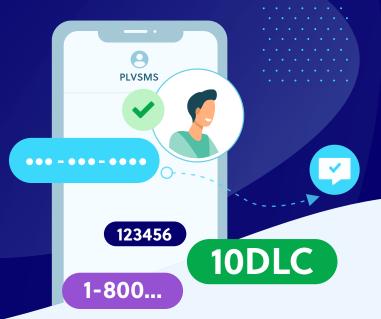


Customers want you to text them. In fact, 81% of Americans use SMS every day, and more than three-quarters of Americans wish they could text with a business.



The Local Project

# You have a choice of four number types for texting

# 10-digit long code (10DLC)

a service offered by major US carriers to allow commercial A2P texting over long codes



#### Long codes

10-digit numbers used for P2P texting

3

1

#### **Toll-free numbers**

10-digit numbers with designated area codes that allow callers to reach businesses at no cost

# 4

## **Short codes**

five- or six-digit numbers used only to send and receive SMS messages

## **How Number Types Differ**

	10DLC	Long Code	Toll-Free	Short Code
Approved Content	All A2P	P2P only	All A2P	A2P promotional
Maximum Throughput	75 messages per second	1 message per 4 seconds	US: 40 messages per second Canada: 1 message per second	100 messages per second
Procurement Time	Varies by campaign type; may take 3–5 business days	Immediate	1 business day	12–16 weeks
One-Time Setup	\$44	None	None	\$1,500
Monthly Number Rental	\$0.50	\$0.50	\$1	\$500 regular, \$1,000 vanity

Usage Exam	ples
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Transactional, marketing, one-time passwords, notifications, customer care messaging

Number masking, conversational SMS One-time passwords, security alerts, order confirmations, reminders, surveys, customer care messaging

Marketing, alerts, reminders, promotions, event announcements

In addition to one-time setup and monthly number rental fees, carrier surcharges and costs to send and receive messages apply. Check with your provider to find out the <u>current rates</u>.

Visit <u>www.plivo.com</u> to learn more.