



BETTER MESSAGING

campaign registry

## Additional data capture for all Campaigns

Sept 8th 2022

This change will impact CSP API by:

1. added the new (initially) optional attributes, as seen below:
  - `messageFlow` (already exists; will become required on 10/20/2022)
  - `optinKeywords` (will remain optional)
  - `optinMessage` (will remain optional)
  - `optoutKeywords` (will remain optional with the default value “STOP” being implemented by TCR. CSP will be able to replace the default value)
  - `optoutMessage` (will become required on 10/20/2022)
  - `helpKeywords` (will remain optional with the default value “HELP” being implemented by TCR. CSP will be able to replace the default value)
  - `helpMessage` (already exists; will become required on 10/20/2022)
2. Changing minimum length of certain fields, as seen below on 10/20/2022:
  - Min length will become 40 for “description” and “messageFlow” attributes of Campaign object
  - Min length will become 20 for all sample messages (sample1 , ... sample5, optinMessage, optoutMessage, helpMessage)

Portal updates will follow in the next production release on September 22nd, as seen below:

1. adding the new (initially) optional attributes:
  - Message Flow / Call-to-Action (required on 10/20/2022)
  - Opt-In Keywords (will remain optional)
  - Opt-In Message (will remain optional)
  - Opt-Out Keywords (will remain optional with the default value “STOP” being implemented by TCR. CSP will be able to replace the default value)
  - Opt-Out Message (required on 10/20/2022)



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- Help Keywords (will remain optional with the default value “HELP” being implemented by TCR. CSP will be able to replace the default value)
  - Help Message (required on 10/20/2022)
2. Changing minimum length of certain fields, as seen below on 10/20/2022:
- Min length will become 40 for “ Campaign Description” and “Message Flow / Call-to-Action” fields
  - Min length will become 20 for all sample messages (Sample1 , ... Sample5, Opt-In Message, Opt-Out Message, Help Message)

## Call-to-Action, HELP, STOP, and Opt-In Message Examples

Every 10DLC campaign should follow the Messaging Principles and Best Practices as laid out by CTIA.

<https://api.ctia.org/wp-content/uploads/2019/07/190719-CTIA-Messaging-Principles-and-Best-Practices-FINAL.pdf>

Call-to-Action: 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. Opt-in methods include, but are not limited to:

- Entering a telephone number through a website;
- Clicking a button on a mobile webpage;
- Sending a message from the Consumer’s mobile device that contains an advertising keyword;
- Initiating the text message exchange in which the Message Sender replies to the Consumer only with responsive information;
- Signing up at a point-of-sale (POS) or other Message Sender on-site location; or
- Opting-in over the phone using interactive voice response (IVR) technology.



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Example 1: Customers opt-in by visiting [www.examplewebsite.com](http://www.examplewebsite.com) and adding their phone number. They then check a box agreeing to receive text messages from Example Brand.

Example 2: Consumers opt-in by texting START to (111) 222-3333 to opt in.

Example 3: Customers opt-in by visiting [www.examplewebsite.com](http://www.examplewebsite.com) and adding their phone number. They then check a box agreeing to receive text messages from Example Brand. Additionally, consumers can also opt-in by texting START to (111) 222-3333 to opt in.

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.

Example: "Example Brand: You are now opted-in. For help, reply HELP. To opt-out, reply STOP"

HELP: The response to HELP keyword may include the Brand name and additional support contact information.

Example: "Example Brand: For help, email [support@example.com](mailto:support@example.com). To opt-out, reply STOP"

STOP: 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.

Example: "Example Brand: You are now opted-out and will receive no further messages."

## Timing

- Changes on the API have become live as optional on August 25, 2022
- Changes on the API will become effective on October 20, 2022
- Portal updates will be live as optional on September 22, 2022
- Portal updates will become required on October 20, 2022.



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CSP API - Campaign registration:

Error 501 will be returned when one of the following character count limitations are not respected

Field	Min	Max
description	10/20 - 40	4096
sample	10/20 - 20	1024
messageFlow	10/20 - 40	2048
helpMessage	10/20 - 20	255
helpKeywords	N/A	255
optinKeywords	N/A	255
optoutKeywords	N/A	255
optinMessage	10/20 - 20	255
optoutMessage	10/20 - 20	255

## Impacted Endpoints:

CSP API:

Campaign Builder		^
GET	/campaignBuilder/brand/{brandId} Campaign builder Step 1: Qualify brand for all usecases	⌵ 🔒
GET	/campaignBuilder/brand/{brandId}/usecase/{usecase} Campaign builder Step 1: Qualify brand by usecase	⌵ 🔒
POST	/campaignBuilder Campaign builder Step 2: Create new campaign	⌵ 🔒



