TCR Registration Guide
for Ringover Customers

What is TCR Registration?

TCR registration is essentially a permission slip for businesses to send text messages (SMS and MMS) using a specific type of phone number format: 10-digit long codes.

Click on the image above to access the video!

Who needs it: Businesses that send text messages (SMS and MMS) using regular 10-digit phone numbers (called 10DLC) need TCR registration.

Why it's required: Mobile carriers want to cut down on spam texts and make sure only real businesses are sending messages. TCR verifies your business and the purpose of your texts before you can send them.

What happens during registration: You provide The Campaign Registry with information about your business, like your address, tax ID, and how people agree to receive your texts. You might also need to submit samples of your messages.

Think of it like this: Normally, anyone could send a text from a regular phone number. TCR registration is like getting a special business phone number that carriers recognize and trust, making it more likely your texts will be delivered.
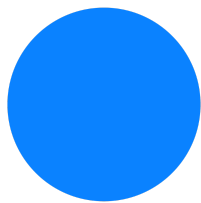
What are the benefits of TCR registration?

Higher delivery rates: Carriers are more likely to deliver messages from registered businesses.

Reduced risk of being flagged as spam: Your messages are less likely to be blocked by spam filters.

Builds trust with customers: People are more likely to trust texts from verified businesses

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Glossary

TCR (The Campaign Registry): The organization that verifies businesses and registers their information for sending text messages (SMS/MMS) using 10-digit long codes.

10-Digit Long Code: A type of phone number used by businesses to send text messages. It's a 10-digit number that isn't tied to a specific phone and can be used to send bulk messages.

A2P (Application-to-Person): Refers to text messages sent from a business application (like marketing software) to a person's phone number.

Campaign Use Case: The intended purpose of a business's text message campaign. Examples include appointment reminders, order updates, marketing promotions, etc.

Verification: The process TCR uses to confirm the legitimacy and good standing of a business before they can register.

Registration: The process where a business submits their information and campaign use cases to TCR for approval.

Mobile Carrier: Companies like Verizon, AT&T, T-Mobile that provide cellular service and ultimately deliver the text messages.

Opt-Out: The ability for a phone user to unsubscribe from receiving text messages from a business. Businesses must provide clear opt-out instructions during registration.
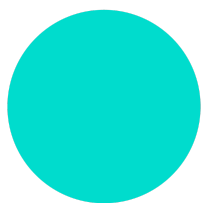
Get Ready to Register: Information to Gather

To avoid delays or issues when registering with TCR, it's important to gather the following information beforehand.

Verification letter: Your company needs an EIN or Business Number to register with TCR. If you haven't already, you must register your business with the IRS or CRA to obtain this number. **The information you provide during registration must match exactly what's on file with the IRS or CRA.** If your registration is rejected, you'll need to submit legal documents such as SS-4, W-2, or others to prove your business is legitimate.

Company information: During registration, you'll need to provide some details about your company, including its legal name, country of registration, EIN (US) / Business Number (Canada), legal address, and organization type (publicly traded, non-profit, or privately owned LLC).

Industry: You'll need to specify which industry your business operates in to pick the most appropriate vertical.

Primary contact: You'll need to provide a contact name, title, address, email, and phone number.

Website URL: The website URL is required for registration. If you do not have a website URL, social media URLs are acceptable. The Campaign Registry will validate your business information via your web presence.

Description of how you collect customer consent: Consent is required before sending any messages to your recipients. The level of consent needed depends on the type of message you're sending. Provide a list of how you obtain consent, including implied, verbal, or written. If you collect consent via your website, ensure you have opt-in language (specific to SMS) on your web form and provide the URL in the above description. If you request a phone number but aren't collecting SMS opt-in consent, state this clearly in the description. Remember to include any website, form, or other opt-in verbiage you can provide in your description of how you obtain consent.

Messaging examples: You'll need to provide at least three sample messages showing how you are or will be using SMS. These examples should reflect the typical messages you send (even if purely conversational). If sending informational or promotional messages (anything outside of a typical conversation), include opt-out language (e.g., Reply STOP to opt-out) at the end of your sample message.

