

A2P 10DLC Compliance

Understand and navigate A2P 10DLC compliance for your SMS marketing campaigns. Compliance is crucial for ensuring message deliverability and avoiding legal and financial risks.

<p>UNDERSTANDING A2P 10DLC</p>	<p>A2P (Application-to-Person): SMS messages sent from an application to an individual.</p> <p>10DLC (10-Digit Long Code): Standard 10-digit phone numbers used for messaging.</p> <p>Purpose: Enhance message deliverability and reduce spam by regulating business use of 10DLC.</p>
<p>COMPLIANCE BEST PRACTICES</p>	<p>Single Phone Number: Use one number per campaign to avoid "snowshoeing" flags.</p> <p>Message Length: Keep messages under 160 characters to prevent segmentation and filtering.</p> <p>Link Usage: Use domain-specific URLs instead of generic link shorteners for higher trust and deliverability.</p> <p>Regular Audits: Conduct periodic audits to ensure ongoing compliance.</p> <p>Trust Scores: Understand and manage your Trust Score for optimal throughput and deliverability.</p> <p>Campaign Use Cases: Register specific campaign use cases for proper categorization and compliance.</p>
<p>PITFALLS TO AVOID</p>	<p>Unregistered Campaigns: Register all campaigns with The Campaign Registry (TCR) to avoid being blocked.</p> <p>Improper Consent: Always obtain clear, written consent from recipients before sending messages.</p> <p>Prohibited Content: Do not send messages containing disallowed content (e.g., payday loans, illegal substances, gambling).</p>

The Campaign Registry (TCR) Checklist

Before registering with TCR, gather the following information:

- Employer Identification Number (EIN) for US
- Company information
- Consent obtainment details (verbal, email, online form, etc.)
- Sample text messages sent by your company
- Phone numbers planned for SMS use

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