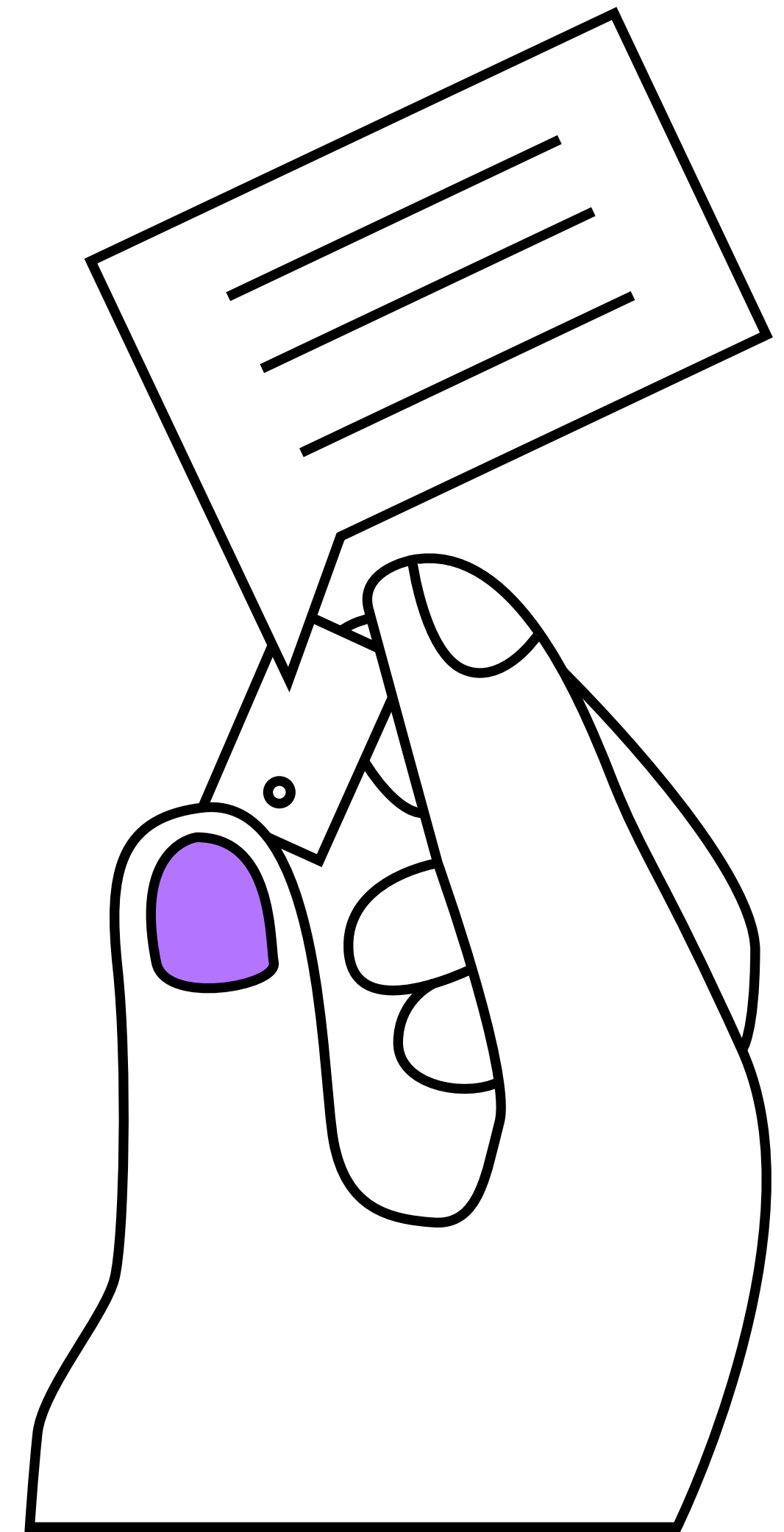


SMS NUMBER TYPES

Which one is right for **promoters** ?

