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	VOICE1/NWSIP 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 (|). `2FA`, `ACCOUNT_NOTIFICATION`, `CUSTOMER_CARE`, `DELIVERY_NOTIFICATION`, `FRAUD_ALERT`, `HIGHER_EDUCATION`, `MARKETING`, `POLLING_VOTING`, `PUBLIC_SERVICE_ANNOUNCEMENT`, `SECURITY_ALERT` 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.