10DLC Campaign Registration Form

Please fill out the following form and return to Talkroute Support (support@talkroute.com).
One campaign submission is required per business/entity/organization. Different numbers with different use cases should submit separate forms for each local Talkroute number.

Please visit the following links for more information about the campaign registration process:
Talkroute Campaign Registration Guide
CTIA guidelines

1. Company Information

Legal Company Name	
DBA or Brand Name (if different from legal name)	

Primary Company Address or Corporate Headquarters	**Address**					
	City		**State**		**Zip**	

Company URL/Website	
Terms and Conditions Link	
Privacy Policy Link	
Legal Entity Type Only select one category.	☐ Publicly traded company ☐ Private Company ☐ Non-profit Organization ☐ Government ☐ Sole proprietor
Tax ID / EIN	

2. Contact Details

First Name		**Last Name**	
Email Address		**Contact Number**	

3. Phone Number and Usage Information

Phone Numbers List all local phone numbers you want to register to your campaign that are under your Talkroute account.	

Estimated Monthly Text Volume
Your estimated monthly texting volume for all campaign numbers (both incoming and outgoing combined). If your texting volume is ramping up, please use the value for where you will be in six months.

Usage Category Type
Choose one category that best represents your use case/content. Only select one category.

☐ Agricultural
☐ Communication and Media
☐ Construction and trade services
☐ Education
☐ Energy and utilities
☐ Entertainment
☐ Financial services
☐ Gambling and lottery

☐ Government services and agencies
☐ Healthcare and Life sciences
☐ Hospitality and travel
☐ HR, staffing or recruitment
☐ Insurance
☐ Legal
☐ Manufacturing

☐ Non-Profit organization
☐ Political
☐ Postal and delivery
☐ Professional services
☐ Real estate
☐ Retail and consumer products
☐ Information technology services
☐ Transportation or logistics

Use Case 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.

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 2 sample messages. Please provide between 2-5 sample messages.

4. Keywords

Subscriber Opt-In - This is an optional field. If subscribers can opt-in via a keyword, enter it below, along with the opt-in message that is sent to subscribers when they send an opt-in request.

Opt-in Keyword(s)	
Opt-in Message	

Subscriber Opt-Out - 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. Also include the opt-out message that is sent to subscribers when they send an opt-out request.

Opt-out Keyword(s)	STOP
Opt-out Message	

Subscriber Help - This field is mandatory and is pre-filled with the universal HELP keyword. If you accept additional help keywords, you can enter them here. Also, include the help message that is sent to subscribers when they send a help request.

Help Keyword(s)	HELP
Help Message	

5. Other Questions

Direct Lending or Loan Arrangement
Indicates whether the campaign includes content related to direct lending or other loan arrangements.

☐ Yes	☐ No

Embedded Link
Indicates whether the campaign is using an embedded link of any kind. Note that public URL shorteners (bitly, tinyurl) are not accepted.

☐ Yes	☐ No

Embedded Phone Number
Indicates whether the campaign is using an embedded phone number (except the required HELP information contact phone number).

☐ Yes	☐ No

Age-Gated Content Indicates whether the campaign includes any age-gated content as defined by CTIA guidelines.	
☐ Yes	☐ No

Terms & Conditions I confirm that this campaign will not be used for Affiliate Marketing and follows the CTIA guidelines.
☐ Yes

6. Opt-In Documents

Proof of consumer consent (opt-in) is required for verification. Please do not forget to include your opt-in documentation when submitting this form.

Opt-In Examples

• **Contact Form:** Screenshots/URL of the website where the subscriber adds their number and agrees to receive messaging. A checkbox is required that users must select to agree to receive messages.

• **Website and Promotional Materials:** Screenshots/URL of where the number is advertised and where customers find the number to send a text. Add "Text or call us" wherever you display your phone number, indicating that by contacting you, customers agree to receive messages.

• **Terms of Service:** Screenshots/URL of your terms of service page where opt-in and opt-out language is shown, making it clear that users consent to receive messages by agreeing to the terms.

• **Keywords:** Screenshots/URL of where subscribers find the keyword to opt-in to messaging. For example, ask customers to text a specific keyword to a designated number to opt-in.

• **On-Site POS:** Screenshots of where the subscriber enters their number on-site at the point of sale and agrees to receive messaging.

• **IVR or Phone Approvals:** Ask for explicit approval over the phone and keep a record of the consent. We will need documentation showing the script you use to ask and confirm, as well as the process you follow to update a contact's records to opt them into texts.

• **Paper form (Customer/Employee):** Photocopy or screenshot of the form. Use physical forms that include opt-in language, ensuring that customers provide written consent.

*Failure to obtain express end-user consent (opt-in) or respect the end-user's right to revoke consent (opt-out) will result in carrier rejection of your submission. Consent cannot be purchased as a list from a third party. Consent cannot be obtained by virtue of an existing business relationship for other purposes unrelated to text messaging, or from consent given for text messaging of a different use case. While opt-out functionality is enforced at the Network level through the STOP and UNSTOP keywords, brands must act upon every opt-out event they receive by removing the opted-out consumer phone number from all distribution lists associated with the messaging program. No future messages may be attempted.