broadvoice

TCR Registration
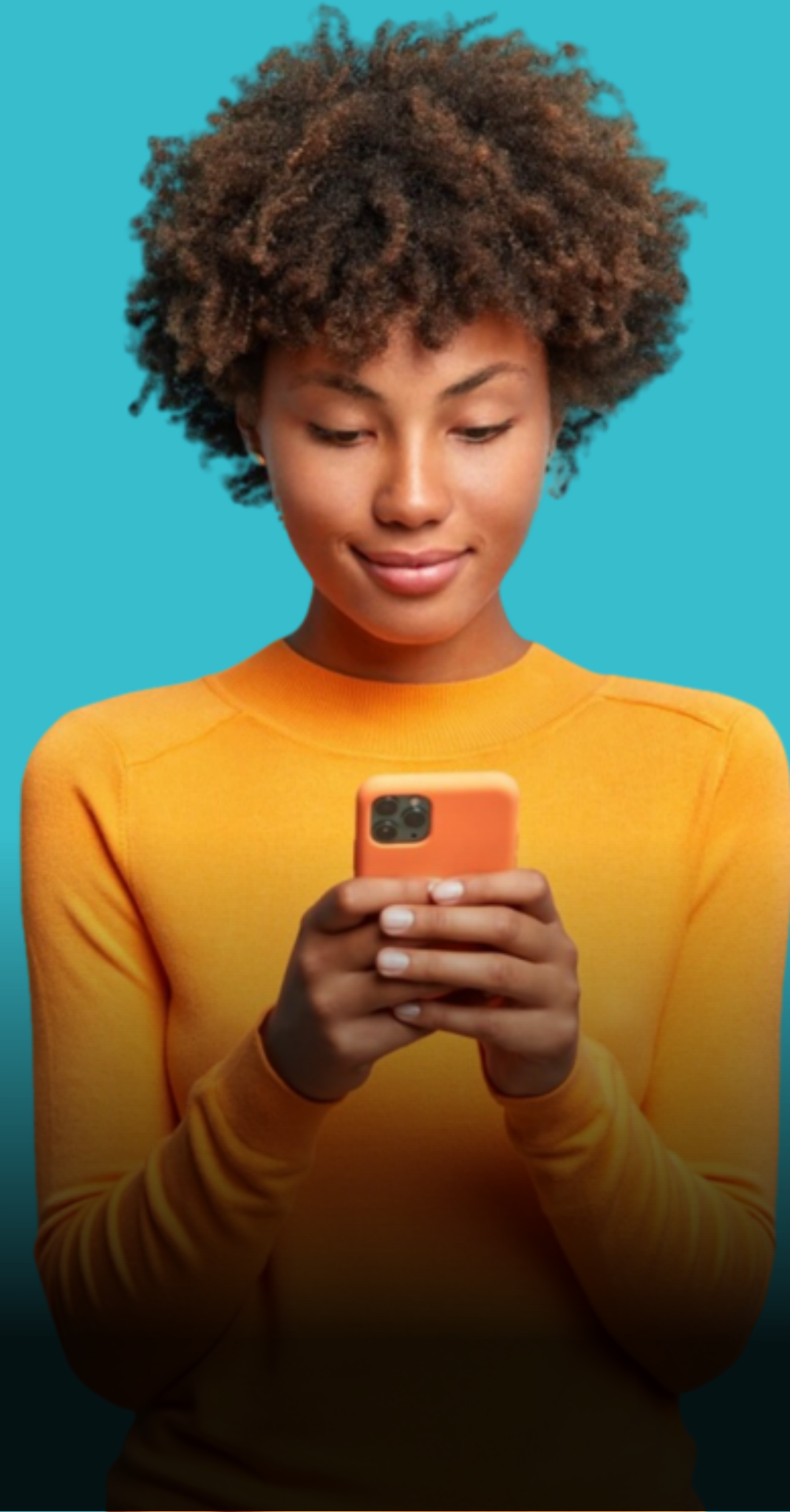User Guide

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Introduction

SMS messaging now requires brand/company, campaign, and number assignment registration in order to be able to send SMS messages from your b-hive or Bubble account. This applies if you send 1 or 100's of messages a month.

Any account that sends or receives SMS must register with the TCR (The Campaign Registry).

