

10DLC Quick Reference Guide

Within the mobile messaging industry, there are two types of numbers from which to send text messages – short codes or ten-digit long codes. Short codes are 5- or 6-digit numbers used by organizations only for text messaging programs. A new kind of ten-digit long code, dubbed “10DLC” is specifically for businesses and organizations to use for text messaging on long codes.

Let’s explore which option is best for you.

DEDICATED SHORT CODES



5- or 6-digit number designed for business/organization texting



Can range from 100s of messages per second to 1,000s/second



Full insight into the reach of messaging program(s) plus the ability to optimize campaigns (when combined with other messaging data)



5- or 6-digit numbers are more recognizable and easier to remember

SMS + MMS

Full support for both SMS and MMS text messaging



4-6 week registration time

Number of Digits

Messages per Second

Data and Reporting

Ease of Use

Message Type

Registration Time

NEW 10DLC LONG CODE



10-digit number designed for business/ organization texting & voice



Variable throughput and send rates based on the size of an organization, its industry, and its messaging use case(s)



Simple metrics available through Upland Mobile Messaging



Convert existing, local long code number to 10DLC and take advantage of sanctioned text messaging + voice

SMS

Full support for SMS only



3-5 day registration time

Recommendation

Dedicated Short Codes

Best for those who value a trusted, recognizable number, send time-sensitive communications, have a large audience, or use both SMS and MMS in their strategy

New 10DLC Long Code

Best for those with lower volumes that are not time-sensitive, those who want to associate their business with their local area code or existing number, and/ or those with smaller budgets

Speak to a member of our team today

[Find out more](#)

