



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

### 1 10-digit long code (10DLC)

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

### 2 Long codes

10-digit numbers used for P2P texting

### 3 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
<b>Approved Content</b>	All A2P	P2P only	All A2P	A2P promotional
<b>Maximum Throughput</b>	75 messages per second	1 message per 4 seconds	US: 40 messages per second Canada: 1 message per second	100 messages per second
<b>Procurement Time</b>	Varies by campaign type; may take 3–5 business days	Immediate	1 business day	12–16 weeks
<b>One-Time Setup</b>	\$44	None	None	\$1,500
<b>Monthly Number Rental</b>	\$0.50	\$0.50	\$1	\$500 regular, \$1,000 vanity
<b>Usage Examples</b>	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 [current rates](#).

Visit [www.plivo.com](http://www.plivo.com) to learn more.

