

Why Businesses Need To Register for SMS 10DLC

Businesses need to register for 10DLC (10-Digit Long Code) SMS messaging because of new carrier regulations designed to improve message deliverability, reduce spam, and protect consumers. Here's a breakdown of why registration is required and how it benefits both businesses and end users:

1. What Is 10DLC

10DLC refers to using local 10-digit phone numbers (like standard business numbers) for sending A2P (Application-to-Person) text messages. This system was developed by mobile carriers to provide a verified, secure, and high-quality messaging channel for business use.

2. Why Registration Is Required

Carriers such as AT&T, T-Mobile, and Verizon now require all businesses using A2P messaging via 10DLC to register with The Campaign Registry (TCR).

This registration verifies:

- Who is sending the messages (the brand/business identity)
- What type of messages are being sent (the campaign use case)

Unregistered messaging is flagged as non-compliant, resulting in message blocking or hefty fines.

3. The Main Goals

- **Reduce Spam & Fraud:** Carriers use registration to identify legitimate businesses and filter out bad actors.
- **Increase Transparency:** The system ensures carriers know what traffic is flowing across their networks.
- **Improve Deliverability:** Registered traffic is prioritized and less likely to be flagged or filtered.
- **Comply with Regulations:** Helps ensure compliance with CTIA and TCPA consumer protection rules.

4. Benefits to Businesses

- Higher Throughput&Reliability – Messages are sent faster and more consistently.
- Fewer Blocks or Filtering – Registered campaigns are less likely to be flagged as spam.
- Trust & Brand Recognition – End users can trust messages are coming from verified sources.
- Better ROI – Improved deliverability means more successful customer engagement.

5. Consequences of Not Registering

If a business fails to register:

- Messages may be blocked or heavily throttled.
- Carrier surcharges can increase.
- Persistent unregistered messaging may lead to account suspension or fines.