We have put together this easy guide on how to register your business, campaign, and numbers with The Campaign Registry.
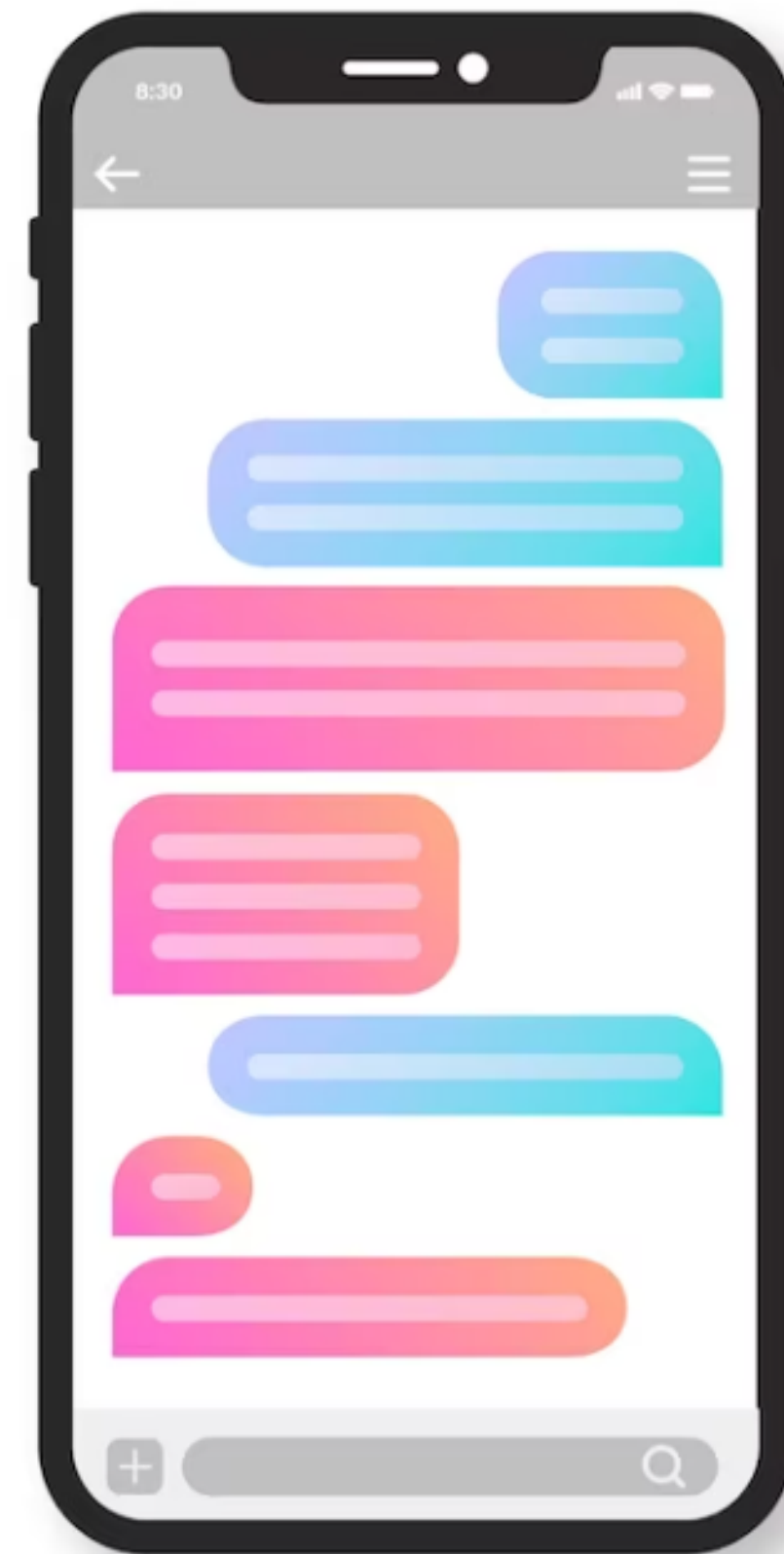
What is the 10 DLC TCR Rule?

A lot has changed recently when it comes to business text messaging. The influx of A2P Messaging (Application-to-Person Messaging), which refers to SMS or MMS messages sent from a business to a person, is now being more regulated by the US wireless carrier industry due to high "open rates" and a deluge of spam and unwanted messages to consumers.

In accordance with the new 10DLC TCR rule, U.S. carriers have implemented a 10-digit long code, or 10 DLC, to protect consumers. This requires businesses that send A2P messaging over local phone numbers to register their brands and campaigns with The Campaign Registry (TCR), a third-party company that handles the registration of brands and campaigns via campaign service providers.

US mobile carriers require all businesses to register brand-specific campaigns for all numbers used to send SMS/MMS messages to ensure the effectiveness of personalized marketing outreach and avoid the blocking of text messages or being mistaken for spam by the consumer.

Failure to register will cause delays in delivery, blocking of content, and additional charges for SMS/MMS messages sent from your business account.
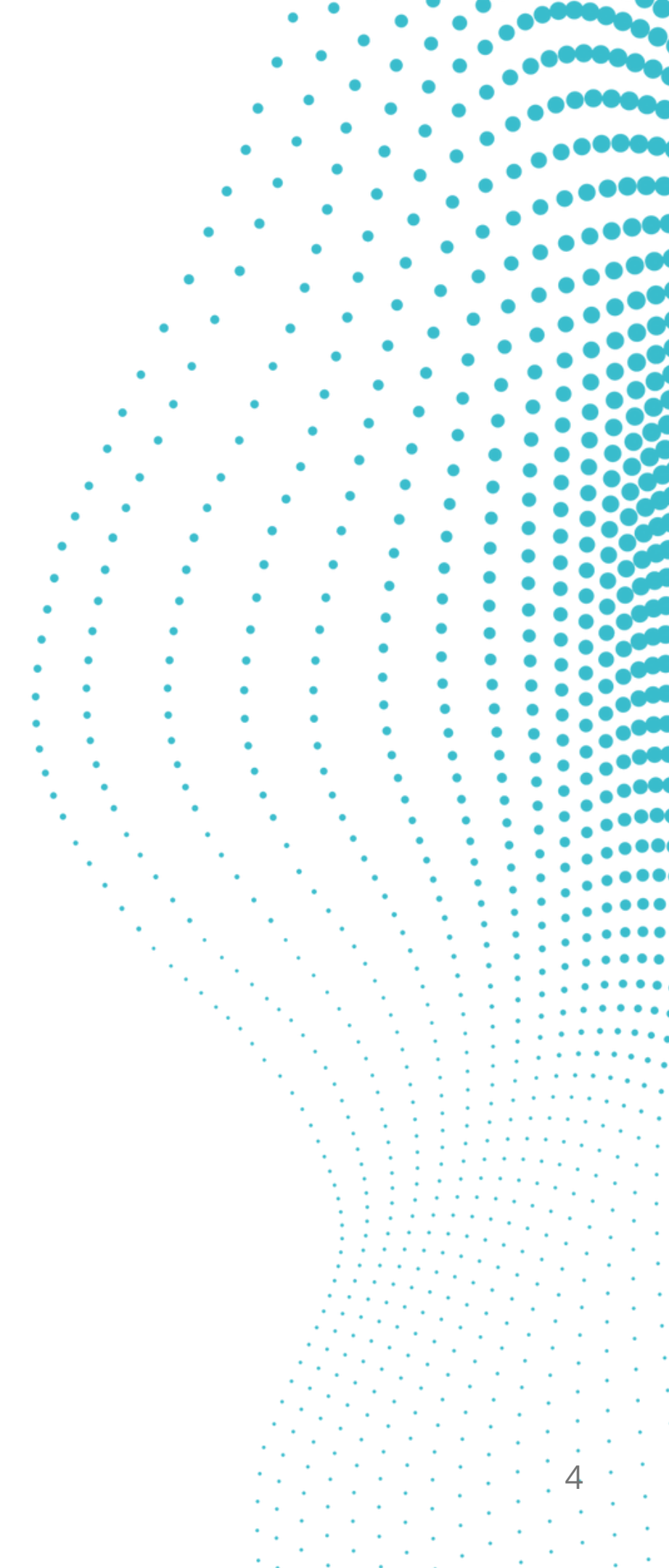
Key Terms

