

10DLC **onboarding** guide

Thinking about a new 10DLC? Or maybe you want to move your existing one over to Sinch? We've got you covered. This guide walks you through the whole process, step by step, so you know exactly what to expect.

Activation process

Getting a 10DLC number for messaging in the US requires a mandatory brand and campaign registration process with The Campaign Registry (TCR). The good news? We have a simple, streamlined process and will guide you every step of the way. To get started, your business and campaign need to be submitted for registration. We'll help you nail the submission, make sure everything is compliant, and handle the rest for you.

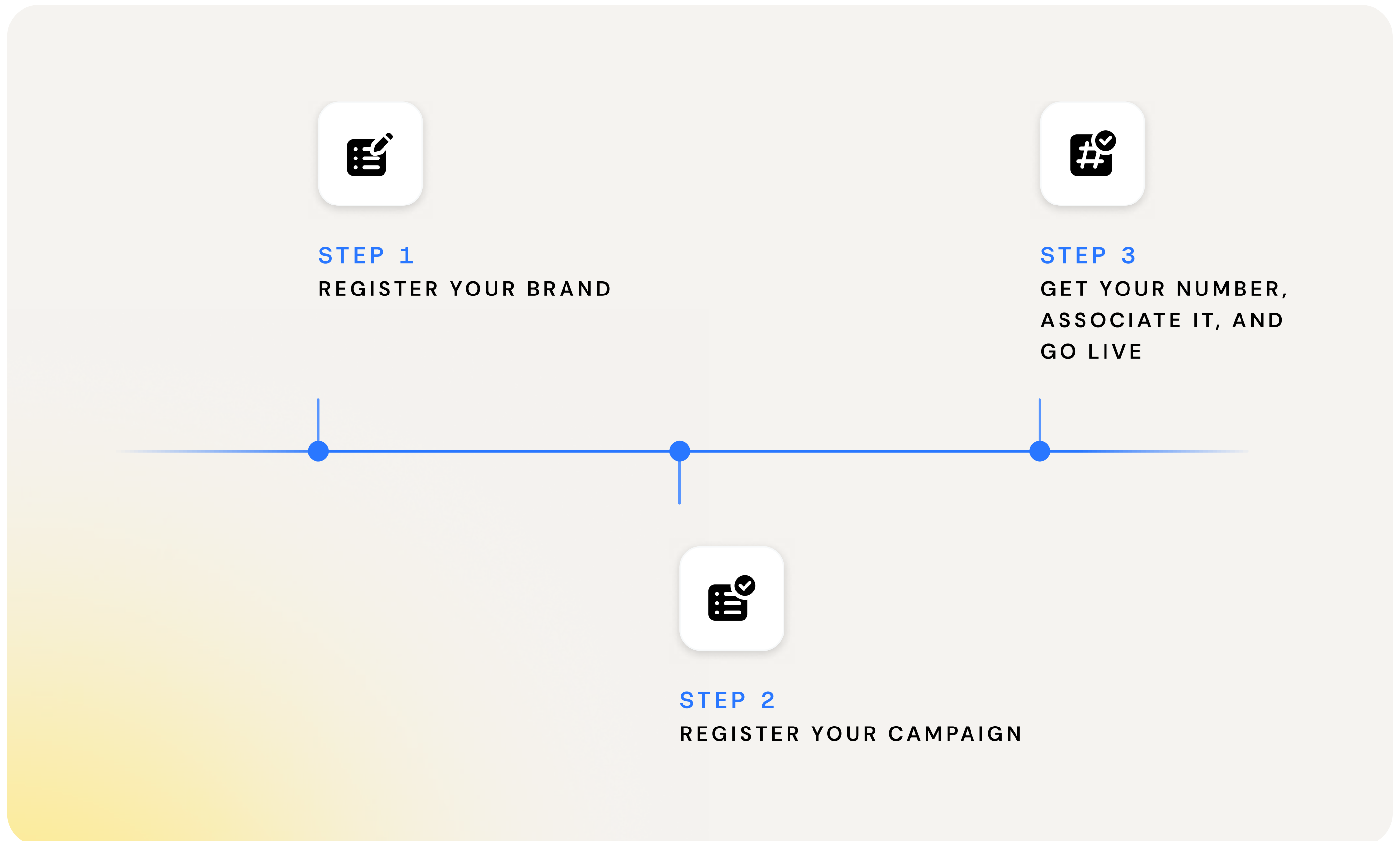
If you have any questions, just get in touch with your account manager or reach out to our team at sales@sinch.com.

