CSP USER GUIDE

October 2025

We serve as the backbone support for the 10DLC messaging ecosystem, facilitating and empowering efficient communication.

campaign registry

01 GETTING STARTED

05 Create CSP account

05 Activate CSP account

05 Adding users to the portal

06 Staging environment for testing

06 Working with APIs

02 BRAND REGISTRATION

08 How to Register Brands

08 Maximum Number of Brands

08 Brand Details

09 Brand Relationship

09 Support Contact Details

09 Business Contact Details

10 Brand Identity Verification

11 How to enter the correct Tax ID

12 Brand Details Update

13 Class/Tier Assignment Flow for Brands

13 Vetting and Appeals

17 Political Vetting

17 Sole Proprietors – Requirements

03 CAMPAIGN REGISTRATION

19 How do I Register a Campaign?

19 Maximum Number of Campaigns

19 Campaign Use Cases

22 Special Use Case requirements

23 Carrier Terms Preview Vocabulary

23 Campaign Details

24 Campaign and Content Attributes

25 Electing a Connectivity Partner (CNP)

25 Reseller Attribute

25 Campaigns Under Review

25 Number Association

26 Campaign Progress

26 Campaign Renewal

26 Campaign Deactivation

26 MNO Terms

04 BRAND & CAMPAIGN ACTIONS

30 Registered Brand Actions

31 Registered Campaign Actions

31 Pending Connectivity Partner Campaign Actions

32 Campaign Migration

32 Suspensions

33 Resending 2FA Email

05 BILLING & SUPPORT

35 Campaign Registry Costs

36 Billing

37 Campaign Registry Support

ABOUT THE CAMPAIGN REGISTRY

The Campaign Registry (TCR) acts as the centralized hub for the 10DLC ecosystem, providing Campaign Service Providers (CSPs) with a streamlined platform to register their customers' brands and the specific messaging campaigns associated with them. By consolidating this information in one secure and efficient system, TCR simplifies compliance, fosters transparency, and enables trusted brand-to-consumer messaging across mobile networks.

THE CAMPAIGN REGISTRY ECOSYSTEM

There are often many different companies involved in sending SMS campaigns, which can make it a challenge to track everyone involved. In an effort to be very clear on "Who" does "What" in the process of registering and activating campaigns, the Campaign Registry has defined the following roles:

BRAND

The company or entity the End Customer believes to be sending the message.

CSP (CAMPAIGN SERVICE PROVIDER)

The primary users of The Campaign Registry. As a CSP, you work with multiple Brands to create and launch their text messaging campaigns. CSPs provide all of the information about the Brand and the Campaign, so that the ecosystem knows what to expect.

CNP (CONNECTIVITY PARTNER)

CNPs provide the connection between the CSPs and the MNOs. Every CSP that registers with TCR is automatically added to the list of electable CNPs.

DCA (DIRECT CONNECT AGGREGATOR)

DCAs provide direct connectivity to the mobile carrier's gateway for delivering messaging campaigns.

MNO

The MNO is the Mobile Network Operator. (Carrier, eg AT&T, T-Mobile, etc.)

CSPs are the central focus of the Campaign Registry. They provide all of the information about the Brand and the Campaign, so that the ecosystem knows what to expect.

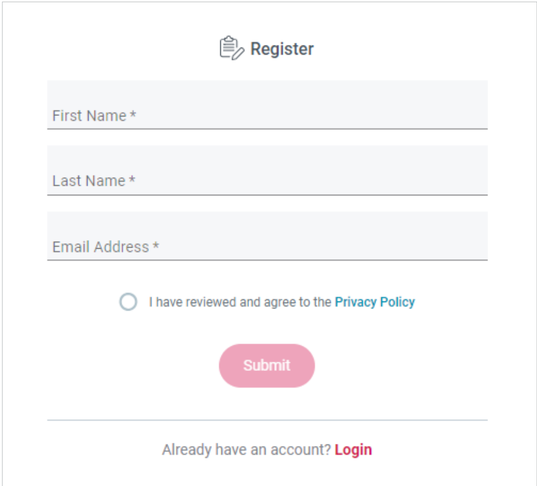
TCR
CSP Portal

01

GETTING STARTED

CREATE CSP ACCOUNT

1. Go to campaignregistry.com, click on REGISTER NOW, and fill in the requested information.

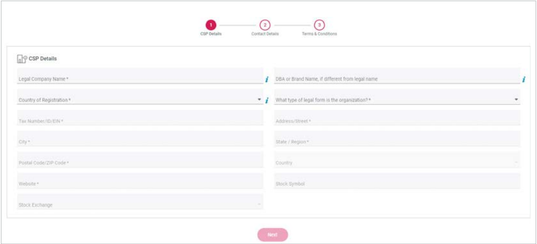


2. Open the email we sent, and click on the Set Password link.
3. Set and confirm your new password in the form and click 'Submit'.
4. After you have set your password, you will be taken to the CSP Login page.

Note: As a matter of platform security, please make sure that your user list is regularly maintained to ensure that only those that need access are listed. If a user leaves your organization, or is no longer in a position that requires access, please remove them immediately.

ACTIVATE CSP ACCOUNT

1. Click 'Activate CSP Account' at the bottom of the Welcome Page.
2. Answer the questions that follow regarding your relationship with your Connectivity Partner.
3. On the CSP Details page, fill in your company information. Please provide accurate information to ensure a swift registration process.



4. Next, fill in your Contact Details
5. Finally, you must read and accept our Terms and Conditions.
6. Once your CSP application has been fully submitted, the processing time will be roughly 2-3 weeks. We will send additional follow-up emails to you, so please make sure to read and reply (if needed) to any emails we send. This will help speed up the review process.

ADDING USERS TO THE PORTAL

1. After the CSP Registration has been completed and approved, new users* can be created.
2. The designated CSP Admin (the individual who created the CSP account) can now add users from the "USERS" panel in the CSP portal by clicking on their name in the top right corner.
3. New users can be assigned different roles with different privileges:

   MANAGER
   Has full access to the portal. Managers can view and edit all components and can manage other users.

   USER
   Has full access to the portal. Users can view and edit all components but cannot manage other users.

   REVIEWER
   Has view-only access to Brands, Campaigns and events and cannot initiate any action involving a cost for the CSP. Also, reviewers cannot view Integration information.

   VIEWER
   Can view campaigns, brands, resellers, and the CSP Profile. No access to integrations page. Cannot apply for external vetting or manager users.

4. An automated email with password setup instructions will be sent to the new user's email address.

*A maximum of 10 users can be created through the portal. If more than 10 users are needed, please email support@campaignregistry.com. We can open more user slots in batches of 10, and we charge $20 per month per additional batch of 10 users.

STAGING ENVIRONMENT FOR TESTING

If you wish to test through our Staging environment you can register at:

csp-staging.campaignregistry.com

Please register using the same details you used to register for your Production CSP account. Our Staging environment mirrors our production environment and is free to use. You can ignore any fee notifications that pop up.

WORKING WITH APIS

To work with TCR via APIs please refer to:

csp-api.campaignregistry.com/v2/restAPI

API credentials can be generated directly from the CSP portal through the “Integrations” menu item on your sidebar.

