How Do I Register a Campaign?

Once the brand has been added to your CSP account and has obtained either the Verified or Vetted_Verified status, you may register campaigns for that brand.

1. From your CSP Dashboard (or from the Brand Details page) click **Add New Campaign** to open the Campaign Registration page.

2. Select the brand from the drop-down menu.

3. Select the use case for the campaign and click **Next** at the bottom of the page.

4. On the Carrier Terms Preview page, you will see the Campaign qualification status and terms for each MNO. (**Note:** If the Continue button is grayed out, the brand does not qualify for any of the carriers for the chosen use case.) Click **Next** to proceed with the registration process or **Previous** to return to the previous page.

5. On the Campaign Details page, enter a detailed Campaign Description, Message Flow/Call-to-Action, Sample Message(s), and select the appropriate Campaign and Content Attributes. Select your Connectivity Partner (CNP) and, if you are registering the campaign on behalf of a reseller or service provider, please fill in the reseller details. If there is no reseller, select No Reseller. Click **Submit** at the bottom of the page.

6. Click **I Agree** to acknowledge that you will be invoiced for the campaign. This will generate your Campaign Registration success message.

7. After the campaign has been registered, the Campaign ID is assigned and also sent to nnSR (netnumber Services Registry) where you can assign numbers to it if you wish.

Maximum Number of Campaigns

A default maximum number of 50 campaigns can be registered for each brand. Please contact support@campaignregistry.com if you need to register more than 50 campaigns per brand. In the email, please specify your CSP ID and how many campaigns per brand you need to register so we can increase accordingly. There is no limit to the number of campaigns that a CSP can register.

Campaign Use Cases

As mandated by MNOs, TCR requires the CSP to declare a use case at the beginning of the Campaign Registration process. Please select the closest use case and provide additional details around your use-case in the campaign description field. There are two types of use cases listed below:

- **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. Requirements may vary according to each MNO.

Please note, once a campaign has been created, the use case cannot be changed.

The following list gives a definition for each use case:

Standard Use Cases

- **2FA:** Any authentication, verification, or one-time passcode.

- **Account Notification:** Standard notifications for account holders, relating to and being about an account.

- **Customer Care:** All customer care interaction, including but not limited to account management and customer support.

- **Delivery Notifications:** Notification about the status of the delivery of a product or service.

- **Fraud Alert Messaging:** Notifications regarding potential fraudulent activity on a user's account.

- **Higher Education:** Messaging created on behalf of Colleges or Universities, including School Districts and education institutions. This use case is NOT for the "free to the consumer" messaging model.

- **Low Volume Mixed:** For Brands that have multiple use cases and only need very low messaging throughput. Examples include: test or demo accounts, small businesses (single Doctor's office, single Pizza shop), etc. Maximum of 5 sub Standard use cases.

- **Machine-to-Machine (M2M):** 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. This is a dedicated use case.

- **Marketing:** Any communication that includes marketing and/or promotional content

- **Mixed:** For brands that have multiple use cases and want to run them on the same campaign. Minimum of 2 sub use cases and a maximum of 5 sub use cases.

- **Polling and voting:** The sending of surveys and polling/voting campaigns.

- **Public Service Announcement:** Informational messaging to raise an audience's awareness about important issues.

- **Security Alert:** A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take.

Special Use Cases

- **Carrier Exemptions:** Exemption by Carrier
  ! Post-registration approval by MNO is required for this use case.

- **Public Safety (Restricted):** Restricted class of service. Not available to the public.
  ! Only pre-approved CSPs have access to this use case. Speak to your DCA for more information.
  ! Post-registration approval by MNO is required for this use case.

- **Agents and Franchises:** Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office.
  ! Post-registration approval by MNO is required for this use case, 5,000 number limit

- **Charity:** Communications from a registered charity aimed at providing help and raising money for those in need. 501c3 Tax-Exempt Organizations only.

- **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.

- **Emergency:** Notification services designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies.
  ! Post-registration approval by MNO is required for this use case.

- **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.

- **Sweepstakes:** All sweepstakes messaging
  ! Post-registration approval by MNO is required for this use case.

