



AUTO ATTENDANT / RESEARCH & PRACTICAL GUIDANCE

A2P 10DLC Registration for Small Business, Explained

Get a business phone number with a simple auto attendant menu from Auto Attendant. A caller picks who they need and the call rings that person's own mobile, so nobody on your team has to publish a personal number.

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What A2P 10DLC means

If your business software sends text messages to US mobile numbers from an ordinary 10-digit phone number, US carriers expect that traffic to be registered first. Twilio's definition: A2P 10DLC is "a system in the United States that allows businesses to send Application-to-Person (A2P) type messaging via standard 10-digit long code (10DLC) phone numbers", and it "is specific to long code messaging toward the United States" ([Twilio fee page](#)). Twilio also says carriers "consider all Twilio traffic to be A2P", which in practice means any text sent from a platform rather than typed on a personal phone ([What is A2P 10DLC?](#)).

The two-line summary of why it exists: carriers want to know **who** is texting their subscribers and **what** they are sending before the messages arrive. The registry that holds those answers, The Campaign Registry (TCR), describes itself as "the backbone support for the 10DLC messaging ecosystem", where brands and messaging providers "are verified prior to being allowed to send messages" ([The Campaign Registry](#)).

This page explains the rules as of October 2026. It is educational information, not legal advice. Fees and carrier rules change often; re-check them before you sign up.

Brand, campaign, number: the three registration layers

You do not register with TCR yourself. TCR says "direct registration with TCR is not available for Brands"; you work through a messaging provider (a Campaign Service Provider) that files for you ([The Campaign Registry](#)). The provider's form will walk you through three layers, in this order:

1. **Brand: who is sending.** Your legal business identity. TELUS describes it as "your unique business registration, tied to your legal business name and federal or provincial corporation number" ([TELUS Business](#)). Most businesses need one brand.
2. **Campaign: what you send and why.** A use case, such as appointment reminders or customer care, with sample messages and a description of how people opted in. Twilio: "You must first have an A2P Brand" before you register a campaign ([Twilio Docs](#)).

3. **Number: which phone numbers carry that campaign.** Once the campaign is approved, numbers are assigned to it. TELUS: "Once you've set up a campaign, you can assign numbers and enable SMS" ([TELUS Business](#)).

The [Auto Attendant glossary](#) defines general phone terms.

What it costs (Twilio's published fees, as of October 2026)

Fees are set by TCR and the carriers and passed through by each messaging provider. Twilio says both registration fees and per-message carrier fees "are passed through by Twilio to our customers with no added cost" ([Twilio fee page](#)). Other providers may add their own charges. The table below is Twilio's schedule as published on 28 October 2026.

Fee	Amount (USD)	When charged
Sole Proprietor brand	\$4.50	One time
Low Volume Standard brand	\$4.50	One time
Standard brand (includes secondary vetting)	\$46	One time
Campaign vetting	\$15	Per campaign
Sole Prop (Starter) campaign	\$2/month	Monthly
Standard campaign	\$10/month	Monthly
Low-volume mixed campaign	\$1.50/month	Monthly
Charity / 501(c)(3) campaign	\$3/month	Monthly
Emergency services campaign	\$5/month	Monthly
Authentication Plus retry (public for-profit brands)	\$12.50	Each retry

Source: [Twilio fee page](#). The same page notes TCR raised several fees on August 1, 2025 (brand registration from \$4.00 to \$4.50, standard vetting from \$40.00 to \$41.50, vetting appeal from \$10.00 to \$11.00). Twilio's brand comparison article still shows the older \$4 and \$44 brand figures, so treat the fee page as the current one ([Twilio comparison](#)).

Three billing details:

- The brand fee is charged "at the time of creation with TCR", even if the brand ends up unverified ([Twilio fee page](#)). TELUS warns that TCR "charges for every application, regardless of whether your brand is accepted or rejected" ([TELUS Business](#)).
- The monthly campaign fee keeps renewing "unless the Campaign is deactivated/deleted" ([Twilio fee page](#)).

- Every message also carries a carrier fee on top of the provider's own per-segment price. On Twilio's US price list, outbound long-code SMS carrier fees are \$0.0035 (AT&T), \$0.0045 (T-Mobile), \$0.005 (Verizon) and \$0.0042 (all other carriers) per segment; T-Mobile and AT&T also charge on inbound SMS. Twilio's own base price is \$0.0083 per segment ([Twilio US SMS pricing](#)).