Staging APIs can be found at:

csp-api-staging.campaignregistry.com/v2/restAPI

You can generate Staging API credentials via the “Integrations” tab within the Staging portal.

TCR
CSP Portal

02

BRAND REGISTRATION

HOW TO REGISTER BRANDS

The registration process starts by adding one or multiple Brands to your CSP profile. Adding the correct information is crucial to the Brand's Verification.

After the one-time CSP registration process has been completed and you receive login credentials, you can begin the Brand registration process. You must register Brands before a Campaign can be created for that Brand. Each registered Brand will be given a unique 7 digit alphanumeric Brand ID starting with "B".

1. From your CSP Dashboard click 'Add new Brand'.
2. In the 'Brand Details' section, fill in the Brand information.
3. Select a Brand Relationship level for the Brand.
4. In the Contact Details section, enter the support email and support phone number for your Brand.
5. Check the 'I agree to the Terms & Conditions' box and click 'Continue'.
6. Brand information will be displayed on the next page. At this point, you can begin registering Campaigns on behalf of the registered Brand. See the section below named *See Brand Identity Verification

MAXIMUM NUMBER OF BRANDS

A default maximum number of 1000 Brands can be registered for new CSPs. Please contact support@campaignregistry.com if you plan to register more. In the email, please specify your CSP ID and how many brands you need to register so we can increase accordingly.

BRAND DETAILS

WHEN REGISTERING A...

PRIVATE_PROFIT

A PRIVATE_PROFIT company is a business owned by private individuals or groups that does not offer its shares to the public. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, and contact details are required. While optional, it is strongly recommended to fill out the website/oline presence field. We accept registrations for private companies from many different countries.

PUBLIC_PROFIT

A PUBLIC_PROFIT is a publicly traded company/corporation whose shares are traded openly on stock exchanges, making ownership available to the general public. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, website, vertical, stock symbol, stock exchange, and contact details are required. We accept registrations for public companies from many different countries.

Note: PUBLIC_PROFIT companies must enter a Brand Contact Email Address as part of their registration. This contact will receive a Two-Factor Authentication (2FA) email during registration in order to confirm their brand identity. A PUBLIC_PROFIT brand can't create new campaigns until the 2FA verification process is complete.

NON_PROFIT

A NON_PROFIT organization is an entity that operates for charitable purposes and does not distribute profits to its members or directors. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, contact details are required. While optional, it is strongly recommended to fill out the website/online presence field. We only accept non-profit registrations from US-based non-profit organizations, or non-profits with a US EIN. If you are registering a non-profit entity from outside of the US, please register them as a private company.

GOVERNMENT

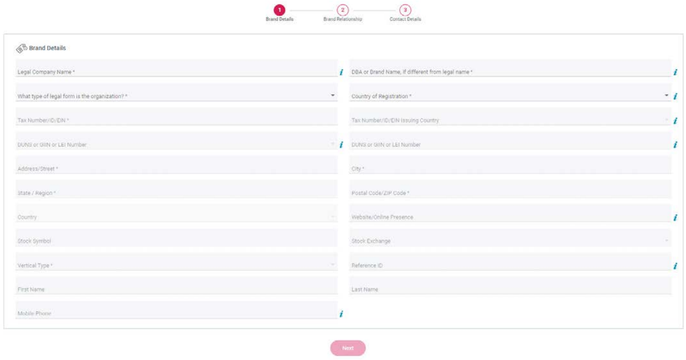
A GOVERNMENT entity is an organization operated by a governmental body at any level (local, state, or federal). When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, website, and contact details are required. We only accept government entity registrations from US government entities. For government entities outside the US, please register them as private companies.

SOLE_PROPRIETOR

A SOLE_PROPRIETOR is a small business or individual in the US and Canada that DOES NOT have an EIN (see more information in section 14). When registering these entities, a DBA or Brand name, country of registration, full address, reference ID (a unique identifier of the client in the CSP database), first name, last name, email, and telephone number are required. While optional, it is strongly recommended to fill out the website/online presence field. We only accept sole proprietor registrations from the US or Canada. For more information on registering sole proprietors, see Sole Proprietors (SP) - Requirements.

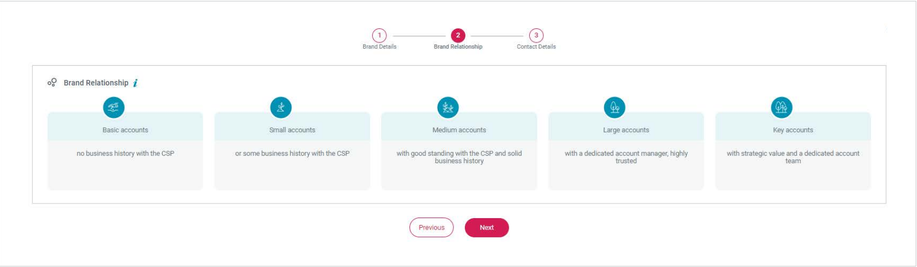
Important Notes

- The legal name is the official name of the entity as registered with the government. The DBA is the name under which the business operates publicly. For further clarification, see How to enter the correct tax ID, where the SS-4 document shows the legal name highlighted in a red box.



BRAND RELATIONSHIP

Assign a Brand Relationship to the Brand. The "Brand Relationship" level reflects the history and trust you have with a specific brand. Please select the option that best describes your relationship with the Brand that you are registering. Brand Relationship does not impact any MNO or TCR terms.



BASIC ACCOUNTS

Accounts with no business history with the CSP.

SMALL ACCOUNTS

Small Accounts or accounts with some business history with the CSP.

MEDIUM ACCOUNTS

Medium Accounts with good standing with the CSP and solid business history.

LARGE ACCOUNTS

Large Accounts with a dedicated account manager, highly trusted.

KEY ACCOUNTS

Accounts with strategic value and a dedicated account team.

SUPPORT CONTACT DETAILS

In the Support Contact Details section, the CSP should enter the support email and support phone number that CSPs, DCAs, and MNOs should use to contact the brand regarding any issues. These may be different from what is provided to consumers for help in the Help message response.

BUSINESS CONTACT DETAILS

The Business Contact Details section allows CSPs to enter a business contact email for all entity types except SOLE_PROPRIETOR. For PUBLIC_PROFIT companies, a business contact email address is required, as it will receive a 2FA email to complete brand verification. Validation is performed when submitting this email address, so personal and free email addresses will not be accepted (i.e., anything ending in gmail.com or outlook.com). Also, the email address cannot be a list address (e.g., sales@mybrand.com or marketing@mybrand.com). For more information, please refer to the Authentication+ document in the Documentation & FAQ tab.

Notes:

- Campaigns cannot be created for PUBLIC_PROFIT brands until they have completed the 2FA verification process
- While not necessary for brand verification, a business contact email address is required for RBM vets. For more information, please refer to the RBM vetting document in the Documentation & FAQ tab.

