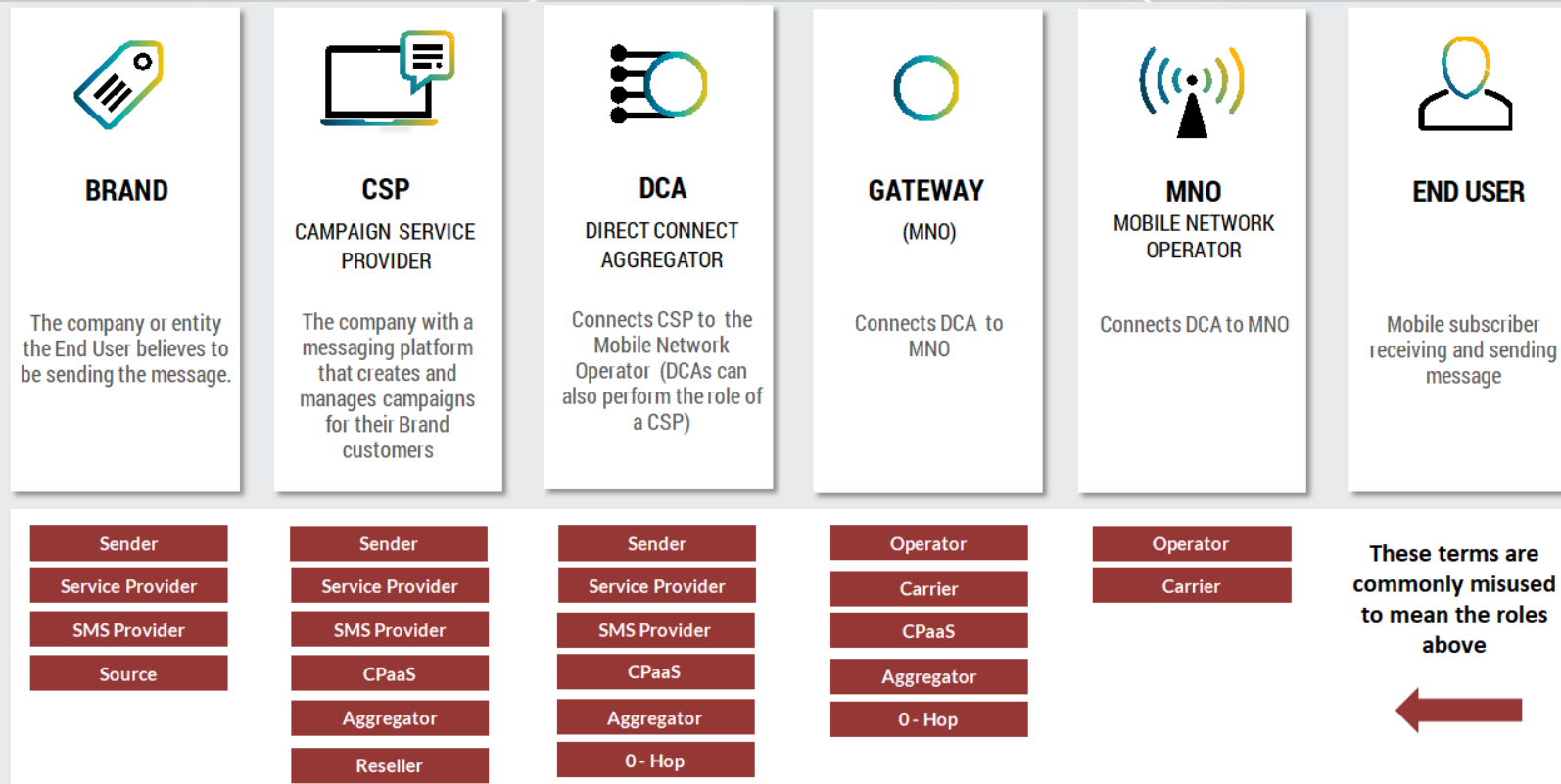




**Quick Reference**  
Guide for CSPs

# Terminology in the 10DLC Ecosystem



## Who is TCR intended for?

The Service is available to CSPs, DCAs and MNOs, each with a dedicated portal and set of APIs

# The Carrier Lens on 10DLC Campaigns

## AT&T

looks from the Campaign perspective

AT&T provides throughput based on each campaign type and not based on the Brand.

