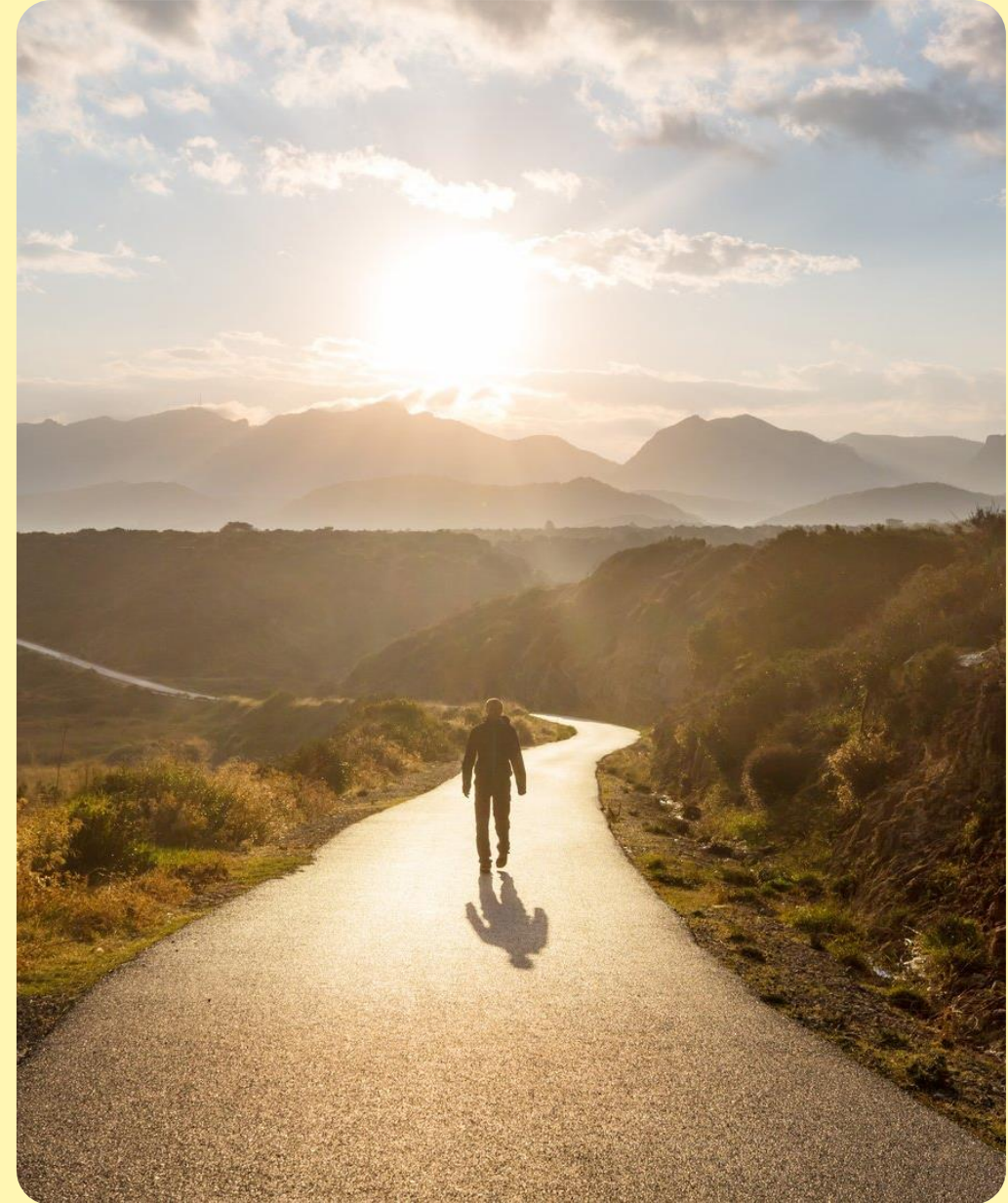


Sinch and the Sinch Voice team: :

Your direct connectivity partner (DCA) and guide through the 10DLC registration process.

CHAPTER 03

10DLC brand registration paths



What is brand registration?

Creating a trusted identity for your business

What is it?

Brand Registration is your starting point. It's how you establish your company as a trusted, verified sender within The Campaign Registry (TCR) — the central authority that carriers rely on to approve business messaging.

Think of it as a one-time introduction: once you're verified, every campaign you run is backed by that trusted identity. It's what carriers need to recognise your traffic and let your messages through.

- This process makes you an officially recognized as a legitimate business entity in the 10DLC telecommunications ecosystem.

Why is it necessary?

This one-time registration creates a single, trusted, and verified profile for your business. Every messaging campaign you run and all of your 10DLC activity will be managed under this master identity.

It is the foundational requirement for carriers to verify who is sending messages, which helps them trust your traffic and provides you with better messaging capabilities.



Choosing your registration path

There are two primary ways to register your 10DLC brands and campaigns.



Sinch Build Dashboard

A user-friendly, self-service web portal where you can directly manage your 10DLC presence.

- You can either **create a new brand from scratch** or **import your existing 10DLC brand** that is already registered with TCR.

Why choose this:

- Simplicity and speed. It's the fastest way to get started. Our guided dashboard takes care of the TCR complexity so you can focus on your messaging — not the admin.

Ideal for:

- The vast majority of businesses, marketers, and developers.



Direct CSP Registration/Integration

An API-driven path for businesses that qualify as a campaign service provider (CSP) to programmatically manage registrations.

Why choose this:

- Scale and automation. It offers full control to platforms and resellers who need to manage a large number of brands and campaigns on behalf of their own customers.

Ideal for:

- Resellers, ISVs, and Application Service Providers (ASP's) building their own messaging applications on top of Sinch's infrastructure.

Sinch Build Dashboard

There are two main paths you can use to register your Brand using the Sinch Build Dashboard: registering a new brand or importing an existing brand via The Campaign Registry (TCR)

Path 1: Register a new brand

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
Enter the Sinch Dashboard	Select "NEW BRAND"	Establish the brand as "United States" and "10DLC"	Choose between a "SIMPLIFIED" or "FULL" registration	Decide what to nickname your Bundle, and select "CREATE BRAND"	Fill out company, financial, and contact details.	Once ready to submit, click "SAVE BRAND"	Move onto Campaign Registration step

Path 2: Import an existing brand

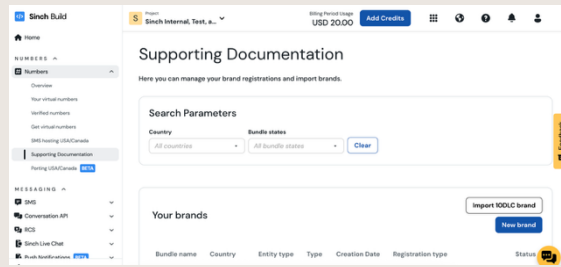
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
Enter the Sinch Dashboard	Select "IMPORT 10DLC BRAND"	Ensure you've assigned a campaign to Sinch in TCR	Decide what to nickname your Bundle, and select "CREATE BRAND"	Enter your existing Brand ID from TCR	If prompted, verify your Brand via email code and click "VERIFY"	Click "BACK TO BUNDLES LIST" to see your successfully imported brand	Move onto Campaign Registration step

Walkthrough: Registering a new brand

Path 1: Registering a new brand via the Sinch Dashboard

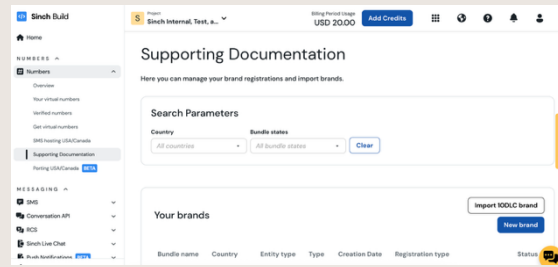
Step 1

Enter the Sinch Dashboard, navigate to the "NUMBERS" dropdown on the lefthand side. Select the "SUPPORTING DOCUMENTATION" from the menu.



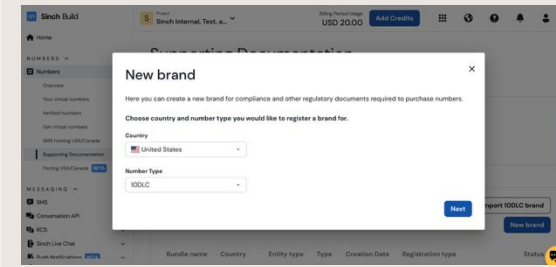
Step 2

Select "NEW BRAND" on the right-hand side to start the process of registering a net-new brand with The Campaign Registry via Sinch.



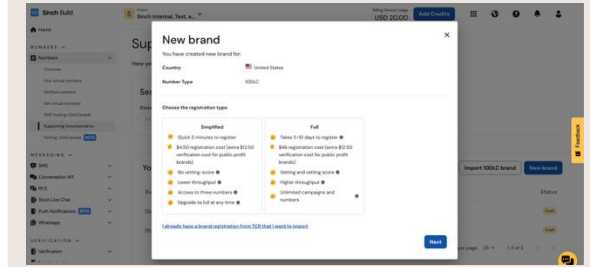
Step 3

Select "United States" as the country, and "10DLC" as the Number Type, then select "NEXT".



Step 3

Choose between a "SIMPLIFIED" OR "FULL" registration type for your brand, and select "NEXT". "Full" registration will get you a vetting score, which will most likely allow you to send more messages per day than if you select Simplified.

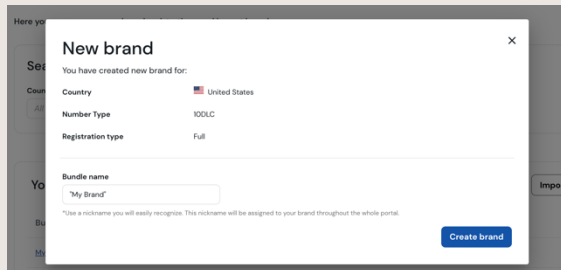


Walkthrough: Registering a new brand

Path 1: Registering a new brand via the Sinch Dashboard

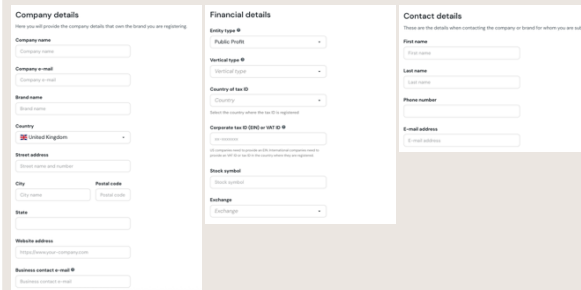
Step 5

Decide what to nickname your Bundle, making sure it's something you easily recognize, because that will be assigned to your brand throughout the dashboard, and select "CREATE BRAND".



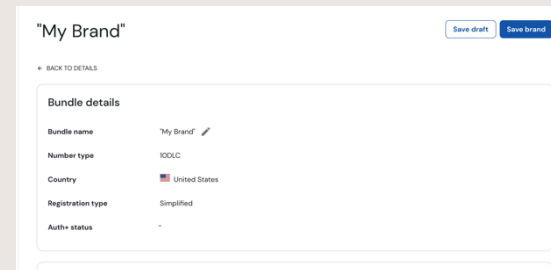
Step 6

After creating your new brand, you will be prompted to fill out the following information: Company details, Financial details, and Contact details.



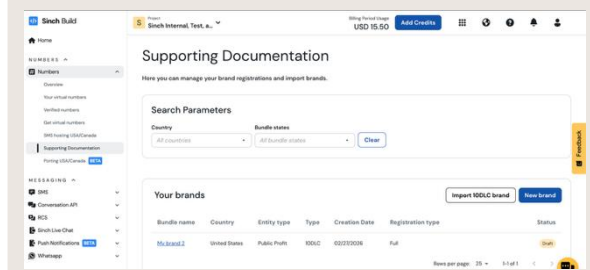
Step 7

If you need to come back later, click "SAVE DRAFT". If you are ready to submit, click "SAVE BRAND".



Step 8

Check your status and what's next- You can see your new brand in the "Your brands" list on the Supporting Documentation page.



KEY: 'Simplified' vs 'Full' 10DLC registration

The difference between the two, and when to choose which one, when registering a new 10DLC brand through the Sinch Build Dashboard



When registering a brand, you choose between: 'Simplified' and 'Full' registration. Each option offers a different balance of speed, cost, and features and understanding the difference will help you choose the right path for your needs.

Choose "Simplified" registration if:

- You need to get started quickly, have a limited budget, and will only require low-volume messaging. (< 2000 msgs per day on T-Mobile)

Choose "Full" registration if:

- Your business relies on high-volume messaging, and you want to ensure the highest possible message deliverability and throughput.

Choose the registration type.

Simplified

- ✓ Quick 5 minutes to register
- ✓ \$4.50 registration cost (extra \$12.50 verification cost for public profit brands)
- ✓ No vetting-score ⓘ
- ✓ Lower throughput ⓘ
- ✓ Access to three numbers ⓘ
- ✓ Upgrade to full at any time ⓘ

Full

- ✓ Takes 5-10 days to register ⓘ
- ✓ \$46 registration cost (extra \$12.50 verification cost for public profit brands)
- ✓ Vetting and vetting score ⓘ
- ✓ Higher throughput ⓘ
- ✓ Unlimited campaigns and numbers ⓘ

Key: Public Profit Brand Registration and Authentication+

Authentication+ is TCR's mandatory identity verification process for all new Public Profit brands. It uses 2FA to confirm legitimacy and is included in the registration cost.



Step 1: Initiate Registration:

Numbers > Supporting Documentation > NEW BRAND. Select US / 10DLC. Choose Simplified or Full. Authentication+ included for Public Profit.