BRAND IDENTITY VERIFICATION

After Brand Registration is carried out, each Brand will automatically go through an Identity Verification process. We validate the EIN, Legal Company Name and Legal Company Address with third party independent sources and confirm the existence of the Brand with an "Identity Status". The Identity Status will be displayed on the Brand Details page immediately after registration. Identity Verification is a crucial step for each registered Brand, and it is imperative that correct and up to date information be entered to allow for swift verification.

Brand verification may also recognize and display one of the following Tax Exempt Statuses for registered Non Profit organizations: 501(c)(3/4/5/6). If a 501(c)(3/4/5/6) Non Profit organization is verified, but their Tax Exempt Status could not be found, an appeal or vetting will be needed in order for the correct Tax Exempt Status to be displayed.

THERE ARE 3 POSSIBLE IDENTITY STATUSES
Verified, Vetted_Verified, or Unverified

VERIFIED

A "Verified" status is a requirement to register campaigns and send messages on 10DLC. This status means that the Brand's identity was confirmed, and you can now register campaigns for that Brand.

VETTED_VERIFIED

A "VETTED_VERIFIED" status means that additional vetting has been completed for the Brand. Please refer to Vetting and Appeals for more information. Campaigns can be created for Brands in this state.

UNVERIFIED

An UNVERIFIED status means that the brand was not able to be verified using the information entered. This could be due to several reasons, but the number one reason is the Legal Company Name and EIN do not match what is filed with the Federal Government. In order to move the brand to a VERIFIED status, you must correct the information and resubmit the brand. Each resubmission incurs a fee (see TCR Fees and Pricing for details). Campaigns cannot be created for a brand in this state.

Note: For international brands (from outside of the US), the initial Brand Verification process is often insufficient to move a brand to the VERIFIED status. If you have an international brand that is UNVERIFIED, assuming all of the brand details are correct, an identity status appeal will be needed for the brand to pass verification and move to a VERIFIED status. For more details, see the Appealing Identity Status & Standard Vet section.

Unverified Brands cannot register 10DLC campaigns and have to obtain either the "Verified" or "Vetted_Verified" status if they wish to do so. These are the options available:

1. Any UNVERIFIED brand can be updated and resubmitted for verification both via the API and CSP Portal on the Brand Details page (see TCR Fees and Pricing for details).
2. Any "Unverified" Brand can request an appeal of their unverified status. Additional documentation should be provided to support the appeal. See Appealing Identity Status and Standard Vet.
3. Any UNVERIFIED brand can request or import external Vetting through the same page. This will also allow the brand to potentially gain access to every MNO Class/Tier. (Third party fees may apply, (see TCR Fees and Pricing for details).

In both cases, it is crucial that details about the Brand are corrected and updated before any submission.

Note: A Pending label may appear if the brand submission process is not yet complete. For new PUBLIC_PROFIT brands, the Pending label will remain until the brand's business contact email address is verified through the Authentication+ 2FA process. Pending is not a status, but rather an interim step for brand verification. Once the brand submission has been processed, the status will change to VERIFIED, UNVERIFIED, or VETTED_VERIFIED. **Campaigns cannot be created for a brand while their submission is pending.**

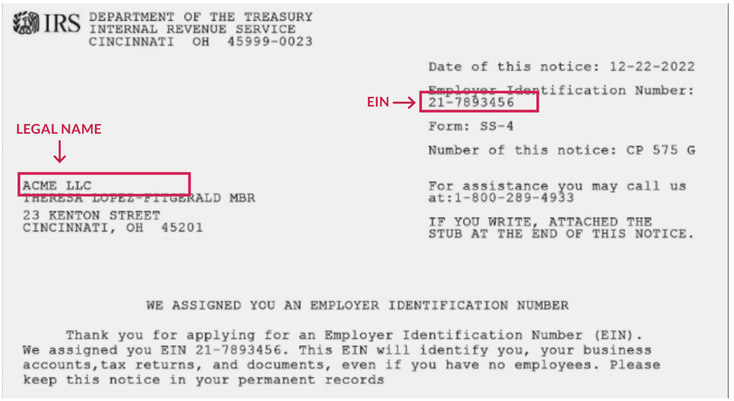
HOW TO ENTER THE CORRECT TAX ID

Tax ID number is used in conjunction with the company's legal name, address, and other information to ensure we perform a background investigation on the correct company. The following guidance will provide the best verification opportunity for your company.

UNITED STATES

If you are a US company or a foreign company with a US IRS Employer Identification Number (EIN), please enter that nine-digit number in the EIN Tax Number/ID/EIN field and ensure that your legal company name is consistent with your IRS registration and is properly spelled. Please enter only the first line as the legal name for the business. The address you enter should also be the same that is used in registering with the IRS. The correct information for registration can be found on the Brand's IRS EIN confirmation letter (SS-4).

Example EIN confirmation letter:



IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 12-22-2022

Employer Identification Number:
EIN → 21-7893456

Form: SS-4

Number of this notice: CP 575 G

LEGAL NAME

ACME LLC
THERESA LOPEZ-FITGERALD MBR
23 KENTON STREET
CINCINNATI, OH 45201

For assistance you may call us at:1-800-289-4933

IF YOU WRITE, ATTACHED THE STUB AT THE END OF THIS NOTICE.

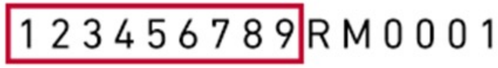
WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 21-7893456. This EIN will identify you, your business accounts,tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records

CANADA

If your primary business registration is in Canada, please enter one of the following tax IDs:

1. Your **Canadian Business Number (BN)** that was issued by the CRA. Please only enter the first 9 numeric digits. Example:

   Only enter what is in the red box.

2. Your Corporation/Incorporation Number
3. Your Registry ID

As always, please ensure that your legal company name is consistent with your corporation registration and is properly spelled. The address you enter should also be the same as that used in registering with Corporations Canada. To help check the details of a Canadian Brand, you can use the following free resources:

https://ised-isde.canada.ca/cbr-rec/en/search
https://ised-isde.canada.ca/cc/lgcy/fdrlCrpSrch.html

HOW TO ENTER THE CORRECT TAX ID

EUROPE, EASTERN EUROPE, NORTH ATLANTIC, MIDDLE EAST, SOUTH AMERICA, AND APAC

Please enter the numeric portion of your VAT ID number. Automated VAT identification matching is currently optimized for the following list of countries. If your country is NOT on the following list, please provide the primary corporation registration number or Tax ID number for your country.

Please note that for International Brands (from outside of the US), the initial Brand Verification process is often insufficient to move the brand to a Verified state. If you have an International brand that is in an Unverified state, assuming all of the brand details are correct, either an appeal or vetting will be needed in order for the Brand to pass verification and/or move to a Vetted_Verified state. See Vetting and Appeals for more details.

