Introduction to The Campaign Registry
What is The Campaign Registry?

TCR works with North American mobile operators and companies that are in the messaging business to register Application-to-Person (A2P) text messaging Campaigns. The registry supports a sanctioned A2P 10 Digit Long Code (10DLC) text messaging Campaign ecosystem and provides visibility into the messaging source and content, allowing mobile carriers to provide a more reliable and predictable messaging service for Campaign Service Providers (CSPs) and Brands.

The Campaign Registry (TCR) is the Reputation Authority for registering A2P 10DLC Messaging Campaigns.
What is 10DLC?

10 Digit Long Code (10DLC) is the sanctioned standard for 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 Commercial SMS.
The Campaign Registry is a service for CSPs that wish to register 10DLC messaging campaigns for their Brands.
How to register on TCR

Go to csp.campaignregistry.com/register and register as a CSP. Proceed to fill in all your details to allow our team to verify your application.

As soon as your account is activated, you will be able to register Brands and Campaigns directly on the CSP Portal or through our APIs.

Only Service Providers can register on TCR. Brands should reach out to their CSP in order to message on 10DLC.
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:  bdna@campaignregistry.com
Support:  support@campaignregistry.com
Finance:  finance@campaignregistry.com