

# Get started with 10DLC messaging

How to buy or migrate numbers, register relevant details, and launch campaigns



## **If you're reading this guide, it's likely that you know all about 10DLC – the new 10-digit long code for business messaging in the US.**

What you might not be so clear on is how to get campaigns up and running on one of these new carrier-approved numbers.

Whether you need to start a campaign afresh, or move traffic over from long codes or shared short codes, this guide should help. It sets out how to use Numbers – OpenMarket's new 10DLC provisioning tool – as a one-stop shop for all your 10DLC messaging needs. See the next page for a sneak peek of the Numbers interface.



If you'd like to know all about the benefits of 10DLC and to find out when you might use one instead of a short code – click the button below.

[Read the benefits of 10DLC](#)

# Introducing Numbers

15,314

TOTAL MESSAGES SENT - MAY 2021

Use a 10-digit number to send A2P messages

Get your 10DLC



NUMBER STATUS

View All



DOCUMENTATION

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LEGACY PORTAL

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## Campaigns

Submit New Campaign

View your existing campaigns or submit a new campaign for review.

SORT BY

Newest

NewReleaseAlert

Status Registered  
Brand OpenMarket

Filters

CAMPAIGN NAME

SnowForecast

Status Pending  
Brand 49 Degrees North

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## My Numbers

Also known as originators, these are names or numbers from which the message is sent.

[Buy New Numbers](#)

### Numbers

[Bring My Own Number](#)

Search...



Displaying 1 - 5 of 413 results



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If you're an OpenMarket customer, it should take just a few minutes to purchase and configure 10DLC numbers that you can use for SMS and MMS messaging campaigns in the US.

You need to follow a four-step process to get started:

1. Acquire your number(s)
2. Register your brand
3. Submit a campaign to the carriers
4. Link your source number to your messaging application

Here's how you go about doing that.



# 1. Acquiring one or more numbers

You have the option to purchase a 10DLC number, or to bring one that you already own. It couldn't be easier to purchase one. Simply log on to our tool and pull up a list of available 10DLC numbers. If you like, you can ask to see 10DLCs with a particular area code.

You can select multiple 10DLC numbers to purchase at once. (But remember you'll still have to register a campaign for each.) After purchasing, the number will be added to your list of owned numbers. If you wish to set up a campaign on a number you already own, the tool gives you the option to 'bring your own'. It's important to note that to do this you will need a Letter of Authorization (LoA), which proves the number's texting rights.



## **Letter of Authorisation (LOA)**


An LOA must be signed by a representative from the company whose brand will be served by the 10DLC. You can request a letter of authorization template from your OpenMarket account manager.

You can retain ownership of the net number ID and assume responsibility for routing all MOs. Or you can transfer ownership of your net number ID to OpenMarket and have us forward MO messages to you.

After acquiring your numbers, your next step is to register your brand.



## 2. Register your brand



When you send messages via 10-digit long code, the throughput you receive from some mobile network operators is based on your brand's overall standing and reputation. So as part of the 10DLC setup process, you need to submit a few online forms to register your brand.

You'll only need to register your brand in our 10DLC tool once. Then you can easily associate a campaign with your brand, The three forms you need to complete are:

- Brand information. This is basic information about your company, such as the name, URL of your main website, phone number, country of registration and address.
- Organizational information. For example, the type of business you operate, whether it's public or private. Your EIN, etc.
- Lastly, you'll need to provide contact details of a representative who can be contacted for any questions or additional information. If you provide SMS services to brands, you'll need to provide information for each of your brand customers.

Once all information is filled in and accurate, click the submit button to finish registering your brand.

### 3. Create and manage campaign briefs

Some of the mobile network operators require that you file a campaign brief, which provides information about the messages you intend to send.

The information you need to provide includes:

- Basic information about your campaign
- The originator or source you will use to send the messages
- Information about how end users will opt in
- Information about how end users will opt out



Every campaign must be associated with the brand that is sending the messages. Your business might have one brand or several – which may already be registered with us. (If not, don't worry, you can do this as part of the campaign set up).

You need to select a use case that most closely resembles what your campaign aims to do. Then give an idea of the types of volume you expect your campaign to have, and name the campaign. Enter a sample message that the end user might see. Finally, enter a URL for our terms and conditions page.

You also need to select the 10DLC numbers that will be associated with this campaign. Once you've selected a number, you must specify how the end user will be served opt in and opt out information. The 10DLC tool provides examples of the type of opt-in opt-out content you need to create.



### **MMS for 10DLC**

Numbers lets you set up either SMS or MMS campaigns. While you're registering your 10DLC number, you'll see an option to turn on MMS too. Once activated, it's up to you to decide how you use both formats in your messaging mix. Remember, your OpenMarket account team will be on hand to help!

## 4. Link your source number to your messaging application

Once you've submitted a campaign, your next and final step is to assign the 10DLC number to the application that will be sending messages.

Remember, you can only associate a 10DLC number with one active campaign at a time.

By requesting configuration on the tool, a request is made for our internal team to provision the number that you selected to your account.

The tool will guide you through a series of steps to add your chosen number to your application.

You'll select the format in which you would like to receive messages from customers, and the endpoint where you wish them to be delivered. You'll also find options to select your campaign language and enter details of authentication required at its endpoint, if needed.

Finally, it's simply a case of clicking submit, and your 10DLC number is assigned to your application. Congratulations – your mobile messaging campaign is now ready to launch!

## Get started

That's the quick introduction to using Numbers to purchase and set up a 10-digit long code. We hope it's shown you how easy it can be to take control of your mobile messaging campaigns.

Remember, if you need any support or advice, we're here for you. If you're an existing OpenMarket customer, get in touch with your account manager. Not a customer yet? Then click the button below to talk to an expert.

[Get in touch](#)

### **We are OpenMarket**

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