HR	Croatia	**NO**	Norway	**AU**	Australia
HU	Hungary	**PL**	Poland	**BY**	Belarus
IE	Ireland	**PT**	Portugal	**CL**	Chile
IT	Italy	**RO**	Romania	**IS**	Iceland
LT	Lithuania	**SE**	Sweden	**MY**	Malaysia
LU	Luxembourg	**SI**	Slovenia	**NZ**	New Zealand
LV	Latvia	**SK**	Slovakia	**SA**	Saudia Arabia
MT	Malta	**XI**	Northern Ireland	**SG**	Singapore
NL	Netherlands	**AE**	United Arab Emirates	**TW**	Taiwan

BRAND DETAILS UPDATE

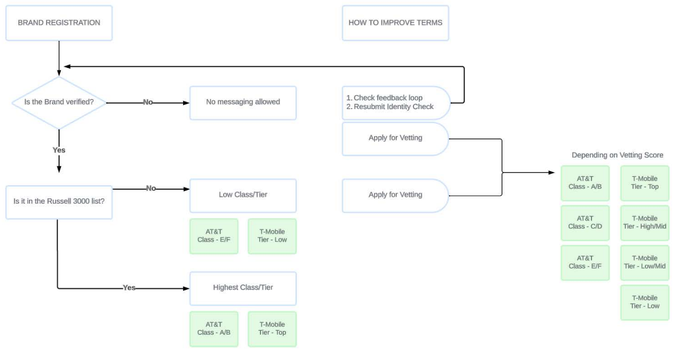
In case of errors during brand registration, or changes in brand information over time, TCR allows updating submitted brand data via both the CSP API and the CSP portal. Different brand information fields have different editing rules.

The **Legal Company Name, Entity Type, Tax Number/ID/EIN, or Tax Number/ID/EIN Issuing Country** fields cannot be edited if the brand has an active campaign registered, or if the brand has an active Standard, Enhanced, or Political vet associated with it.

For PUBLIC_PROFIT brands, if the **Business Email Address** is changed, the brand will lose Auth+ compliance. The CSP will then need to submit a new Auth+ vet which will trigger a 2FA email to be sent to the new business email address. The person who receives the 2FA email must complete the verification process to regain Auth+ compliance. **PUBLIC_PROFIT brands cannot create new campaigns until the 2FA verification process is complete.**

CLASS/TIER ASSIGNMENT FLOW FOR BRANDS

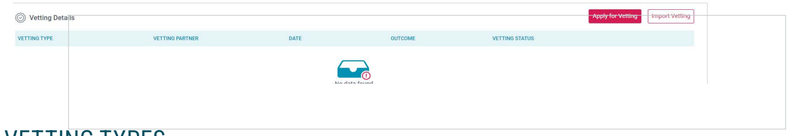
For “Verified” brands, TCR will assign available Classes (AT&T) or Tiers (T-Mobile) according to whether a verified Brand is part of the Russell 3000 list or not. A Verified brand that is on the Russell 3000 list will automatically have access to the highest throughput level for both AT&T (Class: A or B) and T-Mobile (Tier: TOP). Verified Brands who are not part of the Russell 3000 list will automatically have access to the entry level throughput for both AT&T (Class: E or F) and T-Mobile (Tier: LOW) and can improve their Class/Tier assignment through vetting (See section Vetting and Appeals)



Note: If a verified GOVERNMENT entity brand has their Government Entity Status flag marked as TRUE, they will automatically receive the top throughput for AT&T (Class A/B) and T-Mobile (Uncapped). For more information about the Government Entity Status, please see our Government Entity Policy in the Documentation and FAQs tab of your CSP portal.

VETTING AND APPEALS

CSPs can apply for vetting on behalf of the Brand through one of our external vetting partners to gain access to Special Use cases, improve quality of service (where applicable), or to pass verification. External vetting can either be imported or carried out on the “Brand Details” page or via the APIs.



VETTING TYPES

STANDARD VET

Standard Vets are optional and are used to potentially gain access to higher throughput levels, or to help verify a brand. A Standard Vet is an automated review of compliance history, employee count etc. Once completed, a 0-100 score will be provided which will determine your throughput level for some carriers (See MNO Terms). Scores grant different terms per carrier, and feedback reasons will be provided.

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 Brand & Campaign Actions tab, 02. Registered Campaign Actions.

Standard vetting tokens/IDs issued by Aegis Mobile can be used multiple times for the same brand. For example, if a brand is registered and vetted by one CSP, and then goes to register via another CSP, they can use their previous standard vetting token and import it into their new brand registration. Aegis Mobile is the only vetting partner that issues multi-use Standard vets. All other vetting partners are for single use.

If a brand is registered multiple times by the same CSP, and Aegis Mobile is the provider they are using for a Standard vet, the CSP only needs to apply for one of the instances. After the standard vet is complete, the CSP can then import the vetting token into the remaining instances of the brand. This ensures that all instances of the brand will receive the same messaging throughput. If this is not done, the vetting score will not apply to all instances of the brand.

ENHANCED VET

Enhanced vets are optional and are typically requested if a user is unsatisfied with their Standard vet score. If you have already submitted a Standard vet appeal and believe a more thorough review would yield a higher score, you can order an Enhanced vet. An Enhanced vet is a manual process that looks deeper into history, lawsuits, employee count etc of the Brand. An Enhanced vet will also provide a score from 0-100 in addition to a detailed report you may download with the findings.

Note: If a brand receives a score of 75 or above on a Standard vet/Standard vetting appeal, an Enhanced vet will not grant higher throughput terms. A score of 75 or above grants a brand the highest throughput terms.

Enhanced vetting tokens can be used multiple times.

POLITICAL VET

A Political vet is required for NON_PROFIT brands without a 501(c)(3/4/5/6) Tax Exempt Status that want to utilize the Political special use case. If a NON_PROFIT brand has a 501(c)(3/4/5/6) Tax Exempt Status they will not be allowed to request or import a Political vet from any vendor.

Political vetting tokens are single use only. If a second token is needed, the brand can:

1. Ask Campaign Verify to issue a second token for the brand.
2. Order a new political vet from Aegis Mobile.

AUTH+ VET

An Auth+ vet is required for PUBLIC_PROFIT brands to create new campaigns. Auth+ provides an additional layer of security to protect against smishing, spoofing, and other fraudulent activity. Submitting an Auth+ vet triggers a 2FA email containing a PIN to be sent to a brand’s business contact. The business contact must then follow the instructions in the email within 30 days to complete the 2FA verification. If the verification is not complete within 30 days, the CSP must submit a new Auth+ vet again to trigger a new Auth+ 2FA email. For more information, please see the Authentication+ documentation in the Documentation & FAQ tab.may download with the findings.

RBM VET

AnRBM vets are optional, but will be required when TCR unveils support for RBM campaigns at a future date. They perform additional security checks to ensure a brand’s ability to send RBM campaigns and will also send a 2FA email to the brand’s business contact. Additionally, they will also mark a brand as Auth+ compliant, allowing PUBLIC_PROFIT brands to create campaigns without submitting a separate Auth+ vet.

Note: If a CSP changes a brand’s business contact email address after completing an RBM vet, the brand will lose Auth+ compliance. However, the RBM vet will remain active. To regain Auth+ compliance, a CSP will need to submit an Auth+ vet. For more information, please see the RBM Vetting documentation in the Documentation & FAQ tab.