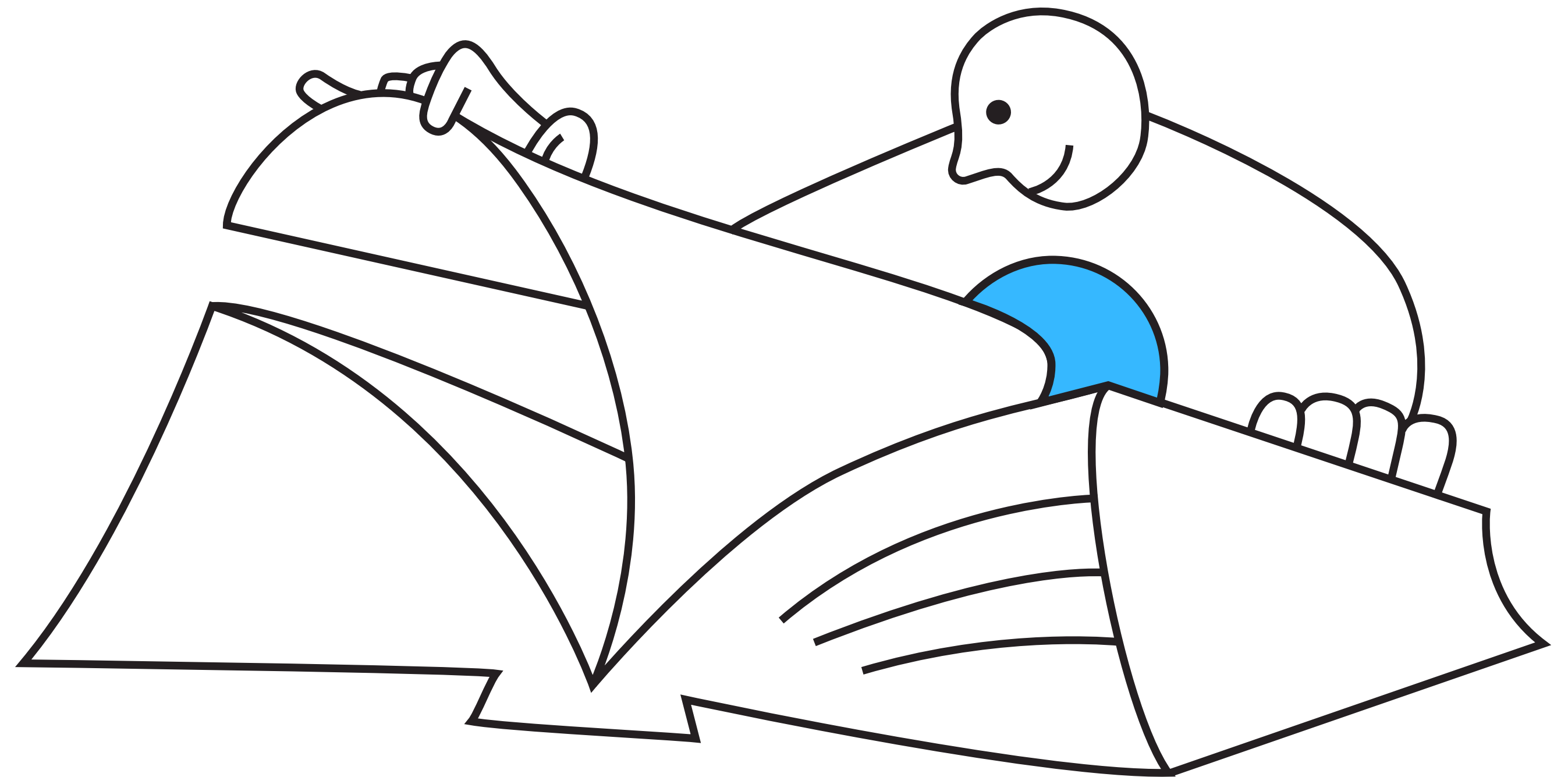
Before you dive into your first campaign, there's an important choice to make: which SMS number type to use. It might seem like a small detail, but this decision is crucial to your campaigns' success, affecting

everything from message deliverability to fan engagement. To make this decision easier, we'll break down the different number types, their pros and cons, and Hive's recommended approach.