How you manage opt-in, out, and help keywords: Even if you aren't currently using opt-in keywords, you must share how you would use them. Additionally, describe which opt-out keywords (e.g., STOP, UNSUBSCRIBE) you'll honor and the message customers will receive. Finally, specify which help keywords (e.g., HELP) you'll honor and how you'll respond to requests for assistance. Opt-out and help keywords are required, regardless of how you use SMS (even for purely conversational purposes).

Company SMS phone numbers: Double-check that your Ringover account has registered all the numbers you use for SMS. Have a list of every phone number you use for SMS so you can check.

Before registering, keep in mind that the entire registration and review process can take up to 30 business days. Submitting accurate and complete information the first time reduces your wait time for approval.

Use cases for SMS may include special offers, marketing, coupons, weekly updates, price drops, new arrivals, and more. Additionally, be prepared to provide proof of your method(s) for collecting consent from recipients, such as screenshots, examples (e.g., online form URL, paper form image/PDF), timestamps (e.g., online submission date and time, date on paper form), and consent wording (e.g., "I give permission to have ABC company send me SMS for..."). Remember that you must have the recipient's consent before sending any SMS messages.

Costs for Messages and TCR

SMS/MMS Messaging Costs and Limits

SMS messages cost $0.01 per message and MMS costs $0.03 per message.
- One SMS (text only) message = 160 characters. If a message exceeds 160 characters, a new SMS message is logged
- SMS messages are billed for outbound SMS traffic only
- MMS (multimedia message) is billed for BOTH inbound and outbound traffic

There are limits to the number of texts that can be sent each day:
- 95 [160-character] texts *per phone number* per hour
- 950 [160- character] total texts *per phone number* per day
- 6,000 [160- character] total texts *per phone number* per month

TCR Registration Costs

The cost of TCR registration is established by TCR (The Campaign Registry) and passed with no markup to our customers. There are one time and monthly charges associated with registration, as registration is carrier specific and carrying an ongoing registration carries a cost.

One Time Charges	Monthly Charges
$4: Brand registration $15: Campaign registration	$1.50 / month for low volume Up to $10 / month for high volume (choose the volume on the dashboard)

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Brand Registration Best Practices
The following recommendations can be applied to all brands.

Standard Use Case Requirements

- Remember the **brand is the message sender (that's YOU)** - the EIN and company information should reflect the message sender.
- **Website** - some online presence is necessary here, social media presence is acceptable. Opt-in and opt-out information should be displayed clearly and conspicuously on the website.
- **Phone number and email** - these should use the brand's domain and the phone number should be found on the company website/social media page.
- Must meet the other requirements set forth by TCR to be at least a Verified Brand.
- External Vetting is only required if you need to obtain higher throughput than your brand currently allows

Sole Proprietor Use Case Requirements

- Sole proprietor registration is not supported through Bandwidth's Campaign Service Provider (CSP).
- True Sole Proprietors (SPs) must go through TCR's provisioning process. Please make sure you first evaluate whether you're a fit for the SP use case or the low-volume campaign type!

Campaign Registration Best Practices
The following recommendations can be applied to all campaigns.

Content Attributes

- Please make sure your content attributes are correct while setting up your campaign. These fields can not be changed, so a brand-new campaign will have to be submitted.
  - **Example**: If a customer selects "no" for the embedded link, but the sample content provided clearly shows links. They will need to resubmit their campaign with "yes" selected for the embedded link.

Prohibited SHAFT-C Content

The following types of content are not allowed on 10DLC:

- Sex
- Hate
- Alcohol
- Firearms
- Tobacco (cannabis, CBD, etc.)
  - **Please note:** This content is not allowed to be on the customer's website *at all*.
    - **Example**: If a chiropractor's office has CBD Oils on its website, this is prohibited, and the campaign will be denied, even if not directly related to CBD marketing
- Third-party or affiliate lead and/or commission generation (see definition below)
- Advertisements for loans
- Credit repair offers
- Debt relief
- Debt consolidation
- Debt collection
- Work from home, secret shopper, MLM, or other similar advertising campaigns

What is third-party or affiliate lead generation?
This is when the party collecting opt-in is doing so for the purpose of collecting, aggregating, converting, or selling consumer information (leads) to third parties for a fee. Typically, a consumer

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is driven to a website using online advertising and asked to input their information in order to receive offers for general services like payday loans, insurance products, or educational opportunities. The lead generator then either resells that consumer's information to one or more third parties or continues to send messages to the consumer with links to offers from multiple partners to try and convert a sale.

