

PrimeCall

A2P / 10DLC Brand & Campaign Registration Form — Field Guide

A plain-English explanation of every field, with examples, so you can complete the form correctly the first time.

One page, three sections: **Business information • PART II — Campaign / Use Case • Consent & Authorization**

Before You Begin

This form registers your business (the “Brand”) and your texting program (the “Campaign”) with The Campaign Registry (TCR), the authority U.S. mobile carriers use to approve application-to-person (A2P) text messaging on standard 10-digit long-code (10DLC) numbers. Registration is mandatory: unregistered traffic is heavily filtered or blocked by carriers.

Everything you enter must be accurate and verifiable. Carriers cross-check your legal name, tax ID (EIN), and address against public records. A mismatch is the most common reason a registration is rejected, which delays your messaging and can incur resubmission fees.

The whole form is a single page — fill it top to bottom and click **Submit registration** once at the end. Fields marked with a red asterisk (*) are required.

Have these ready before you start

- Your exact legal company name and EIN (as they appear on IRS / state filings).
- Your registered business address, website, and a contact with email and phone.
- A clear description of what you will text people, plus two real sample messages.
- An understanding of how customers opt in (give consent) to receive your texts.

Golden rules

1. Use your legal details exactly — no abbreviations or brand names in the legal fields.
2. Every sample message should include opt-out language (e.g., “Reply STOP to unsubscribe”).
3. Only text people who have agreed to hear from you. Consent is the heart of 10DLC compliance.

Business Information (Brand)

This section identifies the legal business behind the messages. The information is matched against government and credit-bureau records, so accuracy is critical.

A2P/10DLC Brand & Campaign Registration Online Form

By completing the form below, you are verifying the information is accurate and true. The information provided will be submitted to the "The Campaign Registry" (TCR) an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data in order to allow for transparency on the 10DLC network. For detailed instructions please download the help document from [here](#).

Legal Company Name *

The company or entity the End Customer believes to be sending the message.

DBA or Brand Name (If different for legal name)

Country of Registration *

☐ United States ☐ Canada

▲ Top of the form — company name, DBA, and country of registration

Legal Company Name (Required)

What it is	The exact registered legal name of your business, as filed with the IRS or your state.
How to fill	Type the full legal entity name including the suffix (LLC, Inc., Corp.).
Example	Acme Marketing Solutions LLC
Avoid	Nicknames, brand names, or abbreviations. "Acme" or "Acme Promos" would fail verification here.

DBA or Brand Name (if different for legal name) (Optional)

What it is	The public-facing or "doing business as" name your customers actually recognize.
How to fill	Enter your trade/brand name. Leave blank if it is identical to the legal name.
Example	Acme Promos

Country of Registration (Required)

What it is	The country where your business is legally registered.
How to fill	Choose United States or Canada. Your choice changes which tax-ID format is expected below.
Example	United States

What type of legal form is the organization? *

— Select —

Tax Number/ID/EIN *

State or Government registered ID / For Canada, ent

▲ Legal form and Tax Number/ID/EIN side by side

What type of legal form is the organization? (Required)

What it is	Your business's legal structure. This sets the level of vetting carriers apply.
Options	Publicly Traded Company — shares trade on a stock exchange (add a stock symbol below). Private Company — privately held company / LLC (most common choice). Sole Proprietorship — one individual, not incorporated (lowest daily message limits). Charity/Non-profit Company — registered non-profit or 501(c) organization. Government — a government body or agency.
Example	Private Company

Tax Number / ID / EIN (Required)

What it is	Your business tax identifier — in the U.S. this is the 9-digit federal EIN.
How to fill	Enter digits only, no dashes. For Canada, enter your Canada Corporation Number.
Example	123456789
Tip	It must match your IRS records exactly. A wrong or mistyped EIN is a top cause of rejection.

