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Use Case Selection Guide
for 10DLC campaign registration

What is the Campagin Registry?

The Campaign Registry is the latest progression of 10DLC messaging and brings a series of changes and new requirements to the SMS ecosystem to reduce instances of unsolicited / SPAM messaging and protect consumers. Companies (or Brands) that engage in messaging with 10DLC are now required to register their messaging as a part of a messaging 'campaign.'

Campaigns are classified by Use Cases under different tiers and classes which are dictated by network carriers. Brands seeking to register their messaging campaigns must do so through the official Campaign Registry, or through a Campaign Service Provider (CSP) such as Tychron.

This guide provides an in-depth look at this latest progression of 10DLC and helpful knowledge for campaign registration. For more information about campaign registration, or to register your own messaging campaign, visit tcr.tychron.co, or contact Tychron by calling (844) 892 - 4766 or emailing info@tychron.co.

Key Terms

- **Mobile Network Operators (MNO's)** - Wireless carriers (T-mobile, AT&T, etc.) that deliver messages to end users

- **Campaign Service Provider (CSP)** - A registered company like Tychron that providers messaging services to customers and can help you register your 10DLC campaign(s)

- **Brands** - Brands refers to companies or entities that register 10DLC campaigns in order to send messages to end users

- **Throughput** - The amount of messages a brand can send over a given period of time (messages per minute, messages per hour, etc.)

- **Brand Registration** - A one-step process required for brands to register their campaign(s). Registered brands receive a vetting score which some MNOs use to determine your allotted throughput

- **MPM** - Messages per minute

- **MPS** - Messages per second

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Carrier Perspectives on 10DLC Campaigns

AT&T

AT&T provides throughput on a per campaign basis, putting the focus on use case declaration.

You can lower your campaign costs and possibly also receive better throughput by declaring a single-use case when registering a campaign.

T-Mobile

T-mobile provides a daily allowance for throughput on a per brand basis.

Your daily allowance is shared between all your campaigns. A mixed campaign type does not negatively affect your daily allowance or campaign costs.

How are AT&T and T-Mobile similar?
Both carriers grant the highest throuput or volume tier to verified Russell 3000 Brands

Dedicated vs Mixed Campaigns

Dedicated

PRO
Dedicated campaigns with AT&T tend to have lower surcharges and greater throughput.
Non-compliant messaging in a single-use case campaign affects that one campaign only.

CON
Each use case needs to be registered for its own campaign, leading to increased costs.

Mixed

PRO
A single number can have multiple use cases.

You only need to pay one campaign fee.

CON
AT&T uses more expensive surcharges for mixed campaigns.

Non-compliant messaging for one use case can affect other use cases by suspending the entire campaign.

Should I Choose a Low Volume Campaign?

Are you sending less than 15,000 messages a month?
(Across carriers)

Is your messaging NOT time-sensitive?

→

✓ Low Volume

If you won't send more than 15,000 messages/month or don't need a high throughput, it's best to choose a low volume campaign. Low volume mixed campaigns on AT&T are restricted to 6 messages a minute.

Are you sending more than 15,000 messages a month?
(Across carriers)

Is your messaging time-sensitive?

→

✗ Low Volume

If you intend on sending more than 15,000 messages/month or if your messaging is time-sensitive, it's best to choose a declared use case campaign to ensure higher throughput for your messaging.

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Identification, Vetting and Verification of Brands

Brand Identity Check
(Verified/Unverified)

A brand identity check is performed by TCR for each brand after its registration. The TCR confirms the identity of the registering company by using multiple databases and best practice third party verification vendors. A company's Brand Identity Status is determined based on the information they submit, which can be influenced by inaccuracies such as typos or outdated information. In order for a brand to receive a "Verified" status, the following information must be verified:

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

A brand identity check also returns whether the registering brand is a Tax-exempt organization if their selected entity type is non-profit and whether they are a part of the Russell 3000 list.

*Typos and outdated information can significantly affect this outcome

Vetting - Score (0/100)

