Zoho Corporation

10DLC Registration

What is 10DLC?

Phone numbers that allow registered businesses to send SMS messages to U.S. phone numbers are called 10DLCs (10-digit long codes). 10DLCs are needed when sending an SMS message from any location to a U.S. number. 10DLCs focus on application-to-person (A2P) messaging for business purposes. In A2P messaging, a software application sends messages to mobile phone users (customers).

Businesses using a 10DLC number to send **A2P messages must register their 10DLC**. Otherwise, they risk facing penalties and fees from mobile network operators, which approve A2P messaging.

Check out this **[link to fill out the registration form]**.

What is the objective of 10DLC registration?

The intentions of 10DLC registration are to protect customers from spam or fraud, ensure they receive the messages they want, and allow legitimate businesses to communicate with them. 10DLC registration is pre-approved by the mobile network operators. Pre-approval provides higher delivery rates and better compliance with carrier regulations, ensuring your messages reach their recipients without any hitches. Through this, 10DLC registration enhances deliverability, enabling more efficient messaging than regular long-code traffic.

> **Disclaimers:**
>
> SMS and MMS messages from unregistered 10DLC numbers to U.S. phone numbers will be completely blocked effective **November 1, 2024.** It is mandatory to register your 10DLC for uninterrupted messaging services to U.S. phone numbers.

[Learn more about the 10DLC registration process.](#)

Prerequisites

Ensure that you have sufficient credits for branding and 10DLC campaign registration. This includes a one-time fee and registration cost for branding and campaigns, which will be charged as soon as registration is done.

Note: Payment will be in the form of credits from your organization.

[Refer to our pricing guide to determine your required credits.](#)

FAQs

1. Who should apply for 10DLC registration?

All businesses that use A2P messaging to U.S. phone numbers via 10DLCs must register before **November 1, 2024.**

2. What happens if I don't register my 10DLC?

Starting **November 1, 2024,** you won't be able to send SMS and MMS messages to U.S. phone numbers. **All unregistered 10DLCs will be blocked completely.**

3. Can I create more than one brand?

Brand creation is subject to your Employer Identification Number or Federal Tax Identification Number (EIN). You can create one per EIN. Any additional brands will require their own EIN.

4. How many campaigns can be created per brand?

A brand can have a maximum of five campaigns.

5. How many numbers are approved per campaign?

A maximum of 49 numbers can be associated with a single campaign registration.

6. I have 50 SMS numbers. Can I have all 50 numbers under one campaign?

No, you can have 49 numbers under one campaign; any others can be added to another campaign.

7. What is a campaign use case?

A campaign use case refers to the nature or type of message you want to send to your end users(customers).

Zoho Voice supports the following use cases:

- 2FA (two-factor authentication)

- M2M (machine-to-machine)

- Customer care

- Polling/voting

- Security alert

- Higher education

- Account notification

- Delivery notification

- Public service announcements

8. How many use cases do I need to register?

 The use case depends on your brand's or company's requirements. Some businesses may only need one campaign use case to register, and some may need multiple use cases. For example, a company that sends one-time passwords to verify logins on its application may also send marketing messages. In this instance, they should register two campaign use cases.

9. What is the need for mixed campaign use cases?

A campaign can have multiple assigned phone numbers (maximum of 49), but a phone number can be assigned only to one campaign.

Businesses that want to use just one phone number for two different use cases (e.g., 2FA and marketing) can register with mixed use cases. You can select up to five use cases with mixed use cases.

10. What happens after I submit the registration form?

 Our support team will verify your details. Once verified, it will be submitted for 10DLC registration. The Campaign Registry (TCR), which administers carriers' 10DLC registration systems, will review the brand and campaign information submitted. It is an industry-wide mandatory step for all A2P 10DLC registrations.

11. What happens if my brand or campaign is rejected?

Our support team will notify you of the reason for the rejection and help you rectify it. It is advised that you follow the [10DLC registration checklist](#) to avoid such rejections.
Note: If the brand or campaign has been rejected by the carrier, the charges deducted will not be refunded.