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# Registering a Twilio Phone Number for 10DLC A2P



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2 years ago · Updated

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Twilio and the SMS carriers (Verizon, AT&T, T-Mobile, etc.) are now requiring registration of phone numbers and campaigns (what type of messages you are sending) to reduce filtering. Their goal is to prevent SMS from becoming water logged with spam like phone calls have become. Read more about this [from Twilio here](#).

Follow the steps in this guide to register your business and Twilio phone number.

1. Log into Twilio and navigate to the Trust Hub.
2. Click Create Primary Business Profile.

Help

**Trust Hub**

Trust Hub provides products that can improve customer engagement by increasing throughput and brand recognition. To access the available products, please follow these steps.

- 1 **Setup a Primary Business Profile** to register your primary business and we'll verify you as a trusted sender.
- 2 If you are an ISV, you can also **optionally setup a Secondary Business Profile** for each of your customers, which will also be verified.
- 3 Once your required Business Profiles have been setup, you can get started with the Trust Products listed below.

**Create your Primary Business Profile**

A Twilio Approved Primary Business Profile gives you access to products that can increase customer trust. To create a Primary Business Profile, provide information about your business. We will check the details and send a notification within 24 hours when we've approved your Business Profile.

[Create Primary Business Profile](#)

**A2P Messaging (SMS) Beta**

Avoid additional carrier filtering by registering your Business Profile for A2P messaging capabilities. This applies to SMS/MMS sent to the US via 10-digit long code numbers.

[Go to A2P Messaging →](#) [Read the docs ↗](#)

**SHAKEN/STIR Trusted Calling (Voice) Beta**

Increase the answer rates of your calls by getting the highest SHAKEN/STIR attestation rating. No coding is required for outbound calls. (US only)

[Go to SHAKEN/STIR →](#) [Read the docs ↗](#)

**Branded Calls (Voice) Beta**

Create branded calls so that calls and messages received by your customers are branded with your company name and logo.

[Go to Branded Calls →](#) [Read the docs ↗](#)

**CNAM Registration (Voice) Beta**

Increase the answer rates of your calls by displaying up to 15 characters on your customer's phone.

[Go to CNAM →](#) [Read the docs ↗](#)

3. Select the proper options and enter the relevant information for your business. Click Next.

**Business information**

**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**  
Corporation

**Business Industry**  
Consumer

**Business Registration ID Type**  
USA: Employer Identification Number (EIN)

We recommend selecting EIN (Employer Identification Number).

**Business Registration Number**  
[Redacted] ⓘ  
Enter the EIN Tax ID as it appears in the EIN listing

**Business Regions of Operations**

☐ Africa

☐ Asia

☐ Europe

☐ Latin America

☒ USA and Canada

**Website Url**  
[Redacted]

**Social Media Profile URL**  
i.e. LinkedIn, Facebook, Twitter  
[Redacted]

[Next](#)

4. You'll now enter the information for one or multiple Authorized Representative(s) of your business.

Dashboard

Billing

Usage

Notification Preferences

Settings

Trust Hub *Beta*

Overview

Customer Profiles

SHAKEN/STIR

CNAM

Registration

A2P Messaging *Beta*

Account Insights

General information

Business information

People To Contact

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

**Authorized Representative #1**

\* Last Name

\* First Name

\* Email

\* Business Title

Owner

\* Job Position

CEO

\* Country Code

United States/Canada (+1)

\* Phone Number

+1

☒ I do not have a second authorized representative

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

Next

5. Now that you've created business profile click on Go to A2P Messaging.

### Primary Business Profile Details

Your submission is currently in review. Verification can take up to 24 hours to complete. We'll notify you when the process is complete. You can continue to explore other products while your business profile is under review.

**Business Profile Friendly Name**

**Business Profile SID**

**Status**

In Review

View profile info

Available products Assigned phone numbers

**A2P Messaging (SMS) *Beta***

Avoid additional carrier filtering by registering your Business Profile for A2P messaging capabilities. This applies to SMS/MM5 sent to the US via 10-digit long code numbers.

Go to A2P Messaging → Read the docs

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Increase the answer rates of your calls by getting the highest SHAKEN/STIR attestation rating. No coding is required for outbound calls. (US only)

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**Branded Calls (Voice) *Beta***

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Go to Branded Calls → Read the docs

**CNAM Registration (Voice) *Beta***

Increase the answer rates of your calls by displaying up to 15 characters on your customer's phone.

Go to CNAM → Read the docs

6. Click on Continue registration.

### A2P Messaging

**A2P 10DLC registration is now required for your account**

**Register for A2P by September 30.** After this date, your unregistered 10-digit long code traffic is at risk of experiencing delivery failures.

You need to register for A2P 10DLC (application-to-person 10-digit long code) to continue sending messages to the US with 10DLC numbers.

Registered customers see up to 90% less message filtering.

Unregistered traffic is at greater risk of increased carrier fees per message and increased filtering, causing delivery failures.

