

RCS for Business Campaigns

Feature Overview

Last Updated 6/11/26

Summary

RCS for Business campaigns (previously referred to as RBM) are marketing and engagement initiatives using the RCS for Business standard. RCS for Business is essentially the A2P equivalent of 10DLC messaging for the RCS ecosystem, allowing businesses to create messaging campaigns using rich media such as images, videos, and other elements to enhance engagement. This document will explain how RCS for Business campaigns are created, managed, and shared within the TCR platform.

Readers may also want to consult the [RCS Vetting](#) documentation and [Brand Assets](#) documentation as those features are closely intertwined with campaigns.

! **Important:** CSPs and DCAs who want to participate in RCS for Business campaign creation and sharing must contact TCR support (support@campaignregistry.com) to enable the RCS for Business feature on their account.

Changes in This Document Update:

- Added information about CSP and DCA API endpoints for RCS campaigns.

 **Note:** Changes from the previous version of this document are highlighted in yellow.

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Document History

Date	Comment	Author
12/11/2025	Initial publication.	Victor Cardoso
2/19/26	Added information about 10DLC fallback campaigns.	Victor Cardoso
3/19/26	Added information about RCS campaign support in the MNO Portal.	Victor Cardoso
5/28/26	Added information about campaign verification and updated related screenshots.	Victor Cardoso
6/11/26	Added information about CSP and DCA API endpoints for RCS campaigns.	Victor Cardoso

Important Terminology

- **RCS Agent:** An RCS agent is a digital identity that a brand uses to send messages and conduct conversations with customers. These agents appear in the consumer's messaging app with a logo, brand name, and verification status. They can also send rich media such as images, videos, and other elements as part of a campaign to guide users through a conversation, offering a richer experience than traditional SMS.
- **Google Agent ID:** A Google Agent ID in RCS is a unique identifier provided by Google when a DCA creates an agent in the Google Partner platform. A Google Agent ID must be generated for each RCS messaging campaign.

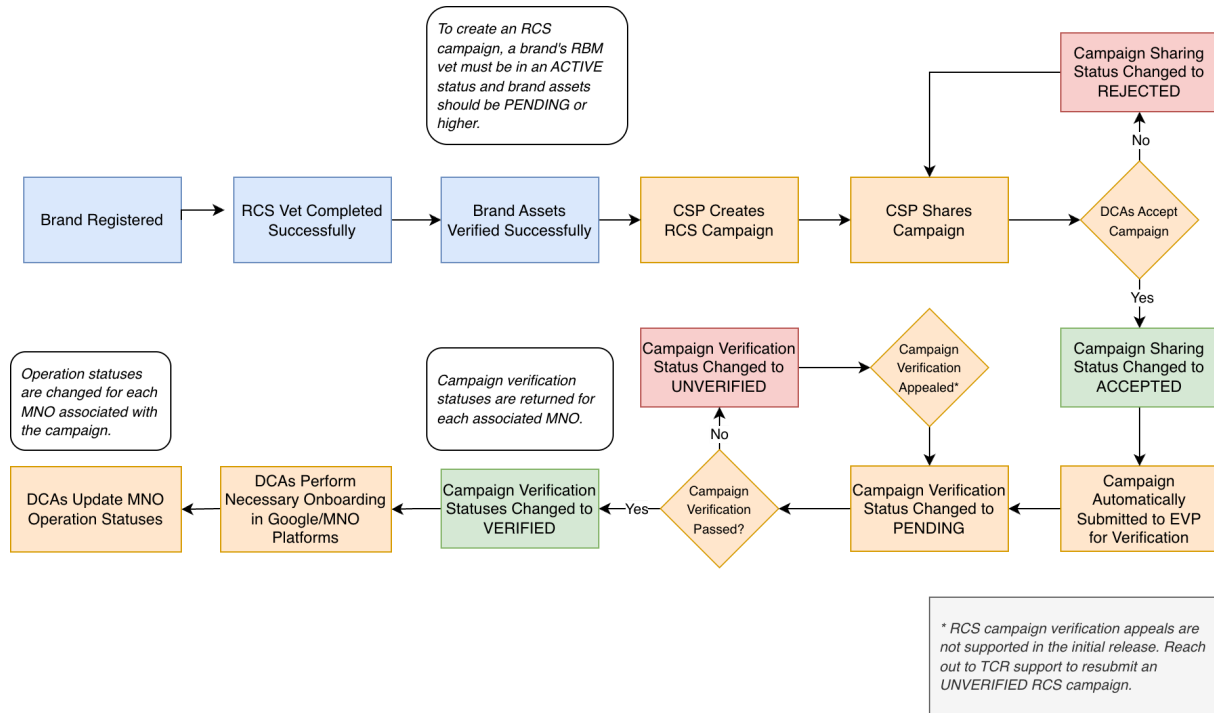
Before You Begin

- CSP and DCA accounts that want to engage in RCS messaging campaigns must have the RCS feature enabled on their accounts. This will allow CSPs to request RCS vets, verify RCS brand assets, and create RCS campaigns. For DCAs, this will allow them to accept RCS campaigns. CSPs and DCAs can request enabling this feature by contacting TCR support (support@campaignregistry.com).
- A CSP must have successfully completed an RCS vet to create RCS campaigns. Brand assets associated with the campaign must also be in a **VERIFIED** status or higher **to submit for verification**. For more information, see the [RCS Vetting](#) documentation and [Brand Assets](#) documentation.

RCS Campaign Business Rules

- Sole Proprietor entity types are not allowed to create RCS campaigns.
- CSP Migrations and CNP Migrations are not supported for RCS campaigns.
- All RCS campaigns must be associated with verified brand assets (i.e., logo and banner) to complete campaign verification.
- Once an RCS campaign is verified, brand assets that are associated with it (i.e., banners and logos) can't be updated.
- Only DCAs are capable of updating the MNO Campaign Operation Status for an RCS campaign. This can only be done after the campaign is verified.

RCS Campaign Process Flow



1. CSP creates a brand.
2. CSP successfully completes an RCS vet.
3. CSP uploads brand assets and verifies them for use in their RCS campaigns.

 **Note:** RCS campaigns can only be submitted **with brand assets in a VERIFIED verification status, otherwise the operation will return an error.**

4. CSP creates an RCS campaign.
5. Following successful creation, the RCS campaign is shared with a CNP or DCA.
6. DCA makes a choice (applies to both Primary and Secondary DCAs):
 - If the DCA will accept the RCS campaign, they will need to use the Google Partner platform to generate a Google Agent ID for it. When accepting the campaign in TCR, they will enter the Google Agent ID as part of the acceptance process.
 - If the DCA declines, the RCS campaign will be rejected and the downstream connectivity partners will receive feedback.
7. When all DCAs accept the RCS campaign it is automatically submitted to an external vetting partner for verification.

- If successful, the campaign verification status changes to VERIFIED. DCAs will be notified and can perform any necessary onboarding for Google and associated MNOs.
 - If verification fails, the campaign verification status changes to UNVERIFIED and feedback will be returned. CSPs and DCAs will be notified. For the initial release, appeals for campaign verifications are not available. Customers should reach out to support@campaignregistry.com to resubmit an RCS campaign for verification.
8. After the RCS campaign is live on the carrier, DCAs update the MNO operational status. Any changes to this status will notify CNPs and CSPs associated with the campaign.

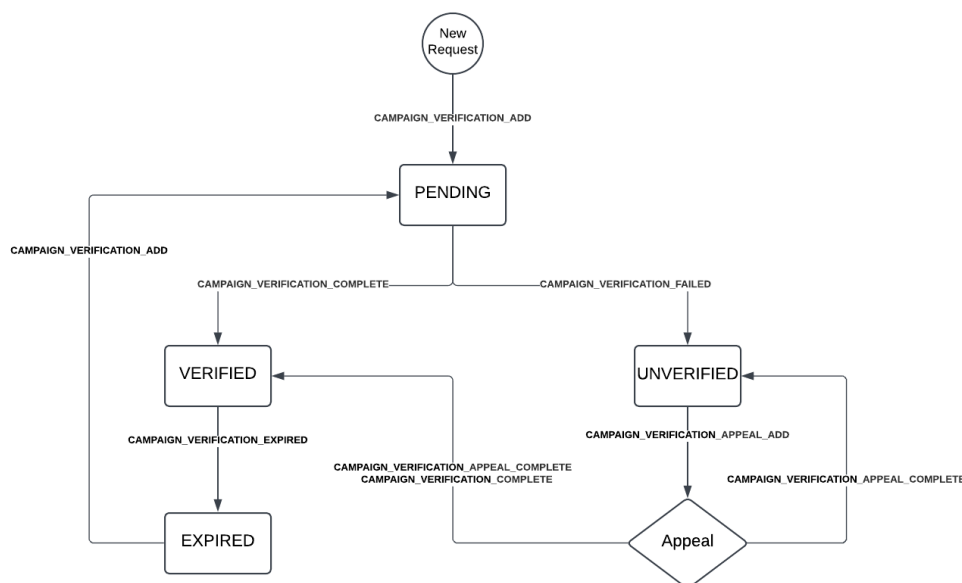
RCS Campaign Verification Statuses

In the DCA Portal, a campaign's verification status is displayed for each MNO in the Carrier Status table on the Campaign Details page. RCS campaigns are automatically sent for verification after all DCAs accept the campaign.

- **N/A:** The RCS campaign has not been submitted for verification.
- **PENDING:** The RCS campaign verification is in progress.
- **VERIFIED:** The RCS campaign has successfully passed verification by the external vetting provider. CSPs and DCAs are notified via a CAMPAIGN_VERIFICATION_COMPLETE event.
- **UNVERIFIED:** The RCS campaign failed verification by the external vetting provider. CSPs and DCAs will be notified of the result by a CAMPAIGN_VERIFICATION_FAILED event. In the initial release, CSPs should contact support@campaignregistry.com to resubmit UNVERIFIED campaigns.
- **EXPIRED:** The expiration date associated with the RCS campaign has passed. The campaign will no longer be active or available to consumers. CSPs and DCAs are notified by a CAMPAIGN_VERIFICATION_EXPIRED event.