Brand

The Brand is your company and identifies your business as responsible for the SMS messages to the customer who is receiving the message. Most companies only require one brand, which equals a legally registered company name. A brand serves as your unique business registration, which incorporates your legal business name and federal registration number (EIN or Corporation Number).

For example, if a dental office, Dental Wellness, sends SMS appointment reminders to customers using Broadvoice, the brand would be identified as Dental Wellness.

Campaign

A Campaign is how your Brand intends to use phone numbers to send SMS messages. A Campaign is a collection of information used to identify customer use cases, such as SMS/MMS message examples under a brand assigned to a phone number. It requires CTIA guideline compliance for wireless service provider evaluation. A brand can have multiple campaigns associated with it depending on SMS usage.

For example, if the HVAC company Cool Air wants to send appointment reminders to customers via text, the campaign ID for that would be "appointment reminders."

The Cellular Telecommunications Industry Association (CTIA) is a wireless service provider trade organization responsible for messaging guidelines and best practices in the US.

For more information, please see CTIA Messaging Principles & Best Practices.

Step 1 - Creating the Brand

Please note that these actions can only be completed by an Account Administrator.

Within the Account Settings in the b-hive portal, go to the Telephony Settings tab and click on the Manage button under the 10DLC SMS Registration heading.
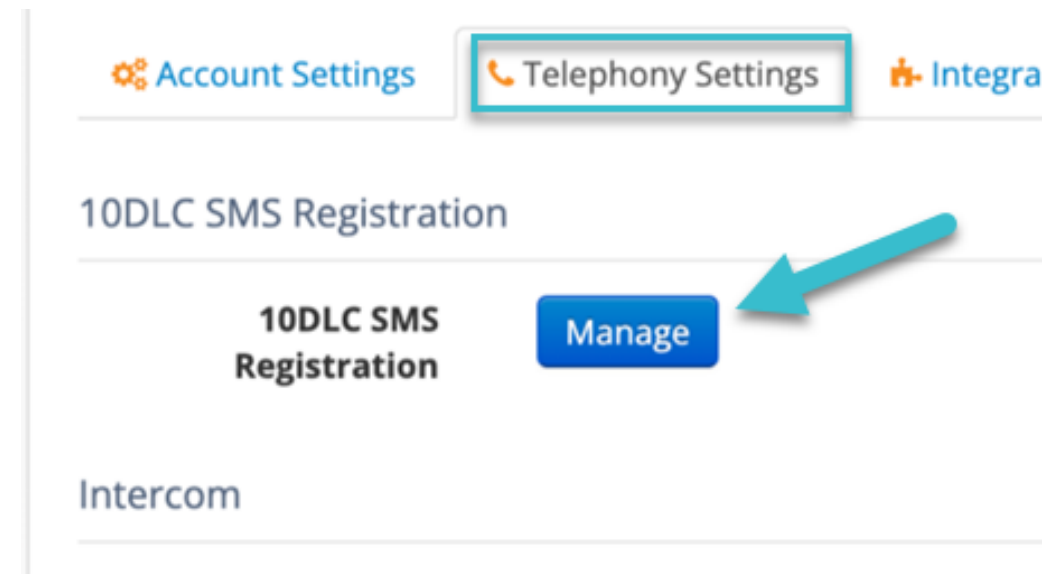
This will send you to the Brand Registration process for your account.

Step 1 - Creating the Brand

Click on the Create Brand button/link in the upper right. This will display the screen to fill out your Brand Registration form.

Step 1 - Creating the Brand

Legal Company Name (Required)

Legal Company name. This should match what is on your government business registration form that has your EIN on it.

Brand Name (Required)

This is the common name you want to use for the company.

Entity Type (Required)

This is the type of company for your Brand. Important: This dropdown will display the following options:

- PRIVATE_PROFIT
- PUBLIC_PROFIT
- NON_PROFIT
- GOVERNMENT

Tax Number/EIN (Required)

Employer Identification Number. This is a required field. Other fields should match the paperwork that is on the EIN registration/information.

Phone (Required)

