



campaign registry

BETTER MESSAGING

THE CAMPAIGN REGISTRY

The Campaign Registry (TCR) is the Reputation Authority for registered A2P 10DLC Campaigns.

OVERVIEW

US Mobile Network Operators (MNOs) are moving away from unsanctioned long codes and have launched 10DLC as a sanctioned A2P messaging service. In order to create this sanctioned channel, MNO’s are requesting Campaign Service Providers (CSPs) to declare who is sending messages and what messaging is being sent. For the MNO's that require it for their provisioning and registering process, CSPs will have the ability to register Brands and Campaigns in “The Campaign Registry”, a 10DLC registry.

LAUNCH DATES AND REQUIREMENTS BY MOBILE NETWORK OPERATOR (MNO):		
OPERATOR	MNO STATUS	USE OF THE CAMPAIGN REGISTRY
AT&T	Launched	Required
T-Mobile	Launched	Required
Verizon	Launched	Required
Us Cellular	Launched	Required
Us Cellular	Launched	Required
Interop	Launched	Required

WHAT IS 10DLC?

10 Digit Long Code (10DLC) is the sanctioned standard for non-consumer (A2P) text messaging utilizing a traditional 10 digit phone number. Although similar to the existing long code, 10DLC is a reliable messaging channel with throughput levels suitable for SMS campaigns and is sanctioned by the mobile operators. In addition to messaging, 10DLC supports voice calls on the same number used for non-consumer SMS.

THE BENEFITS OF 10DLC

FOR CARRIERS



Carriers have visibility into the “who” and “what” of each messaging campaign which allows them in turn to provide a better quality of service for 10DLC messaging.

FOR CONSUMERS



Consumers benefit from an overall sanctioned and accountable ecosystem that will drive more relevant trusted messaging to their device.

FOR CSPS



CSPs can have confidence knowing that they are using an officially sanctioned messaging channel.

FOR BRANDS



Brands can benefit from a better quality of service for their messaging campaigns.

WHAT IS THE CAMPAIGN REGISTRY?

The Campaign Registry (TCR) is an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data in order to allow for transparency on the 10 Digit Long Code (10DLC) network. TCR works with United States MNOs and companies that are in the messaging business to register non-consumer (A2P) text messaging Campaigns. The registry supports a sanctioned A2P 10DLC text messaging Campaign ecosystem and provides visibility into the messaging source and content, allowing MNOs to provide a more reliable and predictable messaging service for Campaign Service Providers (CSPs) and Brands.



THE CAMPAIGN REGISTRY ECOSYSTEM

There are often many different companies involved in sending SMS campaigns, which can make it a challenge to track everyone involved. In an effort to be very clear on “Who” does “What” in the process of registering and activating campaigns, the Campaign Registry has defined the following roles:



BRAND

The company or entity the end consumer believes to be sending the message.



CSP (Campaign Service Provider)

The primary users of The Campaign Registry. As a CSP, you work with multiple Brands to create and launch their text messaging campaigns. CSPs provide all of the information about the Brand and the Campaign, so that the ecosystem knows what to expect.



CNP (Connectivity Partner)

CNPs provide the connection between the CSPs and the MNOs. Every CSP that registers with TCR is automatically added to the list of electable CNPs.



DCA (Direct Connect Aggregator)

DCAs provide direct connectivity to the mobile carrier’s gateway for delivering messaging campaigns.



MNO

The MNO is the Mobile Network Operator (eg AT&T, T-Mobile, etc.).

WHO NEEDS TO REGISTER?

Any business that wants to use a SMS on 10DLC to communicate with their customers and/or employees is required to register. This includes businesses that do mass texting or marketing, as well as businesses that send individual messages, even if it is not for marketing purposes. All business messaging is considered non-consumer (A2P) messaging.

WHAT IS A CAMPAIGN?

A “Campaign” is simply the use case of your messaging and defines the type of content you will be sending. For example, if you use SMS for marketing purposes, you would register a Marketing campaign. If you use SMS for 2-way customer support, you would register a “Customer Care” campaign. There are many campaign types to choose from, and brands should speak to their CSP to ensure the correct campaign type is used.



DO I NEED TO REGISTER DIRECTLY WITH TCR?

If you are a business that wishes to use SMS to communicate with your customers or employees, you are considered a Brand, and registration directly with TCR is not the correct path for you. In this case, you should talk to your messaging service provider, or choose one of the partners listed on our website to help you with registration.

If you are a Campaign Service Provider (CSP) that provides a messaging solution or platform for businesses to use, you can register directly with us for our CSP portal. This will allow you to register your Brands and Campaigns in the 10DLC ecosystem.

HOW LONG DOES REGISTRATION TAKE?

The time from when you start the registration process to when your campaign is ready to use may vary as there are many factors involved. Ensuring complete and accurate information about your business is provided will speed up the brand registration process. Making sure you select the correct campaign use case, and provide thorough and relevant information will speed up the campaign review time. The Campaign Registry (TCR) does not review, approve, or reject campaigns. This is done by the various CSPs, CNPs, or DCAs involved in the campaign sharing chain. Campaign review times can range from 1-4 weeks, and for updates on your registration, please speak to your CSP that you registered through.

HOW DO I MAKE SURE MY CAMPAIGN IS COMPLIANT?

TCR is not a compliance house, and therefore we cannot advise on matters such as how to collect op-ins, process opt-outs, or other compliance issues. If you have questions about this, please discuss with your CSP that you registered through.

Additionally, you can review the [CTIA Messaging Principles and Best Practices](#). This guide outlines the best practices for non-consumer (A2P) messaging.

TCR recommends being as thorough as possible when registering campaigns. Provide enough information to make it very clear exactly what your campaign will be used for.

CONTACT US

For technical questions or
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For general inquiries,
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For suggestions on how to improve
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For billing or finance questions,
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