- **Political (Election Campaigns):** Part of organized effort to influence decision making of specific groups. Available only to NON_PROFIT entities with a Campaign Verify token or Aegis Political vet, or NON_PROFIT entities with a verified 501(c)(3/4/5/6) tax exempt status.

  ! Register at www.campaignverify.org and select 'Import Vetting' on the Brand Details page to unlock the Political use case, or apply for Aegis Political Vetting on the Brand Details page.

- **Social:** Communication between public figures/influencers and their communities. Examples include YouTube Influencers' alerts or Celebrity alerts.

  ! Only MNO pre-approved CSPs are eligible for this use case.

- **Sole Proprietor:** Limited to US or Canadian individuals or small businesses without an EIN/Tax ID, and requires a separate contract. Compliance and reporting Policy HERE

  ! Only pre-approved CSPs are eligible for this use case.

- **Platform Free Trial:** Platform Free Trial offers, with strict controls and MNO audit rights (MO opt in). Separate contract required. For more information, see the Platform Free Trial product guide.

  ! Only pre-approved CSPs are eligible for this use case.

- **UCaaS Low Volume:** UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This use case is only available to approved UCaaS businesses. This use case has the same volume restrictions as the Low Volume Mixed campaign type.

  ! Only pre-approved CSPs are eligible for this use case.

- **UCaaS High Volume:** UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This is for UCaaS campaigns that require higher volume. This use case is only available to approved UCaaS businesses.

  ! Only pre-approved CSPs are eligible for this use case.

Special Use Case Requirements

Some use cases, as requested by carriers, might be exclusively available to either vetted brands or specific entity types, or require pre/post approval by MNOs. Requirements for special use cases are as follows:

Use Case	Entity Type	External Vetting Required		Approval Required	
		AT&T	T-Mobile	AT&T	T-Mobile
Agents and Franchises	All except 501(c)(3)	No	No	Post campaign registration	No
Carrier Exemptions	All except 501(c)(3)	No	N/A	Post campaign registration	Use case not supported
Charity	Non-Profit 501(c)(3) only	No	No	No	No
Emergency	All	No	No	Post campaign registration	Only for NON_PROFIT with Political vet

Use Case	Entity Type	External Vetting Required		Approval Required	
K-12 Education	All	No	No	Post campaign registration	No
Platform Free Trial *(Separate contract required)*	All except 501(c)(3)	No	No	No	No
Political	Non-Profit	Yes (except for 501(c)3/4/5/6 orgs)	Yes (except for 501(c)3/4/5/6 orgs)	No	No
Proxy	All except 501(c)(3)	No	No	Post campaign registration	No
Public Safety (Restricted) *(Separate application required)*	All except SOLE_PROPRIETOR	No	No	Pre-approval required	Pre-approval required
Social	All except 501(c)(3)	No	No	Post campaign registration	No
Sole Proprietor *(Separate contract required)*	SOLE_PROPRIETOR only	No	No	No	No
Sweepstakes	All except 501(c)(3)	No	No	Post campaign registration	Post campaign registration
UCaaS (High and Low Volume) *(Separate application required)*	All	No	No	Pre-approval required	Pre-approval required

Carrier Terms Preview Vocabulary

Each MNO has its own 10DLC messaging policies and commercial terms. The Carrier Terms Preview page allows you to see the terms of a Campaign for each MNO based on the selected Use-Case and Brand before you complete registration. It is strongly suggested that you

review this page to ensure you are happy with the terms. If not, you can abandon the registration process and apply for third-party vetting for the Brand. The preview will provide you with the following information:

- **QUALIFY:** Whether your campaign can be run on each MNO

- **MNO REVIEW:** Indicates whether or not the MNO will have to review the Campaign before allowing it to run on their network.

- **THROUGHPUT PER MINUTE (TPM , AT&T ONLY):** The number of messages that can be sent per minute on the carrier's network

- **MESSAGE CLASS (AT&T ONLY):** AT&T's message classification that correlates to the TPM for a Campaign

- **BRAND TIER (T-MOBILE ONLY):** T-Mobile's message classification that correlates to the daily messaging volume for a Brand

Campaign Details

Please refer to the CTIA messaging principles and best practices document linked here for guidance on creating a compliant messaging campaign.

- **Campaign Description:** This field is used to give a clear and detailed description of what the campaign will be used for.

