

# A2P REGISTRATION TEMPLATES

## Use Case Description:

This campaign is used to send appointment confirmations and links, account information, product information, marketing messages, help requests, webchat widget responses plus opt-in and opt-out confirmations.

## Message Sample #1:

Hey Jerry! This is (YOUR FULL NAME) from (YOUR LLC / BUSINESS NAME), just making sure you've received login credentials to your email: jerry@gmail.com? Please let me know if you've had any troubles logging in. Reply STOP To Unsubscribe

## Message Sample #2:

Hey Jerry! This is (YOUR FULL NAME) from (YOUR LLC / BUSINESS NAME). Thanks for scheduling a call with us. I have you down for September 3 at 9:00AM MST. Does that time sound correct? Reply STOP to Unsubscribe.

## End User Consent

End users opt in by visiting (INSERT THE URL WHERE YOUR CHECKBOX OPT IN FORM IS LOCATED). When they fill out their contact information, users check a box to receive notifications & communication through SMS from (YOUR LLC NAME). We only do so with their consent. Additionally, users can opt-in by texting START to (INSERT YOUR PHONE NUMBER).

## Opt-In Keywords:

**START**  
**JOIN**

### Opt-in Message:

You have successfully opted in to receive notification and promotional SMS from (INSERT YOUR LLC NAME). Message and data rates may apply. Message frequency varies. Please reply STOP to unsubscribe.

### Opt-out Message:

You have successfully been unsubscribed. You will not receive any more messages from this number. Reply START to resubscribe.

### Opt-Out Keywords:

CANCEL  
END  
QUIT  
UNSUBSCRIBE  
STOP  
OUT

## MOST COMMON REJECTION REASONS:

You need to put your actual website URL in the “how do end-users consent to receive messages?” question. **(USE THE TEMPLATE WE GAVE YOU SO YOU DON'T MESS THIS PART UP)** You CANNOT be ambiguous at all. Give them the EXACT URL that has the opt in form on it (that asks for their phone number). The reviewers will be going to your page and if they don't see an opt in box to consent to SMS, you will get rejected. Needs to look like this:

Full Name

Full Name

Email \*

Email

Phone \*

Phone

☐ By providing your phone number, you agree to receive text messages from Vidlead. Message and data rates may apply. Message frequency varies

Submit

The checkbox on one of your forms needs to include this verbiage:

**By providing your phone number, you agree to receive text messages from (Company Registered Name). Message and data rates may apply. Message frequency varies**

On the bottom of that page, you have to have links to a **privacy policy**. In the privacy policy explicitly state that you will not be selling or transferring phone number or email information for marketing purposes.

Your sample messages **MUST** reflect what you said your use case scenario would be. If you have more than 2 use cases, just pick the top two that reflect your best use case scenarios.