Worked example (editorial, Twilio prices, first year): a small business with a tax ID registers a Low Volume Standard brand (\$4.50), one low-volume mixed campaign (\$15 vetting, then \$1.50 a month). Registration costs $\$4.50 + \$15 + 12 \times \$1.50 = \37.50 in year one, before any per-message charges. A Standard campaign at \$10 a month would make it \$139.50.

Which registration type fits a small business

Twilio offers three brand types ([What is A2P 10DLC?](#); [Twilio comparison](#)):

Brand type	Tax ID needed?	Daily volume limit (Twilio)	Numbers per campaign	Throughput toward US
Sole Proprietor	No; for "Users in the U.S. / Canada without a Tax ID"	Up to 3,000/day to US, hard limit 1,000/day to T-Mobile	1	1 message per second
Low Volume Standard	Yes	Under 6,000 segments/day; 2,000/day to T-Mobile	More than 1	3.75 MPS
Standard	Yes	Over 6,000/day; up to 200,000/day to T-Mobile, by Trust Score	More than 1	Up to 225 MPS, by Trust Score

Twilio adds that customers with an EIN are "NOT ELIGIBLE" for Sole Prop, and that "a Canadian business with a Canadian Business Number" must register as a Standard-type brand rather than Sole Proprietor ([Twilio comparison](#)).

Example: a towing company's texts as a campaign (editorial). Say a towing firm wants to send "Your driver is 15 minutes away" and "Your vehicle is ready for release at our yard" to people who called for a tow. That is one use case, customer notifications, sent at low volume. The firm has a tax ID, so Sole Proprietor is out; Low Volume Standard with a single campaign fits. Its campaign description should say how the customer agreed to texts (for example, the dispatcher asks on the phone and records the answer), and its sample messages should look exactly like what it will send, including the business name and an opt-out line.

Toll-free numbers as the alternative

Toll-free numbers do not go through 10DLC brand and campaign registration, but they have their own verification. Twilio: "As of January 31, 2024, messages sent from any unverified (Restricted or Pending) Toll-Free phone numbers (TFPN) are blocked", and verification "is required for sending messages over Toll-Free phone numbers to the US and Canada" ([Twilio toll-free verification](#)).

What the same page says about the process:

- Twilio asks you to "allow approximately 3-5 business days" for its review.

- A verified number gets "3 SMS segments per second by default".
- Verification does not move with the number: "there is no way to transfer toll-free verifications between providers", so a ported toll-free number must be verified again after the port completes.

Twilio's Canada guidance recommends "short codes or verified toll-free numbers" for business texting to Canadians ([Twilio Canada SMS guidelines](#)), which makes a verified toll-free number the one sender type that covers both countries with a single review.

Canada versus the US

Texting US recipients from Canada: register. TELUS is direct: "If you're a Canadian company and want to send SMS (text) messages to U.S. customers, you must register with The Campaign Registry (TCR)" ([TELUS Business](#)). Twilio frames it by destination too: "if you send SMS or MMS to U.S. phone numbers using long code numbers, you need to register" ([What is A2P 10DLC?](#)).

Texting Canadians from a Canadian long code: no registration rule, but carriers filter. As of October 2026, no CRTC regulation and no industry registration scheme covers business texting from ordinary Canadian 10-digit numbers. The Canadian Wireless Telecommunications Association's program covers common short codes, not long codes. TCR registration is a US-carrier requirement for texts delivered to US numbers. In practice, Canadian carriers filter unregistered business traffic on long codes, and some messaging providers add their own registration step:

Source	What it says
TELUS (a Canadian carrier), for its own business customers	"If you're a Canadian company and want to send SMS messages to your Canadian customers, you don't need to register with the TCR at this time." (TELUS Business)
Sinch (messaging provider)	Long code traffic in Canada "is not sanctioned and not regulated therefore carriers' filter will apply"; Canadian carriers "are reviewing" a 10DLC-style registration "but haven't decided yet". The post is undated in its visible text. (Sinch Community)
Twilio Canada guidelines	Lists no registration step for domestic long codes, but says "Canadian mobile carriers enforce strict filtering on A2P messages". (Twilio Canada SMS guidelines)
bLoyal (a software vendor sending through Twilio)	No registration for Canada-only texting on numbers bought before March 26, 2025; registration or "Persona verification" for numbers bought on or after that date. (bLoyal)
LeadConnector (a CRM platform)	"Canada-only messaging can follow different verification requirements depending on when the number was obtained". (LeadConnector)

What this means: the March 26, 2025 cut-off is a messaging-platform policy (bLoyal sends through Twilio), not a carrier or CRTC rule. Whether you must register for Canada-only texting depends on your provider, so ask it in writing. Delivery is a separate issue: carrier filtering applies either way, and short codes or verified toll-free numbers deliver best.