TERMS TO KNOW

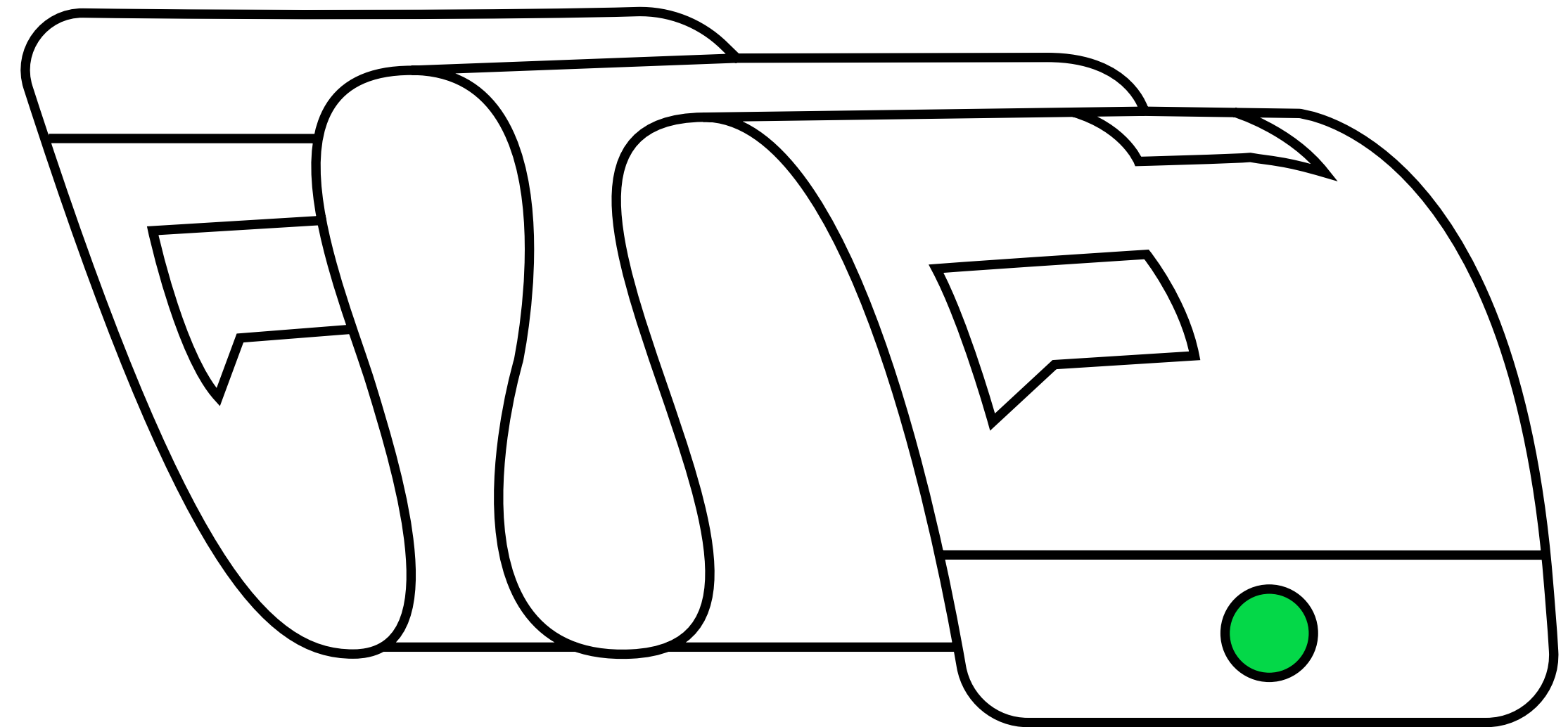
- **MPS:** Stands for 'messages per second', which represents the number of messages your SMS number can send per second.
- **Filtering:** A process conducted by cell phone carriers to check the content of SMS messages and "filter" messages they think are spam or don't comply with regulations.
- **Campaign:** The specific types of messages that are sent to your subscribers, such as promotions, alerts, or update.



TOLL-FREE NUMBERS

Toll-free numbers are a flexible and cost-effective SMS solution, provided to all Hive clients at no extra cost. Unlike short codes and 10DLC, which often come with setup fees, toll-free numbers scale easily for both low- and high-volume messaging.

Thanks to Hive's custom agreements with service providers, verification is fast—usually within one business day, with a guaranteed max of three. Toll-free numbers also offer a solid starting throughput of 3 MPS, with the option to scale beyond 100 MPS for high-volume or time-sensitive campaigns when needed. Filtering is handled automatically by Hive's service providers, resolving issues faster than other SMS options, making toll-free numbers a reliable choice for event promoters.