RCS Campaign Status Transitions and Events

For more information on webhook events and their definitions, see [Appendix B: New and Impacted Webhook Events](#).



RCS Campaign Verification Appeals

RCS campaign verification appeals are not supported in the initial release. To resubmit an RCS campaign that fails verification, contact TCR at support@campaignregistry.com.

RCS Campaign MNO Operational Statuses

Following RCS campaign verification, DCAs perform onboarding tasks to prepare the campaign and update MNO operational statuses for each MNO associated with the campaign. TCR supports the following MNO operational statuses for RCS campaigns:

- **INACTIVE:** Campaign has not yet been approved by the MNO.
- **ACTIVE:** DCA has confirmed that the campaign was approved by the MNO.
- **REJECTED:** DCA has confirmed that the campaign was rejected by the MNO.
- **SUSPENDED:** DCA has confirmed that the campaign was suspended by the MNO.
- **TERMINATED:** DCA has confirmed that the campaign was terminated by the MNO.

10DLC Fallback Campaigns

As of version 7.3, an RCS campaign features support for linking a 10DLC fallback campaign. This lets CSPs link a 10DLC campaign to an RCS campaign to serve as a fallback for users who are unable to receive the RCS message. Fallback campaigns can either be added when creating an RCS campaign or afterward on the RCS Campaign Details page.

10DLC Fallback Campaign Business Rules

- Adding a fallback campaign is optional.
- Every RCS campaign can have only one 10DLC fallback campaign associated with it.
- A 10DLC campaign can be the fallback for only one RCS campaign at a time.
- When adding an existing 10DLC campaign as a fallback, it must be an active campaign for the same brand.
- Upon either RCS or fallback 10DLC campaign expiration, the fallback campaign will be unlinked.
- To add, update, or remove a 10DLC fallback campaign from an RCS campaign, the CSP user must have either a Manager or User role.

10DLC Fallback Campaign System Events

The following system events will be triggered in the following circumstances:

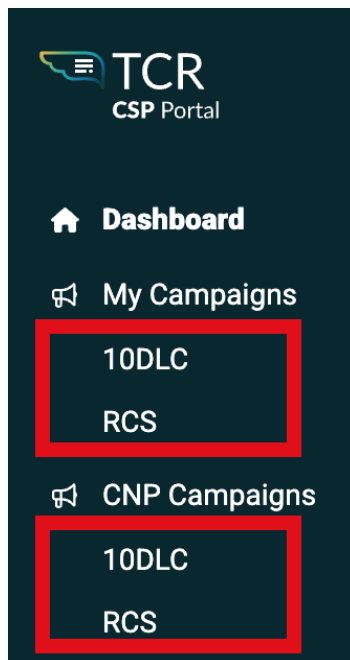
- **CAMPAIGN_ADD:** Triggered when the CSP user associates an existing 10DLC campaign as a fallback while registering a new RCS campaign.
- **CAMPAIGN_UPDATE:** Triggered in all other scenarios:
 - Associating an existing 10DLC campaign as a fallback campaign to an existing RCS campaign
 - Updating an RCS campaign's fallback to a different 10DLC campaign
 - Removing the 10DLC fallback campaign from an RCS campaign
 - Deactivating or expiring either the RCS campaign or the 10DLC fallback campaign

Portal Changes

CSP Portal

CSP Portal Navigation

The CSP Portal has a new navigation sidebar where users can click on **10DLC** or **RCS** under the different headings to quickly switch between the appropriate campaigns.



Creating an RCS Campaign

CSP users can click **Add Campaign** from the CSP Dashboard or the RCS Campaigns page. This brings up a Brand Selection screen. After entering the brand name, click the **RCS** radio button to start RCS campaign registration.

 **Note:** You cannot create an RCS campaign until the brand has successfully completed an RCS vet. Any associated brand assets with a campaign must also be successfully VERIFIED prior to submission for campaign verification, otherwise an error will occur.

Step 1 (Selecting a Channel)

CSPs can enter a brand name to associate with the campaign and click the **RCS** radio button.

Register a Campaign 

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Brand Selection Campaign Details Carrier Terms Launch Details Compliance

 **Brand**

Select a verified brand for registration.

Enter Brand Name

 **Channel**

Select 10DLC or RCS for the type of campaign to register.

Select Channel

☐ 10DLC ☒ RCS

Step 1 Continued (RCS Campaign Information)

After selecting RCS, CSPs will then fill out additional information related to the campaign.

- **Hosting Region:** Where the RCS campaign will run.
- **Billing Category:** CSPs can select the type of RCS campaign that will run. Options include the following, but may change in the future based on evolving industry standards:
 - **Conversational:** Used for messaging campaigns that expect a back-and-forth exchange with consumers.
 - **Non-Conversational:** Used for messaging campaigns that expect a minimal amount of replies from consumers (i.e., campaigns that send a single message to the consumer).
- **Use Case:** The use case associated with the campaign. Current options include:
 - **Multi-Use:** A mix of transactional and promotional messages (e.g., informing a user about their account and then following-up with deals or sales).
 - **OTP:** Used to authenticate accounts with a One-Time Password.
 - **Promotional:** Sales, marketing, and promotional messages sent to new or existing customers with the intent of increasing engagement, awareness, or sales.
 - **Transactional:** Notifications, updates, or alerts used to inform the user about an existing account.

Hosting Region ☒ North America ☐ Europe ☐ Asia Pacific	Billing Category ☒ Conversational ☐ Non Conversational	<table><thead><tr><th>Use Case</th><th>TCR Monthly Fee</th></tr></thead><tbody><tr><td>☐ Multi-use</td><td>\$ 0.-</td></tr><tr><td>☐ OTP</td><td>\$ 0.-</td></tr><tr><td>☒ Promotional</td><td>\$ 0.-</td></tr><tr><td>☐ Transactional</td><td>\$ 0.-</td></tr></tbody></table>	Use Case	TCR Monthly Fee	☐ Multi-use	\$ 0.-	☐ OTP	\$ 0.-	☒ Promotional	\$ 0.-	☐ Transactional	\$ 0.-
Use Case	TCR Monthly Fee											
☐ Multi-use	\$ 0.-											
☐ OTP	\$ 0.-											
☒ Promotional	\$ 0.-											
☐ Transactional	\$ 0.-											

[Cancel](#)[Next](#)

Step 2 (Campaign Details)

CSP will then fill out basic information about the campaign. All shown fields are required.

These include:

- **Display Name:** The RCS campaign display name.
- **Short Description:** A high-level overview that describes what the campaign is about.
- **Color:** The color to display on various UI elements of the campaign. A color picker lets CSPs choose a color that will be represented in a standard hex format (e.g., F5F5F5).
- **Terms of Use URL:** A link to the Terms of Use policy associated with the campaign.
- **Privacy URL:** A link to the Privacy policy associated with the campaign.
- **Primary Phone Number:** A phone number to be associated with the campaign. A single phone number is required, but multiple numbers are supported.
- **Label for Primary Phone Number:** The label to display next to the associated phone number. Labels for multiple phone numbers are supported.
- **Primary Email:** An email address to be associated with the campaign. A single email address is required, but multiple emails are supported.
- **Label for Primary Email:** The label to display next to the associated email address. Labels for multiple email addresses are supported.
- **Primary Website:** A website URL to be associated with the campaign. A single website URL is required, but multiple URLs are supported.
- **Label for Primary Website:** The label to display next to the associated website. Labels for multiple websites are supported.
- **Campaign Logo and Campaign Banner:** Uploaded and verified brand assets to be associated with the campaign. The Upload Logo button allows CSPs to upload an image from this screen and submit it for verification. Charges apply. For more information, see the [Brand Assets](#) documentation.

Register a Campaign



Campaign Details

Enter the details for your RCS campaign.

Display Name

Home Away From Home

19/40

Background Color

#CECACA



Short Description

Advertising campaign for pet sitting services.

46/100

Terms of Use URL

Privacy Policy URL



[Redacted]

Add Phone Number

Label for Primary Phone Number

Company Phone

Primary Email

[Redacted]

Add Email

Label for Primary Email

Company Email

Primary Website

[Redacted]

Add Website

Label for Primary Website

Company Website

Campaign Logo

Select a logo from your brand assets to use for your campaign.

[Upload Logo](#)

dog-silhouette-logo...

Verified

Campaign Banner

Select a banner from your brand assets to use for your campaign.

[Upload Banner](#)

dog-silhouette-banner

Verified

[Previous](#)[Next](#)

Step 3 (Carrier Terms)

A preselected list of carriers will appear for the campaign. If necessary, CSPs can uncheck any carriers they do not wish to receive the campaign.

 **Note:** MNO Exclusions are not currently supported for RCS campaigns.

Register a Campaign

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Brand SelectionCampaign DetailsCarrier TermsLaunch DetailsCompliance

 **Carrier Status**

Select the carrier(s) who will launch your RCS campaign

☒	AT&T	 QUALIFY	BILLING CATEGORY	FALLBACK SUPPORTED
		Yes	All	Yes
☒	T-Mobile	 QUALIFY	BILLING CATEGORY	FALLBACK SUPPORTED
		Yes	All	Yes
☒	Verizon Wireless	 QUALIFY	BILLING CATEGORY	FALLBACK SUPPORTED
		Yes	All	Yes

Previous

Next

Step 4 (Launch Details)

CSPs then fill out information relevant to the launch of the RCS campaign. These fields include:

- **Action Triggers:** A description of consumer actions that will trigger campaign messages.
- **Types of Messages:** A high-level description of the types of messages that will be sent.
- **Opt-in Information:** A description of how consumers give consent to receive the messaging campaign.
- **Opt-out Information:** A description of how consumers can tell the brand to stop sending campaign messages.
- **Screenshot URL:** (Optional) A hosted image that pertains to the campaign.

