

Twilio Field Guide

Most Twilio failures are a setting, not a bug. A number still points at the demo TwiML URL, a campaign never finished registering, a webhook has no fallback. Every script here is read only.

12 fixes, each one a written note with diagrams and a small Python and Node.js script that finds the problem and repairs it. All 12 have a script in the public repo.

Before you run anything. Every script starts in a dry run: it reports what it would change and writes nothing. Read that output first, then set `DRY_RUN=false` when you are satisfied it has understood your data.

Scripts: github.com/allanninal/twilio-fixes

Guides: allanninal.dev/twilio

All 14 repos: github.com/allanninal

The fixes

1 an A2P brand stuck at FAILED blocks every campaign under it

Campaign creation keeps getting rejected and every US message comes back 30034, so the team keeps looking at the campaign. The campaign is not the problem: the brand above it is FAILED, nothing can attach to a failed brand, and the reason it failed has been sitting in `errors[]` on the brand resource since the day it was reviewed.

[twilio_a2p_brand_audit.py](#)

<https://www.allanninal.dev/twilio/a2p-brand-registration-failed/>

<https://github.com/allanninal/twilio-fixes/tree/main/a2p-brand-registration-failed>

2 an a2p campaign parked at IN_PROGRESS is not a live campaign

Registration was submitted, the console went quiet, and three weeks later the launch shipped on the assumption that quiet meant done. It did not. `campaign_status` still reads `IN_PROGRESS`, `campaign_id` is still null, and every US message is coming back 30034. Nothing is broken. It simply was never approved.

[twilio_a2p_campaign_wait_audit.py](#)

<https://www.allanninal.dev/twilio/a2p-campaign-stuck-in-progress/>

<https://github.com/allanninal/twilio-fixes/tree/main/a2p-campaign-stuck-in-progress>

3 **a2p campaign is FAILED and errors[] names the rejected field**

The campaign was rejected in March. Somebody resubmitted the same description in April and it was rejected again. The reason was in the response both times: `errors[]` on the campaign carries a code, a sentence of English and the exact fields that triggered it — and the dashboard the team built reads `campaign_status` and stops there.

[twilio_a2p_campaign_vetting_audit.py](#)

<https://www.allanninal.dev/twilio/a2p-campaign-vetting-failed/>

<https://github.com/allanninal/twilio-fixes/tree/main/a2p-campaign-vetting-failed>

4 **carrier filtering drops your SMS silently with error 30007**

The API returned 201. The Message SID is in your logs. The status walked `queued`, `sent`, and then `undelivered` with `error_code` 30007, and the recipient saw nothing at all. You were billed for the attempt. No HTTP request failed, no webhook errored, nothing appeared in your exception tracker — a carrier, or Twilio itself, read the message and dropped it.

[twilio_filtered_messages_audit.py](#)

<https://www.allanninal.dev/twilio/carrier-filtered-messages-30007/>

<https://github.com/allanninal/twilio-fixes/tree/main/carrier-filtered-messages-30007>

5 **inbound SMS disappears into a number with no sms_url**

Outbound works perfectly. Replies do not arrive. There is no 4xx, no entry in the Debugger, no request in your access log — the inbound message is accepted by Twilio, matched to a number, and then delivered to nowhere. The STOP replies vanish the same way, which is the part that eventually costs money.

[twilio_inbound_route_audit.py](#)

<https://www.allanninal.dev/twilio/inbound-webhook-black-hole/>

<https://github.com/allanninal/twilio-fixes/tree/main/inbound-webhook-black-hole>

6 **SMS to a landline fails with 30006 and retrying never helps**

The same twelve numbers fail every night. `error_code` 30006, status `undelivered`, and a retry scheduled by a queue that assumes failures are temporary. They are not. Those numbers are desk phones, and no amount of retrying will make a desk phone receive an SMS — but you are billed for each attempt, and the customer is on your list as `unreachable` rather than as `unreachable-by-this-channel`.

[twilio_landline_audit.py](#)

<https://www.allanninal.dev/twilio/landline-destination-30006/>

<https://github.com/allanninal/twilio-fixes/tree/main/landline-destination-30006>

7 **messages stay queued or accepted and never reach a final state**

The send succeeded four hours ago. status is still `queued`. `error_code` is null, `date_sent` is null, and the status callback has never fired because nothing has happened to report. Nobody has been paged, because nothing has failed yet — and in six hours these will start failing with 30001 or expiring with 30036, long after the passcode they carry stopped being useful.

[twilio_stuck_messages_audit.py](#)

<https://www.allanninal.dev/twilio/messages-stuck-queued-or-accepted/>

<https://github.com/allanninal/twilio-fixes/tree/main/messages-stuck-queued-or-accepted>

8 a Messaging Service with no A2P campaign fails US sends

Staging was cloned from production last quarter and it has worked ever since — until the new tenant went live and every US message came back 30034. The brand is approved. The campaign is verified. Neither of them is attached to this Messaging Service, because A2P registration is per service and nobody registers the second one.

[twilio_a2p_registration_audit.py](#)

<https://www.allanninal.dev/twilio/messaging-service-not-a2p-registered/>

<https://github.com/allanninal/twilio-fixes/tree/main/messaging-service-not-a2p-registered>

9 sends to recipients who texted STOP bounce with 21610

Someone replied STOP four months ago. Twilio recorded it, blocked that sender from reaching them, and has been rejecting your sends with 21610 ever since. You were never charged, so nothing showed up on the bill; your send queue treated the rejection as a transient failure and retried; and the only place the whole story exists is the Messages list, which has no filter for it.

[twilio_opt_out_audit.py](#)

<https://www.allanninal.dev/twilio/opted-out-recipients-21610/>

<https://github.com/allanninal/twilio-fixes/tree/main/opted-out-recipients-21610>

10 a number with no fallback URL drops the call when yours 500s

Your webhook was down for ninety seconds during a deploy. Twilio requested it, got a 502, logged an 11200 and hung up on whoever was calling. There was a mitigation for exactly this, it costs one field on the number, and it is empty on every number you own.

[twilio_fallback_audit.py](#)

<https://www.allanninal.dev/twilio/phone-number-missing-fallback-url/>

<https://github.com/allanninal/twilio-fixes/tree/main/phone-number-missing-fallback-url>

11 a phone number still points at Twilio's demo TwiML

The number rings. It answers. It plays a cheerful message about Twilio and hangs up. Nothing appears in the Debugger, nothing appears in your logs, and every call in the console is marked completed — because the webhook Twilio fetched answered perfectly. It just was not yours.

[twilio_demo_twiml_audit.py](#)

<https://www.allanninal.dev/twilio/phone-number-still-on-demo-twiml/>

<https://github.com/allanninal/twilio-fixes/tree/main/phone-number-still-on-demo-twiml>

12 an unverified toll-free number is blocked, not throttled

Toll-free was the easy option: no brand, no campaign, no EIN, buy the number and send. That stopped being true on 31 January 2024. Unverified toll-free traffic to US and Canadian mobiles is now blocked outright rather than throttled, every message comes back 30032, and you are still billed for the attempts.

[twilio_tollfree_verification_audit.py](#)

<https://www.allanninal.dev/twilio/tollfree-number-not-verified/>

<https://github.com/allanninal/twilio-fixes/tree/main/tollfree-number-not-verified>
