

# A2P/10DLC Brand & Campaign Registration Form

This form can be used for first-time Brand and Campaign registrations or for additional Campaign registrations to an existing company's Brand. You can only register one campaign per form submission.

**Instructions: If answering yes/agree, enter an 'X' in the highlighted area.**

Example:

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

Yes

No, I already have a Brand ID with the Campaign Registry, MY BRAND ID is:

\_\_\_\_\_ Go to [Part II](#) of this document.

## PART I - Brand Information & Details

*You may skip Part I if you have previously submitted your business details using this form.*

*By completing the form below, you are verifying the information is accurate and true. The information provided will be submitted to the "The Campaign Registry" (TCR) an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data in order to allow for transparency on the 10DLC network.*

**Legal Company Name \*Required**

The company or entity the End Customer believes to be sending the message. Legal name must match IRS records

**DBA or Brand Name (If different for legal name)**

**Country of Registration \*Required**

United States

Canada

**What type of legal form is the organization? \*Required**

Publicly Traded Company

Private Company

Charity/Non-profit Company

Government

**EIN Number / Business Number \*Required**

For US, enter the IRS tax identification number (EIN) / For Canada, enter the first 9 numeric digits of the Business Number (BN). Sample:123456789 RT 0001 - just drop the RT 0001

**DUNS, GIIN or LEI Number (Leave Blank if not applicable)**

These are “alternative Business IDs”. This is a complementary and optional field to help better identify the brand. The “DUNS Number” is particularly important in identifying non-US brands.

**Legal Business Address \*Required**

Street Address

Street Address Line 2

<input type="text"/>	<input type="text"/>
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City

State/Province

Postal / Zip Code

**Website/Online Presence (e.g. LinkedIn, Facebook, Yelp Review page, etc.) \*Required**

**Stock Symbol (Leave Blank if not applicable)**

This is required for Public entities.

**Stock Exchange (Leave Blank if not applicable)**

This is required for Public entities.

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

**\*Required**

Agriculture

Media and Communications

- Construction, Materials, and Trade Services
- Education
- Energy and Utilities
- Entertainment
- Financial Services
- Gambling and Lottery
- Government Services and Agencies
- Healthcare and Life Sciences
- Hospitality and Travel
- HR, Staffing, and Recruitment
- Insurance
- Legal
- Manufacturing
- Non-Profit Organization
- Political
- Postal and Delivery
- Professional Services
- Real Estate
- Retail and Consumer Products
- Information Technology Services
- Transportation and Logistics

**Contact Name \*Required**

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First Name

Last Name

**Contact Phone Number \*Required**

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Please enter a valid phone number - Format: (000) 000-0000

**Contact Email \*Required**

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example@example.com

PART II - In the section below, declare a Single Use Case for the campaign you are registering for in this form.

**Instructions: If answering yes/agree, enter an 'X' in the highlighted area.**

Example:

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 'Low Volume Mixed' use case, which includes less than 2,000 messages per day or 75 Texts Per Minute. 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.

**Use Case (Select One) \*Required**

- 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)
- 2FA** - Any authentication, verification, or a one-time passcode. (Standard)
- Account Notification** - Standard notifications for account holders, relating to and being about an account. (Standard)
- Customer Care** - All customer interaction, including account management and customer support. (Standard)
- Delivery Notifications** - Information about the status of the delivery of a product or service. (Standard)
- Fraud Alert Messaging** - Messaging regarding potential fraudulent activity on an account. (Standard)
- Higher Education** - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and educational institutions that fall outside of any "free to the consumer" messaging model. (Standard)
- Machine to Machine - (M2M)** is a process that implies wireless communication between two or more physical assets. There is no human interaction in the Machine to Machine Campaign. Subscriber-facing campaigns are prohibited. (Standard)
- Marketing** - Any communication with marketing and/or promotional content. (Standard)
- Mixed** - Any undeclared combination of use-cases (Standard)
- Polling and voting** - Requests for surveys and voting for non-political arenas. (Standard)