- **Video URL:** (Optional) A hosted video that pertains to the campaign.
- **Technical Contact Information:** A brand contact that can be reached in the event of technical difficulties with the RCS campaign. The following information is collected:
 - Name
 - Job Title
 - Email Address

Register a Campaign



Launch Details

Enter the launch details for your RCS campaign.

Use-Case: Promotional

What actions will trigger messages?

User signs up for service on company website. User requests company newsletter.

79/2000

What type of messages do you send?

Promotions for sale rates during the year and holiday specials.

63/2000

How do you obtain Opt-In?

Checkbox on sign up and newsletter subscriptions provide opt-in.

64/2000

What messages does the user send to Opt-Out?

User sends message with keyword. User can unsubscribe from promotions via newsletter or account profile page.

109/2000

Screenshot URL (Optional)

Video URL (Optional)

Technical Contact

Enter the details for the person to contact if there are any technical issues with your agent.

Name

Job Title

Email

[Previous](#)[Next](#)

Step 5 (Compliance)

CSPs will be asked to fill out compliance information relevant to the RCS campaign. Most fields are similar to those found in 10DLC campaigns (e.g., Sample Messages, Opt-in, Connectivity Partner). As of version 7.3, a new **Fallback Campaign** section allows CSPs to optionally enter the Campaign ID of an existing 10DLC campaign to use as a fallback if the RCS campaign cannot be delivered.

Notes

- Only active 10DLC campaigns for the same brand can be added as a fallback campaign.
- If a fallback campaign is not selected during registration, it can be added or created on the RCS Campaign Details page.

Register a Campaign



Sample Messages

Add samples messages that represent what you plan to send in your RCS campaign. These can be plain text messages or the text content included in your rich cards.

Sample Message

Book now for our special holiday rates!



39/1024

Sample Message

Our merchandise for you (and your pet) is on sale now!



54/1024

Sample Message

Book now for this promotional rate!



35/1024

[+ Add Additional Sample Message](#)

Compliance Attributes

Add details that your DCA will check to ensure your messaging is safe and compliant.

Subscriber Opt-in [i](#)☒ Yes ☐ NoEmbedded Link [i](#)☐ Yes ☒ NoSubscriber Opt-Out [i](#)☒ Yes ☐ NoEmbedded Phone Number [i](#)☒ Yes ☐ NoSubscriber Help [i](#)☒ Yes ☐ NoAge-Gated Content [i](#)☐ Yes ☒ NoDirect Lending or Loan Arrangement [i](#)☐ Yes ☒ No

**Other Responsible Parties**

Select the connectivity partner you're working with for this RCS campaign.

Connectivity Partner

Kaleyra

×

▼

Reseller

No Reseller

×

▼

**10DLC Fallback Campaign**

Select a 10DLC Campaign to function as a fallback messaging system if the primary RCS fails.

10DLC Campaign ID (Optional)

Previous

Complete

RCS Campaign Details

The RCS Campaign Details page shows all the information associated with the campaign (some of which are the same as 10DLC campaigns). New sections specific to RCS include:

- **Status:** An area where CSPs can monitor the verification workflow for the RCS vet and any associated brand assets.
- **Campaign Details:** A section that shows information from the Campaign Details step of RCS campaign registration. Includes previews of brand assets associated with the campaign.
- **Launch Details:** A section that shows information from the Launch Details step of RCS campaign registration.
- **Technical Contact:** A section that shows information about the technical contact who should be notified if there are any questions about the campaign.
- **10DLC Campaign Fallback Details:** A section that shows whether a 10DLC campaign has been associated with the RCS campaign. This fallback campaign will be used if a customer cannot receive the RCS message. Depending on whether a campaign is already associated, options include selecting an existing campaign, removing an associated campaign, or creating a new fallback 10DLC campaign.

 Notes

- To add, update, or remove a 10DLC fallback campaign, the CSP user must have either a Manager or User role. CSP users in other roles will not see any controls.
- If adding an existing campaign, it must be an active 10DLC campaign for the same brand.

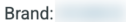
RCS Campaign



< back to all campaigns

RCS Campaign ID: 

Brand: 

Use-Case: Promotional

Billing Category: Basic Message

TCR Status:  **ACTIVE**

Registered: 12/01/2025

Renewal: 03/01/2026

  Auto Renewal 

 **Carrier Status**

	 QUALIFY	BILLING CATEGORY	FALLBACK SUPPORTED	STATUS	ELECTED DCA
AT&T	Yes	All	Yes	 INACTIVE	No
T-Mobile	Yes	All	Yes	 INACTIVE	No
Verizon Wireless	Yes	All	Yes	 INACTIVE	No

 **Status**

The statuses of different verification steps involved in verification of an RCS Campaign.

RCS Vet
 Verified

Logo
 Verified

Banner
 Verified

 **Campaign Details** [Edit](#)


dog-silhouette-l...
● Verified


dog-silhouette-banner
● Verified

ID:		Short Description:	Advertising campaign for pet sitting services.
Display Name:	Home Away From Home	Use Case:	Promotional
Background Color:	#FFFFFF	Terms of Use URL:	
Hosting Region:	North America	Privacy Policy URL:	
Billing Category:	Basic Message		
Primary Website:		Label for Primary Website:	Website
Primary Phone Number:		Label for Primary Phone Number:	Phone
Primary Email ID:		Label for Primary Email ID:	Support Email

 **Launch Details** [Edit](#)

Action Trigger Messages:	User signs up for service on company website. User requests company newsletter.	Types of Messages Sent:	Promotions for sale rates during the year and holiday specials.
Opt-In:	Checkbox on sign up and newsletter subscriptions provide opt-in.	Opt-Out:	User sends message with keyword. User can unsubscribe from promotions via newsletter or account profile page.
Screenshot URL:	N/A	Video URL:	N/A

 **Technical Contact** [Edit](#)

Name:		Job Title:	
Email:			

 **Sample Messages** [Edit](#)

1. Book now for our special holiday rates!
2. Our merchandise for you (and your pet) is on sale now!
3. Book now for this promotional rate!

Compliance Attributes

Subscriber Opt-in ⁱ	☒ Yes ☐ No 	Embedded Link ⁱ	☐ Yes ☒ No
Subscriber Opt-Out ⁱ	☒ Yes ☐ No 	Embedded Phone Number ⁱ	☐ Yes ☒ No
Subscriber Help ⁱ	☒ Yes ☐ No 	Age-Gated Content ⁱ	☐ Yes ☒ No
Direct Lending or Loan Arrangement ⁱ	☐ Yes ☒ No		

Other Responsible Parties

Connectivity Partner:  DCA Election Pending

Reseller Involved: No Reseller

10DLC Campaign Fallback Details

Remove

Update

10DLC Campaign ID:		Use Case:	2FA
Registered On:	02/12/2026	TCR Status:	● ACTIVE

 Events

Event Type	Source	Campaign ID	Brand ID	Date & Time	Description
CAMPAIGN_ADD	CAMPAIGN			12/01/2025 - 22:08 EST	Campaign for brand is provision
CAMPAIGN_BILLED	CAMPAIGN			12/01/2025 - 22:08 EST	Campaign for brand is billed fo

RCS Campaign Listing (CSPs)

The RCS Campaign Listing page for CSPs will show all RCS campaigns created by the CSP. Filters are available to narrow the results. New filters are available for Billing Category and Brand Name.

My RCS Campaigns

6 RCS Campaigns

Hide Filters

+ Add Campaign

Campaign ID

Brand ID

Brand Name

Use Case

Apply Filters

Billing Category

Upstream CNP

TCR Status

Campaign ID	Brand ID	Brand Name	Use Case	Billing Category	Upstream CNP	Registered Date ↓	TCR Status
CF623P4			Promotional	Basic Message		12/01/2025	Active
CFCU0BD			Promotional	Basic Message		12/01/2025	Active
C2ZNCXV			Multi-use	Basic Message		12/01/2025	Active

RCS Campaign Listing (CNPs)

The RCS Campaign Listing page for CNPs will show all RCS campaigns shared to the CNP. Filters are available to narrow the results. A new filter is available for the Billing Category.

Also, the page offers **Pending** and **Accepted** tabs to more easily separate those campaigns awaiting action and those that have been accepted.

The **Action** button (three vertical dots) allows CNPs to Elect, Decline, or Re-Elect connectivity partners depending on the Sharing Status.

RCS CNP Campaigns Help

Pending Accepted

RCS Pending Connectivity Partner Campaigns

[Hide Filters](#) [Download](#)

Campaign ID

Brand ID

Use Case ▼

Billing Category ▼

Apply Filters

Downstream CNP ▼

TCR Status Active × ▼

Sharing Status ▼

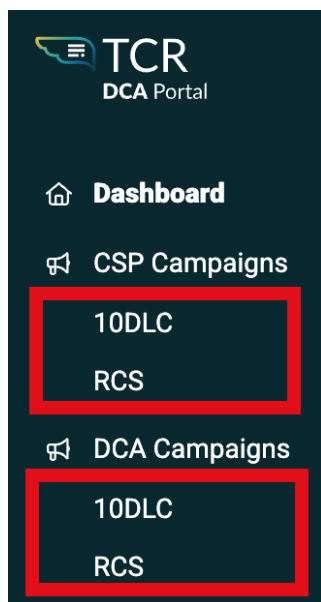
TCR Status: Active × [Clear All Filters](#)

Campaign ID	Brand ID	Use Case	Billing Category	Downstream CNP	Registered On ↓	Shared On	TCR Status	Sharing Status
		Promotional	Single Message		06/01/2025	06/01/2025	Active	⌵ Pending ⋮
		Promotional	Single Message		08/10/2025	08/11/2025	Active	⌵ Rejected ⋮

DCA Portal

DCA Portal Navigation

The DCA Portal has a new navigation sidebar where users can click **10DLC** or **RCS** under the different headings to quickly switch between the appropriate campaigns.



