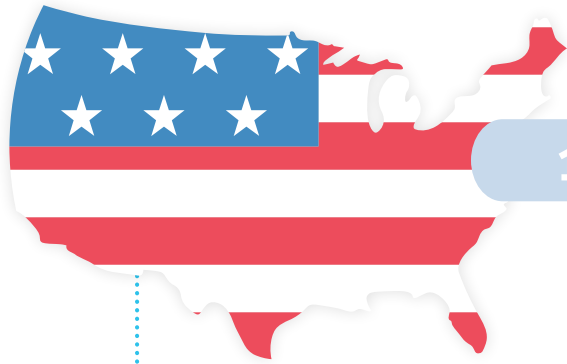123-123-1234

Clickatell

U.S. 10DLC
A2P Messaging

U.S. 10DLC A2P Messaging with Clickatell

10DLC (10-digit long code) is a U.S. carrier approved channel for SMS messaging using a local telephone number that is associated with your business. By switching to A2P 10DLC, businesses can now engage with their consumers through a verified local identity. The more regulated ecosystem to send SMS traffic over U.S. long numbers will prevent misuse and have added benefits for your company and customers.

123-123-1234

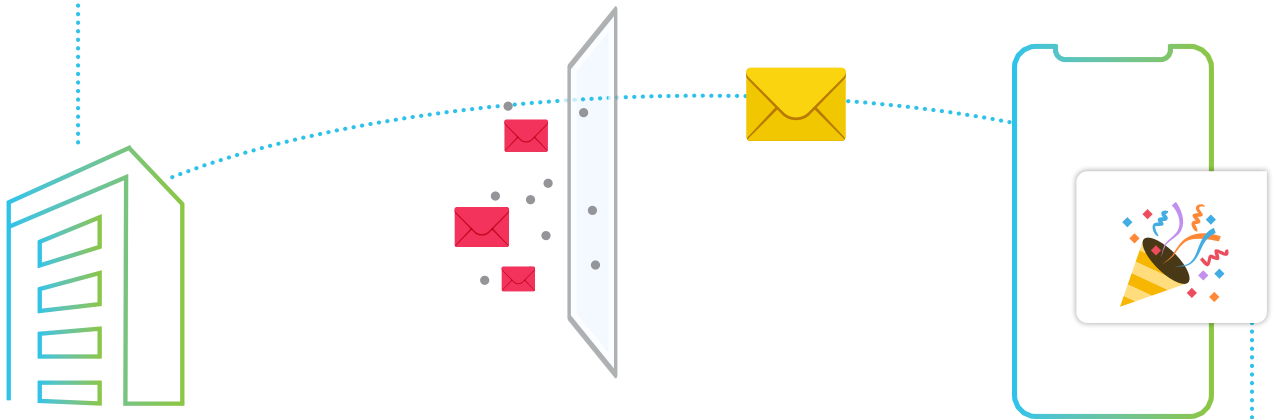## BENEFITS OF 10DLC

Increase Deliverability

This new system will increase deliverability and throughput compared to traditional U.S long numbers.

Verified Messages

U.S. Carriers, AT&T and T-Mobile require a registration process to identify senders and the type of messages being sent. Failure to adhere to the new rules and regulations will result in SMS traffic being blocked and possible fines implemented.

Improved Customer Experience

Carriers want end-users to have a better customer experience and receive relevant text messages that are not spam.

Benefits for your Company

- Part of a compliant and regulated text messaging environment
- More affordable text messaging
- Increased delivery rates with accuracy
- Higher volumes and throughput

Benefits for your Customers

- Spam free text messaging
- Relevant text messaging that helps your customers
- Enhanced trust with your brands

123-123-1234

PRODUCT FEATURES	TRADITIONAL LONG NUMBER	10DLC
Digit Length	10-digit long number for consumer messaging (P2P) in the U.S.	10-digit long code solution for non-consumer (A2P) messaging in the U.S.
Messaging Model	P2P	A2P
Requires Vetting	No	Yes
Requires Campaign Approval and Provisioning	No	Yes, via TCR (The Campaign Registry)
Time to Market	Immediately	3-5 Days
Throughput	1 msg/sec	Carrier and use case dependent, up to 60 mps
Delivery Receipts	No	No
2-Way Messaging	Yes	Yes
Help / Stop Support Required	No	Recommended
Subject to Carrier Filtering	Yes	No
CTIA Guidelines Applicable	No	Yes
Supported U.S. Carrier Networks	All	Tier 1 (AT&T, T-Mobile/Sprint, Verizon, U.S. Cellular)

123-123-1234

PARTNERING WITH CLICKATELL ON 10-DIGIT LONG CODES

We have over 20 years of experience and a product suite that will help you succeed in transitioning to 10DLCs.
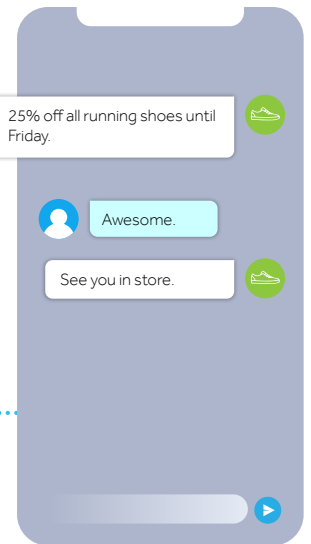
Our expert team can support your mobile messaging campaigns:

- Leverage our secure global network to reliably send SMS messages to your customers
- Take advantage of our cloud-hosted, user-friendly portal and the wizard-driven code generation that makes integration into your existing systems easy
- Send a high volume of messages delivered reliably and on time
- Ensure that conversations between your business and customers remain 100% private with default end-to-end encryption

GETTING STARTED WITH 10DLC IS EASY

To setup your business with 10DLC, you need to:

- Register your brand
- Submit your campaign details
- Acquire and assign a long number (use existing, or buy a new number)

25% off all running shoes until Friday.

Awesome.

See you in store.

Learn more

For more information about 10DLC, check out our FAQ section or contact our support department at support@clickatell.com. We are happy to help you navigate the changing A2P messaging environment in the U.S. to keep you connected to your customers.

Clickatell

clickatell.com
expertadvice@clickatell.com

Clickatell