The contact phone number for the submitter or business.
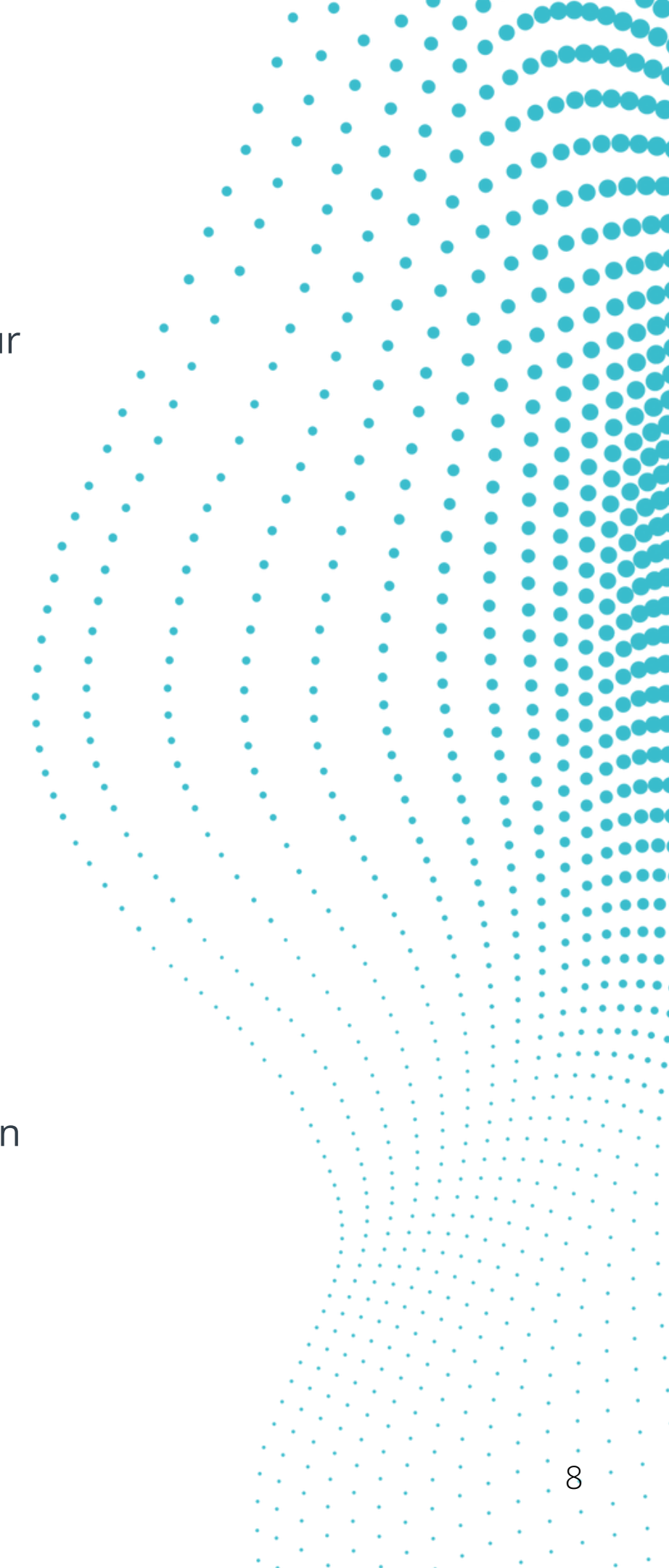
Step 1 - Creating the Brand

Email (Required)

The email address of the submitter and/or business contact. This email will be notified upon submission and upon acceptance or rejection of the brand vetting process.

Street (Required)

The street address for your business.

City (Required)

The city for your business.

Country (Required)

The Country for your business.

State (Required)

The State for your business.

Postal Code (Required)

The Postal Code for your business City, State, and Country.

Website (Not Required)

The website for the company. Please note: The website should contain Terms and Conditions and/or information about how data is used, messaging campaign practices, and how to opt-out messages for the company. Any web form for lead generation or information requests that contain a phone number should have an opt-in or acknowledgment that they are agreeing to communication. The vetting process will look for those on your website.

Step 1 - Creating the Brand

Stock Exchange (Not Required)

Provide the stock exchange where your brand is listed.

1. NONE
2. NASDAQ
3. NYSE

Stock Symbol (Not Required)

The stock symbol your company uses on the exchange.

Vertical Type (Required)

The industry segment or vertical for the brand or company. The dropdown will display the following:

- AGRICULTURE
- INSURANCE
- EDUCATION
- HOSPITALITY
- FINANCIAL
- GAMBLING
- CONSTRUCTION
- NGO
- MANUFACTURING
- GOVERNMENT
- TECHNOLOGY
- COMMUNICATION
- REAL ESTATE
- HEALTHCARE
- ENERGY
- ENTERTAINMENT
- RETAIL

Submit Brand for Vetting

Once you click Register, the Brand will be submitted for review.

After Submission, the brand information will be submitted to the campaign registry and vetted during the review. This process may take a few days. During that time, the status on the Brands page will show unverified. If successful, the status will change to Verified. If unsuccessful, the status will display rejected. If you get a rejection, you can edit your submission and submit it again for the vetting process.

To edit the brand information and resubmit, click the re-vet link and then resubmit when complete.

Each brand submission will result in a brand submission fee on your next invoice.

Step 2 - Creating the Campaign

To start campaign registration, click on the Campaigns link on the right of the Brand under the actions column on the Brands landing page. This will display the Campaigns status page.

The campaign status page shows the status of the campaign submission, the status of the DCA review for the campaign, and the status of the registration with the telecom providers.

In this example, Prima Campaign 1 has been deactivated and is in an EXPIRED status. The Prima Campaign 2 is an Active campaign and registered successfully with the carriers. The DCA is pending final review.

The DCA is the Direct Connect Aggregator that connects the operators and transmits SMS and MMS messages.

b 10DLC Management   Brands

Campaigns for Brand BA9VTLA

Create Campaign

Due to the manual nature of the 10DLC vetting process, we expect delays of several days for the initial review of a campaign, but it could be longer. Please note this review is done by the downstream Direct Connect Aggregator (DCA), not The Campaign Registry (TCR).

Important regarding Deactivating: This action can't be reversed. Deactivating a campaign will change its campaign status to Expired and remove that campaign from all TNs in our system. Campaigns in Expired status can't be edited or reactivated. Please note that if you deactivate a campaign within 3 months of creating it, you'll still be charged for the full 3 months.

