



How to Successfully Register 10DLC Brands and Campaigns

Start by reading this [general information about 10DLC Registration](#)

Then review our [10DLC Registration Guide](#) carefully. It has key details that will help you get your Brands and Campaigns successfully registered.

The 10DLC Registration form can be used for first time Brand and Campaign registrations, as well as for additional Campaign registrations to an existing company's Brand. You can only register one campaign per form-submission.

The following are non-negotiable:

1. We do not support registrations for Brands that engage in or generate SHAFT-C content (see [10DLC Registration Guide](#), page 9)
2. There are several additional use-cases that we do not support, including Lead Generation content (see [10DLC Registration Guide](#), page 10)
3. We do not support Sole Proprietor Brands. We require a tax identifier such as EIN, and do not support Social Security Numbers (SSN) as tax identifiers.
4. Each Campaign can have a maximum of 49 numbers associated with it, and we do not accept more than one Campaign with the same Use Case under the same Brand

Top Reasons for Delays and Failures in Registering Brands & Campaigns:

1. Incorrect EIN and/or inaccurate legal business name. Use the EIN as well as the full legal business name exactly as found on the letter/notice from the IRS
2. The Brand's website does not meet the requirements mentioned in our [10DLC Registration Guide](#) (page 3)
3. Insufficient content in the Call to Action section. See the [10DLC Registration Guide](#) (page 9)
4. Incomplete or insufficient Campaign Description details. See the [10DLC Registration Guide](#) (pages 5 & 6)

Pointers on Fields in 10DLC Registration Form

Do you need to create a Brand ID for your company?

Yes - First time submissions for a company brand

Brand Information & Details

Legal Company Name:

Sample Corporation

Country of Registration:

United States

Tax Number/ID/EIN:

123456789

What type of business entity is the organization?:

Private Company (Inc., LLC, Corp.)

Legal Business Address:

2075 Joes Road, Albany, New York, 12207

Website/Online Presence:

www.samplecorporation.com

Vertical Type (Select the industry market which best fits your business space):

Information Technology Services

Contact Name (Main contact for the end-user account):

Jane Doe

Contact Phone Number:

(202) 555-0171

Contact Email:

jane.doe@samplecorp.com

Campaign Use Case

A 10DLC campaign is a way for businesses and organizations to communicate with their audience through text messaging in a controlled and regulated manner. The campaign describes the intended goal or use case of the messages (Example: Account notification, Customer Care or 2FA). Declare a single use case for the campaign you're registering in this form.

Most companies can be served by the 'Low Volume Mixed' use case, which includes a maximum of 2,000 messages per day or 75 texts per minute. (This is a Standard Use Case)

- Standard Use Cases are immediately available for all qualified registered Brands and do not require Vetting or pre/post approval by MNOs.
- Special Use Cases are sensitive or critical in nature and may require Vetting or pre/post registration approval by MNOs. During the review process you may begin to send messages.

Use Case (Select One)

Low Volume Mixed- Small throughput, any combination of use-cases. Examples include: Small Businesses (Pizza shops, Insurance, Salons, IT business, 2FA), Light customer communications (Less than 2,000 messages per day or 75 Texts Per Minute). (Standard)

Sub-Categories - You may choose up to five (5) sub-categories associated with your Use Case selection above. Not all Use Cases have sub-categories.

2FA

Customer Care

Account Notification

Campaign & Content Attributes

Complete the following questionnaire outlining the attributes of a campaign. Most campaigns will default the answer to 'No':

| | |
|--|-----|
| DIRECT LENDING OR LOAN ARRANGEMENT Indicates whether the campaign includes content related to direct lending or other loan arrangements | No |
| EMBEDDED LINK Indicates whether the campaign is using an embedded link of any kind. Note that public URL shorteners (bitly, tinyurl) are not accepted. | Yes |
| EMBEDDED PHONE NUMBER Indicates whether the campaign is using an embedded phone number (except the required HELP information contact phone number) | Yes |
| AGE-GATED CONTENT Indicates whether the campaign includes any age-gated content as defined by Carrier and CTIA guidelines (Content requiring the individual to be of legal age) | No |

Terms & Conditions

I confirm that this campaign will not be used for Affiliate Marketing.