Step 2: Provide Brand Contact

Enter a valid business email for the brand contact who will complete 2FA. Free/personal email addresses (Gmail, Yahoo) are rejected by TCR.

Step 3: 2FA Verification:

Brand contact receives a PIN + link by email. They enter their first name, last name, and PIN to complete verification.

Step 4: Brand Verified:

Identity status is marked "VERIFIED" in TCR. Brand is now eligible for 10DLC campaign creation.



Important Considerations

Registration Pending

Brand stays in "pending" state until 2FA is completed. No campaigns can be created until the brand is VERIFIED.

Failed Verification

Mismatched info or invalid email domain → brand moves to "UNVERIFIED". Correct and resubmit the brand information to resolve.

Existing (Legacy) Brands

Even previously verified brands may need to complete Authentication+ to remain compliant for new campaigns.

KEY: Company details best practices

How do I enter the correct company details for my brand registration?

us United States

Your Legal Company Name, Tax ID, and Address **must match** what is on your official IRS EIN Confirmation Letter (SS-4). **(See right).**

For these three items, failure to match **exactly** will result in an "unverified" brand, blocking you from registering campaigns. Your brand must be in a verified state

in order for you to move forward in the process.

CA Canada

Your Legal Company Name and Address **must** match your registration with Corporations Canada.

Use these free resources to verify your information:

- [Canada's Business Registries Search](#)
- [Federal Corporation Search](#)



DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Legal Name
↓
ACME LLC
THERESA LOPEZ-FITZGERALD SOLE MBR
123 SOMEPLACE DRIVE
SAN FRANCISCO, CA 94103

EIN → 12-3456789

Date of this notice: 12-14-2018
Employer Identification Number: 12-3456789
Form: SS-4
Number of this notice: CP 575 G
For assistance you may call us at: 1-800-829-4933
IF YOU WRITE, ATTACH THE STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 12-3456789. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

KEY: Financial details best practices

How do I enter the correct Tax ID for my brand registration?

us United States

The required Tax ID is called a

Employer Identification Number, EIN, or VAT ID

You must provide the **full, nine-digit** number in your brand registration that matches what is on your official IRS EIN Confirmation Letter (SS-4).
(See below).

Income Tax Return

DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 12-14-2018

Employer Identification Number:

EIN / VAT ID → 12-3456789

Form: SS-4

Number of this notice: CP 575 G

For assistance you may call us at:
1-800-829-4933

ACME LLC
THERESA LOPEZ-FITZGERALD SOLE MBR
123 SOMEPLACE DRIVE
SAN FRANCISCO, CA 94103

CA Canada

Any of the following numbers fulfil the Tax ID requirement for US-to-CA or CA-to-US 10DLC messaging:

1. Canadian Business Number (BN)

2. Corporation Number

Found on Income Tax Returns and
Notices of Tax Assessment

For a BN, enter only the first 9
numeric digits.

123456789 RM0001

Also known as an Incorporation #

22148999

KEY: Non-US entities registering a new brand

Registering a brand from outside the US, to send message to US recipients

For businesses outside the United States:

The 10DLC brand registration requirement applies to any company that sends messages to US recipients, regardless of the sender's home country. The process is fundamentally the same: your business must be verified by The Campaign Registry (TCR) as a legitimate entity.

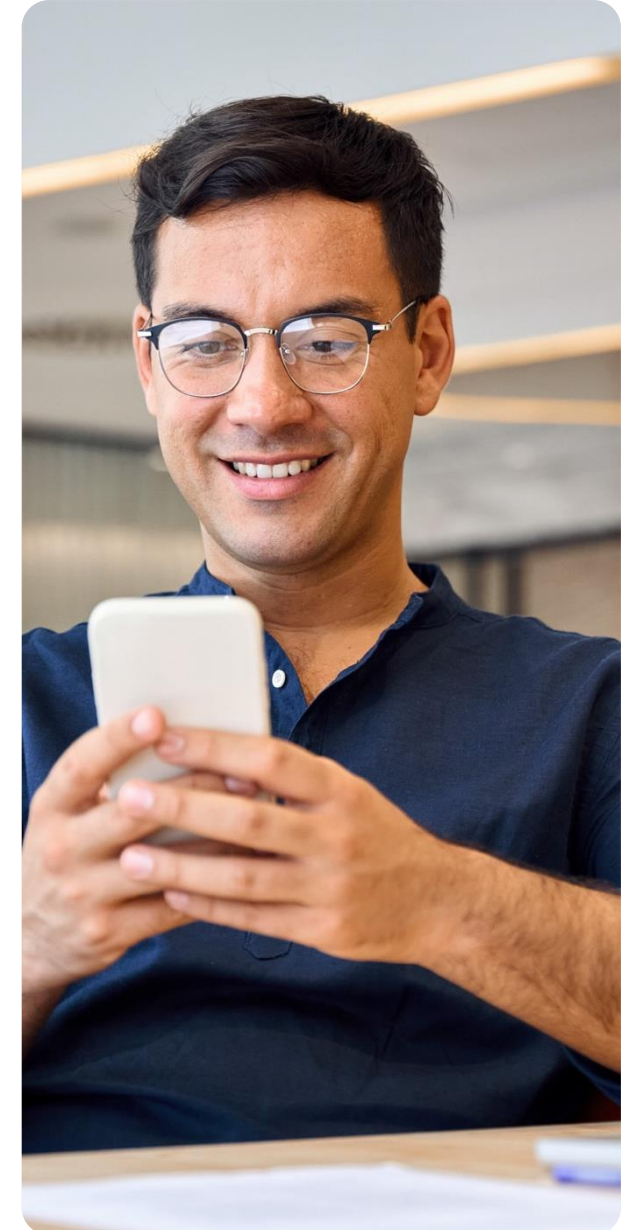
The verification challenge:

International businesses often face unique challenges because TCR's automated verification systems are primarily designed to verify US-based entities. This means that when an international business registers, the TCR system may struggle to find a perfect match due to differences in legal names, address formats, and business identification numbers.

Best practices for non-US entities:

The most important thing here: don't guess. Give TCR your exact legal details — the same information you'd find on your official registration documents. If the automated check can't verify you, a manual review kicks in and you may be asked to provide documentation to confirm your business's legitimacy. Be ready for that.

*See the "[Brand Identity Resources](#)" community article to learn more about how to provide the correct company information that is consistent with your company's tax registration

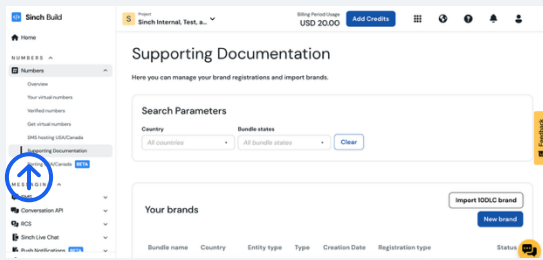


Walkthrough: Importing an existing brand

Path 2: Importing an existing brand via the Sinch Dashboard

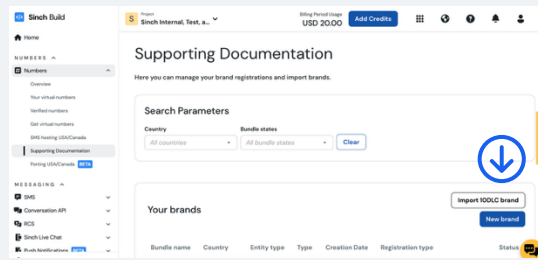
Step 1

Enter the Sinch Dashboard, navigate to the "NUMBERS" dropdown on the lefthand side. Select the "SUPPORTING DOCUMENTATION" from the menu.



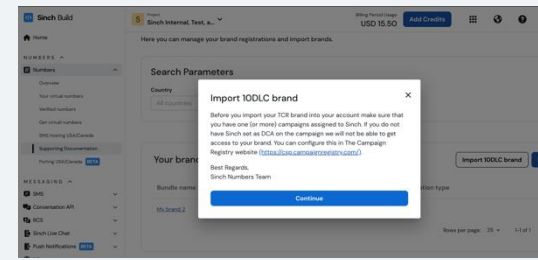
Step 2

Select "IMPORT 10DLC BRAND" on the right-hand side to start the process of importing an existing brand from The Campaign Registry.



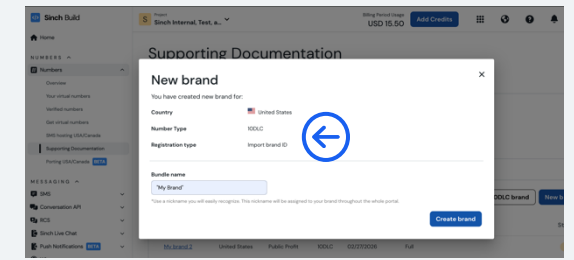
Step 3

Acknowledge the notice ensuring you have assigned one (or more) campaigns to Sinch as the DCA within The Campaign Registry (TCR), then click "CONTINUE". This step will fail, if you haven't already done so.



Step 4

Decide what to nickname your Bundle, making sure it's something you easily recognize, because that will be assigned to your brand throughout the portal, and select "CREATE BRAND".

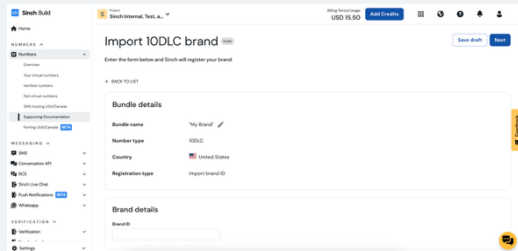


Walkthrough: Importing an existing brand

Path 2: Importing an existing brand via the Sinch Dashboard

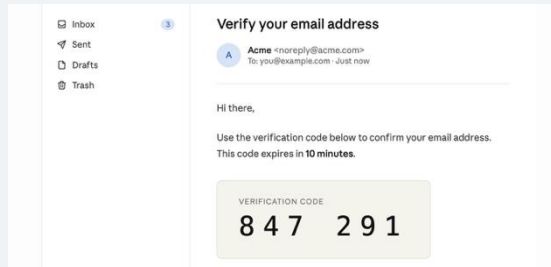
Step 5

After creating the bundle, you will be prompted to enter your existing Brand ID from The Campaign Registry into the provided field, then click "NEXT".



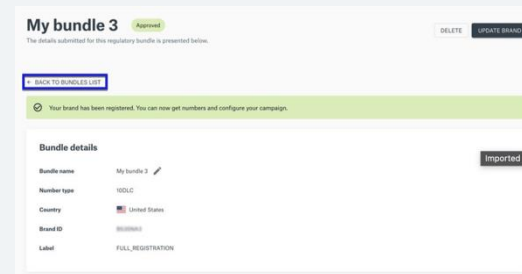
Step 6

If you do not have trusted import on your account, check the registered brand email for a verification code. Enter the code and click "VERIFY".



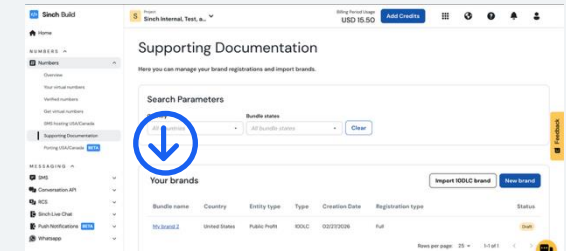
Step 7

A confirmation message will display upon success. You can click "<- BACK TO BUNDLES LIST" to return to the brand overview page.



Step 8

Check your status and what's next- You can see your new brand in the "Your brands" list on the Supporting Documentation page.



Understanding CSP* Vs. Direct (Enterprise Customer)

A comparison of the Campaign Service Provider (CSP) and Sinch Direct Customer Models



Be Your Own CSP

- **Who you are:** A messaging platform or business that manages campaigns for multiple other brands. (ASP, Large Reseller)
- **How it works:** You work with many brands to launch their SMS campaigns. You manage vetting your customers and gathering their information for registration. They will use your platform to register and send messages.
- **Ownership:** You own your customers brand and campaign registrations. This means you have more flexibility if you are unhappy with your existing DCA (Direct Connect Aggregator).



Use Sinch as Your CSP (Direct customers, Enterprise Customers)

- **Who you are:** A single business sending your own messages, or a smaller agency/reseller.
- **How it works:** You manage messaging for your own company directly through the Sinch Dashboard. (Sinch Build)
- **Ownership:** Sinch manages your registration on your behalf. If you ever switch to a different provider, you'll need to re-register your campaign with them — it's worth factoring in if portability matters to your business.
- **Examples:** A direct customer or a small marketing agency using the Sinch Dashboard.

*CSP stands for Campaign Service Provider

KEY: Which Path Should You Choose?

Key benefits to help you decide between being a CSP and using Sinch Direct



You should be your own CSP if...

- You are an application/platform provider, or a large reseller, with a high volume of brands and campaigns.
- Benefit: Ownership & Flexibility. You own your customers' registration data. This gives you more flexibility if you choose to move to a different DCA in the future.
- Benefit: Direct Control. You get direct access to The Campaign Registry (TCR) to register directly in their UI portals, or via their API's. It gives you control to manage your brands and campaigns directly with the registry.



You should use Sinch as your CSP if...

- You are a single brand or a smaller reseller.
- Benefit: Easy Setup & Lower Cost. Registration is simple and handled entirely in the Sinch Dashboard. You also avoid the \$200 TCR CSP registration fee.
- Benefit: Simple Support. If a campaign gets rejected, reach out to Sinch Support and we'll handle it for you. No need to navigate TCR on your own.

CSP registration

The advanced, API-driven path is for platforms to programmatically manage 10DLC

Step 1: Complete CSP Onboarding by working with your Sinch Account Manager and registering directly with The Campaign Registry (TCR) to receive a unique CSP ID.