- **Call-to-Action/Message Flow:** This field is used to describe how a consumer opts-in to the campaign, therefore giving consent to the sender to receive their messages. The call-to-action must be explicitly clear and inform the consumer of the nature of the program. If multiple opt-in methods can be used for the same campaign, you must list them all.

- **Terms & Conditions Link:** This field is used to provide a web link to the Terms & Conditions. If Terms and Conditions are not hosted online, please use the CTA (Call-to-Action), Privacy Policy and/or Terms and Conditions Multimedia Upload field. **Note: While this field is optional in TCR, having a compliant T&C is required.**

- **Privacy Policy Link:** This field is used to provide a web link to the Privacy Policy. If your Privacy Policy is not hosted online, please use the CTA (Call-to-Action), Privacy Policy and/or Terms and Conditions Multimedia Upload field. **Note: While this field is optional in TCR, having a compliant Privacy Policy is required.**

- **CTA (Call-to-Action), Privacy Policy and/or Terms and Conditions Multimedia Upload:** This field is used to collect any additional supporting documentation for opt-in, Call-to-Action, Terms & Conditions, and the Privacy Policy. For example, you can upload an image of the Call-to-Action, or a document outlining the Terms & Conditions (if they aren't available on a website). Max document upload size of 10MB per file, and 5 files per campaign. If you do not upload your Terms and Conditions, Privacy Policy, and/or Call-to-Action, please provide a link in the appropriate fields. **Note: While uploading these documents is optional in TCR, having compliant Terms and Conditions, Privacy Policy, and Call-to-Action is required.**

- **Sample Messages:** This field is used to capture a sample of the types of messages that will be sent on this campaign. All campaigns require at least 1 sample message, and some campaign types require a minimum of 2 sample messages. You can add more sample messages (up to a maximum of 5) by clicking on the "+ Add Sample Message" button.

  Sample Message Requirements

Requires 1 sample message	Requires at least 2 sample messages
2FA (Standard)	Marketing (Standard)
Account Notifications (Standard)	Mixed (Standard)
Customer Care (Standard)	Agents and Franchises (Special)
Delivery Notifications (Standard)	Carrier Exemptions (Special)
Fraud Alert Messaging (Standard)	Charity (Special)

Requires 1 sample message	Requires at least 2 sample messages
Higher Education (Standard)	Emergency (Special)
Low Volume Mixed (Standard)	K-12 Education (Special)
Machine to Machine (Standard)	Political (Special)
Polling and Voting (Standard)	Proxy (Special)
Public Service Announcement (Standard)	Social (Special)
Security Alert (Standard)	Sole Proprietor (Special)
UCaas High Volume (Special)	Sweepstake (Special)
UCaas Low Volume (Special)	Platform Free Trial (Special)

- **Sample Multimedia:** This field is used to capture a sample of any MMS content that is associated with the campaign. Maximum upload size of 10MB per file, and 5 files per campaign.

Campaign and Content Attributes

During the Campaign registration process, you will be asked to answer 'Yes' or 'No' to indicate whether the Campaign has the following attributes. Some attributes may require you to add specific information. Please note that TCR is not a compliance house and therefore we cannot comment on compliance matters such as how to collect opt-ins, or the correct way to process opt-outs, etc. Please refer to the CTIA Messaging Principles and Best Practices Guide, or speak to your CNP/DCA partner.

- **Subscriber Opt-In:** Indicates whether the campaign is collecting and processing consumer opt-ins. This is mandatory for all campaign types, except for Machine-to-Machine (M2M).
  - **Opt-In Keywords**: This is an optional field. If subscribers can opt-in via a keyword, enter that keyword here.
  - **Opt-In Message**: This field captures the initial opt-in message that is sent to subscribers. Opt-in messages should be included for all recurring messaging campaigns, per CTIA Messaging Principles and Best Practices.
- **Subscriber Opt-Out:** Indicates whether the campaign is collecting and processing consumer opt-outs. This is mandatory for all campaign types, except for 2FA and Machine-to-Machine (M2M).
  - **Opt-Out Keywords**: This field is mandatory and is pre-filled with the universal STOP keyword. If you accept additional opt-out keywords, you can enter them here.
  - **Opt-Out Message**: This field is mandatory and captures the opt-out message that is sent to subscribers when they send an opt-out request.
- **Subscriber Help:** Indicates whether the campaign has implemented message reply providing customers on how they can contact the message sender after they reply with the "HELP" keyword.
  - **Help Keywords**: This field is mandatory and is pre-filled with the universal HELP keyword. If you accept additional help keywords, you can enter them here.
  - **Help Message**: This field is mandatory and captures the help message that is sent to subscribers when they send a help request.
- **Number Pooling:** Select this if you intend on using 50+ numbers as this will require a different provisioning process on T-Mobile.
- **Direct Lending or Loan Arrangement:** Indicates whether the campaign includes content related to direct lending or other loan arrangements.