RCS Campaign Details

The RCS Campaign Details page shows all the information associated with the campaign (some of which are similar to 10DLC campaigns). New sections specific to RCS include:

- **Header:** The header area is where DCAs can see the different verification statuses for the RCS vet and associated brand assets. For accepted campaigns, the Google Agent ID will also be shown.
- **Updated Carrier Status:** Each associated MNO has a campaign verification status in the Verification column. Feedback shows the associated vetting token.
- **Campaign Details:** A section that shows information from the Campaign Details step of RCS campaign registration. Includes brand assets associated with the campaign.
- **Launch Details:** A section that shows information from the Launch Details step of RCS campaign registration.
- **Technical Contact:** A section that shows information about the technical contact who should be notified if there are any questions about the campaign.

RCS Campaign



[back to campaigns](#)

RCS Campaign ID:

AGENT ID: **N/A** | REGISTERED: **10/07/2025** | USE-CASE: | TCR STATUS: **Active**
CURRENT STATUS: ☒ **RCS Vet** | ☒ **Logo** | ☒ **Banner**

 **Carrier Status**

MNO	Qualifying	Campaign Status	Sharing Status	Elected DCA	Verification	Action
AT&T	☒	Registered	Pending		N/A	
T-Mobile	☒	Registered	Accepted		Verified	:
Verizon Wireless	☒	Registered	N/A	N/A	N/A	:

 **Connectivity Chain**

CSP

Infobip

>

Primary DCA

Testing DCA

 **Brand Details**

Legal Company Name:

Entity Type: **PRIVATE_PROFIT**

Tax Number/ID:

Brand ID:

RUSSELL3000: **False**

Identity Status: **VERIFIED**

Political Committee Locale: **N/A**

Brand Support Phone Number:

Brand Name or DBA:

Universal EIN:

EIN Issuing Country: **US**

Website/Online Presence:

Tax Exempt Status: **N/A**

Vetting Score: **N/A**

Government Entity: **False**

Brand Support Email Address:

Brand Address Details

Address / Street:

City:

State:

Postal Code:

Country: **US**

Business Contact Details

Email Verified Date: **N/A**

 **CSP Details**

Legal Company Name:

Brand Name or DBA:



Campaign Details

ID:

Short Description:

Display Name:

Use Case:

Background Color:

Terms of Use URL:

Hosting Region:

Privacy Policy URL:

Billing Category:



Launch Details

Action Trigger Messages:

Types of Messages Sent:

Opt-In:

Opt-Out:

Screenshot URL:

N/A

Video URL:

N/A



Technical Contact

Name:

Job Title:

Email:



Sample Messages

1.

2.

3.

4.

5.



Compliance Attributes

Subscriber Opt-in 

☒ Yes ☐ No



Subscriber Opt-Out 

☒ Yes ☐ No



Subscriber Help 

☒ Yes ☐ No



Direct Lending or Loan Arrangement 

☐ Yes ☒ No

Embedded Link 

☐ Yes ☒ No



Embedded Phone Number 

☐ Yes ☒ No

Age-Gated Content 

☐ Yes ☒ No

Events					
Event Type	Source	Campaign ID	Brand ID	Date & Time	Description
MNO_RECEIVED_BRAND_UPDATE	BRAND			10/07/2025 - 11:10 EDT	has accepted brand update event
CAMPAIGN_DCA_UPDATE	CAMPAIGN			10/07/2025 - 11:10 EDT	electd as a DCA to T-Mobile for campaign

Accepting or Declining an RCS Campaign

DCAs can go to the appropriate listing page, find the RCS campaign, and then click the **Action** button (three vertical dots) to either **Accept** or **Decline** a campaign.

Campaign ID	Brand ID	Brand Name	Use Case	Billing Category	CSP Name	Downstream CNP	Shared On ↓	TCR Status	Acceptance Status
			Promotional	Single Message			04/03/2025	Active	✓
			Promotional	Single Message			04/03/2025	Active	⌵ Pending

When accepting an RCS campaign, the DCA will be prompted to enter a Google Agent ID for the campaign. This agent ID can be generated in the DCA's Google Partner platform.

Accept RCS Campaign

You are accepting election as Primary DCA for this campaign. You are required to provision it for the MNOs you work with and elect Secondary DCAs for any that are remaining.

Enter the Google Agent ID associated with this campaign. You can find it in your Google or MNO RCS dashboard.

Google Agent ID

CancelAccept

RCS Campaign Listing (CSP Campaigns)

The RCS listing page for CSP campaigns will show all RCS campaigns shared by a CSP. Filters are available to narrow the results. New filters are available for the Billing Category and Brand Name.

RCS Campaigns Shared by CSPs

67 RCS Campaigns Shared by CSPs

Hide Filters

Campaign ID Brand ID Brand Name Use Case Apply Filters

Billing Category CSP Name Downstream CNP

Shared On TCR Status Active Acceptance Status

TCR Status: Active X Clear All Filters

Campaign ID	Brand ID	Brand Name	Use Case	Billing Category	CSP Name	Downstream CNP	Shared On ↓	TCR Status	Acceptance Status
			2FA	Single Message			10/07/2025	Active	✓ Accepted
			2FA	Single Message			10/07/2025	Active	✓ Accepted

RCS Campaign Listing (DCA Campaigns)

The RCS listing page for DCA campaigns will show all RCS campaigns shared by a DCA. Filters are available to narrow the results. New filters are available for the Billing Category and Brand Name.

RCS Campaigns Shared by DCAs

Hide Filters

Campaign ID Brand ID Brand Name Billing Category Use Case Apply Filters

Primary DCA TCR Status Active Acceptance Status

TCR Status: Active X Clear All Filters

Changing an MNO Operation Status

DCAs can update the MNO operation status of an RCS campaign by going to **Campaign Details > Carrier Status > Action** for the appropriate carrier. Options include rejecting, suspending, and terminating campaigns.

 Carrier Status

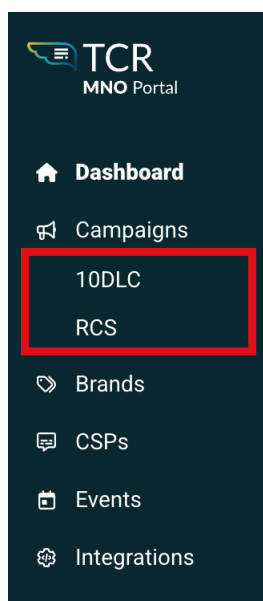
MNO	Qualifying	Campaign Status	Sharing Status	Elected DCA	Verification	Action
AT&T	☒	Inactive	Pending		N/A	
T-Mobile	☒	Active	Accepted			Update DCA Update status to rejected Update status to suspended Update status to terminated
Verizon Wireless	☒	Inactive	N/A	N/A		

MNO Portal

! **Important:** To gain access to RCS campaigns, MNOs must first have the feature activated on their accounts. Please reach out to support@campaignregistry.com to enable RCS campaign viewing.

MNO Portal Navigation

The MNO Portal has a new navigation sidebar where users can click **10DLC** or **RCS** under the different headings to quickly switch between views of the appropriate campaigns.



RCS Campaign Details

The RCS Campaign Details page shows all the information associated with the campaign (some of which are similar to 10DLC campaigns). New sections specific to RCS include:

- **Header:** The header area is where MNOs can see quick information about the campaign. New information includes the Google Agent ID and Billing Category.
- **Updated Carrier Status:** This section now displays the RCS campaign verification status.
- **Status Section:** A new status section displays the different verification items necessary for an RCS campaign, including the presence of an RCS vet, Logo verification, and Banner verification.

- **Campaign Details:** A section that shows information from the Campaign Details step of RCS campaign registration. Includes brand assets associated with the campaign.
- **Launch Details:** A section that shows information from the Launch Details step of RCS campaign registration.
- **Technical Contact:** A section that shows information about the technical contact who should be notified if there are any questions about the RCS campaign.

RCS Campaign

[Back to RCS Campaigns](#)

RCS Campaign ID: [REDACTED]

Created On: 03/10/2026

Use-Case: Transactional

Agent ID: [REDACTED]

Billing Category: Non Conversational

Carrier Status

AT&T	CAMPAIGN VERIFICATION	CAMPAIGN STATUS	DCA NAME	TCR STATUS
	● Verified	● Rejected	Kaleyra	● Active

Status

Shows the status of different verification steps necessary for the verification of an RCS campaign.

RCS Vet	Logo	Banner
● Active	● Verified	● Verified

CSP Details

Legal Company Name:

CSP ID:

Email Address:

Phone Number:

Brand Details

Legal Company Name:

Brand ID:

Country:

US

State:

VI

EIN:

EIN Issuing Country:

US

Stock Symbol:

N/A

Stock Exchange:

N/A

Website/Online Presence:

Brand Relationship:

Medium accounts

Support Phone Number:

Vertical:

Information Technology Services

Political Committee Locale:

N/A

Government Entity:

False

Reseller Details

Legal Company Name:

No Reseller

Reseller ID:

R000000

Email:

N/A

Phone Number:

N/A

Campaign Details



ID:

Display Name:

Background Color:

#FF0000

Hosting Region:

North America

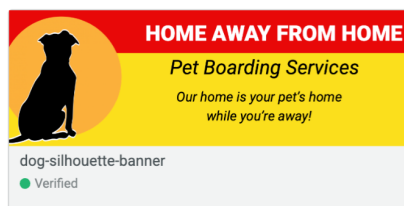
Billing Category:

Non Conversational

Primary Website:

Primary Phone Number:

Primary Email ID:



Short Description:

Use Case:

Transactional

Terms of Use URL:

Privacy Policy URL:

Label for Primary Website:

Label for Primary Phone Number:

Label for Primary Email ID:

Launch Details

Action Trigger Messages:

Types of Messages Sent:

Opt-In:

Opt-Out:

Screenshot URL:

Video URL:

Technical Contact

Name: Job Title:

Email:

Sample Messages

-
-
-
-
-

Compliance Attributes

Subscriber Opt-in <i>i</i>	☒ Yes ☐ No <i>v</i>	Embedded Link <i>i</i>	☒ Yes ☐ No <i>v</i>
Subscriber Opt-Out <i>i</i>	☒ Yes ☐ No <i>v</i>	Embedded Phone Number <i>i</i>	☒ Yes ☐ No
Subscriber Help <i>i</i>	☒ Yes ☐ No <i>v</i>	Age-Gated Content <i>i</i>	☒ Yes ☐ No
Direct Lending or Loan Arrangement <i>i</i>	☒ Yes ☐ No		

Events

EVENT TYPE	SOURCE	CAMPAIGN ID	BRAND ID	DATE & TIME <i>d</i>	DESCRIPTION
☒ CAMPAIGN_UPDATE	CAMPAIGN			03/10/2026 - 02:01 EDT	

Filing a Complaint or Suspending Campaigns

At this time, MNOs are not able to file complaints against or suspend RCS campaigns in the TCR platform.