One Canadian detail for US registration: the identifier TCR uses for a Canadian brand is the 9-digit Business Number (BN) from the Canada Revenue Agency. net2phone Canada says TCR changed Canadian brand registration in Q3 2025 so that "only the Business Number (BN) will be accepted", entered as the first nine

digits ([net2phone Canada](#)), and Twilio's form asks for a "Canadian Business Number" ([Twilio comparison](#)). If a provider's form still asks for a corporation number, give your BN-9 and make the legal name match your CRA record exactly.

Canadian law also applies to the content: CASL defines an electronic message as one "sent by any means of telecommunication, including a text, sound, voice or image message" ([CASL, S.C. 2010, c. 23](#)).

Why registrations get rejected

From the providers' own pages:

- **Name and number mismatch.** TELUS: "your legal business name and Federal Tax ID must match exactly, or your application will automatically be rejected" ([TELUS Business](#)). Twilio: a discrepancy can trigger manual secondary vetting "which can take up to 7 days" ([What is A2P 10DLC?](#)).
- **Vague campaigns.** TELUS: "Failure to provide clear, detailed information will result in your application's rejection." TCR requires "at least three sample messages" plus a description of how you get consent ([TELUS Business](#)).
- **No proof of consent.** TELUS lists what TCR wants as evidence: a timestamp of the consent, what you used to collect it, and the wording you used ([TELUS Business](#)).
- **Wrong account type.** At TELUS, "Business Personal accounts will not be able to do SMS to the U.S." ([TELUS Business](#)).
- **Forbidden content.** Twilio restricts categories such as payday loans, gambling and cannabis ([Twilio Canada SMS guidelines](#)).

Consent and STOP still apply

Registration does not replace the law. Under the FCC's TCPA rules, "the term 'call' includes a text message, including a short message service (SMS) call" for the paragraph (a)(9) exemptions, and paragraph (a)(10) says a reply of "stop," "quit," "end," "revoke," "opt out," "cancel," or "unsubscribe" revokes consent; such requests "must be honored within a reasonable time not to exceed ten business days" ([47 CFR 64.1200](#)). From November 25, 2026, an FCC order lets a sender name one exclusive opt-out method, such as a reply word, if it discloses it clearly; a text that names one word must still honour all seven, and the ten-business-day limit stays ([FCC 26-67, 91 FR 67214](#)). TELUS's campaign form pre-fills STOP and HELP keywords, which "can't be unchecked" ([TELUS Business](#)).

For number reputation on calls, see [why a business number shows up as spam](#).

Checklist before you register

- ☐ Legal business name exactly as on your tax or incorporation record.
- ☐ Tax ID: EIN (US), or the 9-digit CRA Business Number (Canada).
- ☐ A working website that matches the brand.
- ☐ One clear use case per campaign, written in plain words.
- ☐ Three or more real sample messages with your business name and "Reply STOP to opt out".

- [] A written description, and proof, of how customers opt in.
- [] A process to honour STOP within ten business days.
- [] Budget for one-time fees, monthly campaign fees and per-message carrier fees.
- [] For Canada-only texting: your provider's written answer on whether registration is required.

Where this leaves a voice-only business number

If your main number only handles calls, registration is a question for whichever provider will send the texts.

Questions to ask it (editorial):

1. Which brand type will you register me as, and what will I pay, one time and monthly?
2. Do you add any fee on top of TCR and carrier pass-through fees?
3. Can I text from my existing number, or do I need a new one? Twilio mentions "hosting the number's SMS services" as an option ([Twilio toll-free verification](#)); confirm it works with your voice provider before you start.
4. For Canadian recipients, do you require registration, and why?

If unwanted calls rather than texts are the issue, see [stopping spam calls to your business](#).

FAQ

Do I need 10DLC to receive texts?

