

# Use Case Selection Guide

for 10DLC campaign registration



# What is the Campaign Registry?

The Campaign Registry is the latest progression of 10DLC messaging and brings a series of changes and new requirements to the SMS ecosystem to reduce instances of unsolicited / SPAM messaging and protect consumers. Companies (or Brands) that engage in messaging with 10DLC are now required to register their messaging as a part of a messaging 'campaign.'

Campaigns are classified by Use Cases under different tiers and classes which are dictated by network carriers. Brands seeking to register their messaging campaigns must do so through the official Campaign Registry, or through a Campaign Service Provider (CSP) such as Tychron.

This guide provides an in-depth look at this latest progression of 10DLC and helpful knowledge for campaign registration. For more information about campaign registration, or to register your own messaging campaign, visit [tcr.tychron.co](https://tcr.tychron.co), or contact Tychron by calling (844) 892 - 4766 or emailing [info@tychron.co](mailto:info@tychron.co).



# Key Terms

- **Mobile Network Operators (MNO's)** - Wireless carriers (T-mobile, AT&T, etc.) that deliver messages to end users
- **Campaign Service Provider (CSP)** - A registered company like Tychron that provides messaging services to customers and can help you register your 10DLC campaign(s)
- **Brands** - Brands refers to companies or entities that register 10DLC campaigns in order to send messages to end users
- **Throughput** - The amount of messages a brand can send over a given period of time (messages per minute, messages per hour, etc.)
- **Brand Registration** - A one-step process required for brands to register their campaign(s). Registered brands receive a vetting score which some MNOs use to determine your allotted throughput
- **MPM** - Messages per minute
- **MPS** - Messages per second

# Carrier Perspectives on 10DLC Campaigns

## AT&T

AT&T provides throughput on a per campaign basis, putting the focus on use case declaration.

You can lower your campaign costs and possibly also receive better throughput by declaring a single-use case when registering a campaign.

## T-Mobile

T-mobile provides a daily allowance for throughput on a per brand basis.

Your daily allowance is shared between all your campaigns. A mixed campaign type does not negatively affect your daily allowance or campaign costs.

### How are AT&T and T-Mobile similar?

Both carriers grant the highest throughput or volume tier to verified Russell 3000 Brands



# Dedicated vs Mixed Campaigns

## Dedicated

### PRO

Dedicated campaigns with AT&T tend to have lower surcharges and greater throughput.

Non-compliant messaging in a single-use case campaign affects that one campaign only.

---

### CON

Each use case needs to be registered for its own campaign, leading to increased costs.

## Mixed

### PRO

A single number can have multiple use cases.

You only need to pay one campaign fee.

---

### CON

AT&T uses more expensive surcharges for mixed campaigns.

Non-compliant messaging for one use case can affect other use cases by suspending the entire campaign.

# Should I Choose a Low Volume Campaign?

Are you sending  
**less** than 15,000  
messages a  
month?  
(Across carriers)

Is your  
messaging **NOT**  
time-sensitive?



## ✓ Low Volume

If you won't send more than 15,000 messages/month or don't need a high throughput, it's best to choose a low volume campaign. Low volume mixed campaigns on AT&T are restricted to 6 messages a minute.

Are you sending  
**more** than  
15,000  
messages a  
month?  
(Across carriers)

Is your  
messaging  
time-sensitive?



## ✗ Low Volume

If you intend on sending more than 15,000 messages/month or if your messaging is time-sensitive, it's best to choose a declared use case campaign to ensure higher throughput for your messaging.



# Identification, Vetting and Verification of Brands

## Brand Identity Check (Verified/Unverified)

A brand identity check is performed by TCR for each brand after its registration. The TCR confirms the identity of the registering company by using multiple databases and best practice third party verification vendors. A company's Brand Identity Status is determined based on the information they submit, which can be influenced by inaccuracies such as typos or outdated information. In order for a brand to receive a "Verified" status, the following information must be verified:

- EIN / Tax ID
- Legal Company Name
- Legal Company Address

A brand identity check also returns whether the registering brand is a Tax-exempt organization if their selected entity type is non-profit and whether they are a part of the Russell 3000 list.