- **Embedded Link:** Indicates whether the campaign is using an embedded link of any kind. Note that public URL shorteners (bitly, tinyurl) are not accepted.
- **Embedded Link Sample:** Please enter an example of the link that will be used.
- **Embedded Phone Number:** Indicates whether the campaign is using an embedded phone number (except the required HELP information contact phone number).
- **Age-Gated Content:** Indicates whether the campaign includes any age-gated content as defined by Carrier and CTIA guidelines.
- **Terms and Conditions:** An attestation that Affiliate Marketing will not be a part of this campaign.

Electing a Connectivity Partner (CNP)

Electing your CNP occurs during the last step of the Campaign Registration process. In the "Other Responsible Parties" section of the page you will be asked to select your Connectivity Partner.

What Is a CNP ?

A Connectivity Partner (CNP) is who you have a contractual relationship with, and use to deliver your messages into the carriers' networks.

You will need to select your CNP from a pre-populated list for each campaign that is registered. Your selected CNP will be notified of the election and proceed to either accept or reject it. If accepted, the CNP will proceed to either forward your campaign to its own upstream connectivity partner, or to take care of the provisioning* on the MNO networks in case of direct connection into the Carriers.

As a CSP, you can both elect a CNP for each campaign that you register, as well as be elected as a CNP from one of your downstream partners. Electing a CNP for each campaign is required in order to reach carrier termination in the 10DLC ecosystem. For more information on what to do if you are elected as the CNP by one of your downstream partners, please refer to the *Brand and Campaign Actions* tab.

If you are a DCA, you should choose your own organization from the drop-down. The Campaign will be assigned to your DCA Portal for termination and secondary DCA election.

DCAs (Direct Connect Aggregators) are able to independently choose secondary DCAs to terminate your messaging in those networks where they don't have a direct connection. If you prefer to suggest a specific routing into individual MNOs, you may do so by reaching out to your primary DCA.

Reseller Attribute

Within TCR, a Reseller is an entity (typically another messaging platform) that sits between a CSP and the brand being registered. This means that the CSP registering with TCR does not have a direct relationship with the brand.

For example: Brand -> Reseller -> CSP. In this instance, the CSP is the one registering the brand into TCR on behalf of one of their customers who is a reseller.

If you are registering a campaign on behalf of a reseller or an ISV without a TCR account, you must reference it during step 3 of campaign registration, under the Other Responsible Parties section. Resellers can be added directly by selecting **Add New** as a drop-down choice. Resellers can also be managed directly through the Resellers menu item on the left sidebar of the CSP Portal.

If you are registering a campaign for your own direct customers/brands, there would not be a reseller involved. Therefore, you should select No Reseller from the list. There are no additional costs associated with adding a reseller.

Important: *You must select a reseller or specify No Reseller when registering a campaign, regardless of entity type. If you select a reseller, it can only later be changed to No Reseller. Once a campaign has been marked as having No Reseller, it cannot be changed to another reseller.*

Campaigns Under Review

As mandated by MNO policies, campaigns that belong to specific "Use Cases" might require MNO approval after registration in order to run on their network. Such campaigns will show "Yes" in the MNO REVIEW column and "REVIEW" in the STATUS column on the portal in the Carrier Status table until they are either accepted or rejected. The status of the campaign will be visible on the CSP portal and an email will be sent to notify you about the outcome of the review by the MNO.

