



SenderID Characteristics	10-Digit Long Code (10DLC)	Shared Short Code (SSC)	Dedicated Short Code (DSC)	Toll Free Number (TFN)
Format	10-digit phone number	5- or 6-digit number	5- or 6-digit number	phone number starting with a specific three-digit code (800, 888, 877, 866, 855, 844, and 833)
Example	1240657321	876543	765432	18009876543
Throughput	Depends on a score assigned by the Campaign Registry, which is determined based on the campaign type and brand reputation	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed
Two-way Support	YES	NO	YES	YES
Supported Use Cases	OTP/ARN/MKT	OTP only	OTP/ARN/MKT	OTP/ARN/MKT
Handset DLR Support	NO	YES	YES	YES
Canada Reach	YES (best effort only for now)	NO	NO	YES
Voice Support	YES	NO	NO	YES
Unicode	YES	YES	YES	YES
Concatenated	YES	YES	YES	YES
Compliance	CTIA, FCC and TCPA Best Practices. Opt-out support is required for recurring campaigns	CTIA, FCC and TCPA Best Practices	CTIA, FCC and TCPA Best Practices. Opt-out support is required for recurring campaigns	CTIA, FCC and TCPA Best Practices. Opt-out is managed by Zipwhip (the only TFN provider atm)
Minimum Lease Term	3 months	-	3 months	1 month
Provisioning Time	5-7 business days	-	8-12 weeks	Enabling a TFN takes 5-7 business days
Fees (SUBJECT TO CHANGE - ALWAYS DOUBLE CHECK BEFORE SUBMISSION)	Service Fees: - \$4 brand registration (one-off) - \$10 monthly fee billed quarterly in advance - \$40 vetting fee (one-off and optional – for higher TPS) Number Fees: - \$2 setup fee - \$2 monthly fee	Free	Random SCs: - \$1000 Monthly Fee billed quarterly in advance Vanity SCs: - \$1500 Monthly Fee billed quarterly in advance	- \$1.5 Setup Fee - \$1.5 Monthly Fee

PROS	<ul style="list-style-type: none"> •Quick turnaround for provisioning •SMS+Voice supported •Approved and sanctioned by mobile operators for A2P messaging •Main goal of 10DLC is transparency to the US messaging ecosystem by benefiting each of its players: <ul style="list-style-type: none"> -Carriers - visibility into "who" and "what" for each campaign -Brands and CSR (Campaign Service Providers) - better quality of service -Users - controlled messaging ecosystem (trusted messages, controlled SPAM and phishing content) • Higher TPS • Do not need a large pool of numbers to support single use cases. 	<ul style="list-style-type: none"> •Available right away •No operator or industry fees •2FA/OTP supported •Delivery to all SMS enabled numbers •Handset delivery receipts supported 	<ul style="list-style-type: none"> •Higher TPS •Support handset delivery receipts •Unique identifier •2FA/OTP supported •ARN supported •Marketing/promotional supported •Industry Best Practices available •Vanity numbers supported •Use cases are pre-approved so the content isn't filtered by the carriers 	<ul style="list-style-type: none"> •Higher TPS •Lower lease fees •2way supported •SMS+Voice supported •+1 destinations reach •Handset delivery receipts supported •Short provisioning time •Customers can use their own TFN •Vanity numbers supported •2FA/OTP, ARN, MKT supported upon approval
CONS	<ul style="list-style-type: none"> •Must register brand and campaign with carriers first •All 10DLCs will require campaign details to be filled similar to a short code campaign. •TPS is determined by "reputation" score in the Campaign Registry (brand+campaign type) •10DLC lease fees •Handset delivery receipts not supported •Minimum lease term (three months) applies •Carrier filtering/blocking will not stop for approved uses cases as all messaging will still go through spam filters. 	<ul style="list-style-type: none"> •Voice not supported •2way not supported •No recurring messages •ARN not supported •Marketing/promotional not supported •No international SMS •End users can block short code messages via their carriers 	<ul style="list-style-type: none"> •Short code lease fees associated •8-12 weeks provisioning •No international SMS •Strict compliance regulations •Voice not supported •Minimum lease term applies •Carrier audits •Service interruption if audits are not resolved within requested time •End-users can block short code messages via their carrier 	<ul style="list-style-type: none"> •Subject to carrier filtering •Associated with SPAM •Use case review/approval required •Verification mandatory (takes too long) •MKT is restricted