Step 2: Use TCR's API directly to submit your customers' brand information and register it with TCR.

Step 3: Once a brand ID is created, use TCR's API directly to submit a campaign associated with that brand.

Step 4: Once the campaign is approved and you have set Sinch as the DCA (Direct Connect Aggregator), you can use the Numbers API to search for and purchase numbers, and then attach the numbers to the campaign.

Step 5: Start messaging!

Sample body request:

```
{
  "brandName": "Your Company Name",
  "entityType": "xxxxxxxxxx",
  "vertical": "RETAIL",
  "ein": "123456789",
  "website": "https://www.yoururl.com/",
  "stockSymbol": null,
  "stockExchange": null
}
```

CHAPTER 04

Campaign registration



What is campaign registration?

Creating a dedicated channel for each use case

What is it?

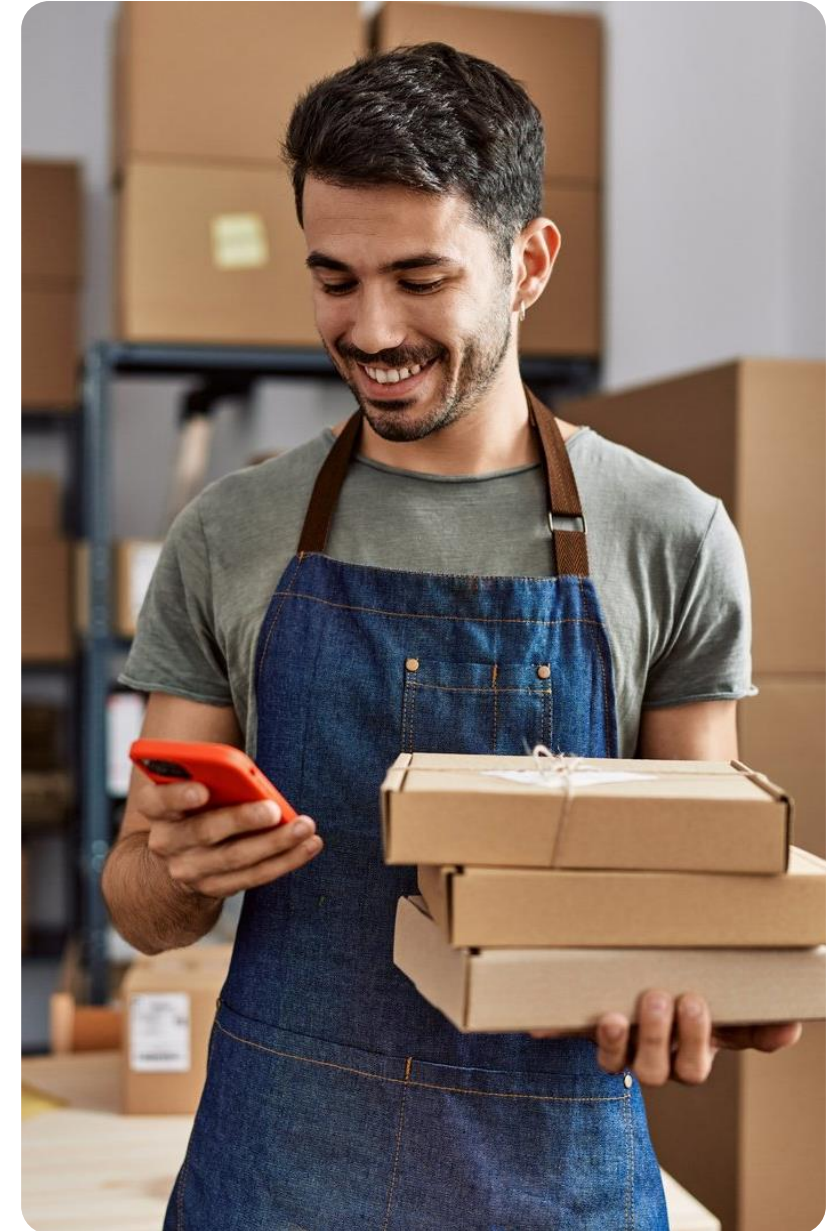
Campaign Registration is the second step in the 10DLC process, following Brand Registration. It is the process of declaring the specific purpose and content of your messaging traffic for EACH of your use cases within The Campaign Registry (TCR), and all information, including message flows and sample messages, must be correct and compliant to get approved.

- This process officially documents what kind of messages you will be sending to your audience (e.g., marketing, notifications, 2FA).

Why is it necessary?

Registering each campaign provides carriers with clear insight into the content you are sending, which is essential for approval and assigning the correct throughput. Each campaign is reviewed by your DCA to ensure it meets carrier guidelines and is not sending prohibited content.

This is what gets your messages delivered. Carriers need to know what you're sending before they'll trust your traffic — and campaign registration gives them exactly that.



Sinch customer dashboard

The most common path, providing a guided, self-service experience

Step 1: Log into the Sinch Dashboard (Sinch Build) and select "US 10DLC Campaigns" from the SMS left dropdown menu

Step 2: Review the disallowed content policy and top rejection

reasons, then click "Create Campaign" to proceed.

Step 3: Get a number, or skip this and come back to it later.

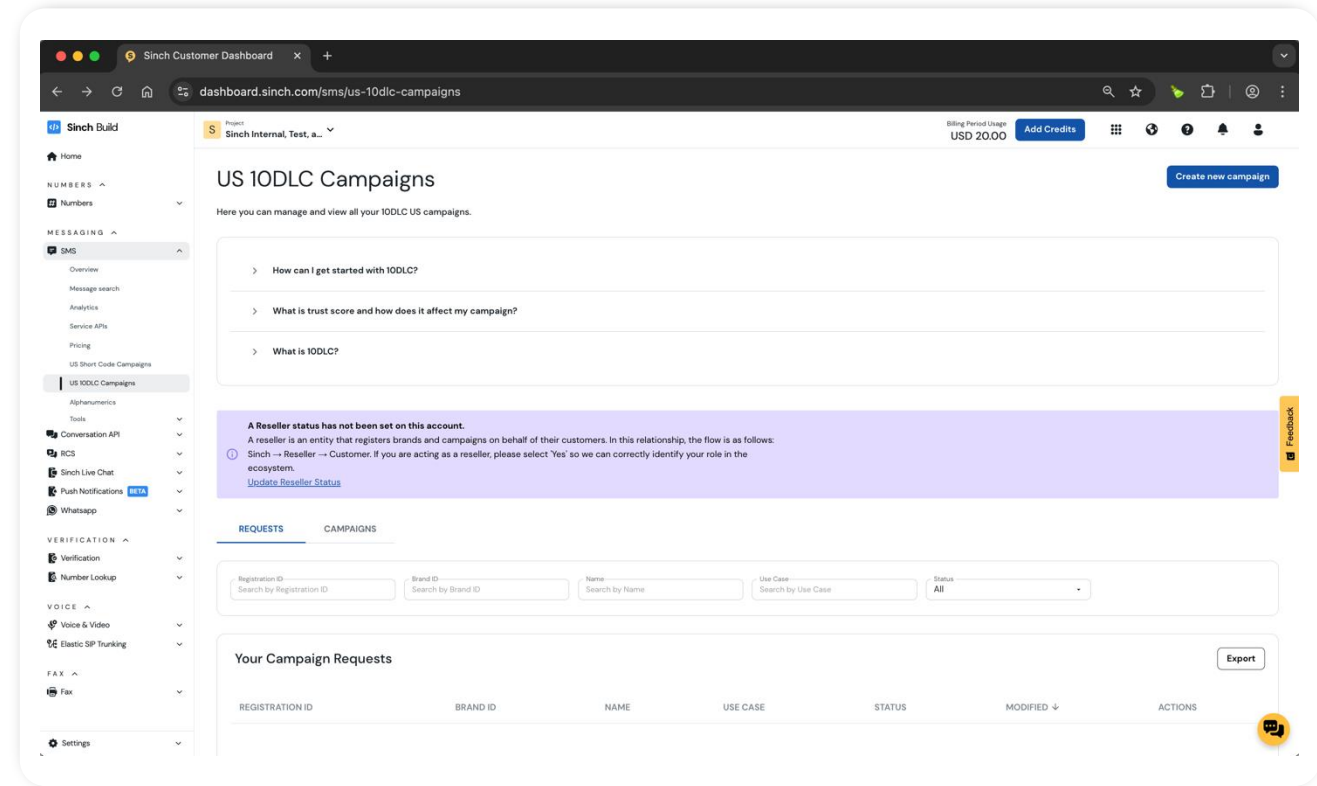
Step 4: Select your registered brand or create a new one.

Step 5: Continue through the campaign wizard until complete.

Step 6: Link your number to the campaign.

Step 7: Start messaging!

*See next slides for step-by-step

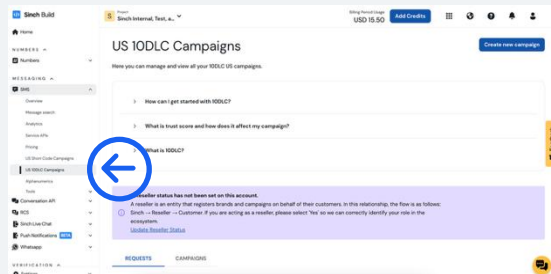


Walkthrough: Registering a new campaign

Step by step process of how to register a messaging campaign with Sinch Build

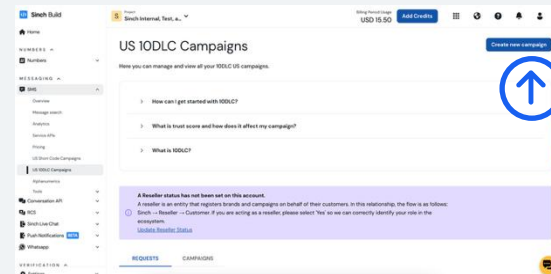
Step 1

Enter the Sinch Dashboard, navigate to the "SMS" dropdown on the lefthand side, and select the "US 10DLC CAMPAIGNS" page from the dropdown



Step 2

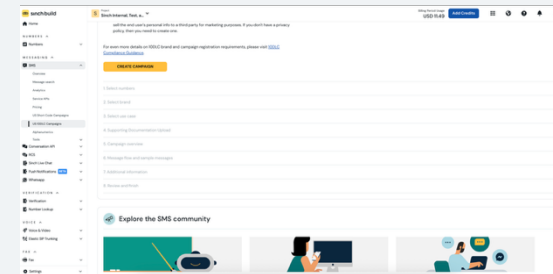
Select "CREATE NEW CAMPAIGN" on the top right to start the process for Sinch to submit your brand to The Campaign Registry (TCR) for brand vetting



Step 3

Follow the steps provided by the 10DLC campaign creation wizard

Brand > Use Case > Supporting Documentation > Campaign > Message flow and samples > Additional info > Review and finish

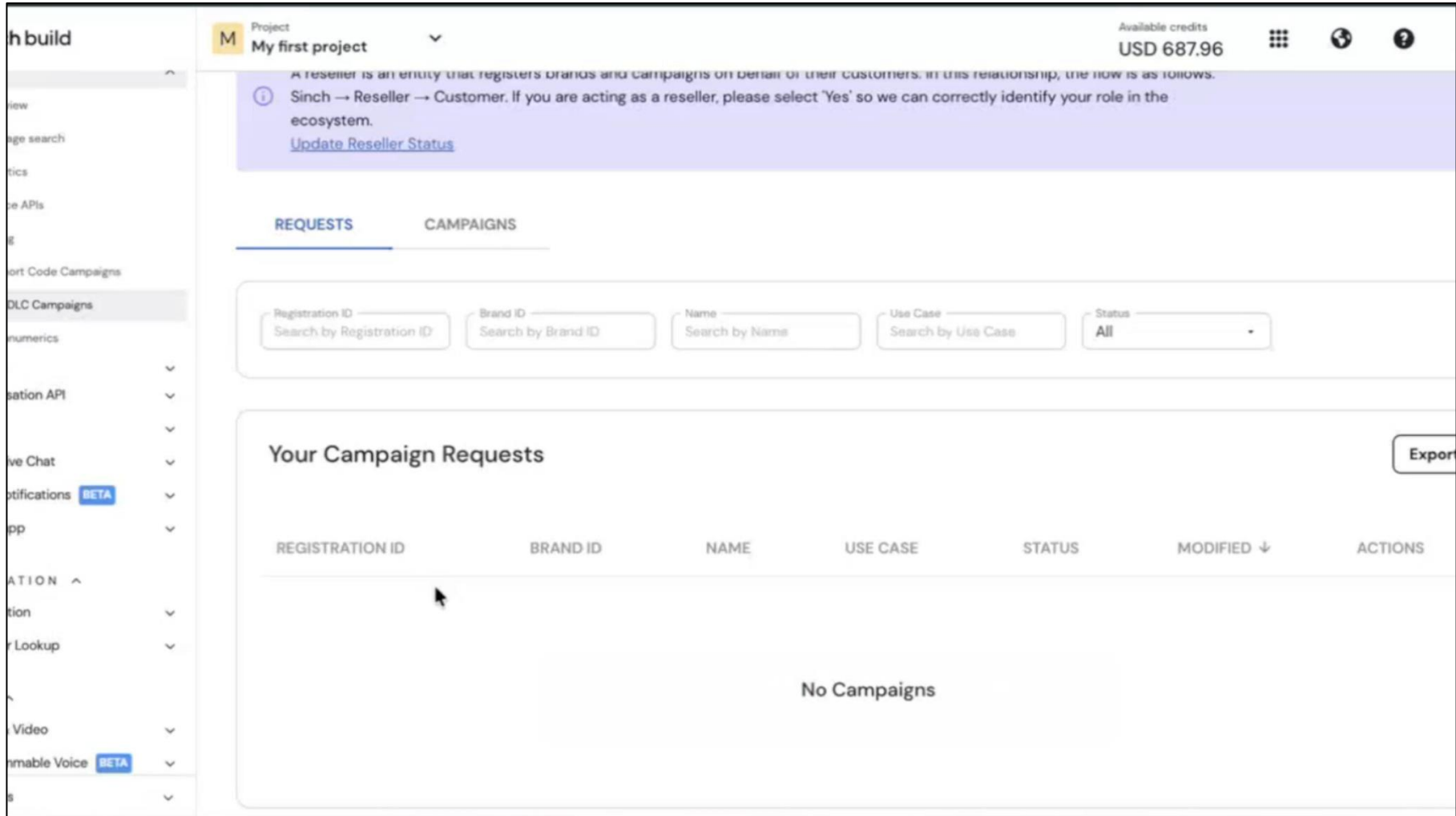


Step 4

After your campaign is approved by the DCA, link your 10DLC phone number(s) to your new messaging campaign. (For special use cases, it may also require carrier approval.)

