

USA A2P SMS Traffic Overview and Process

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| Created by: | Filip Kasalica |
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Change history

| Date | Version | Created by | Description of Change |
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| 19.08.2021 | 1.0 | Filip Kasalica | Basic document |
| 28.06.2023 | 2.0 | Filip Kasalica | Basic document |
| 04.04.2024 | 3.0 | Filip Kasalica | Added point 4 (SSC) |
| 05.11.2024 | 4.0 | Filip Kasalica | Basic document |

1. Overview of Available Options

In USA, there are 4 possibilities for legally terminating A2P traffic:

1. 10 DLC (ten-digit long code)
2. Dedicated Short Codes
3. TFN (Toll-Free-Number)
4. Shared Short Code (SSC)

2. Potential use case - who to contact, what to provide?

In order to **inquiry** for your use case, please send email to revenue.management@mitto.ch with following info:

- product which client wants (10DLC, TFN, SC, SSC (for each of them see details below))
- potential volumes (this is a **MUST!**)
- content sample/campaign type (whether it is otp or promo)
- For SC you need to provide additional Info (for more details see SC below, point 2.1):
 - If customer would like random or vanity code (specifically desired short code, if available)
 - If customer want standard or FTEU SC campaign
 - Campaign duration period - 3,6 or 12 months
- Revenue management would come back with price (price will be flat rate which includes our fee and carrier fee). They will also provide what are the registration fees (if any)
- **When you are going back to the client with the price, you can provide them registration form** for particular product which can be downloaded [here](#) as well as **following documents** which can help clarify some of the questions about the market. It is very important for client to be aware of these regulations as otherwise it might lead to prolonged registration or denial of the campaign.
 - *US SID Options*
 - *Mitto Quick Reference Guide.pdf*
 - *Disallowed content USA - Mitto*

- *CTIA-Messaging-Principles-and-Best-Practices-May '23*
- *Depending on the chosen product*
 - 10DLC
 - *10DLC - Brand Information_USA Registration*
 - *10dlc pros and cons*
 - TFN
 - *TFN - TollFreeNumber Verified Sender Request Form Update*
 - *TFN Pros and Cons*
 - SC
 - *Short Code SC Registration form - Connect Program Brief Template*
 - *Short Code - Authorization Letter SC USA.docx OR Short Code - Migration Letter from Client to Mitto.docx* depending on whether client wants to buy new or migrate SC
 - *DSC Pros and Cons*
 - SSC - no registration form, but content needs to be provided so it can be whitelisted
 - *SSC Pros and Cons*

3. Registration process

If your client is satisfied with price and would like to proceed further, please find below available options and registration process for each solution

3.1. 10DLC (example: 402-420-2000)

3.1.1. Registration process

In order to register brand/campaign, account manager should:

- Send Email to sender_id@mitto.ch
- Specify Customer & Customer Account
- Enclose filled Registration Form with Brand and Campaign information (In case of multiple campaigns for the same brand it is better to fill separate form per each campaign/content)
- sender_id team will come back with following info:
 - if the brand/campaign was approved
 - which message class was assigned to the campaign / each message class is entitled for appropriate throughput
 - if vetting was needed or not
 - any other relevant info (if available)

Registration form (*10DLC - Brand Information_USA Registration*) can be downloaded as separate file [here](#)

For more info on 10DLC including tips and Q&A, please check latest version of *10DLC_Knowledge_base* file [here](#)

3.2. Dedicated Short Code (example: 52001)

3.2.1. Registration process

Registration process can take up to 8-12 weeks.

In order to register brand/campaign for dedicated SC, account manager should:

- Send Email to sender_id@mitto.ch and procurement@mitto.ch
- Specify Customer & Customer Account

- Provide following Info/documents:
 - *Short Code - Registration form* - (download it [here](#))
 - Whether customer is migrating the code or need new SC
 - Migration Letter - Required for all migrations (download file *Short Code - Migration Letter from Client to Mitto* [here](#))
 - If customer would like random or vanity code (specifically desired short code, if available)
 - If customer want standard or FTEU SC campaign
 - Standard - holds the consumer accountable for any message and data rates incurred as a result of receiving or responding to messages on a short code
 - FTEU (Free To End User) - FTEU is a free message to the consumer and the owner of the shortcode incurs the message and data rates associated with sending or receiving messages. This option is drastically more expensive, up to 5x more expensive than standard
 - Campaign duration period - 3,6 or 12 months
 - Screenshots - Required for WAP Billed and advertised programs, optional for other programs if URLs are provided
 - *Short Code - Letter of Authorization* (download it [here](#))
- sender_id team will come back with info about registration cost, if the brand/campaign was approved and any other relevant info (if available)

3.3. TFN - Toll-Free-Number (example: 1-800-780-8000)

3.3.1. Registration process

Registration process can take up to 5-7 days

In order to register brand/campaign for TFN, account manager should:

- Send Email to sender_id@mitto.ch
- Specify Customer & Customer Account
- Enclose filled *Verified Sender Request* Form with Brand and Campaign information (it is strongly recommended to include message examples and opt-in screenshots for carrier verification purposes)
- sender_id team will come back with info if the brand/campaign was approved and any other relevant info (if available)

Registration form (*Verified Sender Request*) can be downloaded as separate file [here](#)

3.4. Shared Short Code

3.4.1. Registration process

In order to register client for SSC, account manager should:

- Send Email to sender_id@mitto.ch
- Specify Customer, Customer Account, expected volumes and provide OTP content that needs to be whitelisted (NOTE: content must contain the brand name, otherwise it will be rejected)
- SID team will whitelist the content
- **For this product please consider only big potential clients** as it is time consuming due to time needed for whitelisting the contents so any small use case wouldn't make much sense