AT&T incentivizes by decreasing prices and potentially giving better throughput for declaring your use case (only using 1 use case per campaign).

## T-Mobile

looks from the Brand perspective

T-Mobile provides daily allowance for throughput. It is allocated to the brand. If the brand has multiple campaigns, that daily allowance is shared across all campaigns.

Selecting a mixed campaign type does not negatively impact your throughput or price with T-Mobile

## What do they have in common?

Both MNOs provide their highest throughput or volume tier to verified Russell 3000 Brands

# Dedicated vs Mixed Campaigns

## DEDICATED

### PRO

Better AT&T surcharges and potentially better throughput. When a single use case is on a dedicated campaign, non compliant messaging only affects that one campaign.

### CON

Increased cost as each use case has to be registered as its own campaign

## MIXED

### PRO

Can use single number for multiple use cases.  
Single campaign fee.

### CON

When use cases share a campaign, non-compliant messaging on one use case could suspend service for the entire campaign.  
Higher AT&T surcharges for mixed campaigns.

# Should I choose a Low Volume Campaign\* ?

Less than  
15,000  
msg/month  
(cross carrier)

Messaging is  
not  
time sensitive



## LOW VOLUME

Choose a Low Volume use case if you don't exceed 15,000 messages/month or if you don't have a need for high throughput. Low volume mixed campaigns are restricted to 6 messages a minute on the AT&T network

More than  
15,000  
msg/month  
(cross carrier)

Messaging is  
time sensitive



## LOW VOLUME

Choose a declared use case if you plan on sending more than 15,000 messages/month or if your messaging is time sensitive. There are other standard campaign types available for you to choose from.

**TCR pricing reference: \$2/Month for Low Volume Campaigns**

\* Please note these numbers used above are just a guide to assist in determining if a low volume campaign is right for your Brand

# Identification, Vetting, and Verification of Brands

## Brand Identity check (Verified/Unverified)

This check is carried out for each Brand by TCR after its registration. We locate and confirm the existence of the Company you submitted by checking against several databases and utilizing best practice third party verification vendors. The Brand Identity Status is based on the accuracy\* of the submitted information. The following information must be verified for the brand to obtain a “Verified” status:

- EIN / Tax ID
- Legal Company Name
- Legal Company Address

This check also returns the following:

- Whether the Brands is a Tax-exempt organization if the “non-profit” entity type is selected.
- Whether a Brand is part of the Russell 3000 list.

\*Typos and outdated information can significantly affect this outcome

## Vetting - Score (0/100)

### ON DEMAND

The Vetting Score, which can be obtained through TCR or imported, refers to a deeper series of checks which include the “Reputation” in the messaging ecosystem of the Brand you submitted. Its result can determine whether a Brand is able to obtain better MNO terms.

Vetting might be required to gain access to Special Use cases, as requested by MNOs. Carrier approved vetting partners:

