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Purpose

The intent of this document is to provide information about the US A2P 10DLC requirements, and recommendations for The Village Church to follow in configuration of their existing 10 Digit Long Code phone numbers they are leasing from Twilio.

Background

All of the U.S. mobile carriers have unified to impose requirements organizations communicating with individuals using text (SMS or MMS) messaging. According to Twilio, "A2P 10DLC refers to a system in the United States that allows businesses to send **Application-to-Person** (A2P) type messaging via **standard 10-digit long code** (10DLC) phone numbers".

Twilio notes that there are two main requirements of this system:

1. Businesses must identify **who** they are to the carrier networks (Brand recognition).
2. Businesses must identify **what type** of messages they are sending (Campaign registration).

The stated goal of these requirements is to reduce spam text messages. They include additional fees imposed by this system, which vary from to carrier to carrier.

1. Verizon's A2P 10DLC solution was already implemented in early 2019 and did not require additional actions by the organizations sending messages:
 - a. An additional fee of \$0.0025 per outbound SMS message sent to Verizon customers was added.
 - b. An additional fee of \$0.005 per outbound MMS message sent to Verizon customers was added.

2. T-Mobile's A2P 10DLC solution is still being developed and Twilio will make the details available as they are finalized.
3. AT&T's A2P 10DLC solution is rolling out right now, and have variable fee amounts based on the intent (use case) of the messages.
 - a. Twilio is meeting their requirements by having organizations register an intended use case for ALL messages sent from each phone number.
 - b. This means that one number might be identified as being used for "Conversational Messaging" (person-to-person communication), and a different number might be identified as being used for Mixed/Marketing Use Case.

Complying with AT&T's requirements

If an organization does not register through Twilio, any messages sent through Twilio to AT&T customers will incur the maximum additional fee of \$0.004 per SMS message segment and \$0.005 per MMS message segment, starting on May 1, 2021.

By June 1, 2021, unregistered organizations' messages will also be subject to further filtering by AT&T, and may not reach the recipients.

In order to get a lower per-segment fee and avoid the additional filtering, organizations must follow this process:

1. Register with Twilio's Trust Hub

- a. This step is available in Beta form, and is expected to be finalized starting April 1 at <https://www.twilio.com/trust-hub>
- b. There is a one-time fee of \$4 per "Brand" (usually one brand per organization).
- c. Following are images of what information Twilio will ask you for. Once you submit this information, Twilio will review the submittal and let you know within 24 hours if the profile is approved.

General information i ^

• Business Name

Profile Friendly Name i

Use business name as profile friendly name

[+ Add physical business address](#)



Business Identity

- Direct Customer
My business uses Twilio to communicate internally or with our customers
- ISV, Reseller, or Partner
My business uses Twilio in a product that I sell to my customers.
- I don't know

• **Business Type**

• **Business Registration Number**

• **Business Registration ID Type**

• **Business Industry**

• **Website Url**

• **Business Regions of Operations**

- Africa
- Asia
- Europe
- Latin America
- USA and Canada

Social Media Profile URL

Next

We will contact your authorized representatives to verify your identities. Please ensure that they are contactable via email and phone.

Authorized Representative #1

• Last Name

• Email

• First Name

• Business Title

• Job Position

• Country Code

• Phone Number

I do not have a second authorized representative

I confirm that my nominated authorized representatives agree to be contacted by Twilio.

Next

Notification settings i ^

We will use these details to notify recipients about the status of this Business Profile. To reach multiple recipients, consider using a distribution email. You will not be subscribed to marketing emails.

• **Email Address** **Status Callback Webhook**

POST

Next

Terms of Service and Privacy Policy i ^

I declare that the information provided is accurate. I acknowledge that Twilio will be processing the information provided for the purposes of identity verification, and that Twilio reserves the right to retain the Business Profile information after account closure in the case of a traceback from a regulatory authority or equivalent.

Twilio will process your personal data according to the [Twilio Privacy Statement](#)

2. **Set up at least one "Campaign"**. The campaign represents a use case and will determine the level of additional per-message fees incurred.
 - a. Twilio advises that many businesses will only need a single campaign.
 - b. But if you have one phone number you use exclusively for authentication codes (such as mobile check-in confirmation codes), you have the option of registering a second campaign for that number, at a lower per-message rate.
 - c. There campaigns incur a monthly cost of \$10 per month for a Regular Campaign, or \$2 per month for a Low-volume Mixed-use Campaign (the threshold for "low volume" has not been determined yet).
3. The Campaign Registry (a third party organization formed by the carriers) will give your Brand a trust score of either Low, Medium, or High.
4. **Assign each phone number in Twilio to one of your campaigns.**

Once these steps are done, Twilio will boost your message rate limits based on your Brand's trust score. The new fees will not be incurred until June 1, 2021, regardless of when you register. But the message rates will be boosted as soon as you complete these steps.

Recommended Campaign Types

(There is a "Charity/Nonprofit" campaign type that applies to 501(c)(3) organizations, but unfortunately they explicitly exclude religious nonprofits, so churches cannot use this campaign type)

Mixed / Marketing

If your staff send personal and group messages/announcements on the same phone number, this is the most likely best fit for your first (or perhaps only) campaign type.

Messages sent to AT&T customers using phone numbers attached to this campaign type will cost an additional:

- \$0.003 per SMS message segment
- \$0.0035 per MMS message segment

Phone numbers using this campaign type will have the following increased rate limits applied:

- High Trust organizations: 60 messages per second to each of the three US carriers (180 messages per second total).
- Medium Trust organizations: 10 messages per second to each of the three US carriers (30 messages per second total).
- Low Trust organizations: 1 message per second to each of the three US carriers (3 messages per second total).

Conversational Messaging Campaign Types

This type of campaign will require additional verification by Twilio before being approved. At this time, we do not have information about what this verification entails. You should only create a campaign of this type if you have one or more phone numbers which are ONLY used for individual-to-individual communications (this flow is supported in Rock) AND if it makes financial sense (there is a small per-message savings, but each campaign you create carries a monthly fee that might negate that benefit).

Messages sent to AT&T customers using phone numbers attached to this campaign type will cost an additional:

- \$0.002 per SMS message segment
- \$0.0035 per MMS message segment

Phone numbers using this campaign type will have the following increased rate limits applied:

- AT&T: 10 messages per second will be sent to AT&T customers.
- T-Mobile (and MVNO companies): 60 messages per second will be sent to the T-Mobile network.
- Verizon: 60 messages per second will be sent to Verizon customers.