- Public Service Announcement** - An informational message that is meant to raise the audience's awareness about an important issue. (Standard)
- Security Alert** - A notification that the security of a system, either a software or hardware, has been compromised in some way and there is an action you need to take. (Standard)
- Agents and Franchises** - Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localised numbers per agent/location/office Post-registration approval by MNO is required for this Use Case, 5000 numbers limit. (Special)
- Carrier Exemptions** - Exemption by Carrier. (Special)
- Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Only available for Non Profit Organizations with a 501(c)(3) status (Tax Exempt). (Special)
- Emergency** - Notification services that are designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies. (Special)
- K-12 Education** - Campaigns created for messaging platforms that support schools from grades K - 12, and distance learning centers. This is not for Post-Secondary schools. Post-registration approval by MNO is required for this Use Case. (Special)
- Political** - Part of an organized effort to influence the decision-making of a specific group. Only available to 501(c)(3/4/5/6) and 527 Organizations. You may also register at [www.campaignverify.org](http://www.campaignverify.org) to unlock the Political Use Case. (Special)
- Proxy** - Peer-to-peer, app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications. Post-registration approval by MNO is required for this Use Case (Special)
- Social** - Communication between public figures/influencers and their communities. Examples include: YouTube influencers' alerts or Celebrity alerts (Special)
- Sweepstake** - All sweepstakes messaging. (Special)

The following section applies to '**Low Volume Mix**', '**Mixed**', '**Carrier Exemptions**', '**Charity**', and '**Social**' use case. Please select a minimum of two (2) and a maximum of five (5) sub-categories associated to your Use Case selection above. **\*If applicable, you must choose from the options below**

- 2FA
- Customer Care
- Fraud Alert Messaging
- Marketing
- Public Service Announcement
- Account Notification
- Delivery Notification
- Higher Education
- Polling and Voting
- Security Alert

**Campaign and Content Attributes are characteristics of the Campaign. Please complete the following questionnaire below:**

**DIRECT LENDING OR LOAN ARRANGEMENT \*Required**

Yes

No

*Indicates whether the campaign includes direct or other loan arrangements. Select "YES" if the brand arranges third-party financing, loans, or mortgages.*

**EMBEDDED LINK \*Required**

Yes

No

*Indicates whether the campaign uses embedded links. Public URL shorteners (bitly, tinyurl) are not accepted. If your message content will include links like your website, select "YES".*

**EMBEDDED PHONE NUMBER \*Required**

Yes

No

*Indicates whether the campaign is using an embedded phone number. If any of the messages that you will send will include your phone number, select "YES".*

**AGE-GATED CONTENT \*Required**

Yes

No

*Government-approved texts that can only be sent to consumers over 21. Indicates whether the campaign include any age-gated content as defined by Carrier and CTIA guidelines (Content requiring the individual to be of legal age).*

**No Affiliate Marketing \*Required**

This campaign will not be used for Affiliate Marketing.

*10DLC regulations do not allow A2P traffic for SMS phone numbers. If your phone numbers are currently used for affiliate marketing, clicking the box above indicates that you will discontinue doing so moving forward.*

**The associated Brand entity agrees to include and support the following campaign content attributes:**

SUBSCRIBER OPT-IN - You are collecting and processing consumer opt-ins

SUBSCRIBER OPT-OUT - You are collecting and processing consumer opt-outs

SUBSCRIBER HELP - You have implemented message reply providing customers on how they can contact the message sender after they reply with the "HELP" keyword.

### **Campaign Description \*Required**

Please describe the purpose of the Campaign and how it will be used. The campaign description should clearly explain for what purpose the messaging is being used by the company.

*Example: This campaign will be used to request feedback via SMS messaging for experience with the delivery process.*

### **Campaign Sample Message \*Required**

Please include at least 2 campaign sample messages

### **Call-to-Action/Message Flow \*Required**

An invitation to a Consumer to opt-in to a messaging campaign. Its purpose is to describe how recipients of text messages via this campaign consent to receive these messages.

*Example: The user fills out a form on the website where they can consent to receive notification messages. There is also a box they can check to receive product updates and/or marketing messages. The messaging disclosure is displayed to users by this form.*

### **Help \*Required**

Check the contact information you would like to show in the Help Message when someone responds with a “Help” or “INFO” keyword. Note that this contact information is taken from the Brand Level.

- Include email address
- Include phone number
- Include website address

#### **Sample Output:**

*Hello, you've reached ABC Company. Please contact us if you have questions at: 1234567890, abcsupport@abc.com, www.abc.com. Send 'STOP' at any time to stop receiving messages.*

**Please include a list of Telephone Numbers you want to be associated with this campaign **\*Required****

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Up to 49 numbers allowed per Campaign. Ten Digits only with one number per row. No spaces, parenthesis, or commas

**Form Submitter Name if different from Company Contact Name**

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First Name

Last Name

**Date:**

**Authorized Signature:**

**Reply Instructions: Send completed form to [Info@clearvoipsolutions.com](mailto:Info@clearvoipsolutions.com)**