VETTING AND APPEALS

AVAILABLE VETTING TYPES AND ENTITIES BY VENDOR

VETTING PROVIDER	VETTING APPLICATION	ENTITY TYPE	COUNTRIES	STANDARD VET	ENHANCED VET	POLITICAL VET	AUTH+ VET	RBM VET
Aegis Mobile	Directly via Portal or API, Import	Public	US, International	YES	YES	-	YES	YES
		Private	US, International	YES	YES	-	-	YES
		Non Profit	US	YES	YES	YES	-	YES
		Government	US	YES	YES	-	-	YES
WMC Global	Directly via Portal or API, Import	Private	US	YES	-	-	-	-
		Public	US	YES	-	-	-	-
CampaignVerify	Import only	-	US	-	-	YES	-	-

POSSIBLE STATUSES OF A VET INITIATED THROUGH TCR

1. **ACTIVE:** The vet has been successfully carried out, the result is displayed.
2. **FAIL:** The vet has failed with the submitted information. A new vet can be initiated after Brand details have been updated, or an appeal can be submitted.
3. **EXPIRED:** The vet has reached its expiration date or has been revoked. The CSP must submit a new vet to create new campaigns.
4. **PENDING/UNSCORE:** Not enough information has been submitted for the vet to be automatically completed. A manual review will follow. There are no additional actions needed at this point.
5. **REVIEW:** The vet is under manual review for possible matches to external sources.

APPEALING IDENTITY STATUS & STANDARD VET

IDENTITY STATUS APPEALS:

If your Brand is Unverified but you are certain that the information provided was 100% accurate, you can appeal the Identity Status. To appeal an Identity Status you can click the "Identity Status Appeal" button in the Identity Status box at the top of the Brand Details page. You will then need to follow the instructions and provide any additional information/ documentation you have for the Brand.

Important Notes

- If you have updated the Legal Company Name, Entity Type, Tax Number/ ID/EIN or Tax Number/ID/EIN Issuing Country you will not be able to complete an Identity Status Appeal - the correct path is to Resubmit the Brand for verification first then Appeal if needed.
- If you have evidence to support your appeal, please attach all pages of the supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

APPEAL REQUIREMENTS:

1. Appeals are only allowed on a Brand/Identity Status with the following Identity Statuses:

   ii. Identity Status: UNVERIFIED
   PRIVATE_PROFIT, PUBLIC_PROFIT, NON_PROFIT, and GOVERNMENT entity types may appeal

   iii. Identity Status: VERIFIED
   NON_PROFIT and GOVERNMENT entity types may appeal

   iv. Identity Status: VETTED_VERIFIED
   The VETTED_VERIFIED identity status cannot be appealed for any entity type, as it is received from an external vet. See the Standard Vetting Appeal section for more information on appealing a Standard external vet.

5. Identity Status/Brand appeals will not be allowed if any of the following brand information has been updated:

   vi. Legal Company Name

   vii. Entity Type

   viii. Tax Number/ID/EIN

   ix. Tax Number/ID/EIN Issuing Country

10. Appeals are allowed within 45 calendar days of brand creation

11. Each appeal request is charged a $10 fee regardless of the outcome (see TCR Fees and Pricing for details)

12. Once the appeal is submitted, no further updates to the appeal request will be accepted

13. Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete

14. File Uploads:

    xv. Total of 10 files (evidence) may be attached to each appeal request

    xvi. Individual file size limit of 10MB

    xvii. Total file size limit of 30MB per appeal request

    xviii. File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

IDENTITY APPEAL CATEGORIES:

The user will be required to select at least one appeal category and will have the option to enter text into an optional free form text field before submitting. The free form text 'explanation' field will have a maximum character limit of 1024. *Only the categories applicable to the specific Brand will appear in the list of Appeal Categories.*

Below is a list of appeal categories:

1. **Verify tax ID:** Use this reason if the record was UNVERIFIED because the tax ID could not be matched
2. **Verify Non-Profit status/subsection:** Select this category if the record submitted as a NON_PROFIT entity type is UNVERIFIED or VERIFIED and is missing a "Tax Exempt Status"
3. **Verify Government status:** Select this category if the record submitted as a GOVERNMENT entity type is UNVERIFIED or VERIFIED and is missing a "Government Entity" status

Below is a list of entity types with their applicable appeal categories:

4. PUBLIC_PROFIT: Verify Tax ID
5. PRIVATE_PROFIT: Verify Tax ID
6. NON_PROFIT: Verify Tax ID, Verify Non-Profit Status/Subsection
7. GOVERNMENT: Verify Tax ID, Verify Government Status

APPEALING IDENTITY STATUS & STANDARD VET

STANDARD VETTING APPEAL

If a Standard Vet failed but you are certain that the information provided was 100% accurate, or if you believe there was an error in the Standard Vet score that was returned for the brand, you may appeal the vet by clicking on the "Actions" menu in line with the vet and selecting APPEAL. You will then need to follow the instructions and provide any additional information/documentation you have for the Brand.

APPEAL REQUIREMENTS:

- Appeals are allowed for vets created within 45 calendar days
- Appeals are only allowed for the latest vets for each vendor
- Each appeal request is charged a $10 fee regardless of the outcome (see TCR Fees and Pricing for details)
- Appeals are only allowed on a Standard vet in a final state (COMPLETE/FAIL) not a temporary state (PENDING)
- Once the appeal is submitted, no further updates to the appeal request will be accepted
- Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete
- Re-appeal is allowed on the vets only after the previous appeal completion
- Total of 10 files (evidence) may be attached to each appeal request
- Individual file size limit of 10MB
- Total file size limit of 30MB per appeal request
- File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

AUTH+ AND RBM VET APPEALS

If an Auth+ or RBM vet failed, you can appeal by clicking on the Actions menu on the line with the vet and selecting Appeal in the dropdown. Follow the instructions on the screen and include additional information/documentation you have for the brand.

APPEAL REQUIREMENTS:

- Appeals are allowed for vets created within 45 calendar days
- Appeals are only allowed for the latest vet
- Each appeal request is charged a fee regardless of the outcome (see TCR Fees and Pricing for details)
- Appeals are only allowed on an Auth+ or RBM vets in a final state (ACTIVE/EXPIRED/FAIL), not a temporary state (PENDING)
- Once the appeal is submitted, no further updates to the appeal request will be accepted
- Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete
- Re-appeal is allowed on the vets only after the previous appeal completion
- Total of 10 files (evidence) may be attached to each appeal request
- Individual file size limit of 10MB
- Total file size limit of 30MB per appeal request
- File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

VETTING APPEAL CATEGORIES

The user will be required to select at least one appeal category and will have the option to enter text into an optional Explanation field before submitting. The Explanation has a maximum of 1024 characters. Only the categories applicable to the specific brand's entity type will appear in the list of Appeal Categories.

