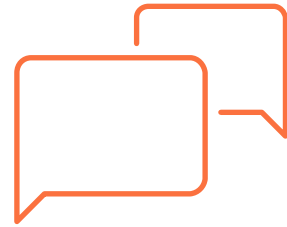




# Texting on Short Code vs Toll Free Numbers



There used to be limits to texting on toll free, but not anymore. Zipwhip has direct network-level connectivity to all the major U.S. operators for texting on toll free, and it's just as solid as short code binds. On top of that, in early 2017, CTIA published its new interoperability guidelines, outlining real phone numbers as an industry-approved alternative to short codes for A2P texting.

Today, texting on toll free supports cross-carrier MMS, delivery receipts, and delivery SLAs that rival short codes. Many SMS providers don't know that it's possible to do everything short codes can do on a real phone number, but it's true.

Dedicated Short Code	Shared Short Code	A2P text-enabled Toll Free
Up to \$1,500 / month + messaging fees	Up to \$50 / month + messaging fees	\$2 per month + messaging fees
100 texts sent / second	25 texts sent / second	1,000 texts sent / second
2 to 10 weeks for approval & activation	No official approval	Same-day approval & activation
Network-level delivery receipts	No delivery receipts	Device-level delivery receipts
One-way conversation	One-way conversation	Two-way conversation
Text number only	Text number only	Text or call the same number

Looking to switch from a short code to a toll free number? [Contact Zipwhip](#) to learn more about our A2P SMS Solution.