At best, these offers can give real value to consumers by connecting them with companies that can help fulfill a need. Oftentimes, however, lead generation companies have engaged in aggressive or potentially misleading marketing campaigns, causing consumers to complain and spam blocking to occur.

For additional information on Bandwidth's messaging content policies, please see **Bandwidth Messaging Content Policies**

Description

- Must be able to tell the intended purpose of the overall messages. Your description should answer the questions:
  - Who you are
  - Who do you want to reach
  - Why you are sending out messages to
- **Good Example**: Messages aimed at customers of a car dealership service center. Appointment reminders, repair updates, satisfaction follow-up, online bill payment, and 2-way conversations.
- **Bad Example**: Text messages are used for our team members to communicate with our customers and partners.
  - **Why is it bad?** It doesn't say who you are or what you want to communicate.

Call To Action/Message Flow

You're required to provide a clear, concise, and conspicuous description of how an end user signs up to receive messages. Opt-in must be 1 to 1, can't be shared with third parties, and can't be implied. It also can't be obscured within the Terms & Conditions and/or other agreement(s).

Examples of how to get users to opt in:
- Entering a phone number through a website
  - **Example**: Customers opt-in by visiting www.examplewebsite.com and adding their phone number. They then check a box agreeing to receive text messages from the example brand.
- Clicking a button on a mobile webpage

- Sending a message from the consumer's mobile device that contains an advertising keyword.
    - **Example**: Consumers opt-in by texting START to (111) 222-3333.
    - **Important**: If consumers can opt in by texting a keyword, the response should include the brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and a clear description of how to opt out.
- Initiating the text message exchange in which the message sender replies to the consumer only with responsive information.
- Signing up at a point-of-sale (POS) or another message sender on-site location.
- Opting in over the phone using interactive voice response (IVR) technology.
    - **Example**: "Bandwidth: You are now opted-in to our platform notifications. For help, reply HELP. To opt out, reply STOP"

Sample Messages

You must display messages that are unique and provide examples of content you may send so we can tell what the interaction may look like. The sample messages should align with the overall campaign description. We would ideally want to see the identification of who is sending the message (a brand name or sender name), meaning it shouldn't be a generic description along with generic sample messages where the use case can't be determined without additional research.

Please make sure at least one sample message has Opt-Out language.

- **Good examples**:
    - Hello John Doe, this is a reminder about your appointment with John's Car Dealership on April 2nd, 2021 at 10:00 AM. Please reply YES to confirm your attendance or NO if you are not able to make it. Let us know when you would like to reschedule your appointment. Thank you!
    - Good evening Church family, we are having an in-person worship service tomorrow at 10:30 am. We will also be streaming the service over Facebook Live for those unable to attend. Reminder: tomorrow is the day to bring the donation boxes.
    - Hi %FirstName%! This is Ramiro with Bandwidth. We'd love to invite you to visit our booth at the upcoming Conference, which is taking place virtually and in person from Nov 9-13! Tickets are available now. There will be panels relating to voice, messaging, and 911! Register at Bandwidth—The universal platform for global enterprise communications . Will we see you at the conference this year?
    - Reminder from Dr. Smiles, DDS, Hi Jim, we look forward to seeing you at 3:00 pm tomorrow for your cleaning. Reply OPTIONS for Notification Options, or STOP to disable SMS notifications.
    - Visit BrandedURL.com domain name is for sale. Inquire now. for options or reply with STOP to disable SMS notifications.
- **Bad examples**:
    - Thanks for leaving a rating on Google Business. We would like to learn more about your experience. I will contact you soon.
    - I received your question. I will get back to you as soon as possible.
    - There's a little favor I would like you to help me with, please.