Legal Business Address *

Address Line 1

Address Line 2

Address Line 2

City *

City

State *

—

Zip Code *

Zip

Country

United States

Website/Online Presence (e.g. LinkedIn, Facebook, Yelp Review page, etc.) *

https://

Stock Symbol (Leave Blank if not applicable)

Stock Exchange (Leave Blank if not applicable)

▲ Business address, website, and (blank) stock fields

Legal Business Address (Required)

What it is	The registered address of the business named above.
Address Line 1	Street number and name — e.g., 100 Main Street
Address Line 2	Suite, unit, or floor (optional) — e.g., Suite 200
City / State / Zip	Los Angeles / California / 90001
Country	Pre-filled with United States — change it only if your business is registered elsewhere.

Website / Online Presence (Required)

What it is	A live web address showing your business is real (website, or LinkedIn / Facebook / Yelp page).
How to fill	Enter the full URL including https://. The page should be reachable and reflect your brand.
Example	https://www.acmepromos.com

Stock Symbol / Stock Exchange (Optional)

What it is	The ticker symbol and exchange of your shares — only for publicly traded companies.
How to fill	Leave both blank if your business is private, a sole proprietor, or non-profit.

Vertical Type (Select the industry market which best fits your business space) *

— Select —



▲ Vertical Type — pick your industry from the dropdown

Vertical Type (industry) (Required)

What it is	The industry that best describes your business. Carriers use it to gauge messaging context.
How to fill	Pick the single closest match (Agriculture, Financial Services, Healthcare, Professional Services, Real Estate, Retail, and many more).
Example	Professional Services

Contact

First Name *

First Name

Last Name *

Last Name

Contact Phone Number *

Contact Email *

Email Address

Contact Address (if different from business address)

Address Line 1

Address Line 2

Address Line 2

City

City

State

—

Zip Code

Zip

Country

▲ Contact person, phone, email, and optional contact address

First Name / Last Name (Contact) (Required)

What it is The person carriers or TCR can reach about this registration.

Example John / Smith

Contact Phone Number (Required)

How to fill Enter a valid 10-digit number.

Example 2135550100

Contact Email (Required)

What it is A monitored email address for registration updates and any follow-up questions.

How to fill Use a working business email (a domain matching your website looks most credible).

Example john@acmepromos.com

Contact Address (Optional)

What it is The mailing address of the contact person — only if different from the business address.

How to fill Complete Address Line 1/2, City, State, Zip, Country, or leave blank if identical.

PART II — Campaign / Use Case

Here you declare what your texting program does and how it behaves. Carriers approve a Campaign based on this description, so be specific and truthful — your real messages must match what you describe here.

PART II — In the section below, declare a Single Use Case for the campaign you are registering for in this form.

Most companies can be served by 'Low Volume Mixed' use case, which includes less than 2,000 messages per day or 75 Texts Per Minute. Standard Use Cases are immediately available for all qualified registered Brands and do not require Vetting or pre/post-approval by MNOs. Special Use Cases are sensitive or critical in nature and may require Vetting or pre/post-registration approval by MNOs.

Use Case *

- ☐ Low Volume Mixed - Small throughput, any combination of use-cases. Examples include
- ☐ 2FA - Any authentication, verification, or a one-time passcode. (Standard)
- ☐ Account Notifications - Standard notifications for account holders, relating to and being about an account. (Standard)
- ☐ Customer Care - All customer interaction, including account management and customer support. (Standard)
- ☐ Delivery Notifications - Information about the status of the delivery of a product or service. (Standard)
- ☐ Fraud Alert Messaging - Messaging regarding potential fraudulent activity on an account. (Standard)
- ☐ Higher Education - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and educational institutions that fall outside of any "free to the consumer" messaging model. (Standard)
- ☐ Machine to Machine - (M2M) is a process that implies wireless communication between two or more physical assets. There is no human interaction in the Machine to Machine Campaign. Subscriber-facing campaigns are prohibited. (Standard)
- ☐ Marketing - Any communication with marketing and/or promotional content. (Standard)

▲ Choose your single Use Case from the scrollable list of options

Use Case (Required)

What it is	The single category that best describes the purpose of your messages. Pick one radio button from the list.
Standard vs Special	Standard use cases (2FA, Account Notifications, Customer Care, Marketing, Delivery Notifications, etc.) are approved immediately for qualified brands. Special use cases (Charity, Emergency, K-12, Political, Proxy, Sweepstake, etc.) are sensitive and may need extra vetting or pre/post-approval by carriers.
Recommended	Low Volume Mixed — best for most small businesses: under ~2,000 messages/day or 75 texts/minute, and lets you mix several message types under one campaign.
Example	Low Volume Mixed

The following section applies to 'Low Volume Mix', 'Mixed', 'Carrier Exemptions', 'Charity', 'Social', and 'Sole Proprietor' use case. Please select a minimum of two (2) and a maximum of five (5) sub-categories associated to your Use Case selection above.