See video on following slide

KEY: Understanding an approved campaign



KEY: Avoiding accidental campaign drift

Ensuring you have chosen the right campaign for your needs



What is campaign drift?

Campaign drift happens when you send messages outside the use case your number was registered for. It can get your number shut down by carriers — so it's worth getting right from the start.

- **Example:** A medical office registers a number for appt. reminders, then uses it to send sweepstakes promos

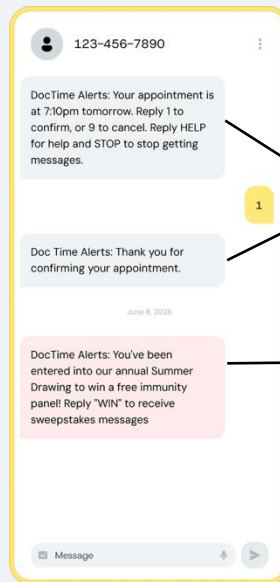
How to avoid it:

If you need to send messages for multiple purposes, do one of two things:

- Register for a **"Mixed" use case campaign*** — one number, up to 5 different use cases. You *must* provide sample messages for every single use case requested.
- Create a **new campaign** from scratch and assign it a separate 10DLC phone number.



Campaign that has drifted

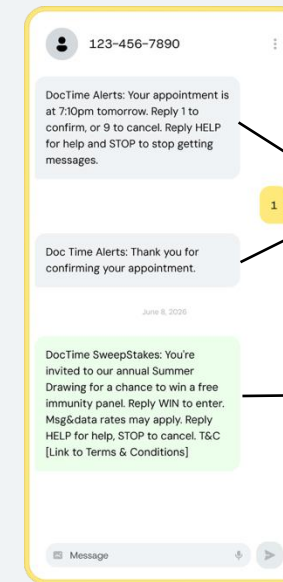


Compliant: These are compliant messages: Appointment reminders with HELP & STOP keywords — matches registered use case.

Drift detected: New message type (sweepstakes) differs from original campaign. Missing mandatory keywords, T&C, and opt-out language.



Compliant mixed campaign



Same appointment reminders — unchanged, fully compliant.

Registered mixed use case: Sweepstakes content pre-registered as a second use case. Includes all required keywords, rate disclosure, T&C link, and opt-out.

* Mixed campaigns may have lower throughput and higher costs vs. single use case campaigns.

Use cases for 10DLC

Use case	Description
2FA *	Any authentication, verification, or one-time passcode
Account Notifications *	Standard notifications for account holders, relating to and being about an account
Customer Care *	All customer care interaction, including but not limited to account management and customer support
Delivery Notifications *	Notification about the status of the delivery of a product or service
Fraud Alert Messaging *	Notifications regarding potential fraudulent activity on a user's account
Higher Education *	Messaging created on behalf of Colleges or Universities, including School Districts and education institutions. This use case is NOT for the "free to the consumer" messaging model
Low Volume Mixed *	For Brands that have multiple use cases and only need very low messaging throughput. Ex: test or demo accounts, small businesses
Marketing *	Any communication that includes marketing and/or promotional content
Mixed *	Any messaging campaign containing 2 to 5 standard uses cases.
Polling and voting *	The sending of surveys and polling/voting campaigns for non-political arenas.
Public Service Announcement *	Informational messaging to raise an audience's awareness about important issues
Security Alert *	A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take.
Agents and Franchises **	Agents; franchises; local branches
Charity **	Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 501c3 Charities.
Emergency **	Notification services designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies.
K-12 Education **	Campaigns created for messaging platforms that support schools from grades K – 12, and distance learning centers. This is not for Post-Secondary schools.
Political **	Part of organized effort to influence decision making of specific groups. Available only to Non-Profit entities with a Campaign Verify token or Aegis Political Vet, or tax-exempt Non-Profits
Proxy **	Peer-to-peer, app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications
Social **	Communication between public figures/influencers and their communities. Ex: YouTube Influencers' alerts or Celebrity alerts
Sweepstakes **	All sweepstakes messaging.
*Standard use case, ** Specialty use case – may require additional carrier review. To see all notes and restrictions about each use case, visit " 10DLC Use Cases – Standard Use Cases vs Special Use Cases " on Sinch Community	

KEY: Set 'special' use cases up for success

How to approach the top 3 Special Use Cases that flag for manual review



Political

- Political campaigns have unique requirements. You must first register with Campaign Verify, a third-party vetting partner.
- Campaign Verify will provide a verification token that is required when you submit your political campaign for registration.



Agent & Franchises

- Agents & Franchise use case quite often gets flagged for a manual review by AT&T.
- We STRONGLY recommend for a quicker review and approval to have a double opt in confirmation message.
- Brands were trying to short cut the opt in by doing a verbal opt in (started rejecting because it was our word vs their word) (verbal confirmation flag best practice).



K-12 Education

- Must be a true K-12 education use case. This means educational alerts from an elementary, middle, or high school.
- Anything else will be reviewed and rejected by AT&T

What is a sole proprietor?

What is it and who qualifies as one?

What is a "Sole Proprietor"?

- A Sole Proprietor is a brand type for individuals or small businesses who are doing business without a federal Tax ID (EIN).
- This use case is subject to strict vetting and regulations due to a high potential for spam.

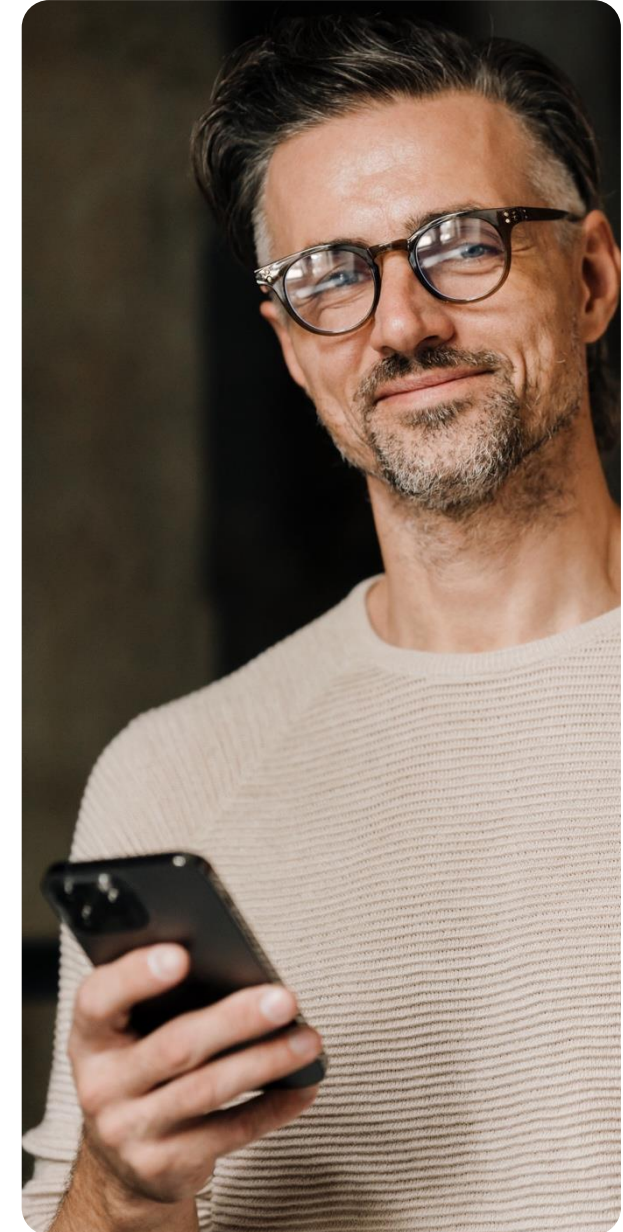
Sinch's current policy:

- Right now, Sole Proprietor registration isn't available directly through the Sinch Dashboard — but we expect to support it in 2026. In the meantime, CSPs can take on this registration and vetting on behalf of sole proprietors.* (Sinch Build)
- Sinch will support Sole Prop as a DCA. CSPs must take on the responsibility of vetting and verifying these brands.

Messaging limits:

- T-Mobile: 1,000 messages per day, per campaign.
- AT&T: 15 messages per minute, per campaign.

*Disclaimer: This policy is subject to change, and we expect to support this directly in 2026. ([Standard vs Special Use Cases](#))



Messaging campaign best practices

Here's a checklist of the rules that matter most — follow these and you'll avoid the most common reasons campaigns get rejected or blocked.



- **If your campaign is rejected, don't start over:** done the campaign, update it **and resubmit:** check the event log on the brand's detail page for the reason for rejection, select UPDATE BRAND, correct any errors, and resubmit.
- **Own your opt-in list and maintain opt-in records:** by having a direct relationship and collected opt-in consent for every single contact you message, your business must have auditable proof of consent if ever challenged.
- **Confirm accuracy of brand and campaign information:** ensure all campaign registration information is accurate before submitting to avoid rejection.
- **Prevent accidental campaign drift:** the campaign use case must precisely match the type of messages being sent. Want to send multiple kinds of messages from one number? Register for a "mixed" use case!
- **Follow required campaign copy outlines:** use the rules and regulations section of this deck to help you create a compliant campaign with the right copy on the first try.



- **Avoid public URL shorteners:** using public shortners like tiny URL and bit.Ly links will cause your messages to be blocked. Use a private or branded URL shortener.
- **Don't select use case based on price:** select the appropriate use case for volume not price; exceeding volume limits will result in delivery failure.
- **Number hygiene:** Don't rotate numbers in and out of your campaign. 10DLC was made so you'll have one number for all of your messaging. If you need to use more numbers on a campaign, do not rotate them in and out, just use a pre-set approved amount for your use case.
- **Keep your website updated:** your company website should be live, professional, and clearly state what your business does. It should also have a privacy policy and clear contact information and required SMS disclosures.
- **Write clear messages:** avoid vague language. Messages should be clear, identify who you are, have a clear purpose, and include compliance info.

CHAPTER 05

Rules and regulations



Disallowed content

The following content categories are strictly forbidden and violating these rules can lead to your number being blocked. Any disallowed content in your campaign submission will be rejected.

Category	Forbidden Content Includes
High-Risk Financial Services	Payday loans, short-term high-interest loans, auto/mortgage/student loans, third-party lending, gambling, sweepstakes, stock alerts and cryptocurrency.
"Get Rich Quick" Schemes	Work-from-home programs, risk investment opportunities, and multi-level marketing.
Third-Party Debt Collection	Debt consolidation, debt reduction, and credit repair programs.
Illegal & Controlled Substances	Content related to federally illegal drugs (including cannabis), and prescription drug offers.
Lead Generation & Third-Party Marketing	Selling or sharing customer opt-in data with third parties. You may only send marketing from your own brand.
Deceptive Content	Phishing, spoofing, fraud, or deceptive marketing.
Gambling, Raffles, & Sweepstakes	Prohibited, except for bingo-related messages, which are allowed on approved campaigns.
SHAFT Content	(Sex, Hate, Alcohol, Firearms, and Tobacco)
Sex & Hate	Strictly prohibited (includes pornographic, sexually explicit, profane, or hate speech content).
Firearms	Not allowed: The sale of guns, other weapons, fireworks, or explosives (firearm parts sales are allowed).
Tobacco & Vaping	Allowed only if a proper age-gate is in place.
Alcohol (US Exception)	Allowed only to US destinations and only if a proper age-gate is in place.

Rules and regulations

Must-do's for your 10DLC Messaging campaign

Call to Action (CTA)

- All US 10DLC messaging programs are required to include a Call to Action.
- This is the way you advertise the program to potential users and gain consent to send messages. A call to action may be presented verbally (i.e. at point of sale), via print ad (i.e. text JOIN to 123-456-7890), or via web (i.e. mobile number entry form).
- **Your Call-To-Action must be market ready at the time of submission.**

Your call to action must include

- Clear program description (e.g. Get updates about our sales and promotions!)
- "Message and data rates may apply" disclosure (not required for FTEU)
- Link to Terms and Conditions
- Link to Privacy Policy
- Message frequency (#msgs/mo, msg frequency varies, recurring messages, etc)*
- Opt-out instructions (Reply STOP to end)*
- HELP instructions (Reply HELP for help)**

*A CTA is still required for one-time transactional campaigns, but message frequency and opt-out instructions are optional

**HELP instruction is optional if it is communicated in the Terms and Conditions

Call to Action (CTA) examples

Recurring message program examples


Want to learn more about messaging?

Text **JOIN** to 123-456-7890 to receive text messages from Brand Name.