Below is a list of appeal categories

- **Verify Tax ID:** Use this reason if the record was FAILED because the tax ID could not be matched
- **Verify Non-Profit Status/Subsection:** Use this reason if a record submitted as a NON_PROFIT entity type received a low score because the non-profit status or subsection code could not be verified.
- **Verify Government Status:** Use this reason if a record submitted as a GOVERNMENT entity type received a low score because the government status could not be verified.
- **Low Score:** Use this reason if the CSP or brand believes the vetting score is too low based on the brand's characteristics, including size, years in business, business reputation, financial history, civil and criminal legal history, regulatory history, official registration and standing, and business messaging integrity record.
- **Verify Email Ownership:** Use this reason if an Auth+ or RBM vet returns feedback stating that the email address is not allowed. This occurs if the vetting partner could not correlate the submitted brand business contact email address with the brand.
- **Verify Domain Ownership:** Use this reason if an Auth+ or RBM vet returns feedback stating that the domain could not be verified. This occurs if the vetting partner could not correlate the domain (e.g. website.com) with the submitted brand business contact or website.

Below is a list of entity types with their applicable appeal categories:

Note: For RBM vets, all entity types can submit an appeal with Verify Email Ownership or Verify Domain Ownership categories.

- **PUBLIC_PROFIT:** Verify Tax ID, Low Score, Verify Email Ownership, Verify Domain Ownership
- **PRIVATE_PROFIT:** Verify Tax ID, Low Score
- **NON_PROFIT:** Verify Tax ID, Verify Non-Profit Status/Subsection, Low Score
- **GOVERNMENT:** Verify Tax ID, Verify Government Status, Low Score

POLITICAL VETTING (AEGIS MOBILE)

Please follow these guidelines when applying for Political vetting through Aegis Mobile. The complete guide can be downloaded from the Documentation and FAQs section of the CSP portal Knowledge Base.

ACCURACY OF INFORMATION

ID numbers must match exactly. We will accommodate minor errors like spelling, punctuation, and typos, and will also accommodate reasonable acronyms. Submitted information needs to match information registered with the electoral authority. EINs need to match the name or submitted name (unless it's a SOLE_PROPRIETOR). Contact First Name and Contact Last Name must match an authorized name in the political registration (can't be the aggregator's/CSP's contact name, for example). The address also needs to be a valid address that is deliverable by the USPS.

WHAT TO DO NEXT

If everything in the prior paragraph matches up, we will be on the path to completion and we will send a PIN. Once they verify their PIN the verification will be complete and the record will go into verified status. If anything in the above paragraph doesn't match up, we will fail the record and provide reason codes. The submitter will need to review and provide updated information in a new submission. If they believe all the information is already correct, they can submit an appeal explaining why they think their submission is correct and matching.

1. If it is an EIN matching issue, for example, they can supply an official copy of their IRS EIN letter.
2. If we determine the data they provided with additional explanation meets the acceptance criteria we will waive the charge for the failed verification and proceed with PIN verification.
3. If a data revision is required, however, we will charge the failure fee and they will be required to resubmit with corrected data.

RECEIVING AND CONFIRMING THE PIN

If PIN preference is Email, the filing email address submitted must exactly match the email address contained in the political registration with the electoral authority. It also CANNOT be a generic email domain (like Google, Yahoo, Hotmail, etc.) even if it matches. If the email address doesn't meet the requirements for email transmission, we will send via USPS first class mail.

If PIN preference is Express, in addition to address matching between submitted and official filing, the address must be a physical deliverable address. Express delivery is not available for PO boxes, commercial mail receiving agencies (e.g., Mailboxes Etc, UPS Store, Postal Annex) or general delivery addresses. Any such requests will be sent via USPS first class mail.

If the submitted address is not valid for express delivery, the PIN will be delivered via USPS first class mail and the express delivery surcharge will NOT be charged.

Verification will be complete only upon verification of the PIN by the authorized person for the candidate or committee. The CSP cannot complete the PIN verification process.

OUTCOMES

1. Failed verification attempts that were then resolved via appeal and ultimately completed successfully will be charged only for the completed verification.
2. Failed verification attempts that were not resolved via appeal will be charged the failed verification fee for each failed/unresolved attempt.
3. Completed verifications will be charged for the completed verification.

SOLE PROPRIETOR – REQUIREMENTS

Both the SOLE_PROPRIETOR entity type and use case are limited to small businesses and individuals in the US and Canada that DO NOT have an EIN. The ability to register SOLE_PROPRIETOR brands and campaigns requires an additional contract to be signed (If you are not yet enabled for this use case, please send an inquiry to support@campaignregistry.com). Please read the full policy documentation at this link.

SOLE_PROPRIETOR enabled CSPs are required to send a monthly report on their SP traffic, by the 7th of the following month, either via email to support@campaignregistry.com or by using an AWS S3 bucket (DOWNLOAD instructions here).

The use of SOLE_PROPRIETOR is subject to the following requirements:

- One campaign allowed per brand, with a maximum of 1 associated TN
- If the campaign originates from an ISV, the ISV must be selected as the campaign reseller
- 1000 msg/day limit (T-Mobile) and 15msg/minute limit (AT&T) per campaign - CSP to enforce daily limits

For more information on Reporting instructions, see Report Instructions under Sole Proprietors - Requirements section in the Portal Knowledge Base.

TCR
CSP Portal

03

CAMPAIGN REGISTRATION

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. 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 **nutnumber's nnSR** 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:

1. **Standard Use Cases** are immediately available for all qualified registered Brands and do not require Vetting or pre/post approval by MNOs.
2. **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.

STANDARD USE CASES

The following list gives a definition for each Use-Case:

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.

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, 5000 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. Refer to the Documentation and FAQs section of the Knowledge Base for Policy document.

! 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.

! 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

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:

	ENTITY	EXTERNAL VETTING REQUIRED		APPROVAL REQUIRED	
USE CARE		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
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 501 c3/4/5/6 orgs)	Yes (except 501 c3/4/5/6 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 FOR GUIDANCE ON CREATING A COMPLIANT MESSAGING CAMPAIGN.

api.ctia.org/wp-content/uploads/2023/05/230523-CTIA-Messaging-Principles-and-Best-Practices-FINAL.pdf

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**

CAMPAIGN DETAILS

REQUIRES 1 SAMPLE MESSAGE	REQUIRES AT LEAST 2 SAMPLE MESSAGE
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)
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 & 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 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 the brand 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 be managed directly through the "Resellers" menu item on the left sidebar of the CSP Portal.

Note: When registering a Sole Proprietor campaign on behalf of an ISV or Reseller, the CSP must add the Reseller to the campaign.

If you are registering a campaign for your own direct customers/brands, there would not be a reseller involved. Therefore, you would need to enter "No Reseller. There are no additional costs associated with adding a 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 partner. 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 Billing and Support 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 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 Brand Registration tab, section 08. Class/Tier assignment flow for Brands

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

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 Registered Campaign Actions section.

MNO TERMS

AT&T Throughput Matrix

MESSAGE CLASS AT&T	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
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 / K12 Education		3000 per number	50 per number
T	Special	UCaaS Low Volume		75	50
F / D / B	Special	UCaaS High Volume		240 / 2400 / 4500	150 / 1200 / 2400
E / C / A	Special	Sweepstakes		240 / 2400 / 4500	150 / 1200 / 2400
A / B	All	Government Entity Type		4500**	2400**

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

** 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.

MNO TERMS

T-Mobile Throughput Matrix

BRAND TIER T-MOBILE	USE CASE TYPE	USE CASE	VETTING SCORE REQUIREMENTS	T-MOBILE DAILY CAP
Top	Standard	All Use Cases	75-100	200,000
High Mid	Standard	All Use Cases	50-74	40,000
Low Mid	Standard	All Use Cases	25-49	10,000
Low	Standard	All Use Cases	1-24	2,000
	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*** **

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

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.

