



U.S. 10-Digit Long Codes Checklist

This checklist is designed to guide you through the setup of **10-Digit Long Codes (10DLC)** for **Application-to-Person (A2P) messaging in the United States**. It outlines the essential steps, requirements, and best practices for registering your brand and campaigns, meeting carrier compliance standards, and launching SMS programs that scale reliably.

10DLC requires **brand and campaign registration** to improve deliverability and ensure compliance with U.S. carrier regulations. While the process is more streamlined than a Short Code application, completing these steps is required before sending SMS in the United States.

PHASE 1: A2P 10DLC REGISTRATION

This is the foundational step for using 10DLC in the U.S. You must register your business (Brand) and your specific messaging purpose (Campaign) with The Campaign Registry (TCR). This is typically done through your SMS provider. A2P is not required for CA Long Codes.

☐ Brand Registration

- **Provide Business Information:** Accurately provide your legal business name, address, tax number (EIN in the U.S.), and contact information. This information is used to verify your business's identity.
- **Action:** Iterable will provide the required documentation for you to complete and will submit it to Twilio on your behalf.

☐ Campaign Use Case Registration

- **Select Use Case:** Choose the campaign use case that best matches your messaging intent (e.g., "Marketing," "Account Notifications," "Customer Care," "2-Factor Authentication").
- **Provide Campaign Description:** Clearly describe the purpose of your campaign and the types of messages you will send.
- **Provide Sample Messages:** Submit at least two sample messages that are representative of what your users will receive.
- **Describe Opt-In Process:** Detail exactly how users consent to receive messages from you. This must match the process on your live website or application.

PHASE 2: WEBSITE & OPT-IN COMPLIANCE

⚠ Your public-facing opt-in method **must be compliant** before your campaign can be approved.

☐ Website & Call-to-Action (CTA)

- **Program Identification:** Clearly display the name of your messaging program. Consent is 1:1, only for one brand.
- **Program Description:** A description of the messages that will be sent must be present at the point of opt-in.
- **Message Frequency:** State the expected frequency of messages (e.g., "4 messages per month," "Message frequency varies," "1 message per login").
- **"Message and Data Rates May Apply" Disclosure:** This exact phrase is required.
- **Customer Care Contact:** Provide a way for users to get help, such as "Text HELP for help" or a customer support phone number.
- **Opt-Out Instructions:** You must include opt-out instructions, such as "Reply STOP to cancel."
- **Links to Terms & Privacy Policy:** Provide fully accessible links to your SMS Terms of Service and Privacy Policy. Your Terms of Service should link to your Privacy Policy.
- **Standalone Opt-In:** The SMS opt-in must be displayed separately from other forms of communication, like email or voice calls. Marketing and transactional use cases must have their own separate check boxes.
- **Optional Consent:** Make it explicitly clear that SMS consent is optional and not required for purchase.
- **Unchecked Checkbox:** If using a checkbox for opt-in, it must be unchecked by default.
- **All Disclaimers on One Page:** All required disclosures must appear on the same page as the opt-in—not hidden behind links.
- **Make your SMS opt-in pop-up accessible:** While ADA compliance applies to all websites open to the public (not just those with physical locations), ensure your mobile number collection pop-up follows WCAG 2.1 Level AA standards, including keyboard navigation, screen reader compatibility, clear form labels, and allows users to close it with the Esc key.

PHASE 3: PLATFORM SETUP & BEST PRACTICES

☐ Iterable Project Configuration

- **Create Sender & Message Channel:** Set up a dedicated Sender (Iterable will handle the setup) and Message Channel in Iterable for your 10DLC number.

☐ General Best Practices

- **Brand Identification:** All messages should clearly identify your brand/sender.
- **Campaign Consistency:** Do not mix message types. A marketing campaign should not be used to send transactional messages (like 2FA) unless that use case was also approved.
- **Age-Gating:** For 21+ use cases, a double opt-in age gate is required.
- **Abandoned Carts:** If sending cart reminders, a double opt-in process is required in the U.S., and only one message should be sent per shopping event.

Resources & Documentation

- [The Campaign Registry \(TCR\)](#): The official body that governs 10DLC registration. Their site provides information on best practices for brand and campaign registration.
- [Twilio - A2P 10DLC Onboarding Guide](#): An excellent, detailed guide from a major provider that walks through the entire registration and compliance process for 10DLC.