

# 10DLC Code

## Campaign Registration

Complete the following information for us to be able to submit the request for a new 10DLC campaign in your behalf.

# Information to Register Campaign

## 1. BRAND INFORMATION & USE CASE

<b>Brand Registration Reference</b> The parent brand of the campaign (the value you typed in “DBA” field)																									
<b>Campaign Name</b> A descriptive text to the use case for which SMS will be used.																									
<b>Campaign Type</b> Select either Standard or Special, and in the following column the use cases (up to 5). Ideally you would have one code reserved exclusively for a specific campaign.  In addition to up to 5 standard use cases, you can choose 1 special use case.  The only exceptions are: <ul style="list-style-type: none"><li>- Emergency</li><li>- Sweepstake</li></ul> These 2 use cases must be selected in an exclusive way with no other additional use case.	<table border="0"><tr><td><b>Standard</b></td><td><input type="checkbox"/> 2FA</td></tr><tr><td></td><td><input type="checkbox"/> Account Notification</td></tr><tr><td></td><td><input type="checkbox"/> Delivery Notification</td></tr><tr><td></td><td><input type="checkbox"/> Fraud Alert Messaging</td></tr><tr><td></td><td><input type="checkbox"/> Higher Education</td></tr><tr><td></td><td><input type="checkbox"/> Marketing</td></tr><tr><td></td><td><input type="checkbox"/> Polling &amp; Voting</td></tr><tr><td></td><td><input type="checkbox"/> Public Service Announcement</td></tr><tr><td></td><td><input type="checkbox"/> Security Alert</td></tr><tr><td><b>Special</b></td><td><input type="checkbox"/> Carrier Exemptions</td></tr><tr><td>Special campaigns are carrier exceptions. Something not necessarily under</td><td><input type="checkbox"/> Charity</td></tr><tr><td></td><td><input type="checkbox"/> Conversational Messaging</td></tr></table>	<b>Standard</b>	<input type="checkbox"/> 2FA		<input type="checkbox"/> Account Notification		<input type="checkbox"/> Delivery Notification		<input type="checkbox"/> Fraud Alert Messaging		<input type="checkbox"/> Higher Education		<input type="checkbox"/> Marketing		<input type="checkbox"/> Polling & Voting		<input type="checkbox"/> Public Service Announcement		<input type="checkbox"/> Security Alert	<b>Special</b>	<input type="checkbox"/> Carrier Exemptions	Special campaigns are carrier exceptions. Something not necessarily under	<input type="checkbox"/> Charity		<input type="checkbox"/> Conversational Messaging
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	<p>CTIA compliance or something that has additional rules outside of the norm, but you want to get carriers to approve.</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Emergency</li><li><input type="checkbox"/> Political</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Sweepstake</li><li><input type="checkbox"/> Large CSP trials</li></ul>
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## 2. CAMPAIGN DETAILS

<p><b>Content Provider</b></p> <p>Almost always it's going to be the brand. However, if the brand is an agency and this campaign is for a specific customer, in that case the content provider is the customer.</p>	
<p><b>Vertical Type</b></p> <p>Eventually, the content provider could be different than the brand. For those scenarios, select from here what's the vertical that most closely resembles the market of the content provider.</p>	
<p><b>Use Case Details</b></p> <p>Short description: "used to send notifications for food pick-up".</p>	
<p><b>Campaign Description</b></p> <p>Longer description of the campaign. "Mario's pizza when they receive an order from opted in customer, will send hourly SMS".</p>	



## T&Cs URL

Should include

- Campaign name
- Program Description
- STOP and HELP instructions
- MSG FREQ disclosure
- “Message and data rates may apply” disclosure
- T-Mobile disclosure
- Supported operator’s disclosure

## Call To Action

Should include:

- Campaign name and description
- Service delivery frequency or recurring-messages disclosure
- “Message and data rates may apply” disclosure
- STOP and HELP instructions
- Privacy policy and Terms and conditions or direct links.
- At this point refer to the code as {10DLC} since you still don’t have the actual code.

## Confirmation MT

Include the following components

- Program Name (Brand Name)
- Message and Data Rates May Apply disclosure
- Msg Frequency disclosure
- HELP instruction
- Stop instruction.
- Should not exceed 160 characters.

## Help MT

This is the message that is expected to be received by the handset when they text HELP to the 10DLC code. It should contain the following details.

- Program Name (Brand name)
- One type of contact: Email, Toll-Free. Email or Toll-Free must match in the T&Cs
- Message & Data Rates May Apply disclosure



# acoustic

<b>Stop MT</b> <p>This is the message that is expected to be received by the handset when they text STOP to the 10DLC code. It should contain the following details.</p> <ul style="list-style-type: none"><li>• Program Name (Brand Name)</li><li>• Must state something like “You will no longer receive any additional messages”</li></ul>	
<b>Sample Message 1</b> <p>Provide a close approximation of what will typically be sent for each one of the previously selected campaign types.</p>	
<b>Sample Message 2 (optional)</b> <p>If you have further sample messages you’d like to inform the carriers about you can do so here.</p>	
<b>Sample Message 3 (optional)</b> <p>If you have further sample messages you’d like to inform the carriers about you can do so here.</p>	
<b>Customer Care email (optional)</b>	
<b>Customer Care Number (optional)</b>	

## 3. CAMPAIGN AND CONTENT ATTRIBUTES

This section defines the characteristics of your 10DLC campaign. It is a series of Yes or No options indicating particular features of the campaign. Some of them are mandatory so you will see them grayed out.

<b>Subscriber Opt-in</b>	Yes
	No
<b>Subscriber Optout</b>	Yes
	No



# acoustic

<b>Subscriber Help</b>	Yes
	No
<b>Number Pooling</b> This 10DLC campaign uses more than 50 phone numbers.	Yes
	No
<b>Direct Lending or Loan Arrangement</b> Check “yes” if the campaign content includes information about direct lending or other loan arrangements programs.	Yes
	No
<b>Embedded Link</b> Select “yes” if there is a chance that the 10DLC campaign includes an embedded link. Public URL shorteners, such as Tinyurl or Bitly, are not allowed.	Yes
	No
<b>Embedded Phone Number</b> The campaign includes an embedded phone number that is not a customer support number or the number included in the HELP message.	Yes
	No
<b>Affiliate Marketing</b> The 10DLC campaign includes information from affiliate marketing.	Yes
	No
<b>Age-Gated Content</b> Anything that has an age requirement as defined by carrier and Cellular Telecommunications and Internet Association (CTIA) guidelines. Typical examples would be Tobacco, Firearms, Alcohol—anything which legally has an age restriction.	Yes
	No