RCS Campaign Listing

The RCS listing page will show all RCS campaigns routed to the MNO. Filters are available to narrow the results. New filters are available for the Google Agent ID, Use Case, Billing Category, and Registered On date.

RCS Campaigns 🔍

19 Active Campaigns Results capped at first 10,000 records

Hide Filter

Campaign ID Google Agent ID Brand ID Brand DBA Name CSP DBA Name DCA Name Apply Filters

Use Case ▼ Billing Category ▼ Registered On ▼ TCR Status: ACTIVE × ▼ MNO Status ▼

TCR Status: ACTIVE × Clear All Filters

Campaign ID	Google Agent ID	Brand ID	Brand DBA Name	CSP DBA Name	DCA Name	Use Case	Billing Category	Registered On	TCR Status	MNO Status
						TRANSACTIONAL	NON_CONVERSATIONAL	03/10/2026	ACTIVE	REJECTED
						TRANSACTIONAL	NON_CONVERSATIONAL	03/10/2026	ACTIVE	SUSPENDED

RCS Events

MNOs that have the RCS feature enabled on their account will start receiving events for RCS campaigns, where appropriate. To see a full list of RCS events, see [Appendix B: New and Impacted Webhook Events](#). To see a complete list of events and which parties receive them, see the [TCR System Events Reference](#).

FAQ

Q. Are there any costs associated with creating RCS campaigns?

Performing RCS vets and verifying brand assets do incur costs, however there is currently no charge for creating or verifying RCS campaigns. For more information on pricing, see [TCR Fees and Pricing](#).

Q. Is there a way to resubmit a failed RCS campaign for verification?

Yes. Customers can contact support@campaignregistry.com to resubmit RCS campaign verifications. Appeals and manual resubmissions will be added to the portal UIs at a future date.

Appendix A: New and Impacted CSP API Endpoints

The following endpoints now support RCS campaign functionality:

New CSP API Endpoints

Get a List of Agent IDs From a Campaign

GET /campaign/{campaignId}/agent

Description

Returns a list of Google Agent IDs associated with an RCS campaign.

Sample Request Body

N/A

Sample Response

```
[  
  "AGENT123",  
  "AGENT345"  
]
```

Error Codes

Code	Description
400	Request failed. Refer to the included TCR error code and message for more information. 501: Invalid input parameter. 502: Campaign record not found. 590: TCR internal system error. Please contact TCR support at support@campaignregistry.
401	Unauthorized access. Check your API credentials.
429	Too many requests.

Submit an RCS Campaign for Verification

POST /campaign/{campaignId}/verification

Description

This endpoint is used to submit an RCS campaign to an external vetting partner for verification. In order for an RCS campaign to complete verification, any associated brand assets must also be successfully verified. If a campaign is submitted with brand assets in a PENDING status, the RCS campaign will return a 592 error (operation declined).

A request body is required, specifying a Google Agent ID in the **agentId** property.

Sample Request Body

```
{
  "agentId": "AGENT123"
}
```

Sample Response

```
{
  "agentId": "AGENT123",
  "vettingId": "###",
  "vettingToken": "###",
  "vettingStatus": "PENDING",
  "reasons": [
    "string"
  ],
  "createDate": "2026-05-27T10:31:19.467Z",
  "vettedDate": "2026-05-27T10:31:19.467Z",
  "validUntil": "2026-05-27T10:31:19.467Z",
  "expirationDate": "2026-05-27T10:31:19.467Z"
}
```

Error Codes

Code	Description
400	Request failed. Refer to the included TCR error code and message for more information.

Code	Description
	• 501: Invalid input parameter. • 502: Campaign or Agent record not found. • 590: TCR internal system error. Please contact TCR support. • 592: Operation declined. Campaign must be associated with verified logo & banner assets. Campaign agent is already verified.
401	Unauthorized access. Check your API credentials.
429	Too many requests.

Get a List of Vetting Records for an RCS Campaign

GET `/campaign/{campaignId}/verification`

Description

Returns a list of vetting records for a specified RCS campaign. An optional **vettingStatus** query parameter will only retrieve vetting records that correspond with that status. Available statuses include:

- **PENDING:** The RCS campaign verification is in progress.
- **UNVERIFIED:** The RCS campaign failed verification by the external vetting provider.
- **VERIFIED:** The RCS campaign has successfully passed verification by the external vetting provider.
- **EXPIRED:** The expiration date associated with the RCS campaign has passed. The campaign will no longer be active or available to consumers.

Query Parameters

- **vettingStatus** `string` (Optional) Filter results by a specified vetting status.

Sample Request Body

N/A

Sample Response

```
[
  {
    "agentId": "AGENT123",
    "vettingId": "###",
    "vettingToken": "###",
    "vettingStatus": "PENDING",
    "reasons": [
      "string"
    ],
    "createDate": "2026-05-27T10:31:19.467Z",
    "vettedDate": "2026-05-27T10:31:19.467Z",
    "validUntil": "2026-05-27T10:31:19.467Z",
    "expirationDate": "2026-05-27T10:31:19.467Z"
  }
]
```

Error Codes

Code	Description
400	Request failed. Refer to the included TCR error code and message for more information. ● 501: Invalid input parameter. ● 502: Campaign record not found. ● 590: TCR internal system error. Please contact TCR support.
401	Unauthorized access. Check your API credentials.
429	Too many requests.

Impacted CSP API Endpoints

Create a New RCS Campaign for a Brand

POST /campaignBuilder/

Changes

Now supports creating RCS campaigns. A new **channelId** attribute determines if the campaign is 10DLC or RCS. Additionally, new attributes have been added and existing attributes modified for RCS support. Response properties have not changed.

Notes:

- To create RCS campaigns, a CSP must have the RCS feature enabled on their account. Contact support@campaignregistry.com for more information.

For a full list of campaign properties, and which are required for RCS, please see [Appendix D: Campaign Properties](#).

Sample RCS Request Body

```
{
  "brandId": "B123ABC",
  "channelId": "RCS",
  "displayName": "OTP Campaign",
  "usecase": "OTP",
  "resellerId": "R000000",
  "embeddedLink": false,
  "embeddedPhone": false,
  "ageGated": false,
  "directLending": false,
  "subscriberOptin": true,
  "subscriberOptout": true,
  "subscriberHelp": true,
  "sample1": "Your OTP is XXXXXX. If you did not initiate this authentication please see the security section on our website.",
  "sample2": null,
  "sample3": null,
  "sample4": null,
}
```

```
"sample5": null,
"helpMessage": "You have accessed help for mysite. If you
would like to stop receiving OTP messages reply with STOP.",
"mnos": [
  10035
],
"referenceId": "onetimepassword",
"autoRenewal": true,
"tag": [],
"optinKeywords": "START,YES",
"optoutKeywords": "STOP",
"helpKeywords": "HELP",
"optinMessage": "Welcome to our company's OTP messaging
service. This service exists to help keep your account
secure.",
"optoutMessage": "You have opted out of OTP messages. You
can always turn it back on using our portal.",
"privacyPolicyLink": null,
"termsAndConditionsLink": null,
"embeddedLinkSample":
"https://www.mysite.com/account/security",
"hostingRegion": "NORTH_AMERICA",
"billingCategory": "NON_CONVERSATIONAL",
"shortDescription": "This campaign serves as an OTP
messenger so customers can further protect their accounts.",
"color": "FFFFFF",
"emails": [
  "contact@mysite.com"
],
"emailLabels": [
  "Email"
],
"phones": [
  "+123456789"
],
"phoneLabels": [
  "Phone"
],
"websites": [
  "https://www.mysite.com"
],
"websiteLabels": [
  "Website"
],
```

```
"actionTriggerMessages": "Whenever a customer logs in, they
will receive an OTP message for authentication.",
"messageTypes": "OTP messages will be sent for account
authentication.",
"optinFlow": "Customers opt-in by providing their phone
number for notification.",
"optoutFlow": "Customers opt-out by replying with STOP.",
"technicalContactEmail": "contact@mysite.com",
"technicalContactName": "Jane Doe",
"technicalContactJobTitle": "Manager",
"logoName": "Logo 1",
"bannerName": "Banner 1",
"screenshotUrl": "https://mysite.com/assets/screenshot.png",
"videoUrl": "https://mysite.com/assets/video.mp4"
}
```

Sample RCS Response

```
{
  "campaignId": "C123ABC",
  "mnoMetadata": {
    "10035": {
      "minMsgSamples": 1,
      "reqSubscriberHelp": true,
      "reqSubscriberOptout": false,
      "brandDailyCap": 200000,
      "reqSubscriberOptin": true,
      "mnoReview": false,
      "mnoSupport": true,
      "brandTier": "TOP",
      "noEmbeddedLink": false,
      "noEmbeddedPhone": false,
      "qualify": true,
      "mno": "T-Mobile"
    }
  }
}
```

Check a Brand's Qualification for a Specific Use Case

GET /campaignBuilder/brand/{brandId}/usecase/{usecase}

Changes

Adds a new, optional **channelId** query parameter. If no query parameter is included in the request, then only 10DLC use cases will be searched. Specify RCS as a query parameter to search RCS use cases. The response is unchanged.

