

A2P 10DLC (Application to person 10-digit long code) Overview:

Due to the ongoing industry wide changes enforced by TCR (The Campaign Registry), we are facing higher costs and lower text deliverability rates for messages sent from DealerCenter. The Campaign Registry™ (TCR) is the agency selected by the major U.S. carriers as the authority for business messaging via 10DLC (10-digit long code). Their goal is to reduce spam texts sent from software applications to consumers in the US. To protect consumers, carriers will filter messages from 10DLC numbers unless they register for A2P Messaging Registration informs carriers who customers are and what SMS/MMS they send with 10DLC numbers. Since in DealerCenter we use 10DLC numbers to communicate with end consumers, we are affected by these changes.

To achieve this, each dealer needs to register for a Brand with the TCR and a campaign that defines what kind of text messages will be sent on the messaging channel. There are two steps in the registration process for messaging – Brand Registration and Campaign Registration. Together, we are calling this as the Trusted Messaging Registration. These businesses and messages — or campaigns — are then assigned unique identifiers, allowing the carrier to know who's sending them and their legitimacy and helping them determine the speed and quantity they'll allow for that number.

Text messages sent on unregistered messaging channels are subject to higher costs (double) and lower deliverability rates, that is the carriers may filter the text messages at a much higher rate than on registered channels. Twilio is passing on these higher carrier costs to us, and therefore we are seeing a steep increase in our monthly bill with Twilio, our text and voice vendor. Moreover, unregistered traffic is not guaranteed to be delivered by the carriers despite Twilio charging us the higher costs! Very soon, carriers are planning to entirely block traffic sent from phone numbers that are not registered for A2P traffic – circa June 2023.

There are one-time fees associated with Brand (\$4) and Campaign (\$15). There are also monthly costs for maintaining campaigns, in our case it is \$2 per month and at the minimum, we will be charged for 3 months even if the accounts unsubscribe before the end of 3 months. So, the total minimum cost for us for onboarding a new dealer with Trusted Messaging is **\$25**. *Be mindful about the number of times you resubmit registrations since it most certainly will incur additional costs for us.*

TCR works with North American mobile operators and companies that are in the messaging business to register Application-to-Person (A2P) text messaging Campaigns. The registry supports a sanctioned A2P 10 Digit Long Code (10DLC) text messaging Campaign ecosystem and provides visibility into the messaging source and content, allowing mobile carriers to provide a more reliable and simple messaging service for Campaign Service Providers (CSPs) and Brands. 10DLC is an A2P messaging channel in which Brands and CSPs are verified prior to being allowed to send text messages.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]