Campaign Id	Status	Description	Actions
CUXXCPA	EXPIRED	Prima Campaign 1: Spring edition 2023 Early	

DCA Status: PENDING
Providers Status:
- ATT: REGISTERED
- T-Mobile: REGISTERED
- ClearSky: REGISTERED
- US Cellular: REGISTERED
- Interop: REGISTERED

Campaign Id	Status	Description	Actions
C4QEYMA	ACTIVE	Prima Campaign 2: Spring edition 2023 Early	Deactivate | Associate Numbers

DCA Status: PENDING
Providers Status:
- ATT: REGISTERED
- T-Mobile: REGISTERED
- ClearSky: REGISTERED
- US Cellular: REGISTERED
- Interop: REGISTERED

Step 2 - Creating the Campaign

To create a campaign, click the Create Campaign link in the upper right of the page. To edit a campaign, click on the campaign id. The campaign Id is a 7-character string identifier unique to your brand.

Once the DCA approves the campaign, the DCA Status will show ACCEPTED, and you will be able to associate numbers to the campaign.

Associated Brand

This is to confirm that you are registering a campaign under the proper brand. Only one brand is allowed per account.

Step 2 - Creating the Campaign

Use case (Required)

The Use Case is the type of messages or purpose of the messages you will be sending. If your Use Case is not found in this list, please reach out to support or your account representative. The available use cases are selected from the following in the dropdown:

- 2FA - Any one-time use passcode, authentication, or verification.
- Account Notification - Standard notifications for account holders.
- Customer Care - Customer interactions, including account management and customer support.
- Delivery Notification - Status of delivery of a product or service.
- Fraud Alert Messaging - Notifications about potentially fraudulent activity on a user's account.
- Higher Education - Messaging on behalf of colleges or universities, as well as school districts and educational institutions. This use case is NOT for the "free to the consumer" messaging model.
- Low Volume Mixed (Selection of multiple available Use Cases) - Brands that have multiple use cases but only need very low messaging throughput (ex: test or demo accounts, small businesses).
- Marketing - Communications that include marketing or promotional content (ex: sale notifications, discount codes, etc.).
- Mixed (Selection of multiple available Use Cases) - Any messaging campaign containing 2 to 5 standard use cases.
- Polling and Voting - The sending of surveys and polling/voting campaigns in non-political arenas.
- Public Service Announcement - Informational messaging to raise an audience's awareness about important issues.
- Security Alert - Notification that the security of a system, either software or hardware, has been compromised and action is needed.

Step 2 - Creating the Campaign

Sub Use cases (Required if Mixed Use Case options are selected)

These are if you select mixed. You will need to select which mix of use cases apply.

Mixed-use cases will be implemented in future releases as more information is provided by the TCR.

Vertical (Not Required)

Optional business/industry segment of this campaign.

Description (Required)

This is the summary description of the campaign and should be a high-level explanation of what the campaign is about, the type of texts, and the intent of the campaign. 40 characters maximum.

Campaign Samples

Please provide up to 5 samples of messages that will be sent for this campaign (see next page). These would be samples of the canned or pre-planned messages as well as conversational messages you would be sending in the campaign. S

Note: Do not include emojis, special characters, or HTML as part of the sample messages.

Step 2 - Creating the Campaign

SAMPLE MESSAGES

Some Usecases require Sample 2 (3, 4, 5) to be required.

Please don't include emojis when entering sample messages, as this can cause an error.

Sample 1* (min length 20)

Sample 2 (min length 20)

Sample 3 (min length 20)

Sample 4 (min length 20)

Sample 5 (min length 20)

Step 2 - Creating the Campaign

Sample 1 (Required)

Message sample that is being sent. Some campaign tiers require more than one. Please provide as many samples as possible of the messages being sent by your campaign. (Max length 1024 characters)

For example:
- Welcome to your XYZ account!
- This is to confirm your appointment for mm/dd/yy at hh: mm.
- Thank you for your business. Please call our support if you have any questions.
- Your package has been delivered. Thank you.
- Notification: Your password has been reset.

Sample 2 (Not Required)

Message sample that is being sent. Some campaign tiers require more than 1.
Please provide as many samples as possible of the messages being sent by your campaign. (Max length 1024 characters)

Sample 3 (Not Required)

Message sample that is being sent. Some campaign tiers require more than 1.
Please provide as many samples as possible of the messages being sent by your campaign. (Max length 1024 characters)

Step 2 - Creating the Campaign

Sample 4 (Not Required)

Message sample that is being sent. Some campaign tiers require more than one. Please provide as many samples as possible of the messages being sent by your campaign (Max length 1024 characters).
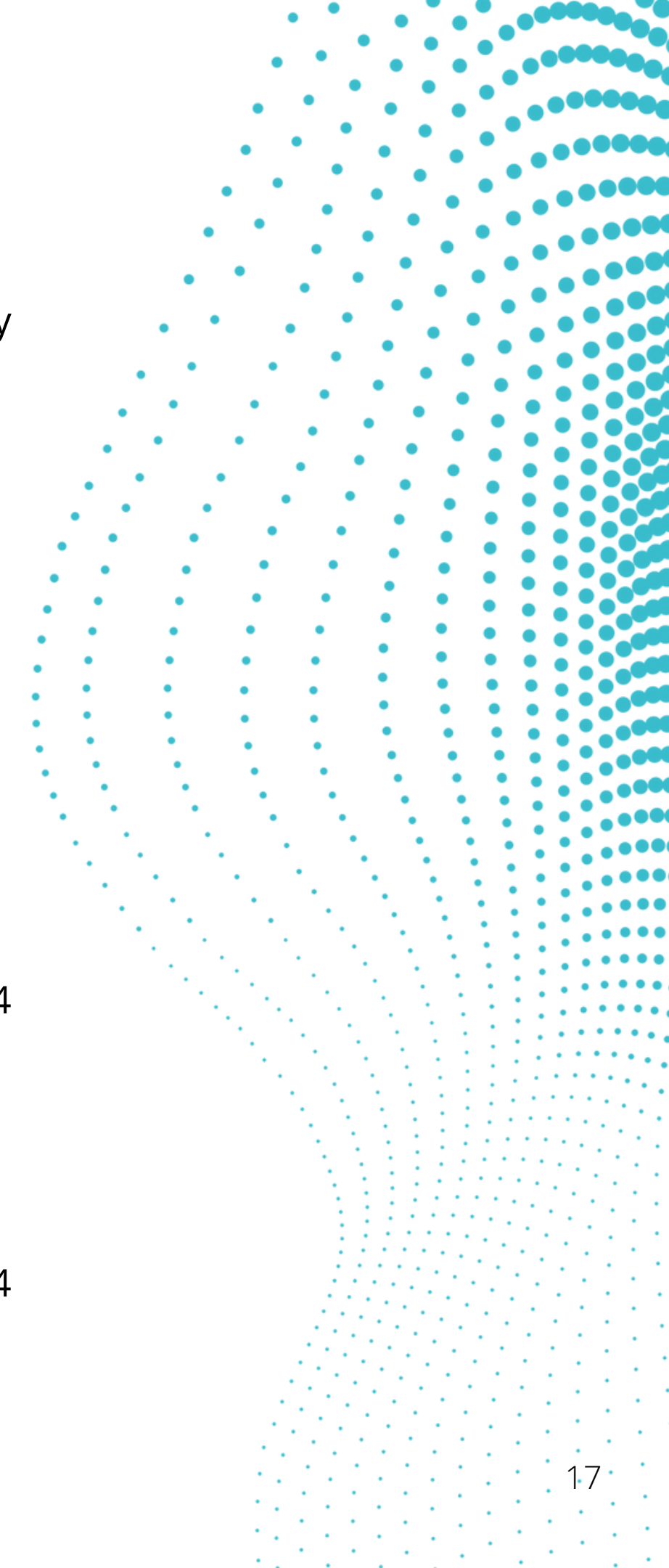
Sample 5 (Not Required)