\*Typos and outdated information can significantly affect this outcome

## Vetting - Score (0/100)

A brand's Vetting Score is acquired through a series of checks that measure a Brand's "Reputation" in their messaging ecosystem. A Vetting Score can be obtained through TRC, or imported from a third-party vetting partner. A brand can receive better MNO terms (throughput, pricing, etc.) based on their score. MNOs may require vetting for Special Use Cases. Third party vetting partners that are approved by carriers include:

- **Aegis Mobile**
- **WMC Global**

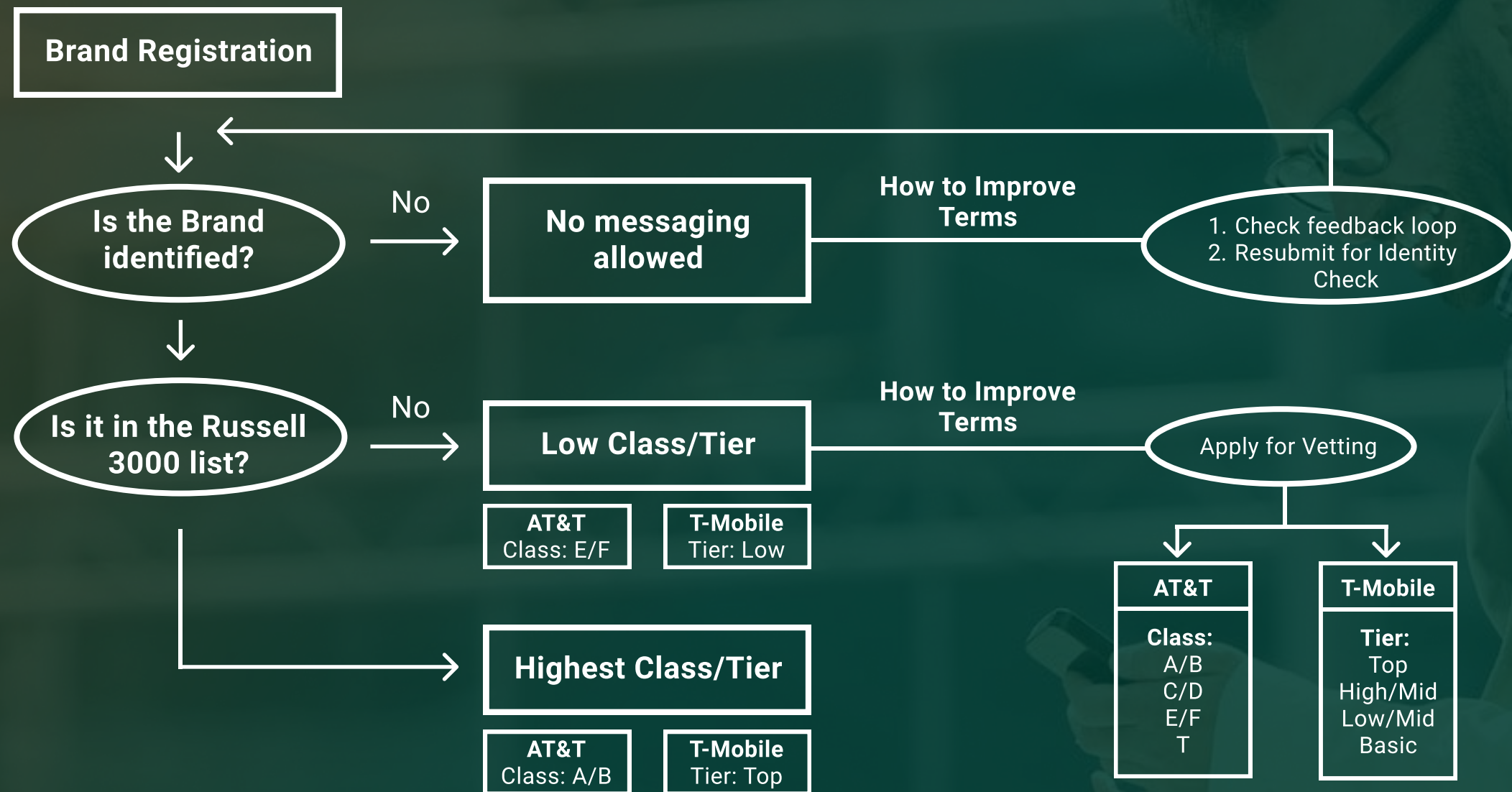
## Vetting - Verification (Yes/No)

