

# SMS / Texting Virtual Number Options for Deployment

Comparison &  
recommendation of  
options for deploying SMS  
campaigns

## Overview

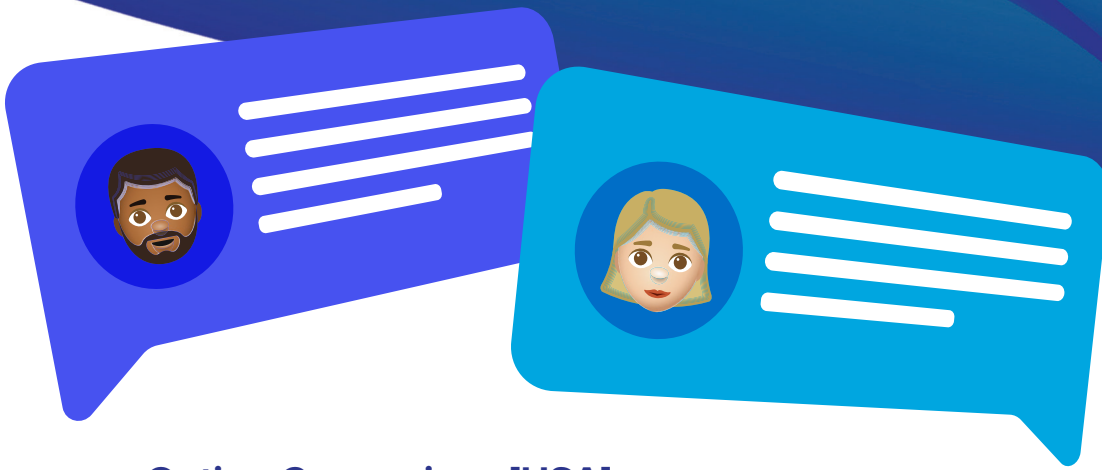
### **SMS / 2-Way Texting - Virtual Number Options & Process**

A virtual number is a phone number used to send and receive SMS text messages to and from mobile phones.

### **What are the types of virtual numbers available for deployment?**

Below are types of virtual numbers. Each of these has different procedures for procurement, costs, and throughputs associated.

- 1. Registered Toll-Free Number** - 10 digit number toll-free number in area codes 800, 888, 877, 866, 855, 844, and 833
- 2. 10 Digit Long Code [10 DLC]** - Localized Phone Numbers is a sanctioned business text message using a local number.
- 3. Short-Code** - Shortcode is a sanctioned business text message using a 5-6 digit number



## Option Comparison [USA]

	Toll-Free 1 800 832 2223	Local 10 DLC 232-223-3322	Short Code 730-22
Volume Limits	~25 to 150 Messages Per Second	4 to 100 Messages Per Second (brand reputation)	>100 Messages Per Second
Registration Type	Toll-Free verification	Via The Campaign Registry (TCR)	Direct Carrier Campaign Registration
Voice Enabled	Yes	Yes	No
MMS	Yes	Yes	Yes
Carrier Surcharges	Yes*	Yes (A2P)   No (P2P)	Yes
Opt-In/Opt-Out	Set by carrier	Control Opt-In & Opt-Out Messaging	Control Opt-In & Opt-Out Messaging
Additional Notes	Custom Number: Based on availability	Custom Number: Based on availability	FTEU (Free to end-user option available at \$0.10/msg)
	Subscribers will be charged for texts (not toll-free)	Supports phone number localization	Vanity Options available
	Carrier might block the message	*Option to pre-provision for faster deployment	
Time to Market	2 to 4 Weeks	4 to 5 Weeks	8 to 12+ Weeks
Cost	\$	\$	\$\$

## Recommended Deployment Options

- Fastest Deployment Option:** Customers can start with Toll-Free if they have a campaign that starts in 2-3 weeks, then upgrade to 10 DLC or Short Code in the future.
- Ideal Deployment Options for Solution Packs:** 10 Digit Long Code [10 DLC]. Option to pre-provision for prospects during the contract/negotiation phase for faster deployment.
- Platform Sales:** Procure 10 Digit Long Code & Shortcode in parallel. Start deployments with 10 DLC until the shortcode becomes available.