Query Parameters

- channelId string (Optional) Specify RCS to check RCS campaign eligibility.

Sample RCS Request Body

N/A

Sample RCS Response

```
{
  "usecase": "OTP",
  "monthlyFee": 0,
  "quarterlyFee": 0,
  "annualFee": 0,
  "minSubUsecases": 0,
  "maxSubUsecases": 0,
  "greyoutFields": [],
  "mnoMetadata": {
    "10017": {
      "minMsgSamples": 1,
      "reqSubscriberHelp": false,
      "reqSubscriberOptout": false,
      "reqSubscriberOptin": false,
      "mnoReview": false,
      "mnoSupport": true,
      "noEmbeddedLink": false,
      "noEmbeddedPhone": false,
      "qualify": true,
      "mno": "AT&T"
    },
    "10035": {
      "minMsgSamples": 1,
      "reqSubscriberHelp": false,
```

```
    "reqSubscriberOptout": false,
    "reqSubscriberOptin": false,
    "mnoReview": false,
    "mnoSupport": true,
    "noEmbeddedLink": false,
    "noEmbeddedPhone": false,
    "qualify": true,
    "mno": "T-Mobile"
  },
  "10038": {
    "minMsgSamples": 1,
    "reqSubscriberHelp": false,
    "reqSubscriberOptout": false,
    "reqSubscriberOptin": false,
    "mnoReview": false,
    "mnoSupport": true,
    "noEmbeddedLink": false,
    "noEmbeddedPhone": false,
    "qualify": true,
    "mno": "Verizon Wireless"
  }
}
```

Check a Brand's Qualification for All Use Cases

GET /campaignBuilder/brand/{brandId}

Changes

Adds a new, optional **channelId** query parameter. If no query parameter is included in the request, then only 10DLC use cases will be searched. Specify RCS as a query parameter to search RCS use cases. The response is unchanged.

Query Parameters

- **channelId** **string** (Optional) Specify RCS to check RCS campaign eligibility.

Sample RCS Request Body

N/A

Sample RCS Response

```
[
  {
    "usecase": "OTP",
    "monthlyFee": 0,
    "quarterlyFee": 0,
    "annualFee": 0,
    "minSubUsecases": 0,
    "maxSubUsecases": 0,
    "greyoutFields": [],
    "mnoMetadata": {
      "10017": {
        "minMsgSamples": 1,
        "reqSubscriberHelp": false,
        "reqSubscriberOptout": false,
        "reqSubscriberOptin": false,
        "mnoReview": false,
        "mnoSupport": true,
        "noEmbeddedLink": false,
        "noEmbeddedPhone": false,
        "qualify": true,
        "mno": "AT&T"
      },
      "10035": {
        "minMsgSamples": 1,
        "reqSubscriberHelp": false,
        "reqSubscriberOptout": false,
        "reqSubscriberOptin": false,
        "mnoReview": false,
        "mnoSupport": true,
        "noEmbeddedLink": false,
        "noEmbeddedPhone": false,
        "qualify": true,
        "mno": "T-Mobile"
      },
      "10038": {
        "minMsgSamples": 1,
        "reqSubscriberHelp": false,
        "reqSubscriberOptout": false,
        "reqSubscriberOptin": false,
        "mnoReview": false,
        "mnoSupport": true,
        "noEmbeddedLink": false,
        "noEmbeddedPhone": false,
```

```
        "qualify": true,  
        "mno": "Verizon Wireless"  
      }  
    }  
  }  
]
```

Retrieve an Existing RCS Campaign Record

GET /campaign/{campaignId}

Changes

Response and schema have been updated to accommodate RCS attributes.

Sample RCS Request Body

N/A

Sample RCS Response

```
{  
  "campaignId": "C123ABC",  
  "cspId": "S123ABC",  
  "resellerId": null,  
  "status": "ACTIVE",  
  "createDate": "2024-11-11T21:35:00.000Z",  
  "autoRenewal": true,  
  "billedDate": "2024-11-11T00:00:00.000Z",  
  "brandId": "B123ABC",  
  "vertical": null,  
  "usecase": "OPT",  
  "subUseCases": [],  
  "channelId": "RCS",  
  "description": "Lorem ipsum dolor set amitet. Lorem ipsum  
dolor set amitet.",  
  "embeddedLink": false,  
  "embeddedPhone": false,  
  "termsAndConditions": true,  
  "numberPool": false,  
  "ageGated": false,  
  "directLending": false,  
  "subscriberOptin": true,  
  "subscriberOptout": true,  
  "subscriberHelp": true,  
}
```

```
"sample1": "Your OTP is XXXXXX. If you did not initiate this authentication please see the security section on our website.",
"sample2": null,
"sample3": null,
"sample4": null,
"sample5": null,
"messageFlow": "Lorem ipsum dolor set amitet. Lorem ipsum dolor set amitet.",
"helpMessage": "You have accessed help for mysite. If you would like to stop receiving OTP messages reply with STOP.",
"referenceId": "onetimepassword",
"mock": false,
"nextRenewalOrExpirationDate": "2025-02-11",
"expirationDate": null,
"optinKeywords": "START,YES",
"optoutKeywords": "STOP",
"helpKeywords": "HELP",
"optinMessage": "Welcome to our company's OTP messaging service. This service exists to help keep your account secure.",
"optoutMessage": "You have opted out of OTP messages. You can always turn it back on using our portal.",
"privacyPolicyLink": null,
"termsAndConditionsLink": null,
"embeddedLinkSample":
"https://www.mysite.com/account/security",
"displayName": "OTP Campaign",
"hostingRegion": "NORTH_AMERICA",
"billingCategory": "NON_CONVERSATIONAL",
"shortDescription": "This campaign serves as an OTP messenger so customers can further protect their accounts.",
"color": "FF0000",
"phones": [
  "+15555555555"
],
"phoneLabels": [
  "Phone"
],
"emails": [
  "contact@mysite.com"
],
"emailLabels": [
  "Email"
],
```

```
"websites": [
  "https://www.mysite.com"
],
"websiteLabels": [
  "Website"
],
"actionTriggerMessages": "Whenever a customer logs in, they
will receive an OTP message for authentication.",
"messageTypes": "OTP messages will be sent for account
authentication.",
"optinFlow": "Customers opt-in by providing their phone
number for notification.",
"optoutFlow": "Customers opt-out by replying with STOP.",
"technicalContactName": "Jane Doe",
"technicalContactEmail": "contact@mysite.com",
"technicalContactJobTitle": "Manager",
"logoName": "Logo1",
"bannerName": "Banner1",
"screenshotUrl": "https://mysite.com/assets/screenshot.png",
"videoUrl": "https://mysite.com/assets/video.mp4"
}
```

Return All RCS Campaigns

GET /campaign/search

Changes

Adds a new, optional **channelId** query parameter. If no query parameter is included in the request, then only 10DLC campaigns will be returned. Specify RCS as a query parameter to only return RCS campaigns.

Query Parameters

- **channelId** **string** (Optional) Specify RCS to return only RCS campaigns.

Sample RCS Request Body

N/A

Sample RCS Response

```
{
  "records": [
```

```
{
  campaignId": "C123ABC",
  "cspId": "S123ABC",
  "resellerId": null,
  "status": "ACTIVE",
  "createDate": "2021-05-19T23:09:27.000Z",
  "autoRenewal": true,
  "billedDate": "2024-11-19T00:00:00.000Z",
  "brandId": "B123ABC",
  "vertical": "TECHNOLOGY",
  "usecase": "OTP",
  "subUseCases": [],
  "channelId": "RCS",
  "description": "The end users subscribed for the Food
App will receive notification from the order status. ",
  "embeddedLink": true,
  "embeddedPhone": false,
  "termsAndConditions": true,
  "numberPool": false,
  "ageGated": false,
  "directLending": false,
  "subscriberOptin": true,
  "subscriberOptout": true,
  "subscriberHelp": true,
  "sample1": "Hey Arnold, Your Whey Protein shake has been
picked from Body Energy Club and will be delivered in a few
minutes. Track your delivery using the app on www.bec.com",
  "sample2": null,
  "sample3": null,
  "sample4": null,
  "sample5": null,
  "messageFlow": null,
  "helpMessage": null,
  "referenceId": null,
  "mock": false,
  "nextRenewalOrExpirationDate": "2024-12-19",
  "expirationDate": null,
  "optinKeywords": null,
  "optoutKeywords": null,
  "helpKeywords": null,
  "optinMessage": null,
  "optoutMessage": null,
  "privacyPolicyLink": null,
  "termsAndConditionsLink": null,
  "embeddedLinkSample": null,
```

```
    "hostingRegion": "NORTH_AMERICA",
    "billingCategory": "NON_CONVERSATIONAL",
    "shortDescription": "This campaign serves as an OTP
messenger so customers can further protect their accounts.",
    "color": "FF0000",
    "phones": [
        "+15555555555"
    ],
    "phoneLabels": [
        "Phone"
    ],
    "emails": [
        "contact@mysite.com"
    ],
    "emailLabels": [
        "Email"
    ],
    "websites": [
        "https://www.mysite.com"
    ],
    "websiteLabels": [
        "Website"
    ],
    "actionTriggerMessages": "Whenever a customer logs in,
they will receive an OTP message for authentication.",
    "messageTypes": "OTP messages will be sent for account
authentication.",
    "optinFlow": "Customers opt-in by providing their phone
number for notification.",
    "optoutFlow": "Customers opt-out by replying with STOP.",
    "technicalContactName": "Jane Doe",
    "technicalContactEmail": "contact@mysite.com",
    "technicalContactJobTitle": "Manager",
    "logoName": "Logo1",
    "bannerName": "Banner1",
    "screenshotUrl":
"https://mysite.com/assets/screenshot.png",
    "videoUrl": "https://mysite.com/assets/video.mp4"
  }
],
  "page": 1,
  "totalRecords": 1
}
```

Appendix B: New and Impacted DCA API Endpoints

The following endpoints now support RCS campaign functionality:

Impacted DCA API Endpoints

Accept a Downstream Partner Campaign Sharing Request

PUT /partnerCampaign/{campaignId}/sharing

Changes

A new **agentId** attribute in the request body supports accepting RCS campaign sharing requests. For 10DLC campaigns, the request body is ignored.

