

10DLC Checklist

To set up a long code for 10DLC you need to create a campaign brief and register your brand. The tables below list information you'll need to fill out the forms.

Campaign brief

Item	Description
Brand name	This is the name of your company as it displays for your OpenMarket account.
Use case	<p>The use case that best matches your campaign:</p> <ul style="list-style-type: none"> • Alerts • Chat • Donation • Education • Emergency Alerts • Fraud Alerts • Political • Promotional Marketing • Public Service Announcement • Social • Sweepstakes/Contest • Two Factor Authentication • Voting/Polling <p>Note: Depending on the selected use case, additional vetting or mobile operator's approval may be required.</p>
Campaign name / description	The name of your campaign (max 15 characters). This name may be used in messages to end users.



	Campaign name is required, but the description (max 255 characters) is optional.
Sample message	A sample message (max 160 characters) that represents the messages you plan to send to end users.
URL to Terms & Conditions	The URL where end users can view your Terms & Conditions (max 100 characters).
Ways end users can opt in	<p>The opt-in mechanisms you're using for the campaign.</p> <ul style="list-style-type: none"> • Keyword — The keywords end users can use to opt in to the campaign. • Website — The URL for the web page that provides end users a way to opt in. • IVR — Toggle on or off. • Verbal — Toggle on or off.
Opt-out support	<p>Provide these contact methods for end users to get help or support:</p> <ul style="list-style-type: none"> • Email address • Toll-free number

Brand registration

Item	Description
Legal company name	<p>The official (legal) name of your business. This is the name you have used when applying for EIN.</p> <p>Important: This information is used by TCR to generate a brand registration score. Typos and incorrect information will cause significant delays in the entire brand registration process.</p>

Doing Business As (DBA) or Brand name	Optional, if your DBA name is different from the legal name.
Website URL	The URL to your company website.
Country of registration	The country where your business is registered.
Brand phone	A contact phone number for your company.
Address	<p>Your street address, city, state, and postal code. Use the same address details you have used when applying for EIN.</p> <p>Important: This information is used by TCR to generate a brand registration score. Typos and incorrect information will cause significant delays in the entire brand registration process.</p>
Type of legal entity	<p>Whether your company is Private, Public, or Nonprofit</p> <ul style="list-style-type: none"> ● Nonprofit - EIN and industry vertical ● Private - EIN and industry vertical ● Public - EIN, industry vertical, stock symbol, stock exchange
Brand representative	<p>Provide the following information:</p> <ul style="list-style-type: none"> ● First Name and Last Name ● Email ● Country ● Mobile

Industry Vertical	<p>Pick the industry that best matches your business:</p> <ul style="list-style-type: none">• Agriculture• Construction/Materials• Education• Energy/Utilities• Entertainment• Financial Services• Gambling/Lottery• Healthcare/Life Sciences• Hospitality• Information Technology Services• Insurance• Manufacturing• Mass Media/Communication• Non Profit Organization• Public Sector• Real Estate• Retail/Consumer Products
Stock Exchange	<p>Your company's stock market:</p> <ul style="list-style-type: none">• NASDAQ• NYSE• AMEX• AMX• ASX• B3• BME• BSE• FRA• ICEX• JPX• JSE• KRX• LON• NSE• OMX• SEHK



	<ul style="list-style-type: none">• SSE• STO
Stock Symbol	Your company's stock symbol. Maximum 10 characters allowed.