# 10DLC Registration Request

Please fill out the following and return to CarrierX. There are two sections to be completed. One section is required for the brand (the company or organization) and one section is for the campaign. It is necessary to submit a separate request for each campaign or use case.

Required fields are marked (\*). If **any** required fields are missing, we will not be able to process your request.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Brand Details | | | | |
| 1. **Legal Company Name** \* |  | | | |
| 1. **DBA or Brand Name** \*If different from legal name |  | | | |
| 1. **Type of Company** \* |  | | | |
| 1. **Tax Number / ID / EIN** \* |  | | | |
| 1. **Alternate Company ID** | **DUNS:** | **GIINS:** | | **LEI:** |
| 1. **Address** \* | **Address:** | | | |
| **City:** | | **State:** | **Zip:** |
| 1. **Website / Online Presence** \* |  | | | |
| 1. **Stock Information** If publicly traded | **Symbol:** | | **Exchange:** | |
| 1. **Vertical** \* |  | | | |
| 1. **Business Contact** \* | **First Name:** | | **Last Name:** | |
| **Email:** | | **Mobile Phone:** | |
| 1. **Support Contact** \* | **Email:** | | **Phone:** | |

|  |  |
| --- | --- |
| Campaign Details | |
| 1. **Campaign Type** \* |  |
| 1. **Campaign Description** \* Full description |  |
| 1. **Call-to-Action / Message Flow** \* This field should 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. |  |
| 1. **Sample Messages** \*Include 1 for each type. Send media separately. |  |
| 1. **Subscriber Opt-In** \* If consumers can text in a keyword, the response should include the Brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and clear description of how to opt-out. |  |
| **Keywords:** |
| **Opt-In Response:** |
| 1. **Subscriber Opt-Out** \* The response to the STOP keyword may include the Brand name but should include an acknowledgement of opt-out request and confirmation that no further messages will be sent. |  |
| **Keywords: STOP** |
| **Opt-Out Response:** |

|  |  |
| --- | --- |
| Campaign Details Continued | |
| 1. **Subscriber Help** \*The response to HELP keyword may include the Brand name and additional support contact information |  |
| **Keywords: HELP** |
| **Help Response:** |
| 1. **Number Pooling** \* 50+ numbers |  |
| 1. **Direct Lending or Loan Arrangement** \* |  |
| 1. **Embedded Link** \*Public URL shorteners (bitly, tinyurl) not permitted |  |
| 1. **Embeded Phone Number** \*Except the require HELP contact phone number |  |
| 1. **Age Gated Content** \* |  |
| 1. **I confirm that this campaign will not be used for Affiliate Marketing** \* |  |