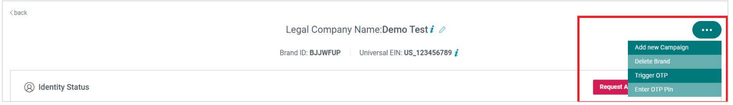
TCR
CSP Portal

04

BRAND & CAMPAIGN ACTIONS

REGISTERED BRAND ACTIONS

There are several additional actions that can be taken for brands. In the Brand Details screen, you can click on the 3 dots in the top right corner to bring up a list of additional brand actions that can be taken.



ADD NEW CAMPAIGN

This will take you directly to the campaign creation screen for this brand.

DELETE BRAND

This action will delete the brand, and is irreversible. A deleted brand cannot be re-activated. In order to delete a brand you must first deactivate all campaigns associated with that brand.

TRIGGER OTP

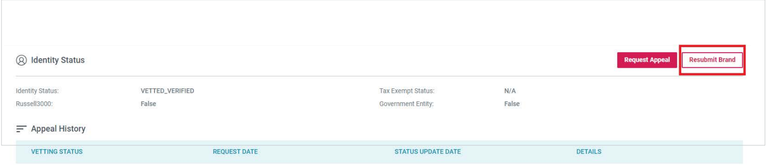
This action is for SOLE_PROPRIETOR brands only. This will trigger the OTP that is used to complete the SP verification process.

ENTER OTP PIN

Use this to enter the OTP pin code that was provided by the SOLE_PROPRIETOR brand. This only applies to the Web-based OTP Confirmation option.

RESUBMIT BRAND

Use this action to resubmit the brand for verification after changes have been made to the brand details. fee each time it is used (see TCR Fees and Pricing for details).



REGISTERED CAMPAIGN ACTIONS

There are several additional actions that can be taken for campaigns. In the Campaign Details screen, you can click on the 3 dots in the top right corner to bring up a list of additional campaign actions that can be taken.

NUDGE CNP TO REVIEW

Use this action to remind your CNP to review and/or take action on the campaign. This should only be used if your CNP has not yet taken any action on the campaign. Do not use this for campaigns that have been rejected by a DCA.

NUDGE CNP TO APPEAL REJECTION

Use this after you have edited a campaign that was rejected by a DCA. This Nudge will prompt your CNP to resubmit the campaign to the DCA.

RESUBMIT CAMPAIGN

Use this to resubmit a campaign to pick up the highest carrier terms or vetting results. This does not trigger a review by your CNP or DCA partner. Do not use this to resubmit a campaign that has been rejected by your CNP or DCA.

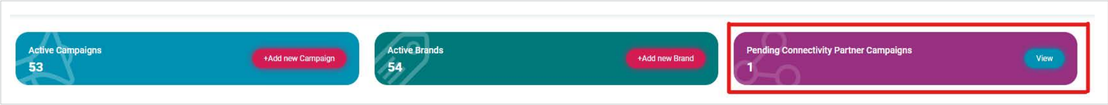
DEACTIVATE CAMPAIGN

Use this to immediately deactivate a campaign on all MNOs. **Warning: This action is final and cannot be reversed. Deactivating a campaign will impact the campaign's ability to deliver traffic.**

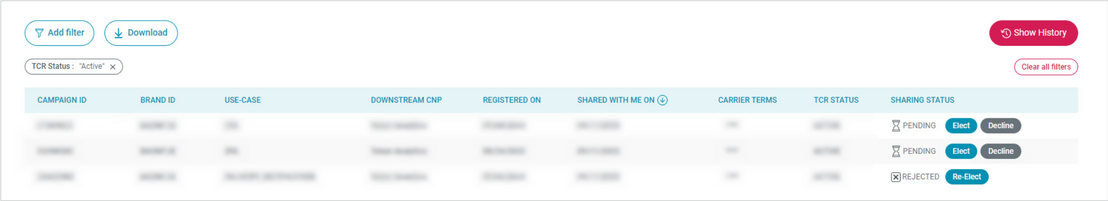
PENDING CONNECTIVITY PARTNER CAMPAIGN ACTIONS

If you have been elected as a CNP for a campaign by one of your downstream CSP partners, there are actions you must take to move the campaign up the chain.

a. Any pending campaign shares will show up in your dashboard under the Pending Connectivity Partner Campaigns section.



b. In this screen, you will be able to see all campaigns where you were elected as the CNP. You will need to review each campaign before accepting and electing your own CNP. You can review a campaign simply by clicking on it.



c. After you have reviewed the campaign, you can take one of 2 actions.

   i. You can accept the campaign and share it to your own CNP by clicking Elect. This action moves the campaign up the connectivity chain.
   Note: You can also Re-Elect your CNP for campaigns that were previously rejected by your CNP. The Re-Elect option only appears for campaigns with a Rejected sharing status.

   ii. You can reject a campaign by clicking on the **Decline** button next to the campaign. When rejecting a campaign, you are required to include an explanation as to why.

d. Campaigns that you have accepted will show up in the History screen, which you can get to by clicking on **"Show History"**. No further action can be taken on these campaigns.

CAMPAIGN MIGRATIONS

CNP MIGRATIONS

TCR supports the migration of campaigns from one CNP to another CNP. This can be done by any CSP/CNP in the connectivity chain.

CSPs wishing to use the CNP Migration functionality must first enable it on their account by sending a request to support@campaignregistry.com. Please include your CSP ID in the request email and whether you'd like to also enable "Auto-Acceptance" on prior campaign acceptance.

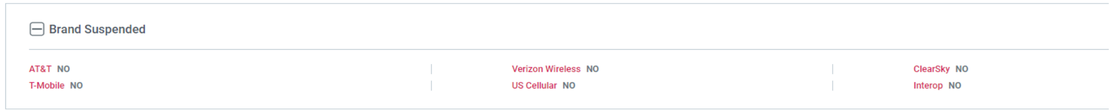
Additional information on the migration process can be found in our CNP Migration Document. Note: This document can also be found in the Documentation, and the portal knowledge base.

SUSPENSIONS

BRAND SUSPENSIONS

MNOs have the ability to suspend brands at 2 levels:

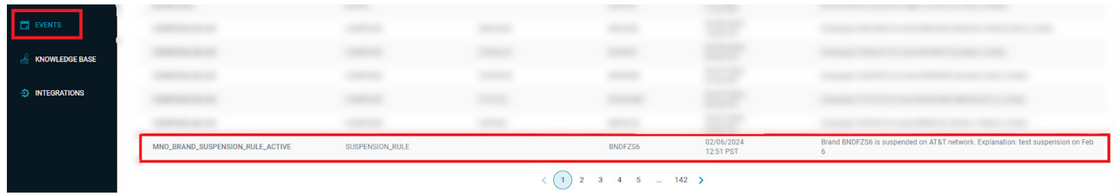
1. Brand ID Suspension
   i. This suspends a specific brand ID. Any new campaigns created with this brand ID will not qualify for the suspending MNO's network.
   ii. All campaigns currently associated with that specific brand ID will also be suspended for that MNO's network.
2. EIN Suspension
   i. This suspends all brand IDs that are registered using a specific EIN. This includes brand IDs registered via different CSPs.
   ii. All campaigns associated with any brand ID using the EIN will also be suspended.
   iii. New brands registered with the suspended EIN will not have their campaigns qualify for the suspending MNO's network.



