

Business Information		
Item	Description	Customer Info
Legal Company Name	The official, legal name of your business. This should match the name under which your EIN is issued.	
DBA or Brand Name	Doing Business As (DBA) or any trade names. This field is required, even if your brand name is the same as your Legal Company name.	
What type of legal form is the organization?	The type of legal entity your brand represents. Choose from: <ul style="list-style-type: none"> - Charity / Non-Profit Organization - Government - Private Company - Publicly Traded Company - Sole Proprietor 	
Country of Registration	The country in which your business is registered.	
Website	A URL directing to your business' website.	
EIN Issuing Country	The country that issued your business' EIN or identification number.	
EIN	<u>Your business' Employer Identification Number. EINs are issued by the Internal Revenue Service in the US. If your business does not have an EIN, use this field for an alternative business identification number supplied by your relevant issuing country.</u>	
Stock Symbol (required only for Publicly Traded Companies)	Your business' stock symbol.	
Stock Exchange (required only for Publicly Traded Companies)	The stock exchange on which your business is listed.	
First Name and Last Name (required only for Sole Proprietors)	Your first and last name, if registering as a Sole Proprietor.	
Business Address, City, State / Region, and Postal Code / Zip Code	The official, legal address of your business. This should match the name under which your EIN is issued.	
Brand Contact Details		
Email Address	The email address of an authorized representative for your business.	
Phone Number	The phone number of an authorized representative for your business.	

Item	Description	Customer
Brand	The 10DLC brand you want to associate this campaign with.	
Use case	<p>The use case that best matches your campaign:</p> <ul style="list-style-type: none"> - Two Factor Authentication - Alerts/Notifications - Agents and Franchises - Carrier Exemptions - Charity - Conversational Messaging - Customer Care - Delivery Notifications - Emergency Alerts - Fraud Alerts - Education - Marketing - Political - Polling/Voting - Public Service Announcements - Security - Social - Sole Proprietor - Sweepstakes <p>Messages sent that do not align with your registered use case may be subject to fines and throughput limitations.</p>	
Campaign description	The name or description of your campaign.	
Sample messages	<p>Sample content that represents the messages you plan to send to end customers. You may add multiple sample messages.</p> <p>Messages sent that do not align with the registered sample message can be flagged for review.</p>	
Campaign and content attributes	<p>Indicate which content attributes you will or will not be providing:</p> <ul style="list-style-type: none"> - Subscriber opt-in - Subscriber opt-out - Subscriber help - Number pooling - Direct lending or loan arrangement - Embedded link - embedded phone number - Affiliate marketing - Age-gated content 	
Message Flow	<p>How do the users opt in to the campaign?</p> <p>Example: The users visit the website and add their phone number to agree receiving the messages.</p>	
Opt-in Keywords	<p>The opt in keywords the users need to text in order to start receiving messages from the campaign.</p> <p>If your campaign does not support opt-in keywords, you do not need to provide this.</p>	
Opt-in Message	<p>If your campaign supports opt-in keywords to start receiving messages from this campaign, you need to provide the auto response that will be sent to the end users when they opt in. The opt-in response should include the Brand name, confirmation of the opt-in process for recurring messages from the campaign, how to get help, and opt-out language.</p> <p>Example: "Your Brand: You have been opted-in. For help, reply HELP. Reply STOP to opt-out".</p> <p>If you do not support opt-in messages, you do not need to provide this.</p>	
Opt-out Keywords	Provide the keywords the users need to text in order to stop receiving messages from the campaign. Those keywords must be provided as part of the campaign registration process.	
Opt-out Message	<p>The auto response that will be sent to the end users when they opt-out in order to confirm that no further messages will be sent from your campaign to their numbers.</p> <p>Example: "You have successfully been unsubscribed from Your Brand. You will not receive any more messages from this number."</p>	
Help Keywords	<p>The end users should be able to text in a keyword to receive help. Those keywords must be provided as part of the campaign registration request.</p> <p>Example keyword: HELP</p>	
Help Message	<p>The auto response that will be sent to the end users when they send the HELP keyword.</p> <p>Example: "Your Brand. Please visit www.yourbrand.com/help to get support. To opt-out, reply STOP."</p>	