# **A2P 10DLC CAMPAIGN FORM**

Please submit completed forms to [**registrations@mrmessaging.net**](mailto:registrations@mrmessaging.net)

|  |  |
| --- | --- |
| **Brand Information & Details** | |
| Legal Company Name: | Click to edit |
| DBA or Brand Name (if different from legal name): | Click to edit |
| Country of Registration: | Click to edit |
| What type of legal form is the organization? (Individual, publicly traded Company, Private Company, Charity/non-Profit Organization) | Click to edit |
| Tax Number/ID/EIN: | Click to edit |
| Address/Street: | Click to edit |
| City; State/Region;  Country;  Postal Code/Zip Code | Click to edit |
| Website: | Click to edit |
| Stock Symbol (if applicable): | Click to edit |
| Stock Exchange (if applicable): | Click to edit |
| Vertical Type: | Click to edit |

|  |  |
| --- | --- |
| **Contact Details** | |
| Name: | Click to edit |
| Phone: | Click to edit |
| Email: | Click to edit |
| Address: | Click to edit |

**Campaign Information**

**Use Case (select one of the below)**

**Standard Types** Tick (✓) appropriate

2FA

Account Notification

Customer Care

Delivery Notification

Fraud Alert Messaging

Higher Education

Low Volume Mixed

Marketing

Mixed

Polling and Voting

Public Service Announcement

Security Alert

**Special Types**Tick (✓) appropriate

Carrier Exemptions

Charity

Conversational Messaging

Emergency

Political

Social

Sweepstake

**Campaign Content and Attributes**Tick (✓) appropriate

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

**Campaign Description:** Click to edit

**Sample Messages:**  Click to edit

**Message Flow/Call-to-Action/opt-in (describe how and where mobile client provides the brand/company approval to send them messages. Provide URL or screenshot of the place where user enters their mobile number with appropriate opt-in language):**  Click to edit

**Help Messages:**  Click to edit

**Opt-Out Message:**  Click to edit

**Opt-In Message:**  Click to edit

**Opt-Out Keywords:**  defaults are “STOP” and “CANCEL”

**Opt-In Keywords:**  Click to edit

|  |  |  |
| --- | --- | --- |
| **Required Fields** | Message Flow / Call-to-Action / opt-in | Call-to-Action: This field describes how a consumer opts-in to the campaign, therefore giving consent to the sender to receive their messages. The Message Flow / Call-to-Action must be explicitly clear and inform the consumer of the nature of the program. This is a text field, where you will need to explain how subscriber's opt-in to your campaign. You will need to explain in detail, how the opt-in process works, and the flow subscribers take to enroll in your campaign. |
| Opt-out MT (Mobile Terminated) Message | This is the MT response to the STOP keyword.  The content of this message must include Program (Brand) name OR product description, and confirmation that no further messages will be delivered. |
| Help MT Message | The is the MT response to the HELP keyword. The content of this message must include Program (Brand) name OR product description, and include additional support contact information. |
| **Optional Fields** | Opt-in Keywords | Any keyword used to opt a consumer into a campaign. |
| Opt-in Message (Confirmation MT or Welcome Message) | The confirmation MT message response to an opt-in, or opt-in keyword. |
| Opt-out Keyword | Any keyword used to opt a consumer out of a campaign. (Default is STOP, but it is highly recommended to support additional opt-out keywords including END, CANCEL, QUIT, and UNSUBSCRIBE.) |
| HELP Keywords | Any keyword used to reply to a consumer’s request for support contact information. Default is HELP, but it is highly recommended to support additional keywords, such as INFO. |