Number Association

Once you have completed the campaign registration process, your campaignID will be automatically published to the nnSR (formerly OSR). If you do not have your own netnumber ID (NNID), you will need to contact your CNP and give them the phone number you wish to use for that campaign so that they can complete the number association in the nnSR. If you do have your own NNID, you can do the number association yourself. This final step is completed outside of TCR.

Campaign Progress

After a campaign has been registered and shared to your CNP, it is the responsibility of your elected CNP to provide updates on the status of your campaign. TCR does not review, approve, or reject campaigns. This is done by your CNP and their upstream CNP or DCA. Please reach out to your CNP for campaign progress updates.

Campaign Renewal

Once a campaign has been registered, the Auto Renewal feature is set to YES by default.
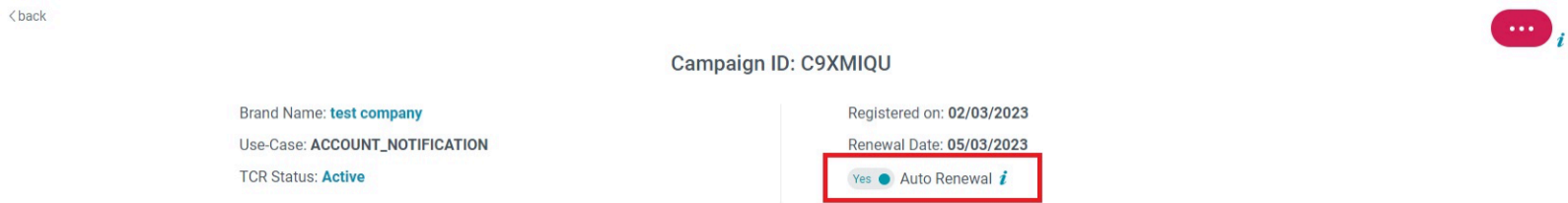
This will allow the campaign to auto renew at the end of each cycle. If Auto Renewal is set to NO, the campaign will be automatically deactivated at the end of the current cycle (see the *Billing and Support* tab for more details on billing cycles). **Warning: This action is final and cannot be reversed. Deactivating a campaign will impact the campaign's ability to deliver traffic.**

All campaigns have a minimum 3 month commitment, except for campaigns using the Political use case. This means the first cycle after campaign registration is 3 months. After the initial 3 month period, if the campaign Auto Renewal is set to YES, the campaign will renew on a month-to-month basis. Political use case campaigns will renew on a month-to-month basis immediately after campaign registration.

Campaign Deactivation

A campaign can be deactivated in two ways:

1. **Turning auto-renew off.** If Auto Renewal is set to NO, the campaign will be automatically deactivated at the end of the current cycle (see the *Billing and Support* tab for more details on billing cycles). **Warning: This action is final and cannot be reversed.**

Deactivating a campaign will impact the campaign's ability to deliver traffic.

2. **Using the Deactivate Campaign action.** More information on how to use this can be found in the *Brand & Campaign Actions* tab. **Warning: Campaign Deactivation is final and cannot be reversed. Deactivating a campaign will impact the campaign's ability to deliver traffic.**

MNO Terms

Some MNOs have different approaches to throughput:

- **AT&T** provides throughput **based on each campaign** and not based on the Brand. Each campaign is assigned its own message class that corresponds to a specific throughput. Throughput is not shared across other campaigns for the same Brand.

- **T-Mobile** provides daily allowance for throughput, which is **allocated to each Brand** and tied to the Brand's EIN. If the Brand has multiple campaigns, that daily allowance is shared across all campaigns. If the Brand is registered multiple times (by the same CSP or different CSPs) using the same EIN, throughput is shared across all registered campaigns for that Brand.

The following tables illustrate AT&T and T-Mobile terms* with relative classes and tiers.

For more information on initial Message Class and Brand Tier assignment, please refer to the section *Class/Tier Assignment Flow for Brands* on the *Brand Registration* tab.