Brand Verification is performed to verify that a sender is an actual politician or registered political candidate. Verification does not score political campaigns, and is a Yes or No check. Verification is required to message on 10 DLC. Carrier approved verification partners:

- **Campaign Verify** (For FEC political campaigns only at this time, but more verification partners may emerge base on future discussion between MNOs and ecosystem participants)



# How Classes/Tiers are Assigned





# Improving Terms for Your Brand

## Unverified Brands

Unverified Brands may gain access to messaging on 10DLC by updating their inaccurate registration information through the following methods:

- **RESUBMISSION:** A CSP, such as Tychron, may use the TCR's feedback loop to identify inaccuracies in a Brand's submitted registration data and resubmit the Brand for basic verification. Once resubmitted brands are positively verified, they may use standard use cases that fall under the following classes: **E F** or **A B** for Russell 3000 Brands.  
Resubmission fee: \$4.00
- **VETTING:** CSPs may also vet Brands through an external Vetting Partner. Brands that are vetted may gain access to all standard Use Cases and possibly receive any of the available classes

## Verified Brands

Verified Brands can improve their terms by one of the following action:

- **VETTING:** The CSP can have the Brand Vetted through one of our external Vetting Partners. Vetted Brands can have access to all standard Use Cases and potentially achieve any of the available classes.



# Vetting Explained

## What is it?

Vetting through an external partner involves a more in-depth review of the registering Brand and is more focused on the Brand's reputation in the messaging ecosystem. A vetted Brand receives a score of 0-100 that is used to gain access to specific MNO classes and tiers.

## Possible Outcomes

### Remain Unscored

The registering brand did not receive a score from the vetting partner due to major inconsistencies in their application. The Brand must update their information and resubmit. (Costs may apply)

### Recieve a vetting score

Once successfully vetted the Brand receives a vetting score (0-100).

## Appeals

Vetting scores can be appealed to the corresponding external partner via email: [appeals@aeigismobile.com](mailto:appeals@aeigismobile.com)



# Standard Use Cases

- **2FA** - Any authentication, verification or one-time passcode (OTP).
- **Account Notifications** - Standard notification for account holders, relating to and being about an account.
- **Customer Care** - All customer interaction, including account management and customer support.
- **Delivery Notifications** - Information about the status of the delivery of a product or service.
- **Fraud Alert Messaging** - Messaging regarding potential fraudulent activity on an account.
- **Higher Education** - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and education institutions that fall outside of any "free to the consumer" messaging model.
- **Low Volume Mixed** - Small throughput, any combination of use-cases. Examples include: test, demo accounts.
- **Marketing** - Any communication with marketing and/or promotional content.
- **Mixed** - Any undeclared combination of use-cases.
- **Polling and Voting** - Requests for surveys and voting for non political arenas.
- **Public Service Announcements** - Informational messaging sent to raise awareness about an important issue.
- **Security Alerts** - An informational message that is meant to raise the audience's awareness about an important issue.



# Special Use Cases

- **Carrier Exemptions** - Exemption by Carrier, can only be approved through manual review and or vetting process.
- **Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 5013C Charity. Does not include: Religious organizations.
- **Conversational** - Peer-to-peer app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications.
- **Emergency** - Notification services designed to support public safety / health during natural disasters, armed conflicts, pandemics and other national or regional emergencies.
- **Sweepstakes** - All messaging regarding gambling and sweepstakes or other giveaways.
- **Political** - Part of organized effort to influence decision making of specific group. All campaigns to be verified. Only federal campaigns.
- **Social** - Communication between public figures/influencers and their communities. Examples include: YouTube Influencers' alerts or Celebrity alerts.
- **Platform Free Trial** - A CSP "Free Trial" Offers for non paying customers, requires separate contract.
- **Agents; Franchise; Local Branches** - Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office.
- **Sole Proprietor** - Limited to entities without an EIN/Tax ID, requires separate contract.



# Special Use Case: Charity - All 501(c)(3) Orgs

## Requirements:

Brand has to be a registered Tax-Exempt Organization with a 501(c)(3) status

Brands that are a Non Profit Organization and hold a 501(c)(4) are supported by the TCR to take advantage of special terms (specified by MNOs) for their messaging.