A brand's Vetting Score is acquired through a series of checks that measure a Brand's "Reputation" in their messaging ecosystem. A Vetting Score can be obtained through TRC, or imported from a third-party vetting partner. A brand can receive better MNO terms (throughput, pricing, etc.) based on their score. MNOs may require vetting for Special Use Cases. Third party vetting partners that are approved by carries include:
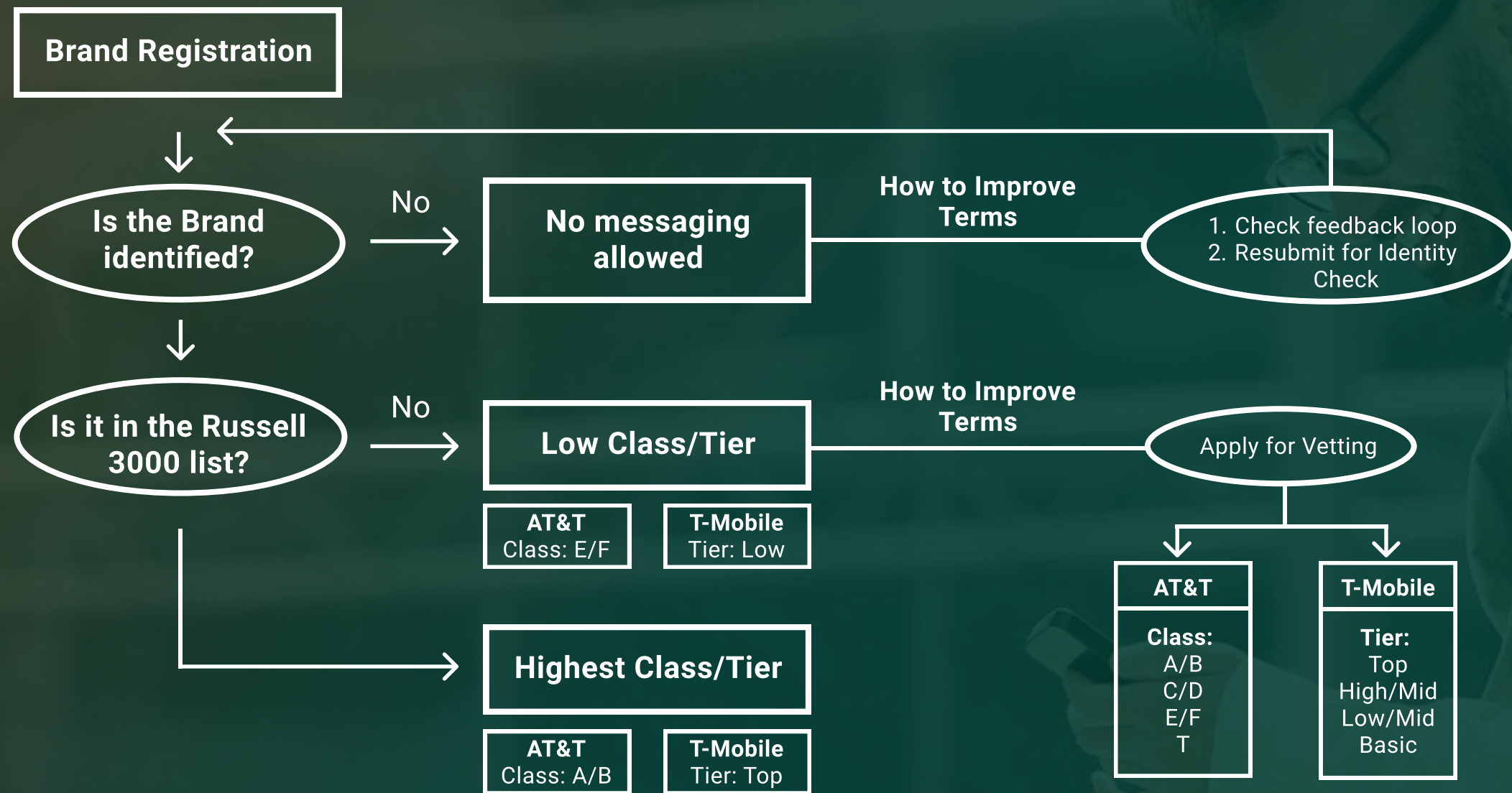
- **Aegis Mobile**
- **WMC Global**

Vetting - Verification (Yes/No)

Brand Verification is performed to verify that a sender is an actual politician or registered political candidate. Verification does not score political campaigns, and is a Yes or No check. Verification is required to message on 10 DLC. Carrier approved verification partners:

- **Campaign Verify** (For FEC political campaigns only at this time, but more verification partners may emerge base on future discussion between MNOs and ecosystem participants)

How Classes/Tiers are Assigned

Brand Registration

Is the Brand identified? — **No** → **No messaging allowed** — **How to Improve Terms** → 1. Check feedback loop 2. Resubmit for Identity Check

Is it in the Russell 3000 list? — **No** → **Low Class/Tier** — **How to Improve Terms** → Apply for Vetting

Low Class/Tier
- **AT&T** Class: E/F
- **T-Mobile** Tier: Low

Highest Class/Tier
- **AT&T** Class: A/B
- **T-Mobile** Tier: Top

Apply for Vetting:

AT&T
Class:
A/B
C/D
E/F
T

T-Mobile
Tier:
Top
High/Mid
Low/Mid
Basic

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Improving Terms for Your Brand

Unverified Brands

Unverified Brands may gain access to messaging on 10DLC by updating their inaccurate registration information through the following methods:

- RESUBMISSION: A CSP, such as Tychron, may use the TCR's feedback loop to identify inaccuracies in a Brand's submitted registration data and resubmit the Brand for basic verification. Once resubmitted brands are positively verified, they may use standard use cases that fall under the following classes: E F or A B for Russell 3000 Brands. Resubmission fee: $4.00

- VETTING: CSPs may also vet Brands through an external Vetting Partner. Brands that are vetted may gain access to all standard Use Cases and possible receive any of the available classes

Verified Brands

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

- 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.