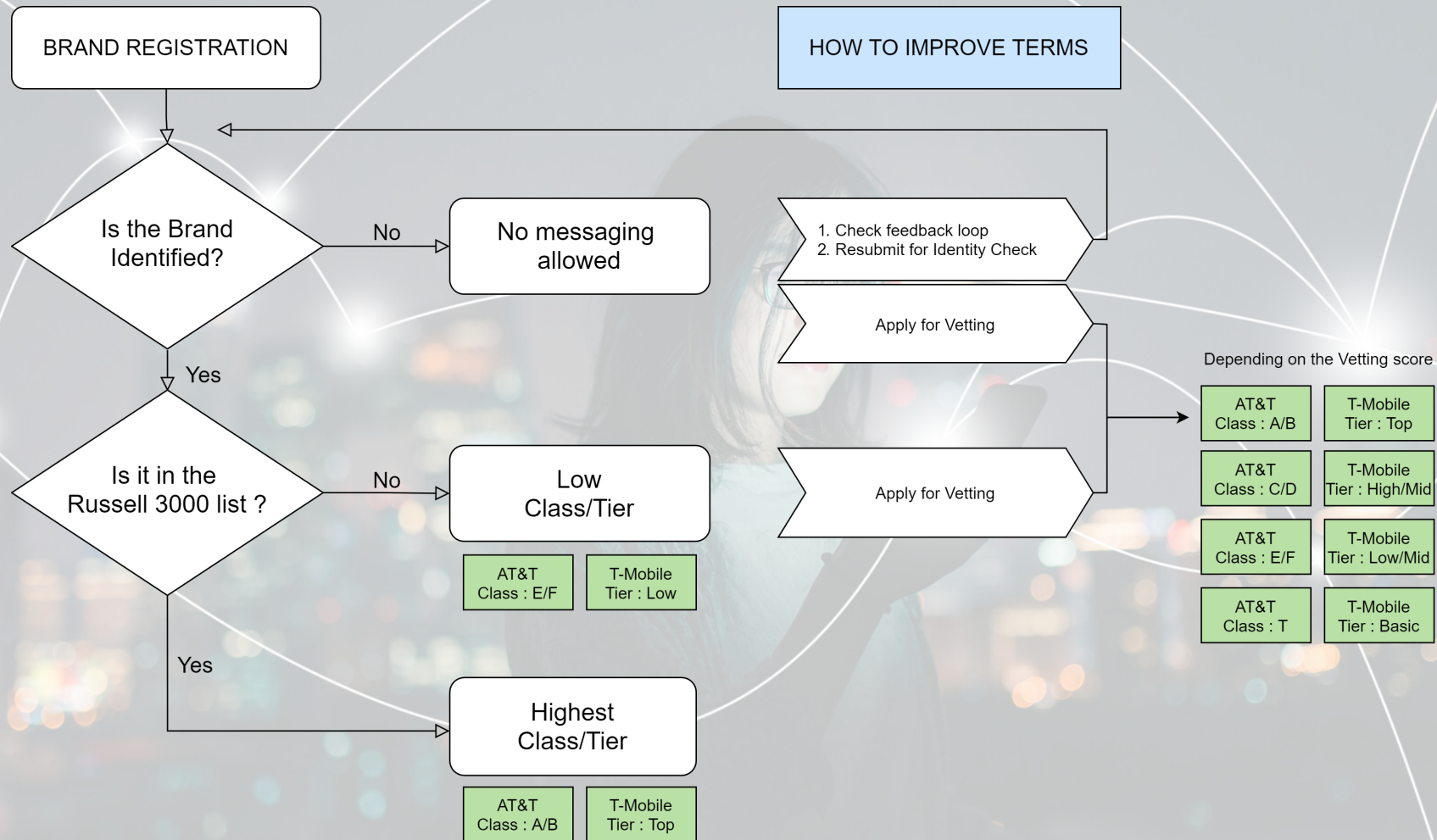
- Aegis Mobile
- WMC Global

## Vetting - Verification (Yes/No)

Verification is a binary check (yes/no) and does not score political campaigns. Its purpose is to validate that the sender is verified to be an actual politician or registered political candidate. Carrier approved verification partner:

- Campaign Verify (Currently for FEC Political only but may expand based on further discussions with Carriers and ecosystem participants )

# MNO Class/Tier assignment flow



# Improving terms for your Brand

## UNVERIFIED BRANDS

Unverified Brands may gain access to messaging on 10DLC by the following (after having updated incorrect data) :

- **RESUBMISSION**: The CSP can use our feedback loop to identify possible data inaccuracies and resubmit the Brand for Basic Verification. Resubmitted Brands, when positively Verified, can have access to all standard Use Cases with the following classes: **E F** or **A B** for Russell 3000 Brands . Resubmission fee: \$4.00
- **VETTING**: The CSP can have the Brand Vetted through one of our external Vetting Partners. Vetted Brands can have access to all standard Use Cases and potentially achieve any of the available classes.

## VERIFIED BRANDS

Verified Brands can improve their terms by one of the following actions:

- **VETTING**: The CSP can have the Brand Vetted through one of our external Vetting Partners. Vetted Brands can have access to all standard Use Cases and potentially achieve any of the available classes.



# Vetting

## WHAT IS IT ?

Vetting through our external partners represents a more detailed review of the brand with a focus on its reputation in the messaging space. The result is 0-100 score that will place the Brand in one of available Carrier Tiers.

## POSSIBLE OUTCOMES

### Unscored

The vetting partner was unable to score the Brand because of major inconsistencies. Requires updating Brand data followed by a resubmission. (Costs may apply)

### Vetting Score

The Brand has been successfully vetted and has received a score (0-100).