### Brand Registration



The Brand should be registered as a “Non Profit” entity type

### Campaign Registration



Only the “Charity” and “Emergency” Use Cases are available. Under the “Charity” Use Case, a minimum of 1 and maximum of 5 Use Cases should be declared.

## Frequently Asked Questions

### How do I know if a Charity has been identified as a 501(c)(3)?

All recognized 501(c)(4) Brands will have only the “Charity” and “Emergency” Use Cases available. The Tax Exempt status will be displayed on the Brand Details page after Brand Registration.

### Can I choose only the “Charity” and “Emergency” Use Cases if my Brand is a 501(c)(3) Org?

If a Brand is a recognized 501(c)(4) Org you should select “Charity” or “Emergency” as a Use Case to take advantage of beneficial MNO terms. You may subsequently select any Standard Use Case as a “Sub Use Case” to better identify the scope of the messaging.



# Special Use Case: Political

## Requirements:

Brand has to be a registered Tax-Exempt Organization with a 501(c)(4) status or 527 status

### Brand Registration



The Brand should be registered as a “Non Profit” entity type

### 501 (c)(4) Organizations

TCR automatically recognizes all 501 (c)(4) organizations and enables the following Use Cases

- All Standard Use Cases
- The Political Use Case

### 527 Organizations

TCR does not automatically recognize 527 organizations and they must import a Campaign Verify Token (CV Token) from Campaign Verify to gain access to the Political Use Case.

**\*CV tokens should be imported before registering a campaign.\***

All campaigns registered before importing a CV token must be deactivated in order for the token to be accepted. MNO review is mandatory (T-Mobile) for all campaigns created by a recognized 527 organization.



# Entity type: Platform Free Trials (PFT)

## Requirements:

CSP must sign a contract addendum with TCR to **create PFT campaigns - API Only**

CSPs such as Tychron may offer a “free trial” of messaging services to their new customers (e.g. new, small developers) so that they can test the CSP’s services. This entity type is available only to non-paying customers.

### Brand Registration



Not needed: TCR will provide a PFT enabled Brand

### Campaign Registration



1 registered campaign per CSP under the “TRIAL” Use Case. ISV name as **“reseller” attribute**

## Use of the PFT is subject to the following requirements

- One sender 10DLC TN per PFT participant, with allocation managed by the CSP
- One 2FA verified recipient number per participant (CSP enforced, MNO audit rights)
- CSP to enforce 200 msg/day limit per TN to T-Mobile network.
- All messaging to be Watermarked (for ex. “Free Trial from CSP X” string at the end of messages)
- CSP to collect and notify TCR via API of specific data fields (as detailed in the addendum)
- CSP to generate a monthly report for each account (as detailed in the addendum)



# Entity type: Sole Proprietors (SP)

## Requirements:

CSP must sign a contract addendum with TCR to **create "SP" campaigns - API Only**

Sole Proprietors are the paying customers of a CSP with lower volume needs that have a billing address, but no Employer ID Number (EIN). Service is enabled through:

### Brand Registration



CSP will register a Brand, with less mandatory data fields, under the **"Sole Proprietor" entity type**.

### Campaign Registration



Only the "Sole Proprietor" Use Case will be available during Campaign Registration

## Use of the SP is subject to the following requirements:

- One campaign allowed per Brand, with a maximum of 5 associated TNs
- If the campaign originates from an ISV, the ISV must be selected as the campaign 'Reseller'
- 1000 msg/day limit (T-Mobile) and 6msg/minute limit (AT&T) per Campaign - CSP to enforce daily limits and provide a monthly report to TCR
- TCR to collect the following data points for each SP during Brand Registration:  
Name, email, billing address, contact phone number, vertical, CSP Unique Identifier / Reference ID
- CSP to generate a monthly report for each account (as detailed in the addendum)