Message frequency varies. Message and data rates may apply. Reply **HELP** for help. Text **STOP** to cancel. Terms and Conditions can be viewed at {Terms link}. Privacy Policy can be viewed at {Privacy link}

Keyword

{Brand Logo}

Text {keyword} to 123-456-7890 to receive {type of alerts} from {brand name}. Message frequency varies. Message and data rates may apply. Reply **HELP** for help. Reply **STOP** to cancel. {Terms and Conditions link} and {Privacy Policy link}

Brand Name's SMS Program
 Receive informational alerts right to your phone!

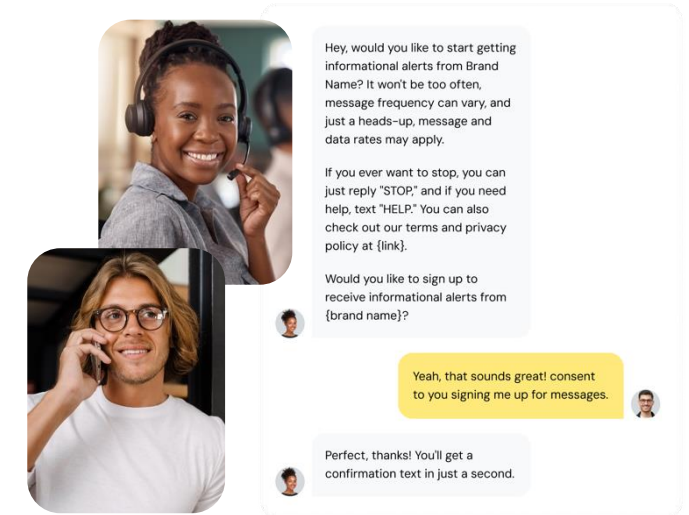
Phone number *

☐ Sign up for SMS

By submitting your mobile phone number and checking the box, you are consenting to receiving informational alerts from {brand name}. Message frequency varies. Message & data rates may apply. Reply **HELP** for help. Reply **STOP** to cancel. By leaving this box unchecked you will not be opted in for SMS messages at this time. Terms and Conditions can be viewed at {Terms link}. Privacy Policy can be viewed at {Privacy link}. By leaving the box unchecked, you will not be opted into this short code campaign.

Web

By submitting your mobile phone number and checking the box, you are consenting to receiving {type of alerts} from {brand name}. Message frequency varies. Message and data rates may apply. Reply **HELP** for help. Reply **STOP** to cancel. {Terms and Conditions link} and {Privacy Policy link}.



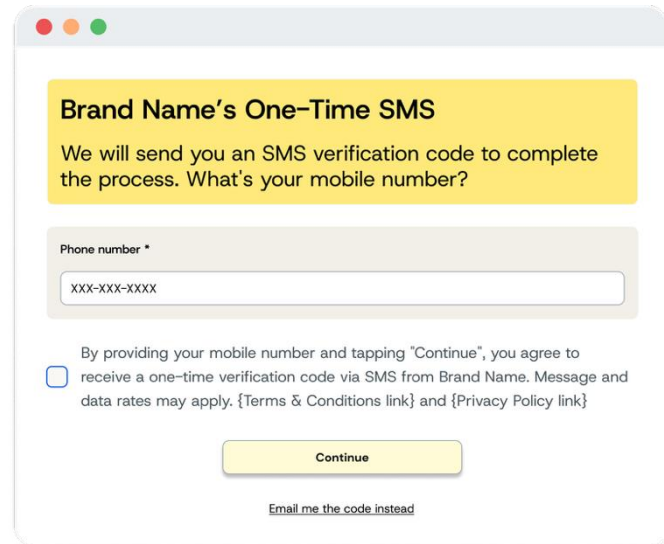
Verbal

Would you like to receive {type of alerts} from {brand name}? Message frequency varies. Message and data rates may apply. Reply **STOP** to end. Reply **HELP** for help. Privacy Policy can be found here: {link}.**

**Strongly recommend you do a double opt in to be able to prove that you have client consent and opt-in (unless done over a recorded line)

Call to Action (CTA) examples

One Time Program (OTP) examples



Brand Name's One-Time SMS

We will send you an SMS verification code to complete the process. What's your mobile number?

Phone number *

XXX-XXX-XXXX

☐ By providing your mobile number and tapping "Continue", you agree to receive a one-time verification code via SMS from Brand Name. Message and data rates may apply. [Terms & Conditions link](#) and [Privacy Policy link](#)

Continue

[Email me the code instead](#)

Keyword

{Brand Logo}

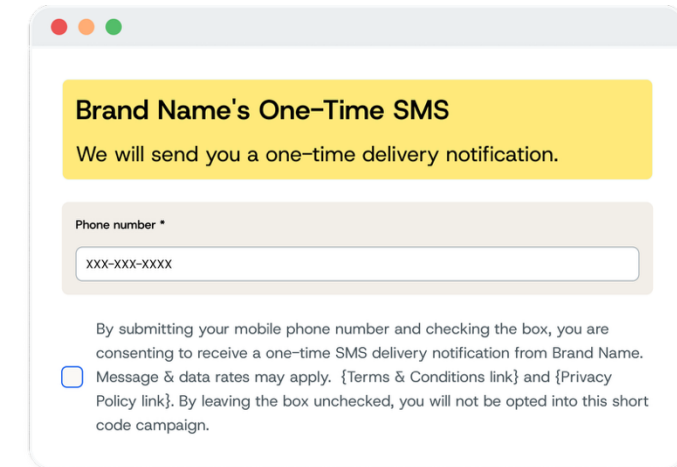
We will send you an SMS verification code to complete the process.

What's your mobile number?

[Phone Number field]

By providing your mobile number and tapping "Continue", you agree to receive a one-time verification code via SMS from (Brand Name). Message and data rates may apply. [Terms and Conditions link](#) and [Privacy Policy link](#)

[Continue button]/[Email me the code instead]



Brand Name's One-Time SMS

We will send you a one-time delivery notification.

Phone number *

XXX-XXX-XXXX

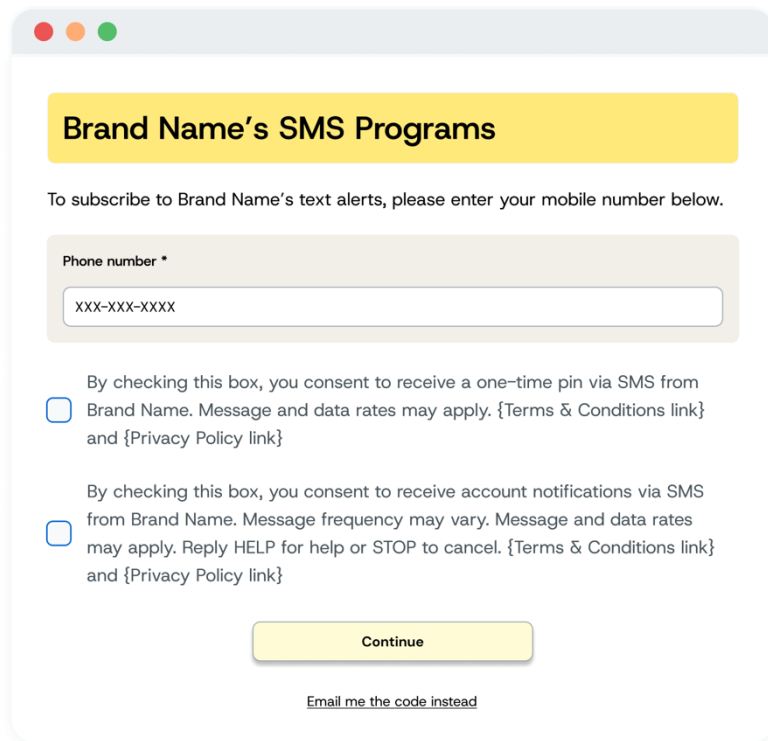
☐ By submitting your mobile phone number and checking the box, you are consenting to receive a one-time SMS delivery notification from Brand Name. Message & data rates may apply. [Terms & Conditions link](#) and [Privacy Policy link](#). By leaving the box unchecked, you will not be opted into this short code campaign.

One-Time Alert

☐ By submitting your mobile phone number and checking the box, you are consenting to receive a one-time SMS delivery notification from {brand name}. Message and data rates may apply. [Terms and Conditions link](#) and [Privacy Policy link](#). By leaving the box unchecked, you will not be opted into this 10DLC messaging campaign.

Call to Action (CTA) examples

Multiple use cases, with one being an OTP (One Time Program/Pin) example



Brand Name's SMS Programs

To subscribe to Brand Name's text alerts, please enter your mobile number below.

Phone number *

XXX-XXX-XXXX

☐ By checking this box, you consent to receive a one-time pin via SMS from Brand Name. Message and data rates may apply. [Terms & Conditions link](#) and [Privacy Policy link](#)

☐ By checking this box, you consent to receive account notifications via SMS from Brand Name. Message frequency may vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. [Terms & Conditions link](#) and [Privacy Policy link](#)

Continue

[Email me the code instead](#)

Multiple use cases, with one being OTP

To subscribe to {brand name} text alerts, please enter your mobile number below.

[Phone number field]

☐ By checking this box, you consent to receive a one-time pin via SMS from {brand name}. Message and data rates may apply. [Terms and Conditions link](#) and [Privacy Policy link](#)

☐ By checking this box, you consent to receive account notifications via SMS from {brand name}. Message frequency may vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. [Terms and Conditions link](#) and [Privacy Policy link](#)

[Continue]

[Email me the code instead]

Message flow

The order of your messages matter. Here's how to create a message flow that meets requirements.

If you're running a recurring program, you must send an initial message when a new customer opts in. This is called the opt-in confirmation message, or sometimes referred to as a welcome message. It's the first message that is sent to your customer confirming to them they've opted into your program. Your brand also needs to respond to HELP and opt-out keywords (STOP, QUIT, CANCEL, END, and UNSUBSCRIBE) whether your 10DLC messaging program is recurring or one-time..

Message response requirements:

Opt-in message

- Program/brand name*
- Message frequency
- "Message and data rates may apply"
- Customer care information (i.e. Reply HELP for help)
- Opt-out instructions (i.e. Reply STOP to end)

*Brand name is the only requirement for **one-time** programs

Help response

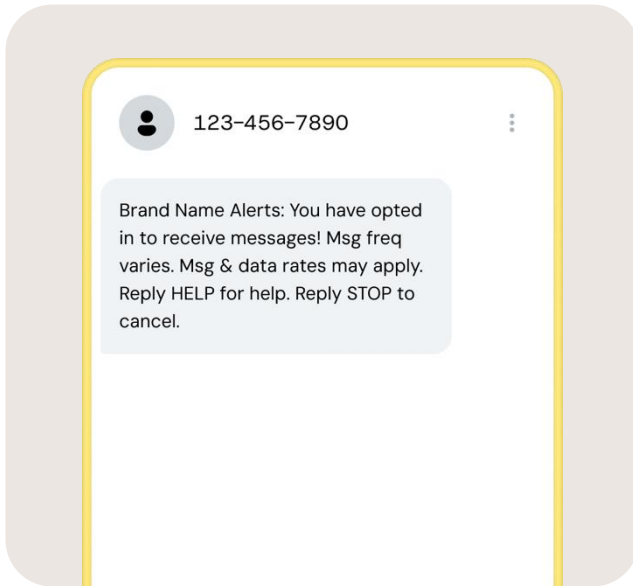
- Program/brand name
- Contact info (email/phone/support web page)

Opt-out message

- Program/brand name
- Confirmation that user has unsubscribed and will not receive any more messages

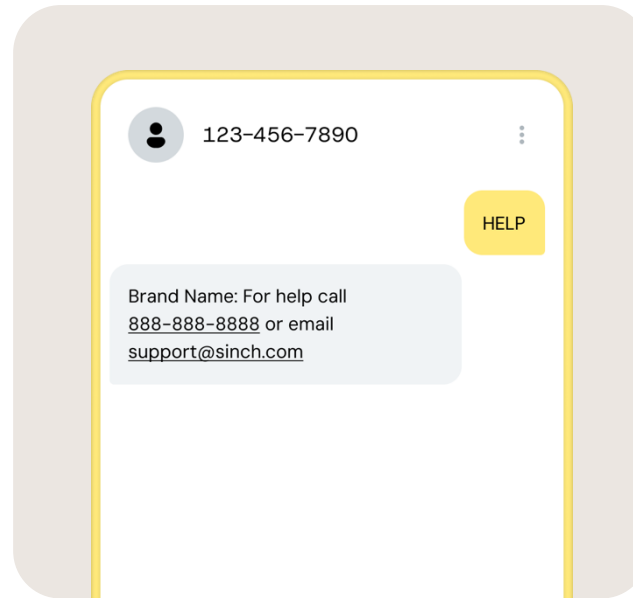
Examples

Message flow



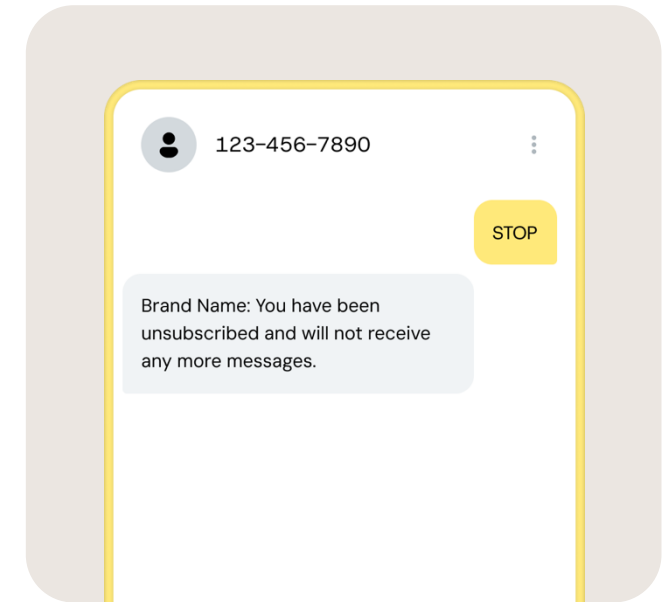
Recurring program Opt-In confirmation message

{Brand name} alerts: You have opted in to receive messages! Msg freq varies. Msg and data rates may apply. Reply HELP for help. Reply STOP to cancel.