- ☐ 2FA
- ☐ Customer Care
- ☐ Fraud Alert Messaging
- ☐ Marketing
- ☐ Public Service Announcement
- ☐ Account Notification
- ☐ Delivery Notification
- ☐ Higher Education
- ☐ Polling and Voting

▲ Sub-categories — check between 2 and 5 boxes

Sub-categories (Required)

What it is	When you choose Low Volume Mixed (or Mixed, Carrier Exemptions, Charity, Social, or Sole Proprietor), you must list the specific message types your campaign will actually send.
How to fill	Check between 2 and 5 boxes that match your real messages.
Example	Account Notification + Marketing

Campaign and Content Attributes are characteristics of the Campaign. Please complete the following questionnaire below:

DIRECT LENDING OR LOAN ARRANGEMENT *

☐ Yes ☐ No

Indicates whether the campaign include content related to direct lending or other loan arrangements.

EMBEDDED LINK *

☐ Yes ☐ No

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

EMBEDDED PHONE NUMBER *

☐ Yes ☐ No

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

AGE-GATED CONTENT *

☐ Yes ☐ No

Indicates whether the campaign include any age-gated content as defined by Carrier and CTIA guidelines (Content requiring the individual to be of legal age).

▲ The four Yes/No content-attribute questions

Campaign & Content Attributes

These Yes/No questions tell carriers whether your messages contain sensitive content. Answer honestly — they affect approval and filtering.

Direct Lending or Loan Arrangement (Required)

What it is	Whether your messages include content about direct lending or loan arrangements.
How to answer	Choose No unless you send loan/lending content.

Embedded Link (Required)

What it is	Whether your messages contain a clickable link of any kind.
How to answer	Choose Yes if you ever include a URL. Public URL shorteners (bit.ly, tinyurl) are not accepted — use your own domain.

Embedded Phone Number (Required)

What it is	Whether your messages contain a phone number (other than the required HELP contact number).
How to answer	Choose No if your texts don't include extra phone numbers.

Age-Gated Content (Required)

What it is	Whether your messages include age-restricted content (alcohol, tobacco, cannabis, etc.) per carrier and CTIA guidelines.
How to answer	Choose No unless your content legally requires the recipient to be of age.

Campaign Description *

Please describe the purpose of the Campaign and how it will be used. Try to provide as much detail as possible describing the use case to ensure they are accepted by the carrier.

Campaign Sample Message 1 *

Hello [First Name]! Is your home ready for a makeover? We've got you covered! Discover amazing deals on home improvement essentials: 20% off on all power tools, paints and supplies at unbeatable prices, upgrade your windows and get 10% off, flooring options for every budget.

Campaign Sample Message 2 *

Get ready for a makeover! We're your trusted construction experts, and we're here to transform your dream project into reality. Services we offer: New Construction, Renovations, Remodeling. Quality, Experience, and Excellence - That's our promise!

▲ Campaign description and two sample messages

Campaign Description (Required)

What it is	A short plain-language summary of the campaign's purpose and how it's used.
How to fill	Describe who you message, why, and that they opted in. The more relevant detail, the smoother the approval.
Example	This campaign sends appointment reminders and promotions to opted-in customers.

Campaign Sample Message 1 & 2 (Required)

What it is	Two real, representative examples of the texts you will actually send.
How to fill	Write genuine messages. Use [First Name] for personalization tokens, and include opt-out / help language.
Example 1	Hi [First Name], this is Acme Promos. Your appointment is confirmed for tomorrow at 2 PM. Reply STOP to opt out, HELP for help.
Example 2	Hi [First Name]! Acme Promos has 15% off your next order. Reply STOP to unsubscribe.