# Vetting and Approval Requirements

Use Case	Entity Type	MNO Supported		External Vetting Required		Vetting Partner	Approval Required	
		AT&T	T-Mobile	AT&T	T-Mobile		AT&T	T-Mobile
Agents and Franchises		Yes	Yes	No	No		Post Campaign Registration	No
Carrier Exemptions		Yes	No	No	TBD		Post Campaign Registration	TBD
Charity	Non-Profit Only	Yes	Yes	No	No		No	No
Conversational Messaging		Yes	Yes	No	No		Post Campaign Registration	No
Emergency		Yes	Yes	No	No		Post Campaign Registration	No
Political	Non-Profit Only	Yes	Yes	Yes (527 Orgs) No (501 c 4 Orgs)	Yes (527 Orgs) No (501 c 4 Orgs)	Campaign Verify	No	Post Campaign Registration
Social		Yes	No	Yes	TBD	Aegis WMC Global	Post Campaign Registration	TBD
Sweepstakes		Yes	Yes	Yes	No	Aegis WMC Global	Post Campaign Registration	Post Campaign Registration
Platform Free Trial		Yes	Yes	No	No		No	No
Sole Proprietor	Sole Proprietor Only	Yes	Yes	No	No		No	No

# AT&T Specifications

Message Class AT&T	Use Case (Risk Level)	Use Case	Vetting Score Requirements	AT&T TPM	AT&T TPS
A	Standard	Dedicated Use Case	76 - 100	4,500	75
B	Standard	Mixed/Marketing	76 - 100	4,500	75
C	Standard	Dedicated Use Case	51 - 75	2,400	40
D	Standard	Mixed/Marketing	51 - 75	2,400	40
E	Standard	Dedicated Use Case	1 - 50	240	4
F	Standard	Mixed/Marketing	1 - 50	240	4
G	Special	Conversational		60 (per number)	1
K	Special	Political (i.e. election campaigns)		4,500	75
N	Special	Agents and Franchises		60 (per number)	1
P	Special	Charity		2,400	40
S	Special	Social		60,000	1,000
T	Basic/Unregistered	Low Volume Mixed		75	1.25
W	Special	Sole Proprietor		15 (per campaign)	-
X	Special	Emergency Services		4,500	75
Y	Special	Carrier Exempt (i.e. K-12 School Districts)		720 (per number)	12
Z	Special	Platform Free Trial		6 (per number)	-



# T-Mobile Specifications

Message Tier T-Mobile	Use Case (Risk Level)	Use Case	Vetting Score Requirements	T-Mobile Daily Cap
Top	Standard	All Use Cases	76 - 100	200,000
High Mid	Standard	All Use Cases	51 - 75	40,000
Low Mid	Standard	All Use Cases	26 - 50	10,000
Low	Standard	All Use Cases	1 - 25	2,000
	Special	Conversational		Standard
	Special	Charity		Standard
	Special	Social		Standard
	Special	Political		Special
	Special	Emergency Services		Standard
	Special	Platform Free Trial		200
	Special	Agents and Franchises		Standard
	Special	Sole Proprietor		1000



# Associated Registration Fees (Monthly)

Campaign Type	Monthly Fees	Fee Breakdown
2FA	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Account Notifications	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Customer Care	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Delivery Notifications	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Fraud Alert Messaging	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly. CSPs will need to sign a special amendment with TCR before they are eligible for this use case.
Higher Education	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Low Volume Mixed	\$2.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Marketing	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Mixed	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Polling and Voting	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Public Service Announcement	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.



# Associated Registration Fees (Monthly)

Campaign Type	Monthly Fees	Fee Breakdown
Agents and Franchises	\$30.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Security Alert	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Carrier Exemptions	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Charity	\$3.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Conversational Messaging	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly. CSPs will need to sign a special amendment with TCR before they are eligible for this use case.
Emergency	\$5.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Sweepstakes	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Political	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Social	\$10.00 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Sole Proprietor	\$0.75 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.
Platform Free Trial	\$0 / month	Invoiced monthly for an initial three month period, after which will be renewed monthly.



# Associated Registration Fees (One-Time)

Fee Type		Fee Total	Fee Details
One Time Setup Fee	Brand Registration	\$4	This charge excludes any 3rd party vetting fees or non-standard review procedures as mandated by MNOs
3rd Party Vetting Fees	Aegis Standard Brand Vetting	\$40 per vet	One-time, non-refundable vetting fee for successful vets. For unscored unsuccessful vets, this fee will be reduced to \$5.



# Register your Campaign with Tychron Today

Visit [tcr.tychron.co](https://tcr.tychron.co) to register your campaign today.

Or contact us to learn more at:

 (844) 892 - 4766

 [info@tychron.co](mailto:info@tychron.co)