### Appeals

Vetting scores can be appealed to the corresponding external partner via email:

[appeals@aegismobile.com](mailto:appeals@aegismobile.com)

# Standard Use Cases

- **2FA** - Any two-factor authentication, verification or one-time passcode
- **Account Notifications** - Standard notifications for account holders, relating to and being about a user's account
- **Customer Care** - All customer care interaction, including but not limited to account management and customer support
- **Delivery Notifications** - Notification about the status of the delivery of a product or service
- **Fraud Alert Messaging** - Notifications regarding potential fraudulent activity on a user's account
- **Higher Education** - Messaging created on behalf of Colleges or Universities, including School Districts and education institutions. This use case is NOT for the "free to the consumer" messaging model
- **Low Volume Mixed** - For Brands that have multiple use cases and only need very low messaging throughput. Examples include: test or demo accounts, small businesses (single Doctor's office, single Pizza shop etc)
- **Marketing** - Any communication that includes marketing and/or promotional content
- **Mixed** - Any messaging campaign containing 2 to 5 standard uses cases
- **Polling and voting** - The sending of surveys and polling/voting campaigns for non political arenas
- **Public Service Announcement** - Informational messaging to raise an audience's awareness about important issues
- **Security Alert** - A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take.

# Special Use Cases

- **Carrier Exemptions** - Exemption by Carrier
- **Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 5013C Charity.
- **Conversational** - Peer-to-peer app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications.
- **Emergency** - Notification services designed to support public safety / health during natural disasters, armed conflicts, pandemics and other national or regional emergencies.
- **Sweepstakes** - All sweepstakes messaging
- **Political** - Part of organized effort to influence decision making of specific group. All campaigns to be verified.
- **Social** - Communication between public figures/influencers and their communities. Examples include: YouTube Influencers' alerts or Celebrity alerts
- **Platform Free Trial** - CSP "Free Trial" Offers for non paying customers, requires separate contract
- **Agents; franchise; local branches** - Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office.
- **Sole Proprietor** - Limited to entities without a EIN / Tax ID, requires separate contract

# Special Use Case: Charity - All 501(c)(3) Orgs

## REQUIREMENTS

Brand has to be a registered Tax-Exempt Organisation with a 501(c)(3) status

TCR supports registered Charities that want to take advantage of MNO specific terms for their messaging. The option to register a Brand as a Non Profit Organization is open for all Brands but only those organizations that hold a 501(c)(3) status will benefit from the special terms.

### Brand Registration

The Brand should be registered as a “Non Profit” entity type

### Campaign Registration

Only the “Charity” and “Emergency” Use Cases are available. Under the “Charity” Use Case, a minimum of 1 and maximum of 5 Use Cases should be declared.

## Frequently asked questions

- How do I know if a Charity has been identified as a 501(c)(3)?**

All recognized 501(c)(3) Brands will have only the “Charity” and “Emergency” Use Cases available. The Tax Exempt status will be displayed on the Brand Details page after Brand Registration.
- Can I choose only the “Charity” and “Emergency” Use Cases if my Brand is a 501(c)(3) Org?**

If a Brand is a recognized 501(c)(3) Org you should select “Charity” or “Emergency” as a Use Case to take advantage of beneficial MNO terms. You may subsequently select any Standard Use Case as a “Sub Use Case” to better identify the scope of the messaging.

# Entity type: Platform Free Trials (PFT)

## REQUIREMENTS

CSP must sign a contract addendum with TCR to create PFT campaigns - API Only

TCR supports CSPs that plan to offer “free trial” services to their new customers (e.g. new, small developers) to enable the testing of the CSP’s services. The option is available to CSPs and their customers, only for non-paying customers. The service will be enabled as follows:

Brand Registration

Not needed: TCR will provide a PFT enabled Brand

Campaign Registration

1 registered campaign per CSP under the “TRIAL” Use Case. ISV name as “reseller” attribute

### Use of the PFT is subject to the following requirements

- One sender 10DLC TN per PFT participant, with allocation managed by the CSP
- One 2FA verified recipient number per participant (CSP enforced, MNO audit rights)
- CSP to enforce 200 msg/day limit per TN to T-Mobile network.
- All messaging to be Watermarked (for ex. “Free Trial from CSP X” string at the end of messages)
- CSP to collect and notify TCR via API of specific data fields (as detailed in the addendum)
- CSP to generate a monthly report for each account (as detailed in the addendum)