Message sample that is being sent. Some campaign tiers require more than one. Please provide as many samples as possible of the messages being sent by your campaign (Max length 1024 characters).

Campaign Attributes

The following toggle switches further describe the campaign and will also better explain the purpose, use, and if the campaign properly handles subscriber subscription information.

CAMPAIGN ATTRIBUTES

Embedded Link	Embedded Phone
○ Yes	○ Yes
● No	● No
Number Pool	**Age Gated**
○ Yes	○ Yes
● No	● No
Direct Lending	**Subscriber Opt In**
○ Yes	● Yes
● No	○ No
Subscriber Opt Out	**Subscriber Help**
● Yes	● Yes
○ No	○ No
Auto Renewal	**Affiliate Marketing**
● Yes	○ Yes
○ No	● No

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Step 2 - Creating the Campaign

Embedded Link (Not Required)

Will the message(s) include a URL link in the message? Default false.

Embedded Phone (Not Required)

Will the message(s) include a phone number in the message? Default false.

Number Pool (Not Required)

Does the campaign utilize a pool of phone numbers? Default false.

Age Gated (Not Required)

Will there be age-gated content in the campaign? Default false.

Direct Landing (Not Required)

Will the campaign include content related to direct lending or other loan arrangements? Default false

Subscriber Opt-In (Not Required)

Does the campaign require the subscriber to opt-in before messages are sent to the subscriber? Default false.

Subscriber Opt-out (Not Required)

Does the campaign support subscriber opt-out keywords? Default false.
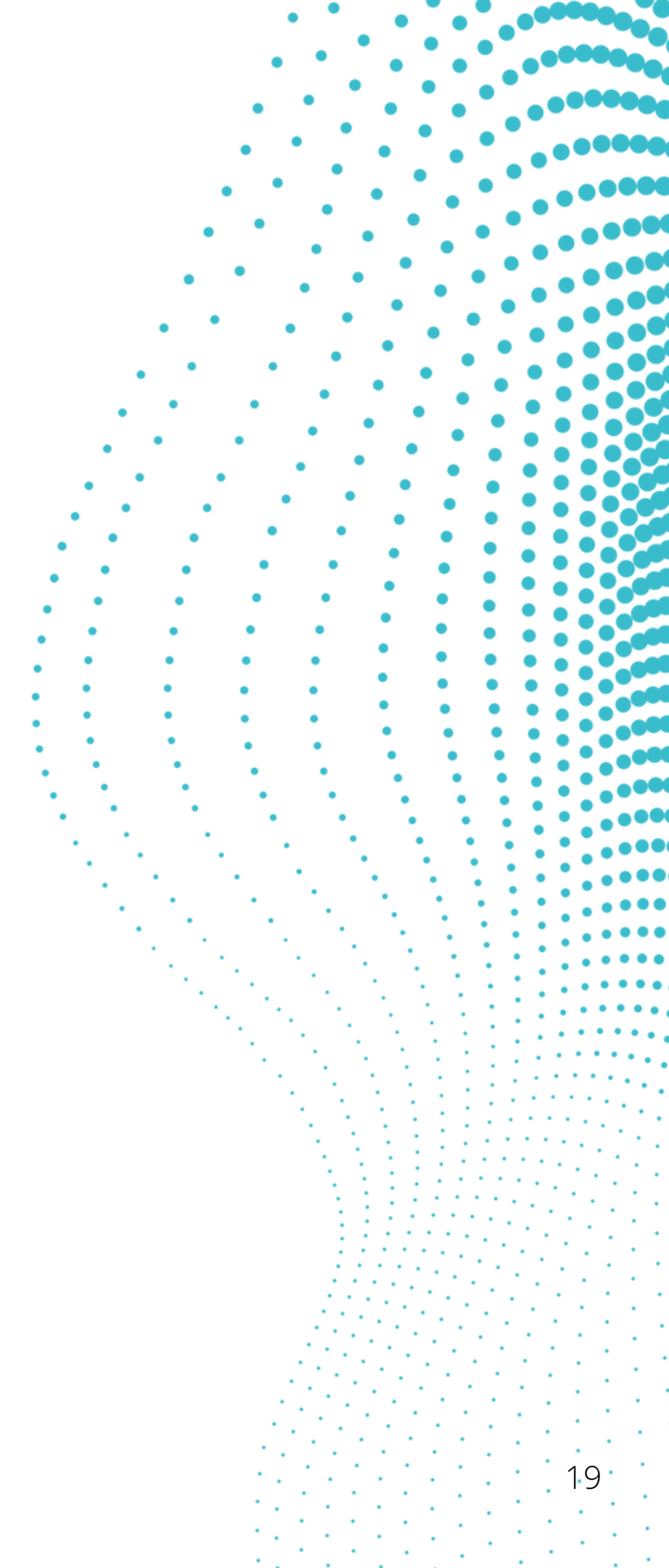
Step 2 - Creating the Campaign

