Texting Number Registration Requirements

08/21/2024 8:56 am CDT

What is A2P 10DLC?

This stands for "application to person 10 digit long code" which means businesses using an application (service**minder**.io) to text via a 10 digit phone number.

You must register your business entity and contact information to ensure timely delivery of your text messages. All of the US carries will use this information to ensure good delivery for registered entities and to help reduce spam and other unwanted messages for consumers.
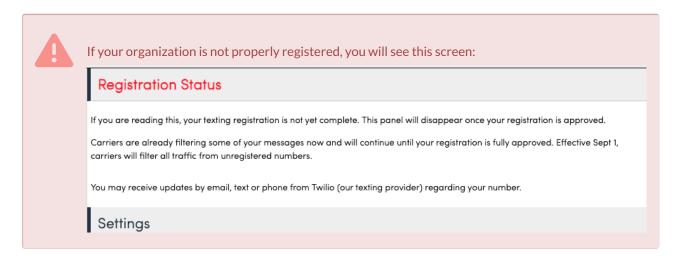
Registration Information

Once you set up your two-way texting number, you'll then be prompted to complete the registration process. The form will look similar to this:

The Campaign Registry requires proof of your legal business entity so we we prompt for your legal business name (which may be different than your organization name that is presented to clients) along with your tax ID number (EIN for US businesses). If The Campaign Registry is unable to verify your entity, you will need to furnish proof (via a document from the IRS for US businesses). If you do not have your original document from the IRS after you

incorporated, you can read more about your options here.

We will default some of the information based on your account setup but you must complete the rest and then click the Register button. You should see a positive response that your information has been submitted. You can come back to this page periodically to check the status. We'll reach out to you via our support team if there are registration issues.
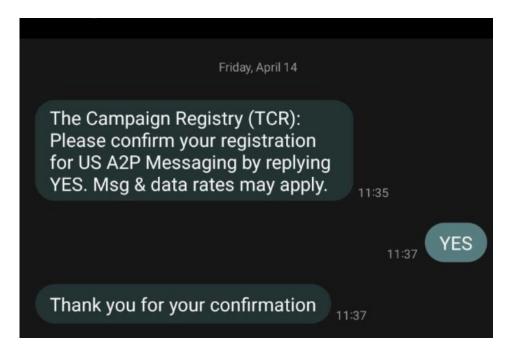
> ⚠️ If your organization is not properly registered, you will see this screen:
>
> ## Registration Status
>
> If you are reading this, your texting registration is not yet complete. This panel will disappear once your registration is approved.
>
> Carriers are already filtering some of your messages now and will continue until your registration is fully approved. Effective Sept 1, carriers will filter all traffic from unregistered numbers.
>
> You may receive updates by email, text or phone from Twilio (our texting provider) regarding your number.
>
> Settings

Once your registration is approved, this screen will disappear.

Starter Brand Registration

Starter brands are for sole proprietors without EIN numbers. Part of the identity verification step is to respond to a message from The Campaign Registry (TCR) to verify your mobile phone number.

If you see a message indicating that we need your mobile phone number for TCR verification, just sent it to us in a ticket. We'll then add it to your account and you'll receive a text message from TCR shortly afterwards. It will look something like the one below:

Once you reply, the identity verification portion of your registration should be complete within a few minutes of

responding.