

10DLC Registration CSV File Instructions/Information

Important:

1. At this time, we are NOT accepting 10DLC registrations for either the "Sole Proprietor" category, or for businesses without a valid tax ID. "Sole Proprietor" category is for brands that have 5 or fewer longcode TNs and send less than 1,000 messages per day to T-Mobile
2. We are also only accepting STANDARD use-cases, as defined later in this document

Enter one phone number per row in the CSV file. Fill in the details for each column based on the following.

Note: Many field values are case sensitive and must be entered as they appear below with `ALL_CAPS` and underscores for spaces.

| Column | Required | Description |
|--------------|----------|--|
| phone_number | Required | Flowroute message-enabled long code (not toll free) number in ACTIVE status. Number must be 11-digits long, with the 10-digit phone number preceded by 1: (e.g. 12145551212) |
| use_case | Required | Enter a minimum of 1 and maximum of 5 use-cases from the following list. Separate multiple use cases by pipes (). <code>2FA</code> , <code>ACCOUNT_NOTIFICATION</code> , <code>CUSTOMER_CARE</code> , <code>DELIVERY_NOTIFICATION</code> , <code>FRAUD_ALERT</code> , <code>HIGHER_EDUCATION</code> , <code>MARKETING</code> , <code>POLLING_VOTING</code> , <code>PUBLIC_SERVICE_ANNOUNCEMENT</code> , <code>SECURITY_ALERT</code> See description of Use Cases for more info. |

| | | |
|---------------------|--------------------------|--|
| display_name | Required | Friendly name of business |
| legal_business_name | Required | Legal name of the business |
| tax_identifier | Required | Tax ID of the business. Leave blank for Sole Proprietor. |
| business_type | Required | Type of business. Must be one of the following: PRIVATE , PUBLIC , NON_PROFIT , GOVERNMENT . |
| business_vertical | Required | See description of Verticals . Must be one of the following: AGRICULTURE , AUTOMOTIVE , BEAUTY , COMMUNICATION , CONSTRUCTION , EDUCATION , ENERGY , ENTERTAINMENT , FINANCIAL , FITNESS , GAMBLING , GOVERNMENT , HEALTHCARE , HOSPITALITY , INSURANCE , LEGAL , MANUFACTURING , MEDIA , NGO , REAL_ESTATE , RETAIL , SPORTS , STAFFING , TECHNOLOGY , TRANSPORTATION , VETERINARY |
| stock_exchange | Required only for PUBLIC | The stock exchange of the brand. Must be one of the following: NONE , NASDAQ , NYSE , AMEX , AMX , ASX , B3 , BME , BSE , FRA , ICEX , JPX , JSE , KRX , LON , NSE , OMX , SEHK , SGX , SSE , STO , SWX , SZSE , TSX , TWSE , VSE , OTHER |
| stock_symbol | Required only for PUBLIC | The stock symbol of the brand |
| street | Required | Street address (e.g. 1000 Main Street) |
| city | Required | City name |
| state | Required | State or province. For the United States, please use 2 character codes (e.g. WA for Washington) |
| zip | Required | Zipcode or postal code. (e.g. 21012) |

| | | |
|-----------------|-----------|---|
| country | Required | 2 letter ISO-2 country code (e.g. US or CA) |
| website | Optional | The website of the business |
| contact_name | Required | First and last name of primary business contact |
| contact_phone | Required | Phone number of primary business contact |
| contact_email | Required | Email address of primary business contact |
| message_sample1 | Required | Sample text message that illustrates use-case. For example: This is your appointment reminder for Tuesday, 8/31/21, at 10:00 AM with Dr. Smith |
| message_sample2 | Required* | Sample text message that illustrates use-case. *Provide one sample per use case. |
| message_sample3 | Required* | Sample text message that illustrates use-case. *Provide one sample per use case. |
| message_sample4 | Required* | Sample text message that illustrates use-case. *Provide one sample per use case. |
| message_sample5 | Required* | Sample text message that illustrates use-case. *Provide one sample per use case. |

Use Cases

Standard Use Cases

Standard use-cases are generally available without brand vetting.

| ENUM | description |
|----------------------|--|
| 2FA | Two-Factor authentication, one-time use password, password reset |
| ACCOUNT_NOTIFICATION | All reminders, alerts, and notifications. (Examples include: flight delayed, hotel booked, appointment reminders.) |
| CUSTOMER_CARE | All customer care messaging, including account management and support |

| ENUM | description |
|-----------------------------|--|
| DELIVERY_NOTIFICATION | Information about the status of the delivery of a product or service |
| FRAUD_ALERT | Fraud alert notification |
| HIGHER_EDUCATION | For campaigns created on behalf of Colleges or Universities and will also include School Districts etc that fall outside of any "free to the consumer" messaging model |
| MARKETING | Any communication with marketing and/or promotional content |
| POLLING_VOTING | Polling and voting |
| PUBLIC_SERVICE_ANNOUNCEMENT | An informational message that is meant to raise the audience's awareness about an important issue |
| 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 |

Verticals

Following is a list of business vertical descriptions. Choose the closest match.

| ENUM | description |
|---------------|---|
| AGRICULTURE | Agriculture businesses and services. |
| AUTOMOTIVE | Automotive related. |
| BEAUTY | Personal Care or Beauty. |
| COMMUNICATION | Communication and mass media. |
| CONSTRUCTION | Construction, materials, and trade services. |
| EDUCATION | Educational institutions providing education to students in educational settings. |
| ENERGY | Energy and Utilities. |

| ENUM | description |
|----------------|---|
| ENTERTAINMENT | Entertainment, including gaming and dating services. |
| FINANCIAL | Banking and financial institution. |
| FITNESS | Fitness or Gyms. |
| GAMBLING | Gambling and Lotteries. |
| GOVERNMENT | Local, state or federal agencies, utilities. |
| HEALTHCARE | Healthcare services, including hospital, health insurances. |
| HOSPITALITY | Travel, hospitality and transportation. |
| INSURANCE | Insurance products and services |
| LEGAL | Legal services and law firms. |
| MANUFACTURING | Goods producing industries. |
| MEDIA | Radio and Media. |
| NGO | Non-profit organization with valid tax-exempted status. |
| REAL_ESTATE | Buying and Selling of residential and commercial properties. |
| RETAIL | Consumer products and services, including Retails and eTails. |
| SPORTS | Sports related. |
| STAFFING | HR, Staffing or Recruitment. |
| TECHNOLOGY | Information technology and information services. |
| TRANSPORTATION | Transportation or logistics services. |
| VETERINARY | Veterinary or Animal Care. |