Subscriber Help (Not Required)

Have you implemented a response to the HELP keyword informing customers of how they can contact the message sender? Default false.

Auto Renewal (Required)

Campaign subscription auto-renewal status. Default true.

Affiliate Marketing (Not Required)

Is affiliate marketing being used (or was used in the creation of the campaign)? Default false.

Messages

The messages section is for you to provide information about how messages flow to and from the recipient. This includes subscriptions, responses to keywords, opt-in and opt-out processes, and events that trigger messages to the recipient.

MESSAGES

Multiple keywords are comma separated without space.

Message Flow* (min length 40)

Help Keywords

HELP

Help Message* (min 20, max 300)

Optin Keywords

Optin Message (min 20, max 300)

Optout Keywords

STOP

Optout Message* (min 20, max 300)

Step 2 - Creating the Campaign

Message Flow (Required)

Please provide a clear, concise, and conspicuous description of how an end user signs up to receive messages. Opt-in must be 1 to 1, can't be shared with third parties, and can't be implied. It also can't be obscured within the Terms & Conditions and/or other agreement(s). (Max 4096 characters)

Examples of message flow:
- Entering a phone number through a website
  - Example: Customers opt-in by visiting www.examplewebsite.com and adding their phone number. They then check a box agreeing to receive text messages from the brand.
- Clicking a button on a mobile webpage.
- Sending a message from the consumer's mobile device that contains an advertising keyword.
  - Example: Consumers opt-in by texting START to (111) 222-3333.
  - Important: If consumers can opt-in by texting a keyword, the response should include the brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and a clear description of how to opt out.
- Initiating the text message exchange in which the message sender replies to the consumer with responsive information.
- Signing up at a point-of-sale (POS) or another message sender on-site location.
- Opting in over the phone using interactive voice response (IVR) technology.
  - Example: "Bob: You are now opted-in to our platform notifications. For help, reply HELP. To opt out, reply STOP."

Step 2 - Creating the Campaign

Help Message (Required)

The Help message of the campaign. This is the response if someone responds with HELP or the Help Keyword.

Help Keywords (Not Required)

The help keywords for the Campaign. This will be defaulted to HELP and will be editable in the future. Also, multiple keywords will be able to be specified in the future.

Opt-in Message (Not Required)

The Opt-in message for the Campaign.

Opt-in Keywords (Not Required)

The Opt-in keywords for the campaign.

Opt-out Message (Required)

The Opt-out message for the campaign. Usually, the message is in response to someone replying using the Opt-out keyword and the removal of the number from all future communication.

Opt-out Keywords (Not Required)

The Opt-out keywords for the campaign. This will be defaulted to STOP and will be editable in the future. Also, multiple keywords will be able to be specified in the future.

Campaign Submission and Vetting

Upon clicking Register, your campaign will be submitted. This will result in two things:
1. Your account will be billed for the submission of the Campaign to the TCR.
2. The TCR will begin Vetting your submission.

The Vetting process can take some time. During that time, your campaign will be in a Pending, Declined, or Accepted state.

Pending State

Your campaign is being reviewed by the TCR. They will either respond with an Accepted or Declined status.

Accepted State

Your campaign has been submitted and approved by the TCR.

Declined State

Your campaign has been declined. The decline reason will tell you what needs to be adjusted on the campaign in order to get it approved. Once you've made all the edits, you will then need to resubmit or "re-vet" the campaign.

Please only select the "re-vet" option once you have done making the edits. This will incur another charge for vetting.

Step 3 – Associating Phone Numbers

For each campaign, you will need to associate the phone numbers that will be sending messages to the users.
To associate phone numbers, click on the Associate Numbers on the right of the campaign in the Actions Column.

This will display a list of phone numbers associated with the account. Select which numbers will be used during the campaign.

Number	Campaign Id	Actions
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign
	Unassigned	Assign campaign

There is no fee per phone number to assign or unassign a phone number with a campaign.

There is a limit of 49 phone numbers allowed for a single campaign. You will need multiple campaigns if you will be using more than 49 numbers for a single campaign.

FAQs

I am a small business; do I still need to register?

Unfortunately, yes, TCR registration is required regardless of business size or how you will be using SMS. You will also need an EIN. The TCR recently removed the Sole Proprietor option from the entity list and now requires all businesses to have an EIN.

What if I don't send messages?

TCR registration is not required if your business is not currently messaging, and not registering for TCR will not have any impact on any services outside of messaging.

What is the difference between MMS and SMS?

If you send messages without media, such as an image or audio clips, these will go as SMS. MMS is for Multimedia messages.

What do I need to do?

Broadvoice customers are required to register all phone numbers used to send text messages to comply with new US wireless service provider regulations. Phone numbers not registered may lose the ability to send text messages until they are registered.

Why do I need to register my business phone number?

Register your phone number today to ensure the deliverability of your text messages and to prevent your caller ID from showing up as spam.

Do I have to register my Bubble phone numbers?

Yes, the process is the same for Bubble and b-hive.

FAQs

What if I don't register my phone number?

If you fail to register your campaign and phone numbers, your messages and phone numbers could be blocked as non-compliant or non-registered by the mobile carriers or the TCR.