If a brand has been suspended by any MNO, you will be able to see this in the "Brand Suspended" section of the Brand Details page.

- SUSPENDED: Brand is suspended on the applicable MNO
- NOT SUSPENDED: Brand is not suspended on the applicable MNO

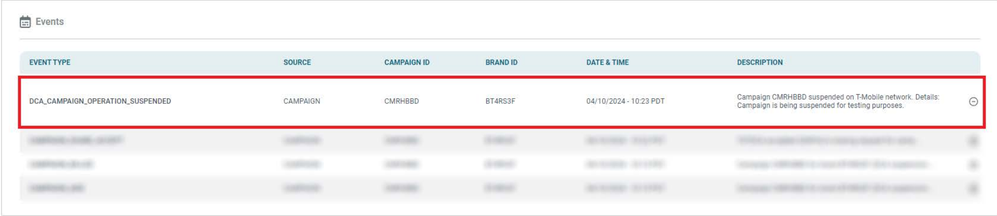
Additionally, when a brand is suspended at either level, the MNO will provide a reason for the suspension. This reason will be displayed in the Events section of the CSP portal.



Note: To get a brand unsuspended, you must work with your upstream CNP/DCA partner. They can help you work through any potential remedy, or can escalate to the MNOs on your behalf. Be aware that lifting a brand suspension is not a guaranteed outcome.

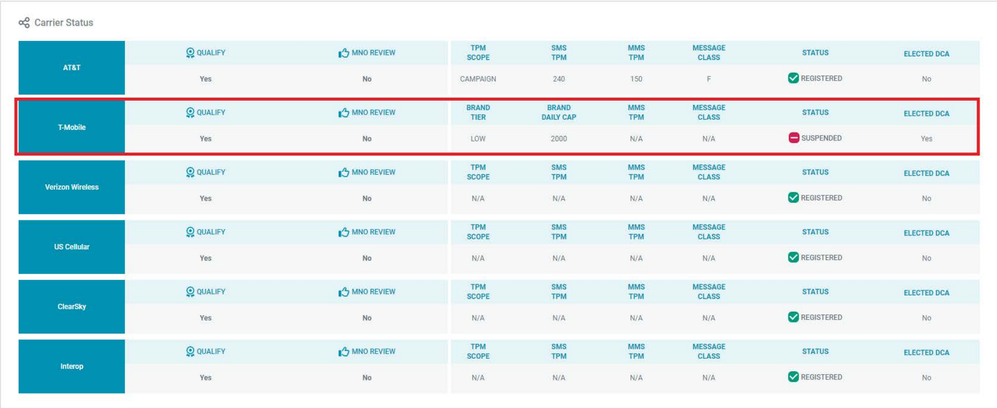
CAMPAIGN SUSPENSIONS

Both MNOs and DCAs have the ability to suspend campaigns. If a brand has been suspended by either an MNO or DCA, you will receive a suspension event with details of why the campaign was suspended. This event can be found in the Events section of the campaign details page. You can expand the event to see more details by clicking on the + symbol



- DCA suspension events appear as DCA_CAMPAIGN_OPERATION_SUSPEND.
- MNO suspension events appear as MNO_CAMPAIGN_OPERATION_SUSPEND.

Additionally, you can see which MNOs have the campaign suspended in the Carrier Status section of the Campaign Details page.

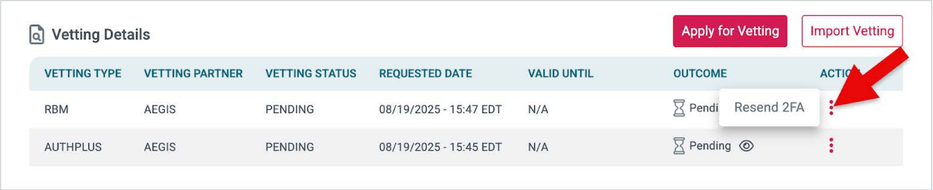


Note: To get a campaign unsuspended, you must work with your CNP/DCA partner. They can help you work through any potential remedy, or can escalate to the MNOs on your behalf. Be aware that lifting a campaign suspension is not a guaranteed outcome.

RESENDING 2FA EMAILS

For both RBM and Auth+ vets, a business contact must respond to a 2FA email in order for the vet to complete. This email contains a PIN that is valid for 7 days. If the business contact does not respond within 7 days, the PIN will expire and a new 2FA email must be sent. CSPs can resend a 2FA email by going to the Vetting Details section of the Brand Details page and clicking on the Action menu for the vet. A dropdown will appear with an option to Resend 2FA.

Note: CSPs can only resend a 2FA email within 30 days of the original vet submission. After 30 days, the vet will fail and a new vet must be submitted (which will incur an additional charge). Auth+ or RBM vets that are not completed due to an unanswered 2FA email are not eligible for appeal.



TCR
CSP Portal

05

BILLING & SUPPORT

CAMPAIGN REGISTRY COSTS

For information on TCR pricing, please refer to the Fees and Pricing Guide available in the Documentation & FAQ tab.

Note: All campaigns (except for Political use cases) have a 3-month minimum commitment. This means that we bill monthly, for a minimum of 3 months. At the end of the initial 3-month period, campaigns renew on a month-to-month basis. Campaigns registered using the Political use case do not have any minimum commitment and also renew on a month-to-month basis.

BILLING

Below is an example of how the billing will work for TCR. Invoices are sent at the end of the calendar month of campaign creation, with net 30 days payment terms.

CATEGORY	DATE
Campaign creation	May 5
First Monthly Charge	On May 31 Invoice (end of calendar month of campaign creation)
Second Monthly Charge	On June 30 Invoice
Third Monthly Charge	On July 31 Invoice
Cancellation notice due (to avoid renewal billing)	August 4 (Day before campaign renewal)
First Campaign renewal (anniversary) date	August 5
First Monthly charge in second cycle	August 31 (end of calendar month of renewal date)

CONTACT US

For technical questions or troubleshooting, please contact:

support@campaignregistry.com

For CSP education and general support, please contact:

customersuccess@campaignregistry.com

For suggestions on how to improve our products please contact:

suggestions@campaignregistry.com

For billing or finance questions, please contact:

finance@campaignregistry.com

OTHER WAYS TO STAY CONNECTED:

Check our status page at the link below to be informed of system outages:

status.campaignregistry.com

Check our Change Log at the link below to follow any updates that may be coming or have happened on a production release:

release.campaignregistry.com/changelog/en