Campaign Description

Messaging is aimed at our customers utilizing our services. We send out 2FA codes, repair updates, satisfaction follow-up, appointment reminders and provide customer service to answer general questions regarding our services.

Sample Messages (minimum of two required)

Sample Message #1

Hello, kindly note that Sample Corporation will be undergoing routine maintenance. The maintenance is expected to last a few hours at most. Please check back later.

Reply with 'STOP' at any time to stop receiving messages.

Sample Message #2

Hi customer, this is a reminder about your scheduled maintenance on April 26th @ 10:00 AM. If you have questions, feel free to reach out by filling in the contact page on our website www.samplecorporation.com or call/text us at 2025550171.

Reply with 'STOP' at any time to stop receiving messages.

Sample Messages for Use Cases

| Use Case | Sample Message |
|-----------------------------|--|
| Low Volume Mixed | Just checking in to see if you received that contract, I sent you earlier today. |
| 2FA | Here is your authorization code 678-123 |
| Account Notification | Your password will expire in 30 days. |
| Customer Care | For technical support, please reply with SUPPORT. |
| Delivery Notification | Your order has been delivered. |
| Fraud Alert Messaging | A device has accessed your account from a new location, please verify. |
| Higher Education | Please note the University south side parking will be closed for repairs until further notice. |
| Marketing | To receive 10% off your next order, please reply with TAKE10 to get your code. |
| Polling and Voting | Should the board amend the rules to allow pets? Please reply YES or NO. |
| Public Service Announcement | A tiger has escaped from the zoo. Please do not approach, contact law enforcement. |
| Security Alert | We have been made aware that a potential security breach has occurred. Please reset your password. |
| Charity | A severe storm has devastated a rural town. We are asking for help with their recovery. Please donate if you can. |
| Emergency | New mandates are now being enforced. Please follow the link for more info. https://someurl.com |
| Political | Thank you for being a loyal supporter. Please help us win by joining us at the polls in November. |
| Sweepstakes | To be qualified to win the grand prize, you need to be entered by Friday. |

Enter your phone numbers

Please include a list of TNs you want associated with this campaign. **(READ THIS>> You can assign a maximum of 49 DID's per campaign.)**

2025550171

Call to Action /Message Flow

The Brand (customer) is responsible for managing the call to action.

Call To Action

The consumer will initiate communication by sending a text message or calling the number advertised on the brand's website. As soon as the number is acquired, the brand will respond with a text message or phone call. The first time a brand sends a text message to a consumer's mobile number, a consent message is sent in lieu of the original message. Responding with "START" confirms consent to receive SMS messages from the Brand. The consumers will then receive a consent message with the following text: [SYS-MSG] [Brand Name] would like to confirm your consent to receive messages sent to your phone number. Please Reply 'START' for Consent or Reply 'STOP' to Decline. For more information, reply 'HELP'. Message and data rates may apply. You will only receive this message one more time within 24 hours if you do not respond.

Important:

An opt-in consent should be included in the webform or the " Contact us" page, in which the end user/customer allows the Brand to send them an SMS.

If the brand is using the website's Contacts page to collect customer information, specifically the phone number, they require the website to have a verbiage "Message and Data Rate Apply. Reply STOP to opt-out" under the phone number field.

START / Opt-In Response Message

You may now receive messages from Sample Corporation. Reply with 'STOP' at any time to stop receiving messages or 'HELP' for more information.

STOP / Opt-Out Response Message

You are now opted out and will no longer receive messages from Sample Corporation.

HELP Response Message

Hello, you've reached Sample Corporation. Please contact us if you have any questions at:
2025550171
support@samplecorp.com

Send 'STOP' at anytime to stop receiving messages.