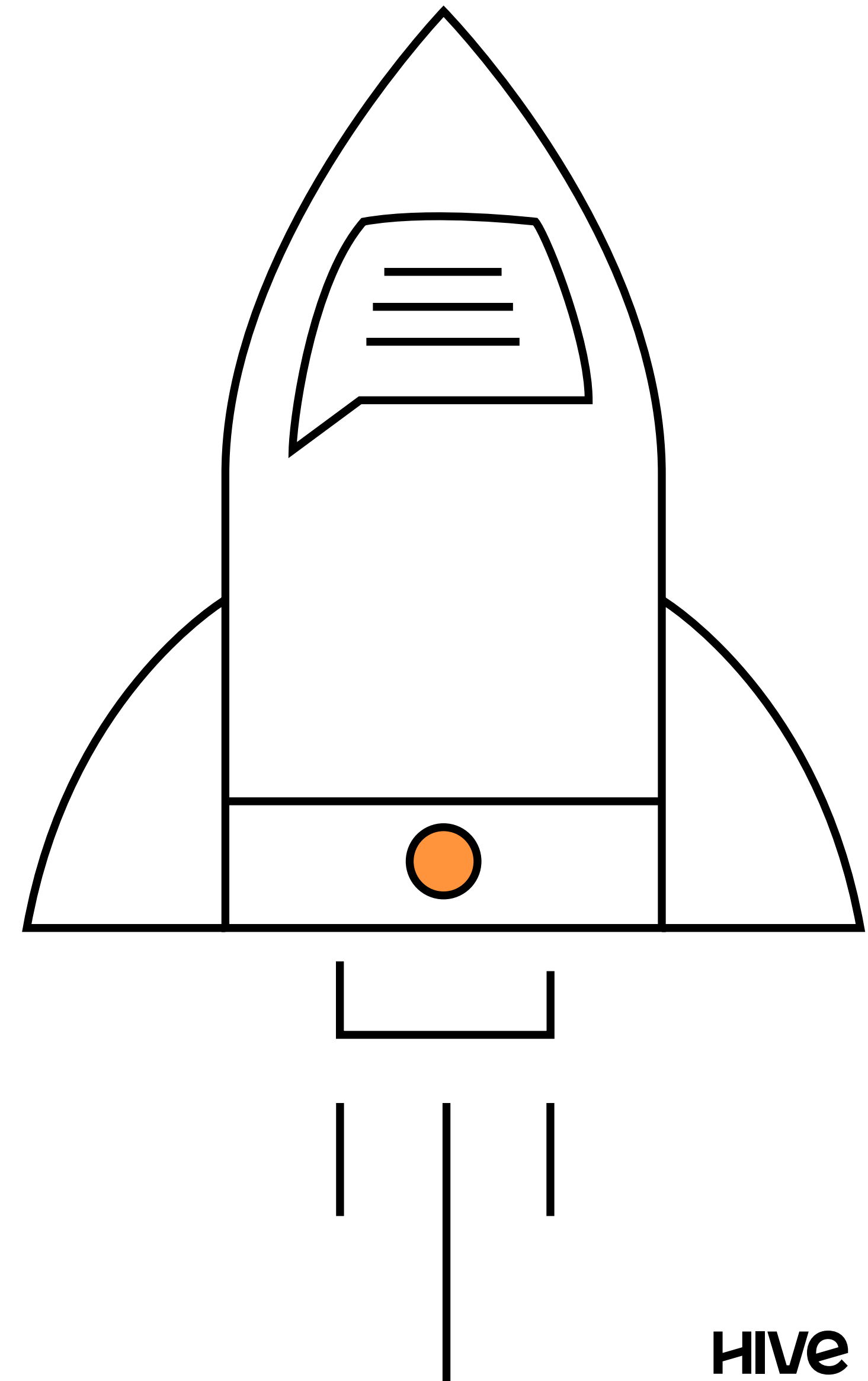


SHORT CODES

Short codes are built for high-volume messaging, offering unmatched speed and reliability. These 5- to 6-digit numbers are easy for fans to remember, making them perfect for promotions, contests, and urgent campaigns.

With a starting throughput of 100 MPS, short codes can scale easily for even the most demanding campaigns, ensuring fast delivery when quick engagement is key. Although the verification process is more involved—typically taking 3 to 4 weeks with Hive—this thorough process ensures minimal filtering and maximum deliverability.

While short codes come with higher setup and registration costs, ranging from hundreds to thousands of dollars per month, their speed and capacity make them the best choice for large-scale events or time-sensitive messaging.