What happens after I register?

The registration process takes between 3 to 5 business days. During that time, you can continue to use SMS messaging. Once the registration is successfully completed, you will receive an email confirmation, and your status will be shown in b-hive for the registered campaign.

What are messaging guidelines?

Broadvoice wants our customers to be active participants in the SMS ecosystem, which follows CTIA Messaging Principles and Best Practices.

Broadvoice customers should monitor and prevent unwanted message content, which includes:
- Unlawful, harassing, violent, abusive, or defamatory language
- Deceptive or misleading messages and links, such as phishing
- Endangers public safety
- Includes threats or intimidation messages
- Threatens harm, violence, hate, or discrimination
- References illegal activity
- Contains malware

FAQs

What types of business verticals are accepted and recognized by the TCR?

For Brand Registration purposes, the TCR recognizes a list of only 23 business verticals which can sometimes make it difficult for businesses to determine which vertical is the most accurate or appropriate for their brand. If you do not see your specific business in the list below, please use your best judgment from the examples available.

- Agriculture - Extermination/Pest Control, Farming, Fishing/Hunting, Landscape Services
- Construction, Materials, and Trade Services - AC & Heating, Architect, Building Construction/Inspection, Contractor, Equipment Rental, Plumbing, Repair/Maintenance/Remodeling
- Education - Child Care Services, College/Universities, Elementary & Secondary Education, GED Certification, Private Schools, Real Estate Schools, Technical Schools, Trade Schools, Tutoring Services, Vocational Schools
- Energy and Utilities - Conservation Organizations, Environmental Health, Land Surveying, Oil & Gas Distribution, Oil & Gas Extraction/Production, Pipeline, Water Well Drilling
- Entertainment - Music Production, Sports Production, Film Production
- Financial Services - Banking Service, Brokerage Firm, CPA Firm
- Gambling and Lottery - Casino, Off-trach Betting
- Government Services and Agencies - Commodity Credit Corporation (CCC), Corporation for National and Community Service (AmeriCorps), Corporation for Public Broadcasting, Export-Import Bank of the United States, Federal Agricultural Mortgage Corporation, Federal Crop Insurance Corporation (FCIC), Federal Deposit Insurance Corporation (FDIC)
- Healthcare and Life Sciences - Child/Youth Services, Chiropractic Office, Dentistry, Emergency Medical Services, Emergency Medical Transportation, Hospitals
- Hospitality and Travel - Travel Agency, AIRBNB/Lodging Rentals, Restaurant/Bar Business, Hotel
- HR, Staffing, and Recruitment - Staffing Agency, Human Resources Agency, Headhunter Business

FAQs

What types of business verticals are accepted and recognized by the TCR (CONTINUED)?

- Information Technology Services - Cloud Services, Backup, and Disaster Recovery, Network Security, Help Desk Support, IT Consulting, IT Management, IT Support, IT Solutions
- Insurance - Personal Auto Insurance, Commercial Auto Insurance, Personal Property Insurance, Commercial Property Insurance, Life Insurance, Health Insurance
- Legal - Attorney/Law Firm, Bail Bonds, Court Reporting
- Manufacturing - Manufacturing Plant, Automotive Business, Bakery, Shoemaker, Tailor, Product Manufacturing, and Distribution
- Media and Communications - Radio Station, Television Station, News Organization
- Non-Profit Organization - Non-Profit Religious Organization, Non-Profit Educational Organization, Non-Profit Charity Organization, Non-Profit Scientific Organization, Non-Profit Literacy Organization, Any Organization Legally Classified as 'Non-Profit'
- Political - Political Campaigns, Political Awareness Organizations
- Postal and Delivery - Courier Service, Postal Service, Delivery Service
- Professional Services - Animal Boarding, Barber Shop, Beauty Salon, Diet Center, Dry cleaning/Laundry, Event Planning, Fitness Center, Florist, Janitorial/Cleaning Services, Massage/Day Spa, Nail Salon, Personal Assistant, Photography, Tanning Salon, Cremation/Funeral Services, Drug Screening, Locksmith, Security Services
- Real Estate - Home Inspection, Interior Design, Manufactured Housing, Mortgage Company, Property Management, Real Estate Broker/Agent, Warehouse/Storage
- Retail and Consumer Products - Grocery Store, Drug Store, Department Store, Convenience Store, Online Vendor
- Transportation and Logistics - Air Transportation, Boat Services, Limousine Services, Taxi Services, Towing, Truck Transportation

FAQs

What types of use cases are not allowed by the TCR?

- High-Risk Financial Services - Payday loans, Short term/high-interest loans, Auto/mortgage/student loans, Debt collection, Gambling/sweepstakes, Stock alerts, Cryptocurrency
- Get Rich Quick Schemes - Deceptive work-from-home programs, Risk investment opportunities, Multi-level marketing
- Debt Forgiveness - Debt consolidation, Debt reduction, Credit repair programs
- Job Postings - Exceptions permitted if the message sender is the one doing the hiring
- Controlled Substances - Cannabis, CBD & hemp products, All schedule 1 & 2 drugs, Tobacco, and vape
- Other Disallowed Use Cases - Phishing, Pornography, Profanity or hate speech, Fraud or scam, Deceptive marketing, Lead generation (All affiliate marketing must be carrier approved), Referral or reseller campaign

Does Broadvoice charge any fees for campaign registration and SMS campaigns?

TCR charges various fees to manage these registrations, as do SMS aggregators, mobile carriers, and third-party vetting services required by the carriers for specific use cases or SMS traffic volumes. Broadvoice does not charge additional fees or more than the cost that TCR and carriers charge when you register.

As of 5/5/2023, the fees are as follows:
- Brand Registrations/Re-vetting (once per submission) - $4
- Campaign Registrations (once per submission) - $15
- Campaign Maintenance (monthly) - $10