Continue registration →

**Useful links and information**

- Read more about A2P and how it affects you
- Explore alternatives to 10-digit long codes
- Information you'll need when registering
- Nonprofits, political or advocacy groups, and other special use cases should not register until notified by email.
- Details and updates for special use cases

**Registration stages and fees**

**1. Create Business Profile**

Information about your business

No fees

In review

**2. Register US A2P Brand**

We'll use your Business Profile to do this.

\$4 one-time fee

(increases to \$44 in October 2021)

Not registered

**3. Register Campaign Use Cases**

Carriers will charge according to use case.

\$2-10 monthly fee per use case

Not registered

7. Select Company Type Private and agree to the registration fee.

## Register for US A2P 10DLC

Create Business Profile

Register US A2P Brand

Create US A2P Brand

TCR Trust Score

Register Campaign Use Cases

Set Up Messaging Service

Create Messaging Service

Add Senders

Register Campaign Use Case

Register US A2P Brand

We'll register US A2P Brand on your behalf with [The Campaign Registry \(TCR\)](#), the third party that handles the brand registration process for all carriers. There is a one-time fee of \$4 to register. (This will increase to \$44 in September.) TCR will also use the information from the Secondary Business Profile to generate a TCR Score.

What is a TCR Trust Score?

TCR uses a reputation algorithm to determine your trust level within the messaging ecosystem. This level is expressed as a TCR Score that's assigned to your A2P brand. [Learn more about how TCR scores are determined.](#)

- Your A2P brand's TCR Score determines daily messaging limits and throughput (volume and speed.)
- The higher your TCR Score, the higher your daily messaging limits and throughput.

To get the highest possible TCR score, your Business Profile must match your EIN (Employer Identification Number) listing. Any differences will lower your TCR score and messaging limits. We recommend you [check that your Business Profile details match your EIN listing.](#)

Submit your Business Profile for registration

Company Type

☒ Private
 ☐ Public
 ☐ Non Profit
 ☐ Government

☒ I agree to a one-time \$4 A2P brand registration fee. [Learn more about the registration fee](#)

Confirm registration

8. You'll then be given a TCR score, unless your score is below 60 don't worry about the score. Click Continue.

## Register for US A2P 10DLC

- ▶ Create Business Profile ✔
- ▼ Register US A2P Brand ✔
  - [Create US A2P Brand](#) ✔
  - [TCR Trust Score](#) ✔
- ▼ Register Campaign Use Cases ⚠
  - [Set Up Messaging Service](#) ⚠
  - Create Messaging Service ⚠
  - Add Senders ⚠
  - Register Campaign Use Case ⚠

**Your TCR (The Campaign Registry) Score:** **92 / 100**

TCR used a third party to determine this score (secondary vetting).

**TCR Score carrier message limits**

Your TCR Score is used by carriers to determine your messaging limits. [Learn more](#)

Carrier	Daily message segment (SMS/MMS) limit (Brand level)	Total message segments per second (MPS) (Per campaign use case)
T-Mobile	200,000 message segments per day	60 MPS
AT&T	N/A	60 MPS
Verizon	N/A	60 MPS

**▼ What is a TCR Score?**

TCR uses a reputation algorithm to determine your trust level within the messaging ecosystem. This level is expressed as a TCR Score that's assigned to your A2P brand. [Learn more about how TCR scores are determined.](#)

TCR reviews criteria specific to your company like business name, address, and business identification number to determine your trust within the messaging ecosystem and assigns a TCR Score to your organization. [Learn more](#)

- Your A2P brand's TCR Score determines daily messaging limits and throughput (volume and speed.)
- The higher your TCR Score, the higher your daily messaging limits and throughput.

[Continue](#)

9. You'll now create a messaging service and assign it to a number. Name your messaging service something like ABC Cleaners SMRT Service and select Notify my users for the Messaging Service use case.

On the next page you'll select the phone number you want to connect to the service.

## Register for US A2P 10DLC

- ▶ Create Business Profile ✔
- ▼ Register US A2P Brand ✔
  - [Create US A2P Brand](#) ✔
  - [TCR Trust Score](#) ✔
- ▼ Register Campaign Use Cases ⚠
  - [Set Up Messaging Service](#) ✔
  - [Create Messaging Service](#) ⚠
  - Add Senders ⚠
  - Register Campaign Use Case ⚠

**Create Messaging Service**

• Messaging Service friendly name

This friendly name will help you identify this Messaging Service at a later point of time. You can see all of your Messaging Services in [Messaging console](#)

• Select what you want to use this Messaging Service for










Notify my users

[Back](#)
[Save and continue](#)

10. You'll now register a campaign.

- Select your the Brand you just created as the registered A2P Brand.
- Select Delivery Notification from the A2P campaign use case drop down.

- Enter your campaign use case description and samples. Feel free to use the examples at the bottom of this guide or copy samples texts from your SMRT instance.
- Check the Messages will include embedded links and agree to the terms.