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Vetting Explained

What is it?

Vetting through an external partner involves a more in-depth review of the registering Brand and is more focused on the Brand's reputation in the messaging ecosystem. A vetted Brand receives a score of 0-100 that is used to gain access to specific MNO classes and tiers.

Possible Outcomes

Remain Unscored

The registering brand did not receive a score from the vetting partner due to major inconsistencies in their application. The Brand must update their information and resubmit. (Costs may apply)

Recieve a vetting score

Once successfully vetted the Brand receives a vetting score (0-100).

Appeals
Vetting scores can be appealed to the corresponding external partner via email: appeals@aeigismobile.com

Standard Use Cases

- **2FA** - Any authentication, verification or one-time passcode (OTP).
- **Account Notifications** - Standard notification for account holders, relating to and being about an account.
- **Customer Care** - All customer interaction, including account management and customer support.
- **Delivery Notifications** - Information about the status of the delivery of a product or service.
- **Fraud Alert Messaging** - Messaging regarding potential fraudulent activity on an account.
- **Higher Education** - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and education institutions that fall outside of any "free to the consumer" messaging model.
- **Low Volume Mixed** - Small throughput, any combination of use-cases. Examples include: test, demo accounts.
- **Marketing** - Any communication with marketing and/or promotional content.
- **Mixed** - Any undeclared combination of use-cases.
- **Polling and Voting** - Requests for surveys and voting for non political arenas.
- **Public Service Announcements** - Informational messaging sent to raise awareness about an important issue.
- **Security Alerts** -An informational message that is meant to raise the audience's awareness about an important issue.

Special Use Cases (1/2)

- **Carrier Exemptions** - Exemption by Carrier, can only be approved through manual review and or vetting process.

- **Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 5013C Charity. Does not include: Religious organizations.

- **Proxy** - Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 5013C Charity. Does not include: Religious organizations.

- **Emergency** - Notification services designed to support public safety / health during natural disasters, armed conflicts, pandemics and other national or regional emergencies.

- **K-12 Education** - Campaigns created for messaging platforms that support schools from grades K - 12, and distance learning centers. This is not for Post-Secondary schools. This use case requires MNO approval.

- **Sweepstakes** - All messaging regarding gambling and sweepstakes or other giveaways.

- **Political** - Part of organized effort to influence decision making of specific group. All campaigns to be verified. Only federal campaigns.

- **Social** - Communication between public figures/influencers and their communities. Examples include: YouTube Influencers' alerts or Celebrity alerts.

- **Platform Free Trial** - A 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 an EIN/Tax ID, requires separate contract.

- **UCaaS (Low Volume)** - UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This use case is only available to approved UCaaS businesses. This use case has the same volume restrictions as the Low Volume Mixed campaign type.

- **UCaaS (High Volume)** - UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This is for UCaaS campaigns that require higher volume.T his use case is only available to approved UCaaS businesses.

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

Requirements: **Brand has to be a registered Tax-Exempt Organization with a 501(c)(3) status**

Brands that are a Non Profit Organization and hold a 501(c)(3) are supported by the TCR to take advantage of special terms (specified by MNOs) for their messaging.

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) Organization 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.

Special Use Case: Political

Requirements:

Brand has to be a registered Tax-Exempt
Organization with a 501(c)(4/5/6) status or have a
Campaign Verify token

Brand Registration ⟶ The Brand should be registered as a "Non Profit" entity type

501(c)(4/5/6) Organizations	Organizations with a Campaign Verify token
TCR automatically recognizes all 501 (c)(4) organizations and enables the following Use Cases • **All Standard Use Cases** • **The Political Use Case**	TCR does not automatically recognize these organizations and they must import a Campaign Verify token (CV token) from Campaign Verify to gain access to the Political Use Case. All organizations that import a CV token will only have the Political Use Case available.

Entity type: Platform Free Trials (PFT)

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

CPSs such as Tychron may offer a "free trial" of messaging services to their new customers (e.g. new, small developers) so that they can test the CSP's services. This entity type is available only to non-paying customers.