Call-to-Action / Message Flow (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. Check all that apply.) *

- ☐ Sending a message from Consumer's mobile device that contains the 'START' keyword.
- ☐ Initiating the text message exchange in which the brand replies to the Message Sender only with responsive information.
- ☐ Sending a message from the Consumer's mobile device that contains an advertising keyword.
- ☐ Entering a telephone number through a website.
- ☐ Clicking a button on a mobile website.
- ☐ Signing up at a point-of-sale (POS) or other Message Sender on-site location.
- ☐ Opting-in over the phone using interactive voice response (IVR) technology.
- ☐ Others

if Other

Help (Check the contact information you would like to show in the Help Message when someone responds with a "Help" keyword. Note that this contact information is taken from the Brand Level.)

- ☐ Include email address
- ☐ Include phone number
- ☐ Include website address

▲ Call-to-Action checkboxes and the HELP options

Call-to-Action / Message Flow (Required)

What it is	How a consumer opts in and gives consent — a list of checkboxes, not free text.
How to fill	Check every method you use to collect numbers. If you pick "Others", describe it in the "if Other" box below the list.
Common options	Entering a telephone number through a website (web form) — most common. Clicking a button on a mobile website. Opting-in over the phone using IVR. Signing up at a point-of-sale (POS) or on-site location.
Example	Entering a telephone number through a website.

Help (Optional)

What it is	What contact information appears when a customer replies "HELP".
Options	Include email address • Include phone number • Include website address. Check the detail(s) to show (drawn from your Brand info).
Example	Include phone number

Please include a list of Telephone Numbers you want to be associated with this campaign

Up to 49 numbers allowed per Campaign. Ten Digits only with one number per row. No spaces, parenthesis, or commas

☐ **No Affiliate Marketing.** This campaign will not be used for Affiliate Marketing.

10DLC regulations do not allow A2P traffic for SMS phone numbers. If your phone numbers are currently used for affiliate marketing, checking the box above indicates that you will discontinue doing so moving forward.

The associated Brand entity agrees to include and support the following campaign content attributes:

SUBSCRIBER OPT-IN — You are collecting and processing consumer opt-ins.

SUBSCRIBER OPT-OUT — You are collecting and processing consumer opt-outs.

SUBSCRIBER HELP — You have implemented message reply providing customers on how they can contact the message sender after they reply with the "HELP" keyword.

▲ Campaign numbers and the required No-Affiliate-Marketing checkbox

List of Telephone Numbers for this campaign (Optional)

What it is	The texting number(s) that will run this campaign.
How to fill	Up to 49 numbers, one per row, 10 digits each, no spaces, parentheses, or commas.
Example	2135550100

No Affiliate Marketing (Required)

What it is	A required confirmation that this campaign will not be used for affiliate marketing (prohibited under 10DLC rules).
How to fill	Tick the checkbox to confirm. If your numbers are currently used for affiliate marketing, ticking it means you'll stop going forward.

By proceeding you agree your campaign supports the standard subscriber protections: **SUBSCRIBER OPT-IN** (you collect consent), **SUBSCRIBER OPT-OUT** (you honor STOP requests), and **SUBSCRIBER HELP** (you reply with contact info to HELP).

Consent & Authorization

The final section confirms how consent is handled, acknowledges the processing fee, and captures your signature. After this, the form is submitted to The Campaign Registry.

Consent & Authorization

Do you want PrimeCall to help in acquiring consent? *

- ☐ Yes, I would like PrimeCall to help in acquiring consent by sending this consent prompt to all destinations before allowing DIDs to send actual message
- ☐ No, do not send consent prompt from this campaign, I will take the responsibility to comply to this requirement by either importing opt-ins from outside tools collected through calls and/or emails or allowing the implied opt-in. I understand that PrimeCall will append this text to the original message: "Reply 'STOP' at any time to stop receiving messages or HELP for more information."