Help response

{Brand name}: For help call 123-456-7890 or email example@example.com



Opt-out response

{Brand name}: You have been unsubscribed and will not receive any more messages.

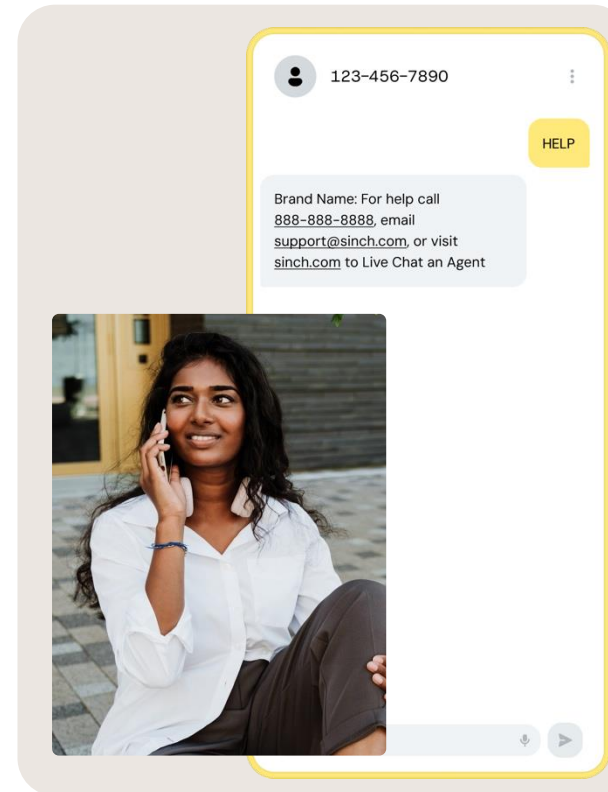
Rules and regulations

Want to get your 10DLC Messaging campaign approved the first time? Follow these guidelines:

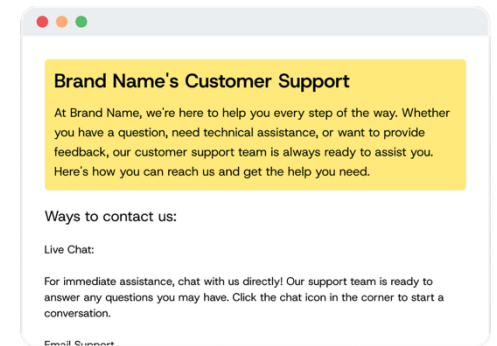
Terms and conditions

Your terms and conditions page will be checked for:

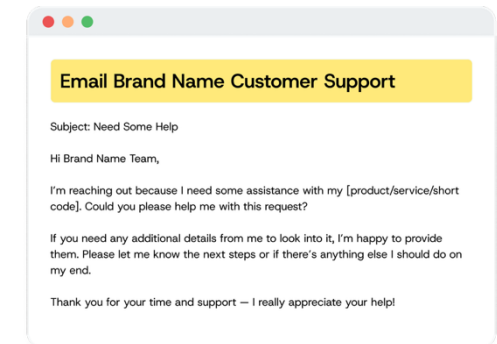
- Program name and description
- Message frequency
- "Message and data rates may apply"*
- Customer care contact information (reply HELP for help) and another form of customer support (phone number, email or a direct link to the customer support page)
- Opt-out instructions (i.e. Reply STOP to end)*
- Link to Privacy Policy
- Terms and Conditions and Privacy Policy URLs should match the brands domain



Phone call option



Website for customer support page

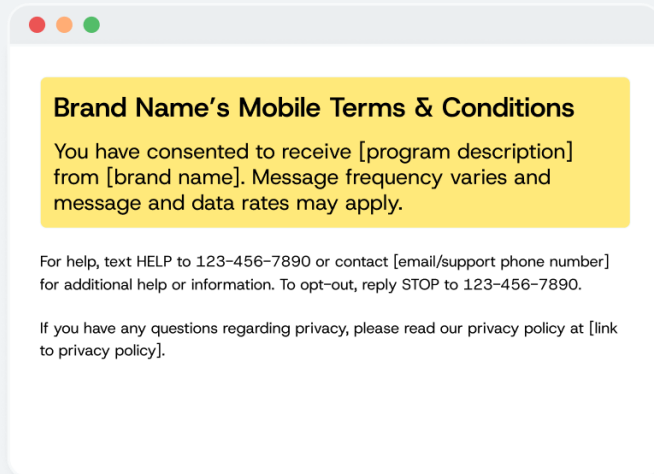


Reaching out via e-mail

*Terms and Conditions are still required for one-time transactional campaigns, but opt-out instruction is optional

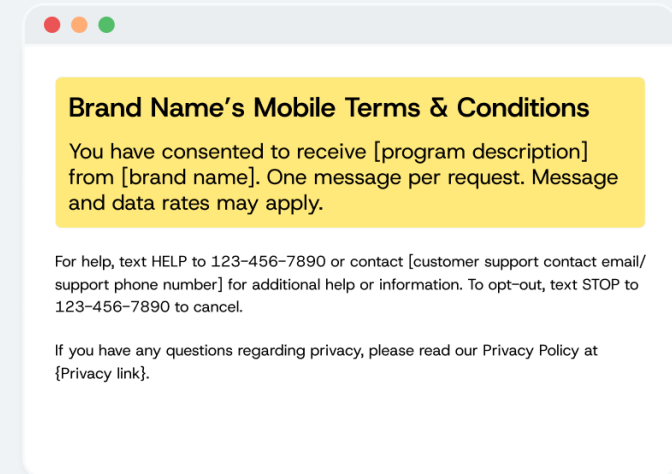
Examples

Terms and Conditions (T&C) examples



Recurring programs

[Brand Name] Terms and Conditions
 [Program description]. Message frequency varies and message and data rates may apply.
 [Customer care contact information (reply HELP to 123-456-7890 for help and another form of customer support)]. To opt out, reply STOP. For our privacy policy, see here: [link to privacy policy].



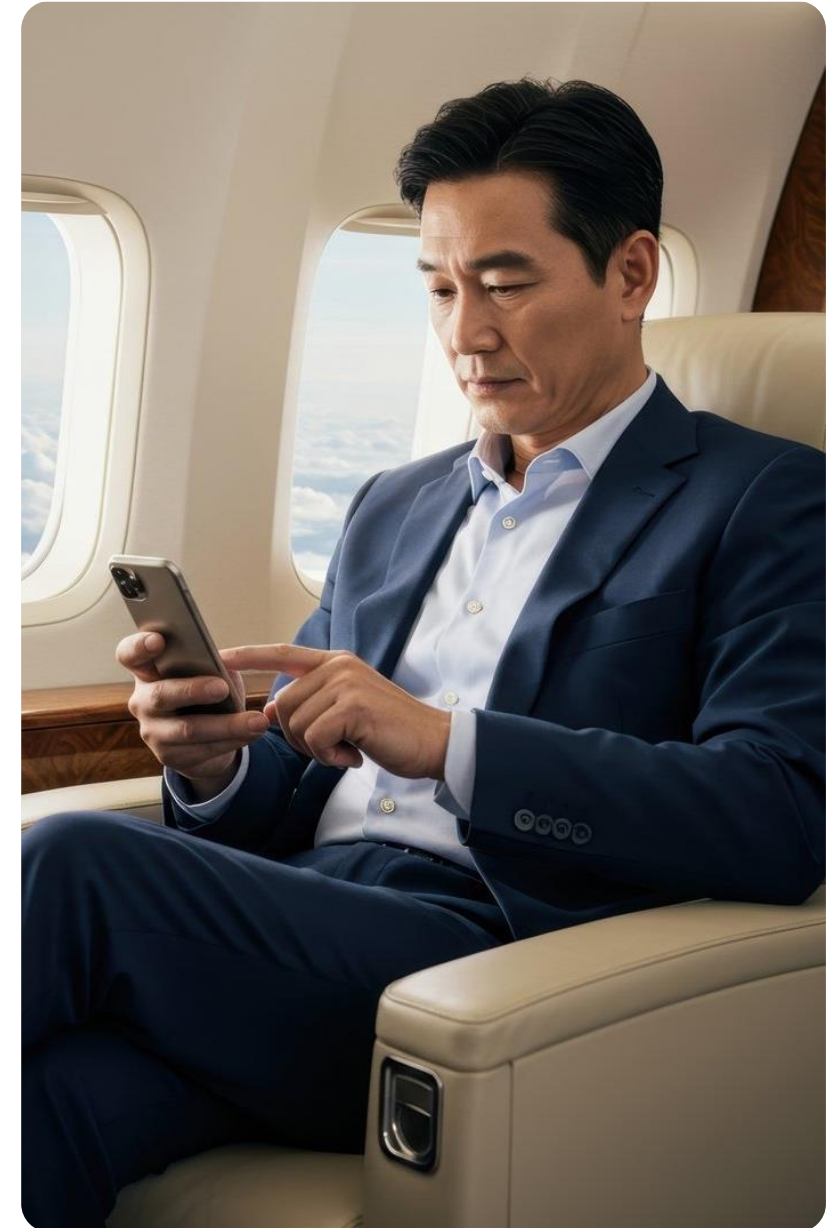
One-time programs

[Brand Name] Terms and Conditions
 [Program description]. One message per request. Message and data rates may apply.
 [Customer care contact information (reply HELP to 123-456-7890 for help and another form of customer support)]. For our privacy policy, see here: [link to privacy policy].

Rules and regulations

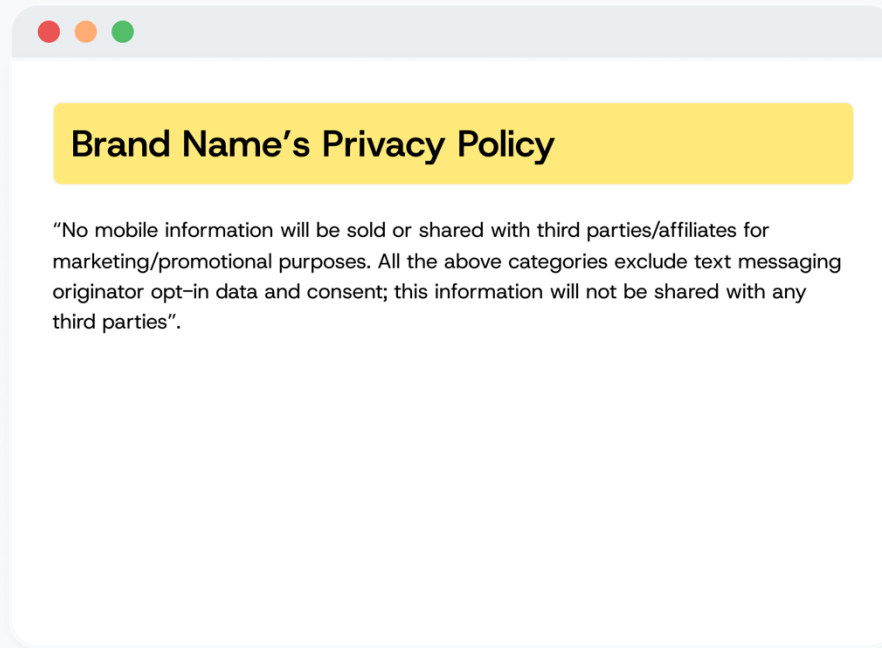
Privacy policy

It must be clear that the end user's personal information will not be shared or sold to third parties for the purpose of marketing. In other words, only the brand that the user specifically provides consent to may send messages to that user. Lead generation is not permitted.