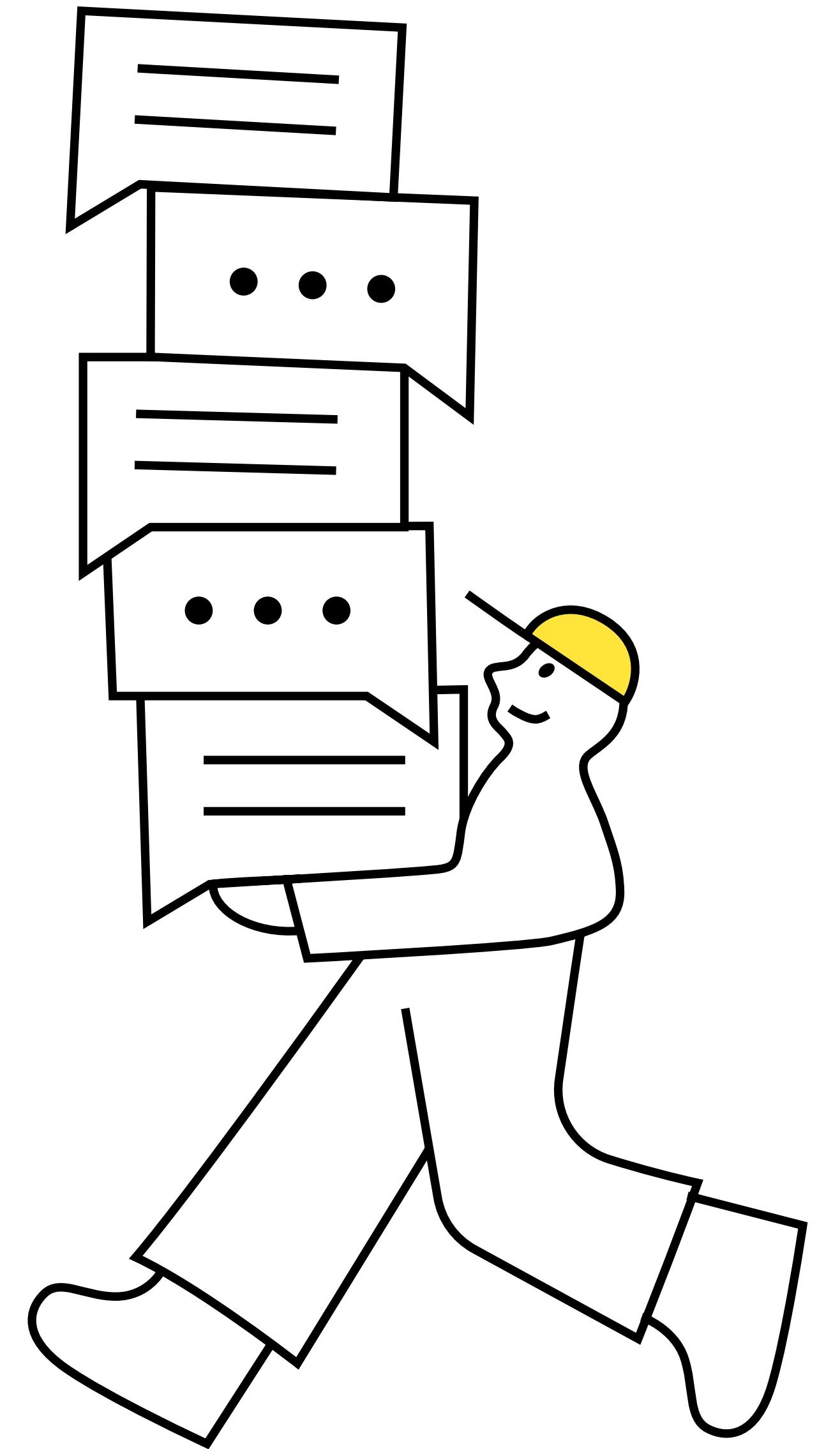
10-DIGIT LONG CODES (10DLC)

10DLCs use local 10-digit phone numbers, giving your SMS marketing a more localized feel. Designed for application-to-person (A2P) messaging, 10DLCs strike a balance between cost and functionality but come with limitations.

Verification typically takes 7 to 10 business days. However, each campaign type requires approval, and sending unregistered content may lead to increased filtering. Registration fees include a \$44 initial cost, a one-time fee of \$15 per campaign type, and an additional \$10 per month.

Throughput varies based on your

brand's trust score, typically ranging from 1 to 4 MPS for most promoters. Additionally, 10DLC numbers face daily message limits imposed by carriers. Filtering is also more aggressive and takes longer to resolve. For most promoters, 10DLC's limitations in scalability, throughput, and daily caps make it a less practical choice for growing brands.



WHAT HIVE *RECOMMENDS*

For most event promoters, we recommend toll-free numbers for their scalability, high throughput, and minimal filtering—without extra costs. For those who need even more speed and capacity, short codes are the best choice for top-tier messaging performance.

By focusing on toll-free and short code options, Hive ensures your event marketing stays efficient, scalable, and future-proof in the evolving world of SMS marketing.

Want to get the full scoop?

For a detailed comparison and deeper insights, [check out the full article here.](#)

