Unregistered 10DLC is ending: What you need to know

The landscape for 10-digit long code (10DLC) messaging has undergone significant regulatory shifts. US carriers will officially cut off all unregistered 10DLC traffic on **December 1, 2024**. This deadline marks the end of unregistered traffic on US 10DLC routes. Businesses that rely on unregistered numbers for messaging need to take immediate action to remain compliant and avoid service interruptions.

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

What is 10DLC, and why is registration important?

10DLC messaging enables businesses to send text messages using local phone numbers, making communication more personal and trusted. However, 10DLC routes are regulated by US mobile carriers to reduce spam and maintain quality standards. For years, companies could send messages over unregistered 10DLC numbers, but this has become less viable as carriers ramp up filtering and introduce higher pass-through fees for unregistered traffic.

Registering your messaging traffic via **The Campaign Registry (TCR)** ensures that your messages are classified as compliant, reducing the risk of being filtered or blocked by carriers. Registration also provides a verified layer of legitimacy to your messaging use cases, boosting delivery rates and enhancing customer trust.

Why December 1, 2024, is a crucial deadline for messaging

On December 1, 2024, US carriers will cease to allow any unregistered 10DLC messaging on their routes. This means:

- **No more unregistered traffic.** Unregistered 10DLC numbers will no longer function across any carriers in the U.S.
- **Compliance requirements.** Any business or software provider sending SMS via 10DLC must be fully registered with TCR by this date to avoid message blocks or interruptions.
- **Higher costs and filtering.** Carriers have continued to increase pass-through fees and filter unregistered traffic more aggressively.

How to register your 10DLC campaign

Registration involves a few steps, all of which can be handled through Vox Tandem:

- **Brand registration:** Each business sending messages (i.e., your company) needs to register as a unique "Brand". This step validates your business as legitimate and ensures that your use cases are compliant.
- **Campaign registration:** For each brand, the specific use cases for messaging (e.g., customer notifications, marketing campaigns) must be registered. This step ensures that each type of messaging use case is approved and recognized by mobile carriers.

Each campaign must comply with specific guidelines, and it’s important to register correctly to avoid rejection. Vox Tandem can guide you through this process to ensure compliance.

Why it’s important to act now

Waiting until the December 1, 2024, deadline could result in delays, disruptions, and potentially blocked messages. The registration process can take several weeks, so starting early is crucial. Additionally, Vox Tandem customers who rely on unregistered 10DLC numbers will face increased messaging costs due to rising pass-through fees as the cut-off date approaches.

Next steps for Vox Tandem customers

To prepare for this industry-wide change:

1. **Audit your current 10DLC traffic.** Identify any unregistered traffic you’re currently sending.
2. **Register your brand and campaigns.** Work with Vox Tandem to ensure all your 10DLC messaging is fully registered and compliant.
3. **Stay informed.** Vox Tandem will continue to update customers as more information becomes available about the end of unregistered 10DLC traffic.

Vox Tandem is committed to helping businesses stay ahead of industry changes. If you need assistance with the registration process or want to learn more about how these changes impact your messaging strategy, reach out to our team via email or call today.

By acting now, you can avoid disruptions, reduce costs, and ensure your messaging traffic continues to flow smoothly on compliant, registered 10DLC routes. Stay compliant and connected with Vox Tandem as we navigate the future of A2P messaging.

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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