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## Campaign

GET	/campaign/{campaignId}	Get my campaign details	✓	🔒
PUT	/campaign/{campaignId}	Update my campaign properties	✓	🔒
DELETE	/campaign/{campaignId}	Deactivate my campaign	✓	🔒
GET	/campaign/{campaignId}/mnoMetadata	Get my campaign MNO metadata	✓	🔒
GET	/campaign/{campaignId}/operationStatus	Get campaign operation status at MNO level	✓	🔒
GET	/campaign/{campaignId}/sharing	Get my campaign sharing status	✓	🔒
GET	/campaign/{campaignId}/osr/attributes	Get my campaign attributes from OSR	✓	🔒
GET	/campaign	Search my campaigns	✓	🔒
PUT	/campaign/{campaignId}/resubmit	Re-submit active campaign against specific MNO CRE.	✓	🔒
PUT	/campaign/{campaignId}/sharing/{upstreamCnpId}	Share my campaign to an upstream connectivity partner. ** Replaces elect primary DCA for campaign **	✓	🔒

## Partner Campaign

GET	/partnerCampaign/{campaignId}/sharing	Get partner campaign sharing status	✓	🔒
DELETE	/partnerCampaign/{campaignId}/sharing	Decline partner campaign sharing request	✓	🔒
GET	/partnerCampaign/{campaignId}	Get partner shared campaign details	✓	🔒
GET	/partnerCampaign/{campaignId}/mnoMetadata	Get partner campaign MNO metadata	✓	🔒
GET	/partnerCampaign/{campaignId}/operationStatus	Get partner campaign operation status at MNO level	✓	🔒
GET	/partnerCampaign/sharedWithMe	Search partner shared campaigns filtered by downstream connectivity partner	✓	🔒
GET	/partnerCampaign/sharedByMe	Search partner shared campaigns filtered by upstream connectivity partner	✓	🔒
PUT	/partnerCampaign/{campaignId}/sharing/{upstreamCnpId}	Share partner campaign with an upstream connectivity partner	✓	🔒



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DCA API:

Partner Campaign		^
GET	/partnerCampaign/{campaignId}/sharing Get partner campaign sharing status	✓ 🔒
PUT	/partnerCampaign/{campaignId}/sharing Accept partner campaign sharing request	✓ 🔒
DELETE	/partnerCampaign/{campaignId}/sharing Decline partner campaign sharing request	✓ 🔒
GET	/partnerCampaign/{campaignId} Get partner shared campaign details	✓ 🔒
GET	/partnerCampaign Search partner shared campaigns filtered by downstream connectivity partner	✓ 🔒

  

Campaign		^
GET	/campaign/{campaignId} Get campaign details (Available to Primary and Secondary DCAs)	✓ 🔒
GET	/campaign/{campaignId}/phoneNumber Get phone numbers associated with the campaign	✓ 🔒
GET	/campaign/{campaignId}/mnoOperationStatus Get MNO operation status at for a campaign (Available to Primary and Secondary DCAs)	✓ 🔒
GET	/campaign/{campaignId}/mnoMetadata Get my campaign MNO metadata	✓ 🔒
GET	/campaign/{campaignId}/osr/attributes Get campaign attributes from OSR (Available to Primary and Secondary DCAs)	✓ 🔒
GET	/campaign/{campaignId}/dca Get list of elected DCAs for a campaign (Available to Primary and Secondary DCAs)	✓ 🔒
GET	/campaign Search campaigns (Available to Primary and Secondary DCAs)	✓ 🔒
PUT	/campaign/{campaignId}/dca/{dcaId} Elects a DCA for a campaign (Available to Primary DCA)	✓ 🔒
PUT	/campaign/{campaignId}/mnoOperationStatus/{mnoId} Update MNO operation status for a campaign (Available to Primary and Secondary DCAs)	✓ 🔒

  

MNO Utilities		^
GET	/campaign/{campaignId}/tmo Get campaign data as JSON packet	✓ 🔒



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MNO API:

Campaign		^
GET	/campaign/{campaignId} Get campaign details	⌵ 🔒
GET	/campaign/{campaignId}/operationStatus Get campaign operation status	⌵ 🔒
GET	/brand/{brandId}/campaign Search campaigns by brand	⌵ 🔒
GET	/csp/{cspId}/campaign Search campaigns by csp	⌵ 🔒
POST	/campaign/incidence Submit campaign incidence	⌵ 🔒
PUT	/campaign/{campaignId}/operationStatus/approved Update campaign operation status to 'APPROVED'	⌵ 🔒
PUT	/campaign/{campaignId}/operationStatus/rejected Update campaign operation status to 'REJECTED'	⌵ 🔒
PUT	/campaign/{campaignId}/operationStatus/suspended Update campaign operation status to 'SUSPENDED'	⌵ 🔒