How does the company obtain the phone numbers they are texting to? *

— Select —

▲ Consent choice and the phone-number-source dropdown

Do you want PrimeCall to help in acquiring consent? (Required)

What it is	Whether PrimeCall should send a one-time consent prompt to your numbers before live messaging begins.
Options	Yes — PrimeCall sends a consent prompt to all destinations before your numbers can send real messages. No — you take responsibility for consent (importing opt-ins from your own tools or implied opt-in). PrimeCall still appends "Reply 'STOP'... or HELP..." to your first message.
Example	No (you manage your own consent)

How does the company obtain the phone numbers they are texting to? (Required)

Options	Opt-in via website • Opt-in via email • Opt-in via verbal consent • Other opt-in methods.
Example	Opt-in via website

Detailed description on how the number(s) are obtained *

e.g. the user fills out a form on the website where they can consent to receive notification messages. There is also a box they can check to receive product updates and/or marketing messages.

Steps on how a consumer opts in to receive messages

Sending a consent prompt to ask mobile subscriber to send `START` before actually sending the first real message.

- ☐ **I acknowledge and agree to the \$20 non-refundable processing fee associated with submitting this A2P/10DLC Brand & Campaign Registration form.**

By checking this box:

- I authorize PrimeCall Communications to charge a \$20 non-refundable fee to my account at the time of submission.
- I understand this fee covers administrative review, data validation, and submission to the carrier.
- I acknowledge that this fee is non-refundable, including in the event that the Brand or Campaign is rejected by the carrier.
- If the campaign is rejected due to missing, inaccurate, or non-compliant information, I understand a \$5 resubmission fee will apply for each subsequent submission.
- If part of a bundled service package, I agree this fee may be itemized separately on my invoice.
- I waive any right to dispute these charges unless there is evidence of duplicate billing or unauthorized processing.

For questions regarding this fee or the A2P/10DLC process, please contact us at support@primecall.com or call us at 323.647.7463.

▲ *Opt-in descriptions and the \$20 processing-fee acknowledgment*

Detailed description on how the number(s) are obtained (Required)

What it is	A specific explanation of where and how you capture phone numbers and consent.
How to fill	Describe the exact mechanism — the form, the consent checkbox, and what the customer agrees to.
Example	Phone numbers are collected through a web form where customers check a consent box.

Steps on how a consumer opts in to receive messages (Optional)

What it is	The step-by-step opt-in journey from the consumer's point of view.
Example	The consumer submits the form and checks the consent box to opt in.

\$20 Non-refundable Processing Fee Acknowledgment (Required)

What it is	A required checkbox authorizing the \$20 one-time processing fee charged at submission.
What you agree to	A \$20 non-refundable fee is charged to your account at submission. The fee covers administrative review, data validation, and submission to the carrier. It is non-refundable even if the Brand or Campaign is rejected; a \$5 resubmission fee applies to each corrected resubmission.
How to fill	Read the terms, then tick the checkbox to authorize. Questions: support@primecall.com or 323.647.7463.

Form Submitter Name (if different from Company Contact Name)

First

Last

Date

mm/dd/yyyy



Authorized Signature (type your full name) *

Submit registration

▲ Submitter name, date, typed signature, and the Submit registration button

Form Submitter Name (Optional)

What it is The first and last name of the person submitting the form, if different from the company contact.

Example John / Smith

Date (Optional)

How to fill Click the field and pick today's date from the calendar.

Authorized Signature (Required)

What it is Your e-signature authorizing the submission.

How to fill Type your full legal name in the signature box — it counts as your electronic signature.

Example John Smith

Submit registration

When every required field is complete, the fee box is checked, and your signature is typed, click the blue **Submit registration** button. This sends your registration to PrimeCall for review and submission to The Campaign Registry, and triggers the \$20 fee. Double-check your legal name, EIN, and address one last time before submitting; they are the fields most often flagged.

Quick Pre-Submit Checklist

- Legal company name and EIN match your IRS / state records exactly.
- Business address, website, and contact details are accurate and live.
- Use case and 2 to 5 sub-categories reflect the messages you actually send.
- Both sample messages are real and include opt-out (STOP) language.
- All four content-attribute questions (lending, link, phone, age-gated) answered.
- Consent method and opt-in description are specific and truthful.
- The No Affiliate Marketing box is checked.
- The \$20 fee acknowledgment box is checked.
- Date selected and signature typed.

Need help completing the form? Contact PrimeCall at **844.59.PRIME (844.597.7463)** or **support@primecall.com**.