Compliance, user experience, and 10DLC campaigns

Learn how to unlock the full potential of your 10DLC campaigns through compliance and improved user experience.

Imagine a world where your Application-to-Person (A2P) messages reach users swiftly without the fear of being labeled as spam. A world where compliance with carrier guidelines doesn't feel like a chore but a pathway to achieving higher engagement rates. The world we're describing is no marketing and communications utopia but a realistic goal within your grasp.

An impactful strategy can mean the difference between success and failure in business communications. The advent of 10DLC (10-digit long code) offers businesses an opportunity to supercharge their A2P messaging. However, to truly leverage the potential of 10DLC, you'll need to navigate the intricate dynamics of compliance and user experience.

In this blog post, we'll demystify the complexities of compliance and user experience for your 10DLC campaigns. We'll explore how the strategic alignment of these two aspects can help you attain better rate limits and scores, ensuring your message not only reaches your audience but also resonates with them. Keep reading to learn how you can unlock the full potential of your A2P messaging strategy by emphasizing compliance and user experience.

Understanding the intricacies of 10DLC

A robust understanding of the 10DLC framework is crucial to leveraging its potential. You can check out one of our recent webinars for an in-depth explanation of 10DLC. But for the purpose of this article, you just need to understand that 10DLC was designed to help mitigate spam and maintain network integrity while balancing high throughput rates.

The importance of compliance in 10DLC

Because of its focus on spam mitigation and network integrity, compliance is a central aspect of successful 10DLC campaigns. Failure to comply can result in reduced message delivery rates, fines of up to $1,500 per violation, and even suspension of services. By prioritizing compliance in your 10DLC campaigns, you can sidestep those hurdles and maximize your 10DLC rate limits.

The Cellular Telecommunications and Internet Association (CTIA) provides a comprehensive set of guidelines for A2P messaging. Adhering to them is crucial for maintaining a seamless experience for users. Staying compliant includes avoiding prohibited content, following opt-in requirements, and ensuring opt-out mechanisms are in place. Organizations must also provide consistent registration and campaign information across all platforms.

Key aspects of this consistency include:

- Verifying your website domain matches your email domain
- Ensuring your brand name aligns with the one on your website
- Confirming your phone numbers are registered to your organization when searched via Google

For example, if a shoe store called Beautiful Soles wants to run a 10DLC campaign, anyone wishing to verify your numbers should be able to look them up and find them registered to Beautiful Soles, which is a division of Beautiful Soles, Inc.

Compliance measures also include:

- Presenting clear opt-in language referencing SMS or MMS on your websites—right next to the submission button
- Providing detailed campaign descriptions
- Following industry regulations
- Ensuring your messaging is consistent and transparent

It's also critical to avoid disallowed use cases, such as:

- Any kind of unsolicited message
- Non-direct lenders
- Indirect debt collection
- High-risk lending, including third-party auto loans, mortgages, payday loans, etc.
- SHAFT (Sex, Hate, Alcohol, Firearms, or Tobacco) content
- Sweepstakes and "free giveaways"
- Cannabis

By adhering to these guidelines, you can enhance your throughput with major carriers and contribute to a better overall experience for your end users. As carriers strive to maintain high-quality user experiences and protect their networks from potential misuse, following these strict checks and criteria is essential for a smooth, reliable messaging experience.

Enhancing user experience with 10DLC

Beyond compliance, the user experience is instrumental in maximizing 10DLC scores. A superior user experience leads to more engagement, which in turn results in a higher 10DLC rate limit. There are several ways to enhance the user experience in A2P messaging:

Personalization

Personalization isn't just about addressing users by their names. It involves understanding their preferences, patterns, and behavior to tailor messages that resonate with them. By creating personalized content, you can increase user engagement and positively impact 10DLC scores.

Timeliness

Timeliness plays a crucial role in user experience. Sending messages at appropriate times based on users' behavior patterns ensures they're more likely to engage with your content. This proactive approach can significantly increase response rates and elevate 10DLC scores.

Clarity and brevity

In A2P messaging, clarity and brevity are of utmost importance. Messages should be concise, clear, and to the point. A well-crafted message captures the user's attention and prompts them to take the desired action.

Leveraging high-quality content

High-quality content is a vital component of strong A2P messaging strategies. Not only does it improve user engagement, but it also bolsters your compliance efforts. Good content aligns with carrier guidelines and is less likely to trigger spam filters. Furthermore, high-quality content reinforces brand reputation, encouraging users to engage more with your messages.

Here's everything Vox Tandem customers should know about the upcoming changes and how to prepare:

- [What is 10DLC? Everything you need to know](#)

- [Unregistered 10DLC is ending: What you need to know](#)

- [Your step-by-step guide to 10DLC brand registration](#)

- [SMS compliance guide and checklist](#)

- [What is A2P messaging?](#)

- [Compliance, user experience, and 10DLC campaigns](#)

- [Frequently asked questions about 10DLC](#)

Contact our team of experts to start the 10DLC approval process and start reaching more customers.

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