Examples

Privacy policy example



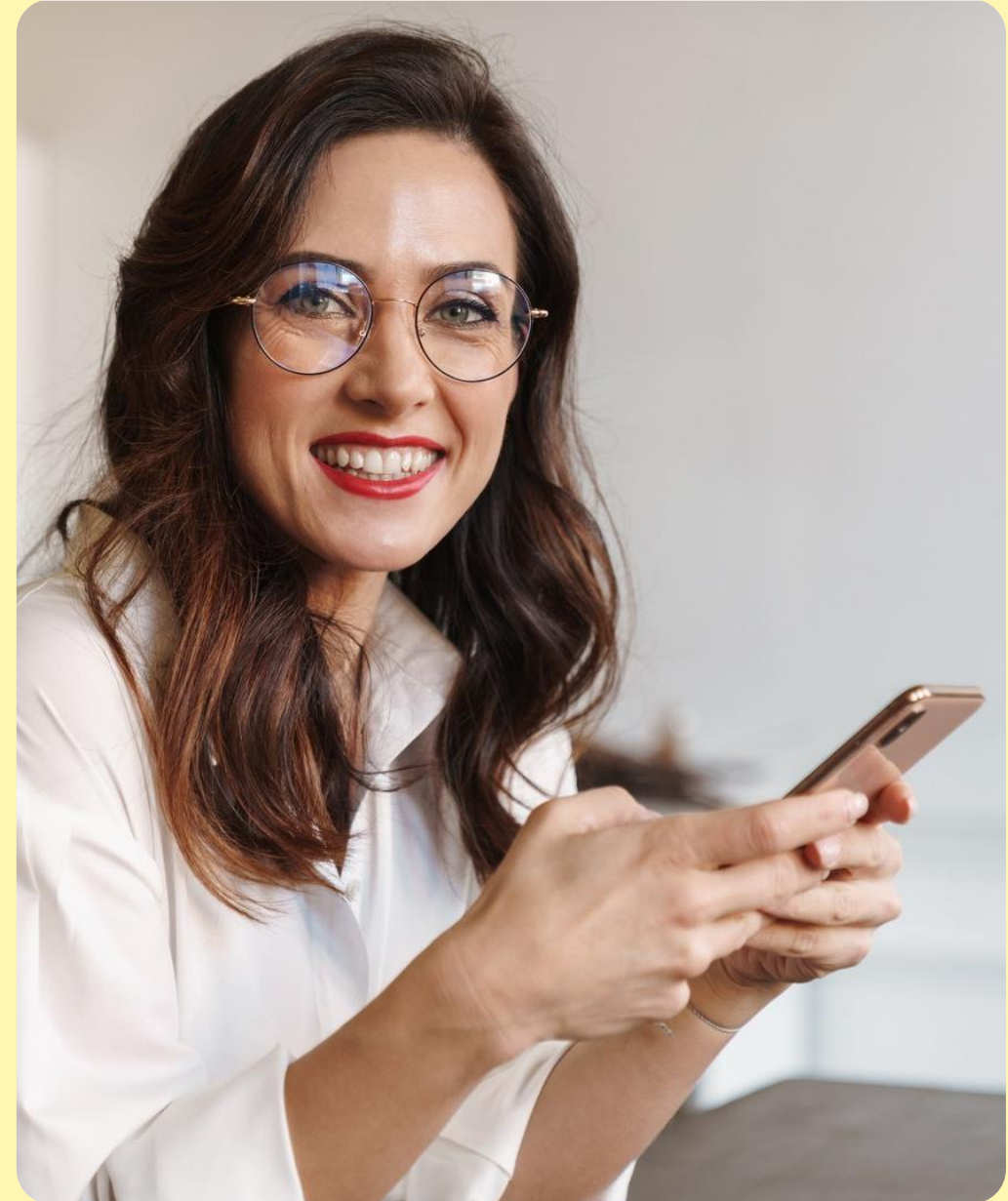
Privacy policy

[Program/Brand Name] Privacy Policy

"No mobile information will be sold or 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".

CHAPTER 06

Getting a 10DLC phone number



Getting a 10DLC phone number

The ways to get a 10DLC phone number: Buy, Import/Host, and Port

When you want to use an existing phone number for your 10DLC messaging campaigns, there are four distinct methods to enable it on the Sinch platform:

- Buying a new number on the Sinch dashboard (Sinch Build)
- Importing an existing number to Sinch for text messaging without full voice services migration
- Hosting messaging services from another carrier, or
- Porting the full number services away from a carrier and over to Sinch.

The right choice depends on who currently provides your voice service and whether you intend to move the voice portion.



Buy a new number: This is the most straightforward option. You are simply acquiring a brand new 10DLC number directly from Sinch's available inventory. If you can't find what you want, open a Ticket.



Import it: The process of enabling your non-Sinch number for **messaging** by using Sinch as the Direct Connectivity Aggregator (DCA), **without** porting the number to Sinch. This process is intended for customers who use their own NetNumber ID (NNID) and is applicable only to local numbers in the United States and Canada.

Host it: Think of hosting as "splitting the job." You keep your number's voice service exactly where it is with your current phone carrier, but you move the messaging (SMS/MMS) capabilities over to Sinch. This process is intended for all other customers who don't use their own NetNumber ID (NNID).



Port it: Porting is a full migration. You are moving your entire phone number—both its voice and its messaging services—over to Sinch. Sinch becomes the new carrier of record for the number.

Step-by-step

Buying a new number, importing/hosting a number, and porting a number



Buying a new number

1. Sign into the dashboard, select "Your Virtual numbers" OR "get virtual numbers" under Numbers
2. Select United States
3. OPTIONAL – Search by area code
4. Select "Buy" and agree to the terms and services
5. Select "Get number" – automatically adding it to your account



Importing a number

1. Sign into the dashboard, select "Supporting Documentation" from the "Numbers" section
2. Click on "IMPORT NUMBER" and provide your brand information. A verification code will be sent to the email registered with the brand.
3. Once the brand is approved, you can import your number. **Note: Numbers need to be provided in E.164 format, along with the service plan ID and campaign ID.**
4. You can check the status of the number to ensure it has been successfully imported.

Hosting a number

1. Sign into the dashboard, select "SMS hosting USA/Canada" from the "Numbers" section
2. Click "GET STARTED" and add the number(s) you wish to host.
3. Verify your number(s) by either receiving a voice OTP or by emailing your most recent invoices (<45 days old) to the Sinch team.
4. Once the status is "Ready to enable SMS", click "ENABLE SMS FOR NUMBERS" and select the number type (Toll-Free/Local). **NOTE: If local, enter Campaign ID to retain SMS capabilities**
5. Complete the Letter of Authorization (LOA) form and sign it via the emailed DocuSign contract.



Porting a number

1. Sign into the dashboard, select "Porting USA/Canada" under Numbers
2. Select "New Port Request" and confirm that you want to fully transition services
3. Fill out required forms on the "New port request", and Submit the form
4. Sinch will work with your current provider to establish a porting date. Once the port is complete, your number will be active with Sinch.

Voice Service Impact: Your relationship for that number with your old carrier is terminated once the port is complete.

KEY: New number availability

Things to know about buying a net-new number and their availability



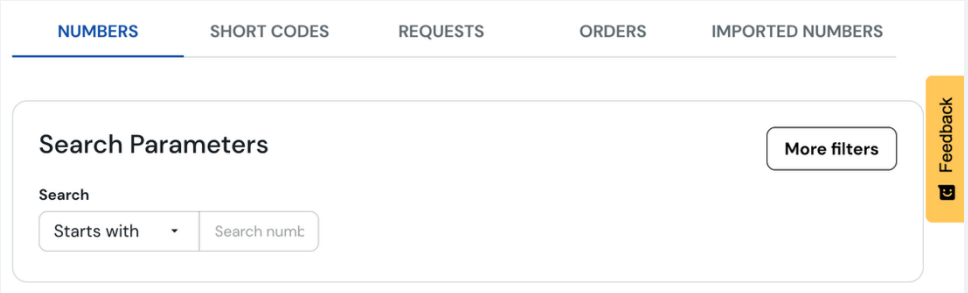
Availability and restrictions:

- Our dashboard provides a real-time inventory of available numbers, but this inventory is dynamic and changes constantly. Some area codes have limited availability due to high demand.
- For A2P Phone numbers, they are always SMS and Voice capable upon purchase, even if you only choose to enable one of those two functions.

What if my desired area code isn't available?

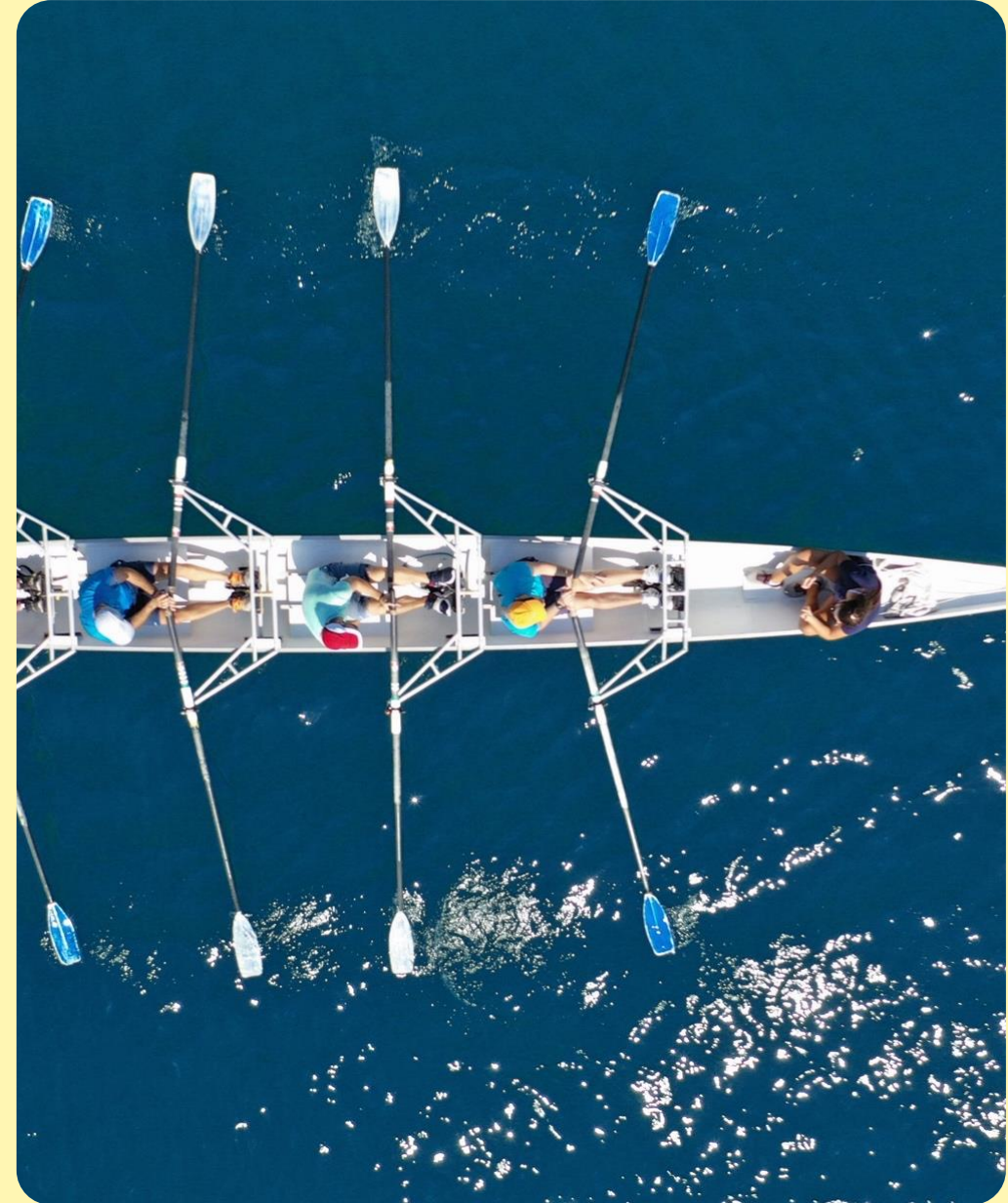
If your preferred area code isn't showing up in the dashboard, get in touch with your Sinch Account Manager. They have access to additional sourcing channels and can often track down what you need.

Important Note: Please be aware that some area codes, particularly for popular metropolitan areas (e.g., New York's 212, Los Angeles' 310), are in extremely high demand and may not be possible to source. However, we can often provide an alternative area code that serves the same geographic location as the one you originally requested, providing the same local presence and service reach (called an NPA).



CHAPTER 07

Understanding throughput



Understanding 10DLC throughput

How carriers decide the speed and volume at which you can send messages

What is throughput?

Throughput is how fast and how many messages you can send. It determines whether your campaign can handle a handful of daily messages or hundreds of thousands — and it's set by the carriers, not by the number of phone numbers you have.

Important note: Throughput **IS NOT** determined by the number of 10DLC numbers associated with your campaign, but with the way that each carrier values and weights Brand Vetting Scores and Campaign Use Cases. The result of that is your throughput with each carrier.

What determines your throughput?

Your messaging throughput is primarily controlled by the mobile carriers (like AT&T and T-Mobile) and is based on two critical factors:

- **Brand Verification or Vetting Score:** If you skip vetting during registration, you will end up on the lowest carrier throughput tiers. If your Brand goes through vetting, a score will be assigned to your brand after The Campaign Registry (TCR) verifies your business legitimacy. A higher score generally leads to higher throughput.
- **Campaign Type / Use Case:** The specific purpose of your messaging campaign (e.g., notifications, marketing, 2-Factor Authentication) also influences the throughput allocated to it.

Understanding the AT&T throughput matrix

How to read the AT&T matrix and verify your messaging speed and volume

AT&T:

AT&T's unique model assigns throughput on a per-campaign basis, meaning each campaign under your brand gets its own dedicated throughput. To understand your specific limits, you need to find your campaign's "Message Class" in the matrix.

Row header	What it means
Message class	A letter grade (A, B, C, etc.) Assigned by AT&T that represents a specific throughput tier. This is the key to finding your limits.
Use case type	The broad category of your campaign: standard (common business messaging) or special (requires specific approval or has unique rules).
Use case	The specific, declared purpose of your messaging content (E.G., Mixed/marketing, charity, emergency services).
Vetting score	For standard campaigns, your brand vetting score from TCR directly maps to a message class. Special campaigns often have a pre-assigned class.
SMS TPM / MMS TPM	This is your actual throughput limit, measured in transactions per minute (TPM). It shows the max number of SMS or MMS messages your campaign can send in 1 min.