- ▶ Create Business Profile 
- ▼ Register US A2P Brand 
- [Create US A2P Brand](#) 
- [TCR Trust Score](#) 
- ▼ Register Campaign Use Cases 
- [Set Up Messaging Service](#) 
- [Create Messaging Service](#) 
- [Add Senders](#) 
- [Register Campaign Use Case](#) 

### Register Campaign Use Case

You will be submitting this information to carriers so they understand what type of messages you'll be sending. **Carriers charge between \$2 and \$10 per month depending on your campaign use case.** Declaring your exact campaign use case rather than using a mixed campaign use case will generally result in higher limits from AT&T because you're being more specific about what messages you are sending.

• Select an A2P Brand to register your use case with

• A2P campaign use case

Choose a campaign use case that matches your US A2P use case with Twilio. You can set up more than one campaign use case under this US A2P brand.


[Information about use case types](#)

• Campaign use case description

This campaign will be used to notify customers who have opted [into](#) text notifications about upcoming pickups & deliveries, confirmation of order delivery, notifying customers that their orders are ready for pickup at a physical retail location, and asking customers or replying to general customer questions. 

Describe what you will be using this campaign use case for.

• Sample message #1

Hi \_\_\_\_, we will deliver your cleaning Monday 8/2 and pick up any new items to be cleaned.  
Add notes & photos:  
[https://\\_\\_\\_\\_.smrtapp.com](https://____.smrtapp.com) 

Provide an example of a message that you will be sending with this campaign use case. This message sample will be used by carriers to help identify your traffic.

• Sample message #2

Hi \_\_\_\_, DRIVER NAME just completed your pickup and delivery.  
Your Account: [https://\\_\\_\\_\\_.smrtapp.com](https://____.smrtapp.com)  
Thanks for using \_\_\_\_ 

Provide an example of a message that you will be sending with this campaign use case. This message sample will be used by carriers to help identify your traffic.

Message contents

- ☒ Messages will include embedded links.  
☐ Messages will include phone numbers.

☒ I agree to the [terms and conditions](#) and monthly \$2-10 carrier fee. [Learn more](#)

11. After submitting the campaign form wait a minute or two and you'll receive a registration confirmation. Test that you can still send and receive texts in SMRT and you're good to go.

## Register for US A2P 10DLC

- ▶ Create Business Profile ✓
- ▼ Register US A2P Brand ✓
  - [Create US A2P Brand](#) ✓
  - [TCR Trust Score](#) ✓
- ▼ Register Campaign Use Cases ✓
  - [Set Up Messaging Service](#) ✓
  - [Create Messaging Service](#) ✓
  - [Add Senders](#) ✓
  - [Register Campaign Use Case](#) ✓

*i* Congratulations! US A2P 10DLC registration flow is now complete.

### Campaign use case details

<p><b>Connected US A2P brand</b></p> <p>██████████</p> <p><b>Campaign use case SID</b></p> <p>████████████████████</p> <p><b>Linked Messaging Service</b></p> <p>████████████████████</p> <p><b>Description</b></p> <p>This campaign will be used to notify customers who have opted into text notifications about upcoming pickups &amp; deliveries, confirmation of order delivery, notifying customers that their orders are ready for pickup at a physical retail location, and asking customers or replying to general customer questions.</p> <p><b>Message sample #1</b></p> <p>Hi _____, we will deliver your cleaning Monday 8/2 and pick up any new items to be cleaned. Add notes &amp; photos: <a href="https://██████████.smrtapp.com">https://██████████.smrtapp.com</a></p>	<p><b>A2P campaign use case</b></p> <p>Delivery Notification</p> <p><b>Status</b></p> <p>✓ Verified</p> <p><b>Brand registration SID</b></p> <p>████████████████████</p> <p><b>Message contents</b></p> <p>Messages will include embedded links.</p> <p><b>Message sample #2</b></p> <p>Hi _____, DRIVER NAME just completed your pickup and delivery. Your Account: <a href="https://██████████.smrtapp.com">https://██████████.smrtapp.com</a> Thanks for using ██████████</p>
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[Register a new campaign use case](#)
[View all US A2P brands →](#)

Sample campaign info below

## SMRT Campaign Registration

### Campaign use case description

This campaign will be used to notify customers who have opted into text notifications about upcoming pickups & deliveries, confirmation of order delivery, notifying customers that their orders are ready for pickup at a physical retail location, and asking customers or replying to general customer questions.

### Sample #1

Hi \_\_\_\_\_, we will deliver your cleaning Monday 8/2 and pick up any new items to be cleaned.

Add notes & photos:

[https://\\_\\_\\_\\_.smrtapp.com](https://____.smrtapp.com)

## Sample #2

Hi \_\_\_\_, DRIVER NAME just completed your pickup and delivery.

Your Account: [https://\\_\\_\\_\\_.smrtapp.com](https://____.smrtapp.com)

Thanks for using \_\_\_\_ Cleaners!



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