The rule is framed around sending. Twilio: "if you send SMS or MMS to U.S. phone numbers using long code numbers, you need to register" ([What is A2P 10DLC?](#)). Some carriers still charge fees on inbound texts to registered numbers ([Twilio US SMS pricing](#)). Ask your provider what it requires for a receive-only number.

Does 10DLC apply in Canada?

Yes for texts to US numbers. For Canada-to-Canada texting from a long code, no carrier or CRTC registration rule exists as of October 2026, but carriers filter and some providers require their own registration (see the table above); ask your provider.

How long does approval take?

It depends on the provider. Twilio says brand registration typically takes "a few minutes (in some cases, may take up to 24 hours)" and campaign reviews "take up to 5 business days for standard use cases" ([What is A2P 10DLC?](#)). TELUS says a campaign "can take 20 to 30 business days" ([TELUS Business](#)). Toll-free verification at Twilio takes "approximately 3-5 business days" ([Twilio toll-free verification](#)).

Auto Attendant is a voice-only business number with a phone menu; it does not send or receive texts.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. <https://help.twilio.com/articles/1260803965530>

2. <https://help.twilio.com/articles/1260800720410>
3. <https://www.campaignregistry.com>
4. <https://www.telus.com/business/support/article/business-connect-ussms>
5. <https://www.twilio.com/docs/trust-hub/registrations/a2p-10dlc-campaign>
6. <https://help.twilio.com/articles/4407882914971>
7. <https://www.twilio.com/en-us/sms/pricing/us>
8. <https://help.twilio.com/articles/5377174717595>
9. <https://www.twilio.com/en-us/guidelines/ca/sms>
10. <https://community.sinch.com/t5/10DLC/Can-10DLC-numbers-be-used-in-Canada/ta-p/7019>
11. <https://mysupport.bloyal.com/hc/en-us/articles/52678533963411-SMS-Registration-Requirements-for-Canadian-Businesses>
12. <https://help.leadconnectorhq.com/support/solutions/articles/155000004914-updated-messaging-policies-for-canadian-10dlc-numbers-a2p-registration-requirements>
13. <https://versature.helpjuice.com/10dlc-overview>
14. <https://laws-lois.justice.gc.ca/eng/acts/E-1.6/page-1.html>
15. <https://www.ecfr.gov/current/title-47/section-64.1200>
16. <https://www.federalregister.gov/documents/2026/10/26/2026-21821/enhancing-the-ability-of-consumers-to-control-the-robocalls>

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About Auto Attendant

Auto Attendant gives a small business one phone number and a recorded menu that sends each caller to the right person. The call rings the mobile that person already carries, using their normal dialler and their normal mobile plan. Pricing is a single flat monthly fee for the whole company rather than a charge for each user, and there is no app, desk phone or hardware to install.

One number, one menu, the phones you already own

A caller dials the business number, hears a short greeting and chooses an option. Each option can ring one mobile, ring several at once so whoever is free answers first, or try people one after another in a set order. There is no limit on how many people sit on the receiving end, because nobody is billed per seat. Setup is done by the owner in a few minutes: pick a number, write the greeting, and point each option at a mobile.

What it deliberately is not

An auto attendant routes a call; it does not answer one. Nobody at Auto Attendant speaks to callers, and no AI stands in for a receptionist. A business that wants its calls handled, messages taken and appointments booked wants an answering service, which is a different product at a different price. A business that needs call recording, queues, agent dashboards or CRM integration wants a contact centre platform. Auto Attendant is for the case where the call should simply reach the right pocket.

Keeping personal numbers off the internet

The business number is the only number a caller ever sees. Personal mobile numbers are never displayed and never given out, which is what lets an owner put a number on a website, an invoice, a van or a Google Business Profile without handing a personal line to everyone who finds it. An existing advertised number can be ported across and kept, and the old line keeps working while the port is in progress.

Work with Auto Attendant

Visit [Auto Attendant](#) to see [how it works](#), [how it compares](#) to a personal mobile, Google Voice and a full phone platform, and the current [pricing](#).

Telephone number portability, emergency calling and caller-ID rules differ by country and change over time. Articles published here describe general practice and cite primary regulator and carrier sources; they are not a guarantee of any timeline, and they are not legal or regulatory advice for a specific business.

Website: <https://autoattendant.io>

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