 **Note:** For RCS campaigns, the **agentId** attribute is required.

Sample Request Body

```
{
  "agentId": "AGENT123",
  "explanation": "This MNO does not accept this type of
campaign.",
  "excludedMnoIdList": [
    10035
  ]
}
```

Sample Response

```
{
  "downstreamCnpId": "S123ABC",
  "upstreamCnpId": "TWILO",
  "sharingStatus": "PENDING",
  "rejectionCategory": [
    "string"
  ],
  "explanation": null
  "sharedDate": "2025-02-03T15:43:28.007Z",
  "statusDate": "2025-02-03T15:43:28.000Z",
  "cnpMigration": false
}
```

Accept a Primary DCA Sharing Request

PUT /dcaCampaign/{campaignId}/sharing

Changes

A new **agentId** attribute in the request body supports accepting RCS campaign sharing requests from primary DCAs. For 10DLC campaigns, the request body is ignored.



Note: For RCS campaigns, the **agentId** attribute is required.

Sample Request Body

```
{
  agentId:"AGENT123",
  "explanation": "This MNO does not accept this type of
campaign.",
  "excludedMnoIdList": [
    10035
  ]
}
```

Sample Response

```
{
  "primaryDcaId": "DCA1",
  "secondaryDcaId": "DCA2",
  "sharingStatus": "ACCEPTED",
  "rejectionCategory": [
    "string"
  ],
  "explanation": "This MNO does not accept this type of
campaign.",
  "vendorCode": null,
  "sharedDate": "2025-10-21T04:40:31.000Z",
  "mnoIdList": [
    10035
  ],
  "cnpMigration": false
}
```

Appendix C: New and Impacted Webhook Events

New Events

Event Type	Description
CAMPAIGN_VERIFICATION_ADD	Category - CAMPAIGN Triggered When - RCS campaign is submitted to EVP for verification. Visible To - CSP who manages the brand - All DCAs Sample Portal Message - Google agent KTA 123456-1 of Campaign C123ABC submitted for verification with vetting provider (Aegis Mobile) Notes - Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre>{ "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "Brand_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Google agent KTA 123456-1 of Campaign C123456 submitted for verification with vetting provider (Aegis Mobile)", "mock": false,</pre>

Event Type	Description
	<pre> "eventType": "CAMPAIGN_VERIFICATION_ADD", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" } </pre>
CAMPAIGN_VERIFICATION_ADD_FAILED	Category ● CAMPAIGN Triggered When ● RCS campaign fails verification by the EVP. Visible To ● CSP who manages the brand ● All DCAs Sample Portal Message ● Automated verification submission failed for Google agent KTA 123456-1 of Campaign C123ABC Notes ● Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre> { "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "Brand_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123456", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Automated verification submission failed for Google agent KTA 123456-1 of Campaign C123ABC", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_ADD_FAILED", "mnos": "10017,10035,10038", </pre>

Event Type	Description
	<pre> "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" } </pre>
CAMPAIGN_VERIFICATION_APPEAL_ADD	Category • CAMPAIGN Triggered When • An appeal is requested for an RCS campaign. Visible To • CSP who manages the brand • All DCAs Sample Portal Message • New appeal request raised for verification of Google agent KTA 123456-1 Notes • Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre> { "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "Karthik Test Brand", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "New appeal request raised for verification of Google agent KTA 123456-1", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_APPEAL_ADD", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" } </pre>

Event Type	Description
CAMPAIGN_VERIFICATION_ APPEAL_COMPLETE	Category • CAMPAIGN Triggered When • An update to an RCS campaign appeal is received. Visible To • CSP who manages the brand • All DCAs Sample Portal Message • Appeal request received an update for verification of google agent KTA 123456-1 Notes • Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre>{ "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "CSP_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Appeal request received an update for verification of Google agent KTA 123456-1", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_APPEAL_COMPLETE", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" }</pre>

Event Type	Description
CAMPAIGN_VERIFICATION_COMPLETE	Category • CAMPAIGN Triggered When • RCS campaign passes verification by EVP. Visible To • CSP who manages the brand • All DCAs Sample Portal Message • Google agent KTA 123456-1 of Campaign C123ABC verification successfully completed Notes • Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre>{ "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "Brand_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Google agent KTA 123456-1 of Campaign C123ABC verification successfully completed", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_COMPLETE", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" }</pre>

Event Type	Description
CAMPAIGN_VERIFICATION_FAILED	Category • CAMPAIGN Triggered When • RCS campaign fails verification. Visible To • CSP who manages the brand • All DCAs Sample Portal Message • Google agent KTA 123456-1 of Campaign C123ABC verification failed Notes • Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre>{ "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "B123ABC", "brandName": "Brand_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Google agent KTA 123456-1 of Campaign C123ABC verification failed", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_FAILED", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" }</pre>

Event Type	Description
CAMPAIGN_VERIFICATION_EXPIRED	Category • CAMPAIGN Triggered When • RCS campaign's verification has expired. Visible To • CSP who manages the brand • All DCAs Sample Portal Message • Google agent KTA 123456-1 of Campaign C123ABC verification expired Notes • Attributes entityData and entityValue are only visible to DCAs. Payload Sample <pre>{ "cspId": "S123ABC", "cspName": "CSP_X", "brandId": "123ABC", "brandName": "Brand_X", "brandReferenceId": "KTB 123456-1", "campaignId": "C123ABC", "campaignReferenceId": "KTC 123456-3", "channelId": "RCS", "evpId": "AEGIS", "evpName": "Aegis Mobile", "description": "Google agent KTA 123456-1 of Campaign C123ABC verification expired", "mock": false, "eventType": "CAMPAIGN_VERIFICATION_EXPIRED", "vettingId": "###", "mnos": "10017,10035,10038", "entityData": "AGENT_ID", "entityValue": "KTA 123456-1" }</pre>

Event Type	Description
DCA_CAMPAIGN_OPERATION_ACTIVE	Category • CAMPAIGN Triggered When • An RCS campaign is accepted (i.e., when the DCA updates the MNO Operation Status of the campaign). Visible To • CSP who manages the brand • All CNPs in the connectivity chain • All DCAs in the connectivity chain Sample Portal Message • Campaign C123ABC operation status updated to ACTIVE on AT&T network. Details: {Additional details provided here.} Payload Sample <pre>{ "cspId": "S123ABC", "dcaId": "DCA_X", "brandName": "Brand_X", "mnoName": "MNO_X", "campaignId": "C123ABC", "dcaName": "DCA_X", "brandId": "B123ABC", "description": "Campaign C123ABC operation status updated to ACTIVE on AT&T network. Details: {Additional details provided here.}", "mnoId": 10017, "eventType": "DCA_CAMPAIGN_OPERATION_ACTIVE", "cspName": "CSP_X", "channelId": "RCS" }</pre>
DCA_CAMPAIGN_OPERATION_REJECTED	Category • CAMPAIGN Triggered When • An RCS campaign is rejected (i.e., when the DCA updates the MNO Operation Status of the campaign).

Event Type	Description
	Visible To • CSP who manages the brand • All CNPs in the connectivity chain • All DCAs in the connectivity chain Sample Portal Message • Campaign C123ABC operation status updated to REJECTED on AT&T network. Details: {Additional details provided here.} Payload Sample <pre>{ "cspId": "S123ABC", "dcaId": "DCA_X", "brandName": "Brand_X", "mnoName": "AT&T", "campaignId": "C123ABC", "dcaName": "DCA_X", "brandId": "B123ABC", "description": "Campaign C123ABC operation status updated to REJECTED on AT&T network. Details: {Additional details provided here.}", "mnoId": 10017, "eventType": "DCA_CAMPAIGN_OPERATION_REJECTED", "cspName": "CSP_X", "channelId": "RCS" }</pre>
DCA_CAMPAIGN_OPERATION_TERMINATED	Category • CAMPAIGN Triggered When • An RCS campaign is terminated (i.e., when the DCA updates the MNO Operation Status of the campaign). Visible To • CSP who manages the brand • All CNPs in the connectivity chain • All DCAs in the connectivity chain

Event Type	Description
	Sample Portal Message • Campaign C123ABC terminated on AT&T network. Details: {Additional details} Payload Sample <pre>{ "cspId": "S123ABC", "dcaId": "DCA_X", "brandName": "Brand_X", "mnoName": "AT&T", "campaignId": "C123ABC", "dcaName": "DCA_X", "brandId": "B123ABC", "description": "Campaign C123ABC terminated on AT&T network. Details: test", "mnoId": 10017, "eventType": "DCA_CAMPAIGN_OPERATION_ TERMINATED", "channelId": "RCS" }</pre>

Updated Events

The following events will be updated to include **RCS** as the **channelId** attribute in the payload:

- CAMPAIGN_ADD
- CAMPAIGN_BILLED
- CAMPAIGN_DCA2_SHARE_ACCEPT
- CAMPAIGN_DCA2_SHARE_ADD
- CAMPAIGN_DCA2_SHARE_DELETE
- CAMPAIGN_DCA_COMPLETE
- CAMPAIGN_DCA_DELETE
- CAMPAIGN_DCA_UPDATE
- CAMPAIGN_EXPIRED
- CAMPAIGN_MNO_EXCLUDED
- CAMPAIGN_NUDGE
- CAMPAIGN_PROXY_CONNECTOR_ADD
- CAMPAIGN_PROXY_CONNECTOR_DELETE
- CAMPAIGN_RENEW
- CAMPAIGN_RESUBMISSION
- CAMPAIGN_SHARE_ACCEPT
- CAMPAIGN_SHARE_ADD
- CAMPAIGN_SHARE_DELETE
- CAMPAIGN_UPDATE
- DCA_CAMPAIGN_OPERATION_SUSPENDED
- DCA_CAMPAIGN_OPERATION_UNSUSPENDED
- MNO_CAMPAIGN_OPERATION_APPROVED
- MNO_CAMPAIGN_OPERATION_DELETE
- MNO_CAMPAIGN_OPERATION_REJECTED
- MNO_CAMPAIGN_OPERATION_REVIEW
- MNO_CAMPAIGN_OPERATION_SUSPENDED
- MNO_CAMPAIGN_OPERATION_UNSUSPENDED
- MNO_CAMPAIGN_OPERATION_UPDATE

Appendix D: Campaign Properties

The following table lists all available campaign properties for 10DLC and RCS messaging campaigns. Notes indicate which are required for the corresponding channel.