# Entity type: Sole Proprietors (SP)

## REQUIREMENTS

CSP must sign a contract addendum with TCR to create "SP" campaigns - API Only

Sole Proprietors are paying customers of the CSP, with a billing address, but without an EIN and lower volume needs. The service will be enabled as follows:

### Brand Registration:

CSP will register a Brand, with less mandatory data fields, under the "Sole Proprietor" entity type.

### Campaign registration:

Only the "Sole Proprietor" Use Case will be available during Campaign Registration

## Use of the SP is subject to the following requirements:

- One campaign allowed per Brand, with a maximum of 5 associated TNs
- If the campaign originates from an ISV, the ISV must be selected as the campaign 'Reseller'
- 1000 msg/day limit (T-Mobile) and 6msg/minute limit (AT&T) per Campaign - CSP to enforce daily limits and provide a monthly report to TCR
- TCR to collect the following data points for each SP during Brand Registration:  
Name, email, billing address, contact phone number, vertical, CSP Unique Identifier / Reference ID
- CSP to generate a monthly report for each account (as detailed in the addendum)

# Vetting and Approval Requirements

Use Case	Entity Type	MNO Supported		External Vetting Required		Vetting Partner	Approval Required	
		AT&T	T-Mobile	AT&T	T-Mobile		AT&T	T-Mobile
<b>Agents and Franchises</b>		Yes	Yes	No	No		Post Campaign Registration	No
<b>Carrier Exemptions</b>		Yes	No	No	TBD		Post Campaign Registration	TBD
<b>Charity</b>	Non-Profit only	Yes	Yes	No	No		No	No
<b>Conversational Messaging</b>		Yes	Yes	No	No		Post Campaign Registration	No
<b>Emergency</b>		Yes	Yes	No	No		Post Campaign Registration	No
<b>Political</b>	Non-Profit only	Yes	Yes	Yes	Yes	Campaign Verify	No	No
<b>Social</b>		Yes	No	Yes	TBD	Aegis WMC Global	Pre approved CSPs only	TBD
<b>Sweepstakes</b>		Yes	Yes	Yes	No	Aegis WMC Global	Post Campaign Registration	No
<b>Platform Free Trial</b>		Yes	Yes	No	No		No	No
<b>Sole Proprietor</b>	Sole Proprietor only	Yes	Yes	No	No		No	No

# AT&T and T-Mobile specifications

Message Class AT&T	Message Tier T-Mobile	Use Case (Risk Level)	Use Case	Score Requirements	T-Mobile Daily Cap	AT&T TPM	AT&T TPS
A	Top	Standard	Dedicated Use Case	76-100	200,000	3,600	60
B	Top	Standard	Mixed / Marketing	86-100	200,000	3,600	60
C	High Mid	Standard	Dedicated Use Case	51-75	40,000	600	10
D	High Mid	Standard	Mixed / Marketing	66-85	40,000	600	10
E	Low Mid	Standard	Dedicated Use Case	16-50	10,000	60	1
F	Low Mid	Standard	Mixed / Marketing	26-65	10,000	60	1
T	Low	Basic / Unregistered	Low Volume Mixed	15-25	2,000	12	0.2
G		Special	Conversational		n/a	600	10
P		Special	Charity		n/a	60	1
S		Special	Social		n/a	60,000	1000
Q		Special	Political		n/a	3,000	50
X		Special	Emergency Services		n/a	3,000	50
Z		Special	Platform Free Trial		200	6	n/a
N		Special	Agents and Franchises		n/a	3600	60
W		Special	Sole Proprietor		1000	15	n/a



# GET IN TOUCH

## with The Campaign Registry

Please use these Points of Contact for inquiries (all support requests are automatically assigned to our ticketing system):

Commercial:	<a href="mailto:bdna@campaignregistry.com">bdna@campaignregistry.com</a>
Support:	<a href="mailto:support@campaignregistry.com">support@campaignregistry.com</a>
Finance:	<a href="mailto:finance@campaignregistry.com">finance@campaignregistry.com</a>