Understanding the AT&T throughput matrix

How to read the AT&T matrix and verify your messaging speed and volume

Message Class	Use Case Type	Use Case	Vetting Score	SMS TPM	MMS TPM
A	Standard	Dedicated Use Case	75-100	4,500	2,400
B	Standard	Mixed / Marketing	75-100	4,500	2,400
C	Standard	Dedicated Use Case	50-74	2,400	1,200
D	Standard	Mixed / Marketing	50-74	2,400	1,200
E	Standard	Dedicated Use Case	1-49	240	150
F	Standard	Mixed / Marketing	1-49	240	150
T	Standard	Low Volume Mixed		75	50
G	Special	Proxy		60 per number	50 per number
P	Special	Charity		2,400	1,200
S	Special	Social		9,000	2,400
K	Special	Political (Election Campaigns)		4,500	2,400
X	Special	Emergency Services		4,500	2,400
Z	Special	Platform Free Trial		6 per number	50 per number
N	Special	Agents and Franchises		60 per number	50 per number
W	Special	Sole Proprietor		15	50
Y	Special	K-12 Education/Carrier Exempt		3000 per number	50 per number
T	Special	UCaaS Low Volume		75	50
F/D/B	Special	UCaaS High Volume		240/ 2,400/4,500	150/1,200/2,400
E/C/A	Special	Sweepstakes		240/2,400/4,500	150/1,200/2,400

Understanding the T-Mobile throughput matrix

How to read the T-Mobile matrix and verify your messaging speed and volume

T-Mobile:

T-Mobile's unique model assigns throughput on a per-brand basis, meaning all campaigns under your brand share a single daily message cap. To understand your specific limits, you need to find your brand's "Message Tier" in the matrix.

Row header	What it means
Message tier	The category your Brand is placed in based on its Vetting Score. This is the key to finding your daily limits.
Use case	T-Mobile applies the same daily cap regardless of your specific use case.
Vetting score requirements	Your Brand Vetting Score from TCR directly maps to a Message Tier and its corresponding daily cap.
Brand daily cap	This is your actual throughput limit, measured as a total number of messages that can be sent per day across ALL of your brand's campaigns.

Understanding the T-Mobile throughput matrix

How to read the T-Mobile matrix and verify your messaging speed and volume

Message Tier Use Case	Use Case	Vetting Score Requirements	Brand Daily Cap*
Top	All Use Cases	75-100	200,000
High Mid	All Use Cases	50-74	40,000
Low Mid	All Use Cases	25-49	10,000
Low	All Use Cases	1-24	2,000
	Sole Proprietor		1,000
	Platform Free Trial		200 per PFT participant
	UCaaS Low Volume		2,000



KEY: Reviewing throughput for T-Mobile

Reviewing your throughput needs before registering is critical. Choosing the quickest path to market without proper brand vetting may cause significant issues down the line.



LOW THROUGHPUT RISK

No Brand Vetting

Skipping brand vetting puts you on T-Mobile's lowest throughput tier — and that's hard to change once you're registered.

Recommendation: If there's any chance you'll need to send more than 2,000 messages a day on T-Mobile, do the vetting upfront. It saves time and money in the long run.



CHECK YOUR USE CASE

UCaaS LOW / Low Volume Mixed

Both UCaaS LOW and LOW VOLUME MIXED use cases are capped at 2,000 messages per day on T-Mobile. If you anticipate needing higher throughput, do not select these use cases. They are "low cost" use cases, but in the end, if you exceed the 2,000 messages per day limit, those overage messages will end up being blocked.

Recommendation: Choose a proper use case that will cover what you plan to do on your campaign and give you room to grow throughput wise.



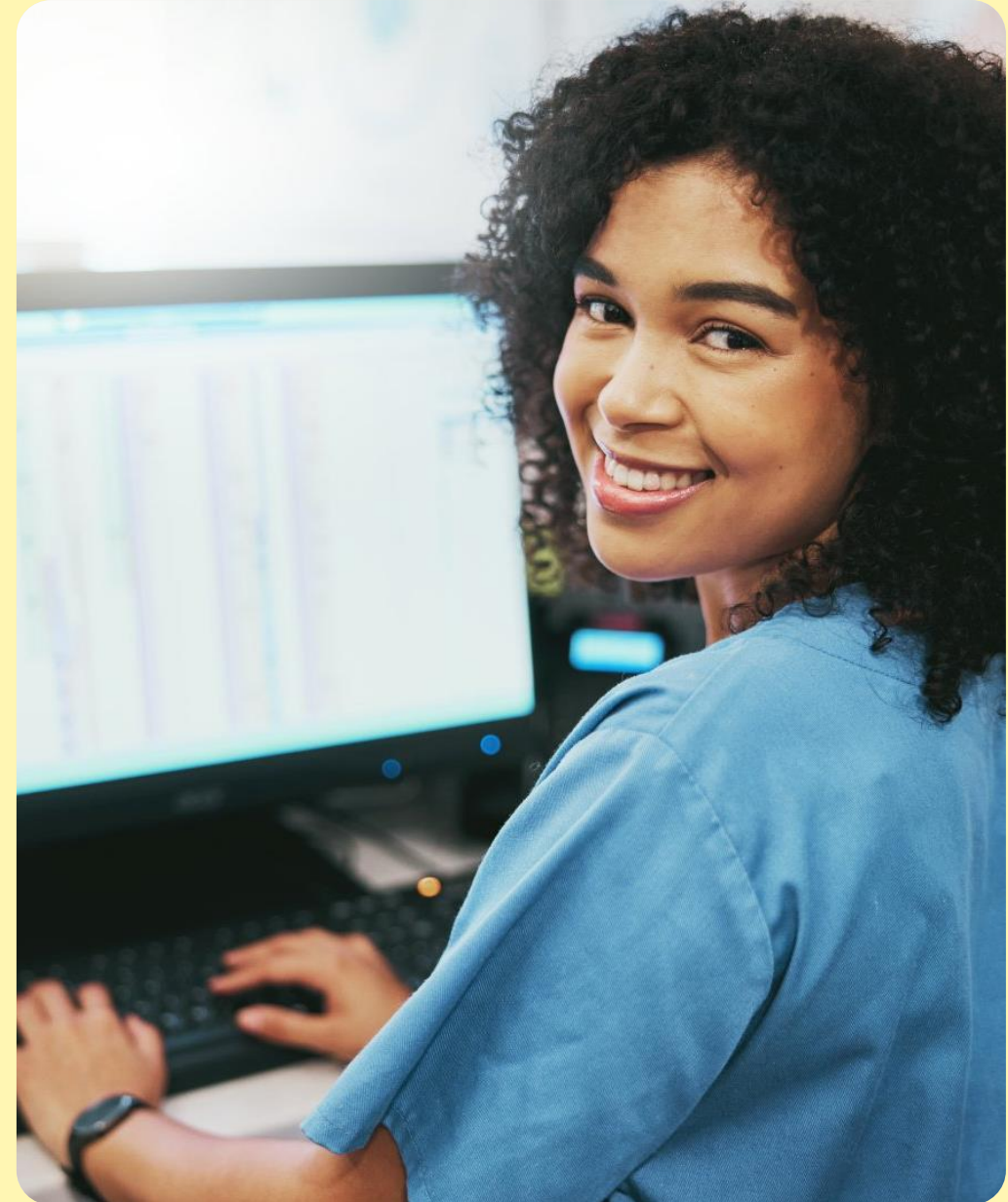
RECOMMENDED PATH

UCaaS HIGH + Brand Vetting

If your use case is UCaaS, and if you need throughput above 2,000 messages per day on T-Mobile, select UCaaS High and complete brand vetting upfront. This ensures you are on the correct tier from the start and it will give you the best chance of getting the throughput you need to succeed.

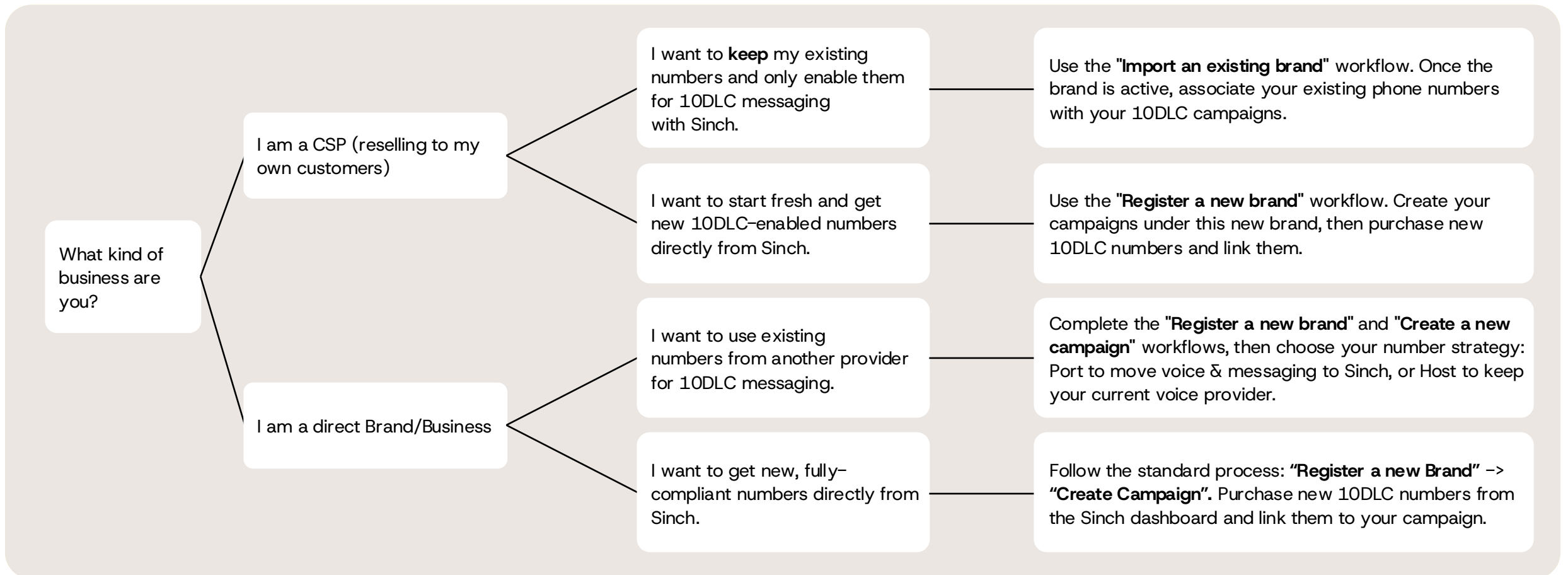
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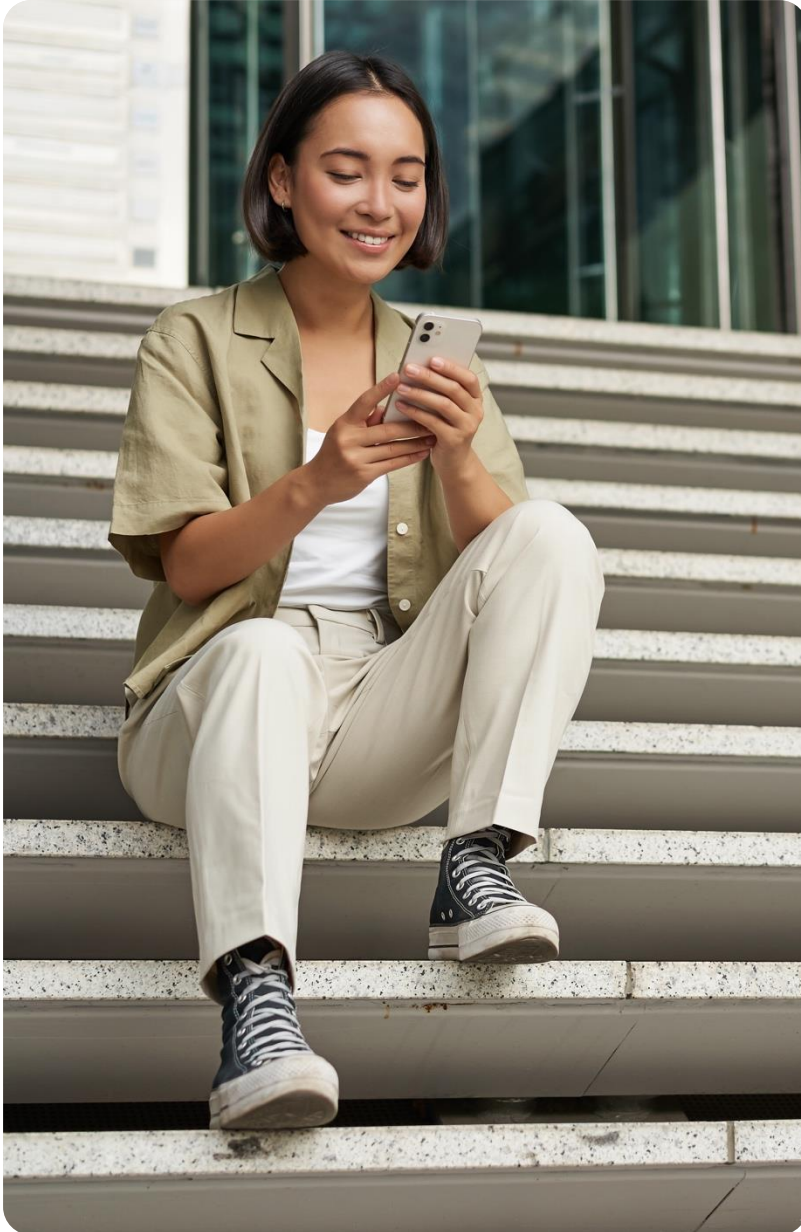
Existing 10DLC brand and campaign migration



10DLC Migration decision tree

Determining the correct path for migrating your existing brand and campaign to Sinch





Final checklist

- ✓ Confirmed your registration path
- ✓ Successfully completed Brand Registration.
- ✓ Submitted a compliant Campaign for each use case.
- ✓ Received "Active" status for your campaign(s).
- ✓ Acquired your phone number(s) via purchase, porting, or hosting.
- ✓ Associated your number(s) with an active campaign.

You are all set!



Thank you!

Ready to get started?
We're here to help.

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