Property	Description	Channels	Required
actionTriggerMessages	A description of consumer actions that will trigger campaign messages. Max length: 2000 characters	RCS	Yes
ageGated	Specifies whether the campaign contains age-gated content. Default value: false	10DLC, RCS	No
autoRenewal	Indicates whether the campaign will automatically renew each billing period. Default value: true	10DLC, RCS	No
bannerName	Name of the uploaded and verified banner asset associated with the campaign. Must have successfully completed brand asset verification.	RCS	Yes
brandId	The unique ID assigned to the brand. Must be a valid brand identifier.	10DLC, RCS	Yes
billingCategory	CSPs can select the type of RCS campaign that will run. Options include conversational (for	RCS	Yes

Property	Description	Channels	Required
	messaging campaigns that expect a back-and-forth exchange with consumers) or nonconversational (for messaging campaigns that expect a minimal amount of replies from consumers). Must be a valid billing category such as CONVERSATIONAL or NON_CONVERSATIONAL.		
channelId	Intended delivery channel. Defaults to 10DLC if not specified as RCS. Default value: 10DLC	10DLC, RCS	Only required for RCS.
color	The color to display on various UI elements of the campaign. Standard hex format (e.g., F5F5F5)	RCS	Yes
description	A detailed description of the campaign's purpose. Minimum length: 40 characters Max length: 4096 characters	10DLC	Yes
directLending	Specifies whether the campaign will be used by a brand that provides direct lending. Default value: false	10DLC, RCS	No

Property	Description	Channels	Required
displayName	The RCS campaign name. Max length: 40 characters	RCS	Yes
emails	An email address to be associated with the campaign. A single email address is required, but multiple emails are supported. Max number: 3	RCS	Yes
emailLabels	The label to display next to the associated email address. Labels for multiple email addresses are supported. Max number: 3	RCS	Yes
embeddedLink	Specifies whether the campaign is using an embedded link of any kind. Note that public URL shorteners (e.g., bitly, tinyurl) are not accepted. Default value: false	10DLC, RCS	Optional, although may affect MNO eligibility. Some MNOs may not approve embedded links in messages.
embeddedLinkSample	If using an embedded link, a sample of the link that will be used in the campaign. Note that public URL shorteners (e.g., bitly, tinyurl) are not accepted. Max length: 255 characters	10DLC, RCS	No
embeddedPhone	Specifies whether the campaign is using an embedded phone	10DLC, RCS	Optional, although may affect MNO eligibility. Some

Property	Description	Channels	Required
	number other than the HELP information contact number. Default value: false		MNOs may not approve embedded phone numbers in messages.
helpMessage	Sample help message that would be sent to the subscriber. Minimum length: 20 characters Max length: 1024 characters	10DLC, RCS	Required if subscriberHelp is set to true. May affect MNO eligibility.
helpKeywords	A list of keywords a subscriber can use to get help or more information from the campaign. Default value: HELP Max length: 255 characters	10DLC, RCS	Required if subscriberHelp is set to true. May affect MNO eligibility.
hostingRegion	Where the RCS campaign will run. Must be a valid region such as NORTH_AMERICA, EUROPE, or ASIA_PACIFIC.	RCS	Yes
logoName	Name of the uploaded and verified logo asset associated with the campaign. Must have successfully completed brand asset verification.	RCS	Yes
messageFlow	Describes how a subscriber would opt-in to the campaign. Minimum length: 40 characters Max length: 4096 characters	10DLC	Yes

Property	Description	Channels	Required
messageTypes	A high-level description of the types of messages that will be sent. Max length: 2000 characters	RCS	Yes
mnolds	The unique identifiers of specific MNOs that the campaign wants to use. See the PUT /campaign/{campaignId}/resubmit endpoint to resubmit a campaign to a specific MNO. Must be valid MNO network IDs.	10DLC, RCS	No
numberPool	Indicates whether the campaign is using more than 50 phone numbers in a campaign. Some network providers require this information, as it necessitates a different provisioning process. Default value: false	10DLC	No
optinFlow	A description of how consumers give consent to receive the messaging campaign. Max length: 2000 characters	RCS	Yes
optinKeywords	A list of keywords a subscriber uses to opt-in to the campaign. Max length: 255 characters	10DLC, RCS	Required if subscriberOptIn is set to true. May affect MNO eligibility.

Property	Description	Channels	Required
optinMessage	Sample of a message sent to the subscriber when they opt-in. Minimum length: 20 characters: Max length: 1024 characters	10DLC, RCS	Required if subscriberOptIn is set to true. May affect MNO eligibility.
optoutFlow	A description of how consumers can tell the brand to stop sending campaign messages. Max length: 2000 characters	RCS	Yes
optoutKeywords	A list of keywords a subscriber uses to opt-out of the campaign. Default value: STOP Max length: 255 characters	10DLC, RCS	Required if subscriberOptOut is set to true. May affect MNO eligibility.
optoutMessage	Sample of a message sent to the subscriber when they opt-out. Minimum length: 20 characters Max length: 1024 characters	10DLC, RCS	Required if subscriberOptOut is set to true. May affect MNO eligibility.
phones	A phone number to be associated with the campaign. A single phone number is required, but multiple numbers are supported. Max number: 3	RCS	Yes
phoneLabels	The label to display next to the associated phone number. Labels for multiple phone numbers are supported. Max number: 3	RCS	Yes

Property	Description	Channels	Required
privacyPolicyLink	A link to the campaign's privacy policy page. Max length: 2048 characters	10DLC, RCS	Only required for RCS.
referenceId	A unique reference identifier for the campaign. Max length: 50 characters	10DLC, RCS	No
resellerId	The unique ID assigned to a reseller. Used to indicate if an additional party sits between the brand and the CSP. If set to a valid reseller, can only be changed to R000000 to indicate No Reseller. Once code R000000 is entered, it cannot be changed. Must be a valid reseller identifier. Max length: 8	10DLC, RCS	Yes
sample[1-5]	Sample messages that are representative of messages sent as part of the campaign. Minimum length: 20 characters: Max length: 1024 characters	10DLC, RCS	Optional, although the number of samples may affect MNO eligibility.
screenshotUrl	A hosted image that pertains to the campaign. Must be publicly accessible and use the HTTPS protocol.	RCS	No

Property	Description	Channels	Required
shortDescription	A high-level overview that describes what the campaign is about. Max length: 100 characters	RCS	Yes
subscriberHelp	Indicates whether the campaign has a help system for subscribers (e.g., keywords such as HELP or INFO). Default value: false	10DLC, RCS	Optional, although may affect MNO eligibility.
subscriberOptIn	Indicates whether the campaign requires subscriber opt-in before sending messages. Default value: false	10DLC, RCS	Optional, although may affect MNO eligibility.
subscriberOptOut	Indicates whether the campaign has an opt-out system for subscribers (e.g., keywords such as STOP or QUIT). Default value: false	10DLC, RCS	Optional, although may affect MNO eligibility.
subUseCases	Some use cases allow CSPs to specify an additional sub-use case. Sub-use cases help MNOs determine the purpose of a campaign. Must be valid sub-use case names	10DLC	Required for specific use cases.
tag	List of tags associated with the campaign. Can be used as an	10DLC, RCS	No

Property	Description	Channels	Required
	organizational system that helps when searching for the campaign. Max length: 255 characters		
technicalContactEmail	Email address of the brand technical contact. Max length: 100 characters	RCS	Yes
technicalContactJobTitle	Job title of the brand technical contact. Max length: 50 characters	RCS	Yes
technicalContactName	Name of a brand contact that can be reached in the event of technical difficulties with the RCS campaign. Max length: 50 characters	RCS	Yes
termsAndConditions	Indicates that the registering CSP agrees to TCR's terms and conditions. Default value: true	10DLC	Yes
termsAndConditionsLink	A link to the campaign's terms and conditions page. Max length: 2048 characters	10DLC, RCS	Only required for RCS.
usecase	The campaign's intended use (e.g., 2FA, Customer Care, Marketing). Valid use case names	10DLC, RCS	Yes

Property	Description	Channels	Required
videoUrl	A hosted video that pertains to the campaign. Must be publicly accessible and use the HTTPS protocol.	RCS	No
websites	A website URL to be associated with the campaign. A single website URL is required, but multiple URLs are supported. Must be publicly accessible and use the HTTPS protocol. Max number: 3	RCS	Yes
websiteLabels	The label to display next to the associated website. Labels for multiple websites are supported. Max number: 3	RCS	Yes