**INTELIQUENT A2P 10DLC CAMPAIGN FORM**

Please submit completed forms to **support@VanillaSoft.com**

|  |
| --- |
| **Brand Information & Details** |
| **Legal Company Name:** | Click to edit |
| **DBA or Brand Name (if different from legal name):** | Click to edit |
| **Country of Registration:** | Click to edit |
| **What type of legal form is the organization? (Individual, publicly traded Company, Private Company, Charity/non-Profit Organization)** | Click to edit |
| **Tax Number/ID/EIN:** | Click to edit |
| **Address/Street:** | Click to edit |
| **City; State/Region; Country; Postal Code/Zip Code** | Click to edit |
| **Website:** | Click to edit |
| **Stock Symbol (if applicable):** | Click to edit |
| **Stock Exchange (if applicable):** | Click to edit |
| **Vertical Type:** | Click to edit |

|  |
| --- |
| **Contact Details** |
| **Name:** | Click to edit |
| **Phone:** | Click to edit |
| **Email:** | Click to edit |
| **Address:** | Click to edit |

**Campaign Information**

**Use Case (select one of the below)**

**Standard Types**

2FA [ ]

Account Notification [ ]

Customer Care [ ]

Delivery Notification [ ]

Fraud Alert Messaging [ ]

Higher Education [ ]

Low Volume Mixed [ ]

Marketing [ ]

Mixed [ ]

Polling and Voting [ ]

Public Service Announcement [ ]

Security Alert [ ]

**Special Types**

Carrier Exemptions [ ]

Charity [ ]

UCaaS High Volume [ ]

Emergency [ ]

Political [ ]

Social [ ]

UCaaS Low Volume [ ]

Sweepstake [ ]

Proxy [ ]

**Campaign Content and Attributes**

Subscriber Opt-in [x]

Subscriber Opt-Out [x]

Subscriber Help [x]

Number Pooling [ ]

Direct Lending or Loan Arrangement [ ]

Embedded Link [ ]

Embedded Phone Number [ ]

Affiliate Marketing [ ]

Age-Gated Content [ ]

**Campaign Description:** Click to edit

\*Minimum length is 40 characters.

**Sample Messages:**  Click to edit

\*Minimum length is 20 characters per sample message.

**Message Flow/Call-to-Action:**  Click to edit

\*Minimum length is 40 characters.

\*Include screenshots for web or in-person opt-in

**Help Messages:**  Click to edit

**Opt-Out Message:**  Click to edit

**Opt-In Message:**  Click to edit

**Opt-Out Keywords:**  Click to edit

1. STOP
2. UNSUBSCRIBE
3. END
4. QUIT
5. CANCEL

**Opt-In Keywords:**  Click to edit

1. YES

**Tips for Filling out the 10DLC Campaign Form**

Standard Campaign Types

|  |  |
| --- | --- |
| 2FA | Any authentication or account verification such as OTP |
| Account Notifications | Notifications about the status of an account or related to being a part of an account. |
| Customer Care | Support, account management, and other avenues of customer interaction |
| Delivery Notifications | Information about the status of a delivery |
| Fraud Alert Messaging | Messaging about potential fraudulent activity such as spending alerts |
| Higher Education | Message campaigns for colleges, universities, and other education institutions |
| Marketing | Promotional content such as sales and limited time offers. |
| Mixed | A campaign that covers multiple use cases such as Customer Care and Delivery Notifications. Note – mixed campaigns are likely to have lower throughput and a higher cost per message. |
| Polling and Voting | For conducting polling and voting, such as customer surveys. Not for political use. |
| Public Service Announcement | PSAs to raise audience awareness about a given topic.  |
| Security Alert | Notification of a compromised system (software or hardware related) |

It is anticipated that for most non-Higher-Ed user, the campaign type will be Customer Care or Marketing.

Special Types

Certain carriers have special campaign use cases. It is anticipated that most VanillaSoft customers will not be part of these groups.

Campaign Content and Attributes

|  |  |
| --- | --- |
| Subscriber opt-in | Subscribers can opt in to receive messages about this campaign |
| Subscriber opt-out | Subscribers can opt out of receiving messages about this campaign |
| Subscriber help | Subscribers can contact the message sender after sending the HELP keyword |
| Number pooling | This 10DLC campaign uses more than 50 phone numbers |
| Direct lending or loan arrangement | This campaign includes information about direct lending or other loan arrangements |
| Embedded link | The 10DLC campaign includes an embedded link. URL shorteners, such as Tinyurl or Bitly, are not allowed |
| Embedded phone number | The campaign includes an embedded phone number that is not a customer support number |
| Affiliate marketing | The 10DLC campaign includes information from affiliate marketing |
| Age-gated content | The 10DLC campaign includes age-gated content as defined by carrier and Cellular Telecommunications and Internet Association (CTIA) guidelines. |

Campaign Description

Describe the typical campaign that you carry out by text message.