Go live in
1-7 days

Timelines can vary based on use case complexity and the accuracy of the submission.



Implementation timeline



STEP 1

Register your brand

It all starts with registering your brand with TCR to create a master identity for your company. You can choose between a 'Simplified' registration for low-volume messaging or a 'Full' registration for higher throughput and unlimited campaigns.

How long it takes

Getting your info right from the start (like your legal company name and tax ID) is the best way to speed up your time to market. The initial brand registration and vetting process typically takes 1–3 business days.



STEP 2

Register your campaign

After your brand is approved, you must register each messaging campaign, declaring the specific purpose and content of your traffic (e.g., marketing, notifications, 2FA). All information, including message flows and sample messages, must be accurate and compliant to get approved.

How long it takes

Campaign registration itself takes minutes to hours, but TCR approval can take 1–2 business days. After that, campaign provisioning across carrier networks takes 1–2 business days for standard campaigns and 3–5 business days for high-volume ones.



STEP 3

Get your number, associate it, and go live

Once your campaign has an "Active" status, you can acquire a 10DLC number (or use an existing one) and associate it with the approved campaign.

How long it takes

The final number association takes only seconds to minutes. Once the number is associated with a fully provisioned campaign, you are ready to go live.



Rules and regulations made simple

Call to action (CTA) must-haves

Your CTA is how you invite people to your messaging program. Here’s what it needs to include:

- Clear program description (e.g., Get updates about our sales and promotions!).
- "Message and data rates may apply" disclosure.
- Link to Terms and Conditions.*
- Link to Privacy Policy.*
- Message frequency (e.g., "msg frequency varies").**
- Opt-out instructions (e.g., "Reply STOP to end").
- HELP instructions (e.g., "Reply HELP for help").***

* Terms & Conditions or Privacy Policy is NOT considered explicit consent language for SMS opt-in.

**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.

Messaging campaign best practices

- Maintain a direct relationship with and auditable proof of consent for every contact you message.
- Ensure the messages you send precisely match your approved use case. To send different types of messages from one number, register for a "Mixed" use case.
- Public shorteners (like bit.ly) will cause message delivery failure. Use your own custom-branded shortener.
- Avoid quickly rotating numbers. Use numbers consistently for their approved campaigns to build reputation and trust with carriers.
- Avoid vague language. Messages should clearly identify who you are and have a distinct purpose.

Mandatory keyword replies

Your 10DLC needs to respond automatically to a few key words. Here’s a breakdown:

Examples are shown below:

Keyword (MO)	Requirements in response (MT)
Opt-in confirmation	Program/brand name, message frequency, "Message and data rates may apply," and clear instructions for how to get help (HELP) or opt out (STOP).
Help response (HELP)	Your brand name and customer support contact info (e.g., a phone number, email, or web URL).
Opt-out response (STOP, END, QUIT, CANCEL, UNSUBSCRIBE)	Your brand name and confirmation that the user has been unsubscribed and won't get any more messages.

Keyword (MO)	Requirements in response (MT)
Opt-in confirmation	{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 (HELP)	{Brand name}: For help call 123-456-7890 or email example@example.com
Opt-out response (STOP, END, QUIT, CANCEL, UNSUBSCRIBE)	{Brand name}: You have been unsubscribed and will not receive any more messages.

Moving your 10DLC to Sinch?

Ready to bring your existing 10DLC setup over to Sinch? The migration path depends on whether you registered your brand yourself (as a CSP) or if your previous provider did it for you. Ready to bring your existing 10DLC setup over to Sinch? The migration path depends on how your brand was originally registered with The Campaign Registry (TCR).

If your previous provider managed your registration (You AREN'T a CSP):

You cannot directly migrate your existing brand and campaign registrations. You will need to register a new brand and campaign through the Sinch platform. However, the good news is that if your brand was previously vetted, Sinch can import your existing vetting score to your new brand, so you won't have to start from scratch. Once your new brand and campaign are set up with Sinch, you can then port or host your existing numbers.

If you registered your brand directly with TCR (You ARE a CSP):

You can migrate your existing campaigns by electing Sinch as your new Connectivity Partner (CNP) in TCR. You can also import your existing brand directly into the Sinch Build Dashboard. This process involves providing your Brand ID and associating one or more of your campaigns with Sinch as the Direct Connectivity Aggregator (DCA).



Ready to get started?

Get in touch with your account manager or reach out to us at sales@sinch.com.

Let's talk!