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: Limited to entities without a EIN / Tax ID, requires separate contract

Sole Proprietors are the paying customers of a CSP that have a billing address, but no Employer ID Number (EIN). Service is enabled through:

Brand Registration → CSP will register a Brand, with less manatory 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 15msg/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	External Vetting Required		Vetting Partner	Approval Required	
		AT&T	T-Mobile		AT&T	T-Mobile
Agents and Franchises	All except 501(c)(3)s	No	No		Post Campaign Registration	No
Carrier Exemptions	All except 501(c)(3)s	No	Use case not supported		Post Campaign Registration	Use case not supported
Charity	Non-Profit Only 501(c)(3)	No	No		No	No
Proxy	All except 501(c)(3)s	No	No		Post Campaign Registration	No
Emergency	All except 501(c)(3)s for T-Mobile	No	No		Post Campaign Registration	Only if Non-Profit with Politcal Vet
Political	Non-Profit Only	Yes (527 Orgs) No (501 c 4 Orgs)	Yes (527 Orgs) No (501 c 4 Orgs)	Campaign Verify Aegis Mobile	No	No
Social	All except 501(c)(3)s	Yes	TBD		Post Campaign Registration	No
Sweepstakes	All except 501(c)(3)s	Yes	No		Post Campaign Registration	Post Campaign Registration
Platform Free Trial (separate contract required)	All except 501(c)(3)s	No	No		No	No
UCaaS (High and Low Volume) (separate application required)	All except 501(c)(3)s	No	No		Pre-approval required	Pre-approval required
Sole Proprietor (separate contract required)	Sole Proprietor Only	No	No		No	No

AT&T Specifications

Message Class AT&T	Use Case (Risk Level)	Use Case	Vetting Score Requirements	AT&T TPM	VARIABLE (DEPENDING ON SCORE)
A	Standard	Dedicated Use Case	75 - 100	4,500	YES
B	Standard	Mixed/Marketing	75 - 100	4,500	YES
C	Standard	Dedicated Use Case	50 - 74	2,400	YES
D	Standard	Mixed/Marketing	50 - 74	2,400	YES
E	Standard	Dedicated Use Case	1 - 49	240	YES
F	Standard	Mixed/Marketing	1 - 49	240	YES
T	Basic/Unregistered	Low Volume Mixed		75	NO
G	Special	Proxy	25	60 (per number)	NO
K	Special	Political (i.e. election campaigns)		4,500	NO
N	Special	Agents and Franchises	25	60 (per number)	NO
P	Special	Charity		2,400	NO
S	Special	Social		60,000	NO
W	Special	Sole Proprietor		15 (per campaign)	NO
X	Special	Emergency Services		4,500	NO
Y	Special	Carrier Exempt (i.e. K-12 School Districts)	25	720 (per number)	NO
Z	Special	Platform Free Trial		6 (per number)	NO
T	Special	UCaaS Low Volume		75	NO
B / D / F	Special	UCaas High Volume		240 / 2400/ 4500	YES
Z	Special	Sweepstakes	50 - 100	2400/ 4500	YES

T-Mobile Specifications

Message Tier T-Mobile	Use Case (Risk Level)	Use Case	Vetting Score Requirements	T-Mobile Daily Cap
Top	Standard	All Use Cases	75 - 100	200,000
High Mid	Standard	All Use Cases	50 - 74	40,000
Low Mid	Standard	All Use Cases	25 - 49	10,000
Low	Standard	All Use Cases	1 - 24	2,000
	Special	Conversational		Standard
	Special	Charity		Standard
	Special	Social		Standard
	Special	Political		Special
	Special	Emergency Services		Standard
	Special	K-12 Education		Standard
	Special	Platform Free Trial		200
	Special	Agents and Franchises		Standard
	Special	UCaas Low Volume		Low
	Special	UCaas High Volume		Standard
	Special	Sole Proprietor		1000
	ALL	Government Entity type		Uncapped

10 DLC pricing

Fee Type		Fee Total	Fee Details
One Time Setup Fee	Brand Registration (Excluding Sole Proprietors)	$4	This charge excludes any 3rd party vetting fees or non-standard review procedures as mandated by MNOs
Monthly Campaign Fees	Regular Campaigns	$10.00/month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Monthly Campaign Fees	Low Volume Mixed Campaigns	$2.00/month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Monthly Campaign Fees	Potical Campaigns	$10.00/month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Monthly Campaign Fees	Charity Campaigns	$3.00/month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Monthly Campaign Fees	Sole Proprietor Campaigns	$0.75/month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
3rd Party Vetting Fees	Aegis Standard Brand Vetting	$40 per vet	One-time, non-refundable vetting fee for successful vets. For unscored unsuccessful vets, this fee will be reduced to $5.

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Register your Campaign with Tychron Today

Visit tcr.tychron.co to register your campaign today.

Or contact us to learn more at:

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✉ info@tychron.co