* Terms may be subject to change by MNOs at any time, please refer to official MNO documentation for up-to-date terms

AT&T Throughput Matrix

Message Class (AT&T Only)	Use Case Type	Use Case	Vetting Score Requirements	AT&T TPM(SMS)	AT&T TPM(MMS)
A	Standard	Dedicated Use Case	75-100	4,500	2,400
B	Standard	Mixed/Marketing	75-100	4,500	2,400
C	Standard	Dedicated Use Case	50-74	2,400	1,200
D	Standard	Mixed/Marketing	50-74	2,400	1,200
E	Standard	Dedicated Use Case	1-49	240	150
F	Standard	Mixed/Marketing	1-49	240	150
T	Standard	Low Volume Mixed		75	50
G	Special	Proxy		60 per number	50 per number
P	Special	Charity		2,400	1,200
S	Special	Social		9,000	2,400

Message Class (AT&T Only)	Use Case Type	Use Case	Vetting Score Requirements	AT&T TPM(SMS)	AT&T TPM(MMS)
K	Special	Political (Election Campaigns)		4,500	2,400
X	Special	Emergency Services		4,500	2,400
X	Special	Public Safety (Restricted)		4,500	2,400
Z	Special	Platform Free Trial		6 per number	50 per number
N	Special	Agents and Franchises		60 per number	50 per number
W	Special	Sole Proprietor		15	50
Y	Special	Carrier Exempt/K-12 Education		3,000 per number	50 per number
T	Special	UCaaS Low Volume		75	50
F/D/B	Special	UCaaS High Volume		240/2,400/4,500	150/1,200/2,400
E/C/A	Special	Sweepstakes		240/2,400/4,500	150/1,200/2,400
A/B	All	Government Entity Type		4,500**	2,400**

** GOVERNMENT entities will receive AT&T Message Class A or B if they have a verified Government Entity Status ("Government Entity: TRUE"). If they do not have a verified Government Entity Status ("Government Entity: FALSE"), the brand will start in Message Class E or F (AT&T's standard throughput policy), and can apply for Standard vetting to try and increase their throughput.

Note: *Vetting scores will automatically be applied to any campaign registered after the vet was completed. To affect campaigns that were registered before the vet was completed, you will need to resubmit the campaigns by using the Resubmit Campaign action. For more information, see the section* Registered Campaign Actions *on the* Brand & Campaign Actions *tab.*

T-Mobile Throughput Matrix

Brand Tier (T-Mobile Only)	Use Case Type	Use Case	Vetting Score Requirements	T-Mobile Daily Cap
Top	Standard	All	75-100	200,000

Brand Tier (T-Mobile Only)	Use Case Type	Use Case	Vetting Score Requirements	T-Mobile Daily Cap
High Mid	Standard	All	50-74	40,000
Low Mid	Standard	All	25-49	10,000
Low	Standard	All	1-24	2,000
Low	Standard	Low Volume Mixed		Low (2,000)
	Special	Proxy		Standard
	Special	Charity		Standard
	Special	Social		Standard
	Special	Political		Special*
	Special	Emergency Services		Standard
	Special	Public Safety (Restricted)		Uncapped
	Special	K-12 Education		Standard
	Special	Platform Free Trial (PFT)		200 per PFT participant
	Special	Agents and Franchises		Standard
	Special	Sweepstakes		Standard
	Special	UCaas Low Volume		Low (2,000)
	Special	UCaas High Volume		Standard
	Special	Sole Proprietor (SP)		1,000
	All	Government Entity Type		Uncapped**

In the "T-Mobile Daily Cap" column, the term "Standard" refers to T-Mobile's standard throughput policy. The brand will start in Low and can apply for Standard vetting to try and increase their throughput.

* For the Political use case, there are other considerations that determine the throughput for T-Mobile.

    1. If the brand has a valid Aegis Political Vet or Campaign Verify token, the campaign will receive the Uncapped policy.

    2. If the brand has a valid 501(c)(3/4/5/6) tax exempt status, the brand will receive the Standard throughput policy.

** For GOVERNMENT entities, they will receive the Uncapped policy for T-Mobile if they have a verified Government Entity Status ("Government Entity: TRUE"). If they do not have a verified Government Entity Status ("Government Entity: FALSE"), they will get the Standard throughput policy.

Note: *Vetting scores will automatically be applied to any campaign registered after the vet was completed. To affect campaigns that were registered before the vet was completed, you will need to resubmit the campaigns by using the Resubmit Campaign action. For more information, see the section Registered Campaign Actions on the Brand & Campaign Actions tab.*