Opt-out Message

- Acceptable opt-out language is: End, stop, unsubscribe, and Arret (French) must be separated by spaces.
  - **Example**: "[Insert Business Name:] You have an appointment for Tuesday at 3:00 PM, reply YES to confirm, NO to reschedule. Reply STOP to unsubscribe."
- Unacceptable opt-out language: Stop2End
  - **Example:** Luke's Pizza: Use discount code CHEESE for 10% off of your online order. Stop2End
    - **Why is it bad?** There must be spaces separating each word

Tips for Success

Do...	Don't...
- Comply with the guidelines outlined in this article. Non-compliance will result in a declined campaign. - Provide complete information and verify that content attributes are accurate prior to sharing the campaign with your DCA. - Include opt-in and opt-out language (when applicable). When a phone number is collected via a website, the brand should also disclose the privacy policy/terms of use.	- Include a non-working website. - Provide content attributes that don't match the other fields entered in TCR (embedded phone number or link, debt reduction program) - Use sample messages, campaign description, or website/brand information that are inconsistent with each other. Sample message entries match and make sense for the website and/or brand. - Register Charity or Sole Proprietor use cases for political messaging.

To Register, Begin Here

You can view the **Support article here**, or follow the steps below:

After you have been fully onboarded and received your Welcome Call from your Customer Success Manager (CSM), your SMS compliance permissions will be enabled and the registration process can begin. Your CSM will send you an email as follows:

> Hi,
>
> My name is Italo, and I'll be assisting you with your registration with TCR. We've created a guide to help streamline the process. Please see the attached guide.
>
> **1. Registering Your Brand:**
> You have already done this part of the process and your brand is now active.
>
> **2. Campaign Registration:**
> You can now initiate the campaign registration process. Our guide provides both good and bad examples to assist you with campaign information. After registering the campaign, please notify me so I can keep you informed on its status. Although the approval might take up to 30 days, we've observed faster turnaround times in many cases. This campaign registration comes with a $15 fee.
>
> **3. Adding Numbers:**
> After the campaign receives approval, you can then specify which phone numbers are permitted to send SMS messages. With this step completed, the registration process is finalized.
>
> Should you have any questions or require further clarification, please don't hesitate to reach out. We'll keep this ticket open throughout the entire process for your convenience.
>
> Best regards,
> Italo

Please note the guide that is referenced in this email is THIS guide that you're reading now.
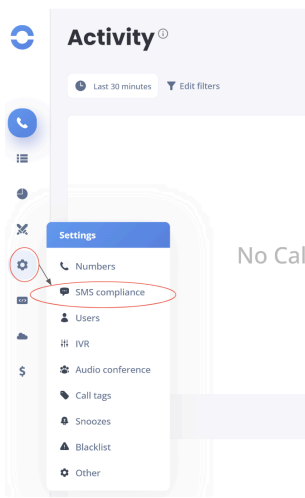
Access the Dashboard Menu

- Access the dashboard at dashboard.ringover.com.
- Select the Settings wheel, and then SMS compliance.

Begin Brand Registration

- The registration process defaults to the Brands tab as the Brand must be registered before the Campaign can be registered or numbers assigned to the campaign. Click 'Register Now' to begin the process of filling out the Brand registration form, and select 'Add New Brand'.. Refer to the "Brand Registration Best Practices" in this document to ensure that you properly fill out the form. ⬇️

SMS compliance registration (U.S.)

Brands | Campaign | Assigned numbers

Add new brand

1/3 Add company details

Once the Brand registration form has been submitted, our TCR Team will be notified and will commence the process of overseeing and facilitating your registration.

When your Brand has been registered successfully, your Customer Success Manager will advise you, and direct you to begin the registration process for your Campaign:

'Italo Belandria (Ringover)' via tcr@ringover.com <tcr@ringover.com>   Mon, Nov 13, 12:32 PM (8 days ago)
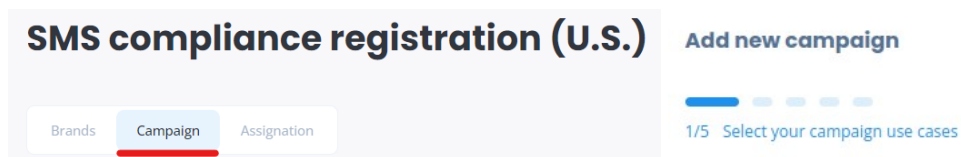to Ringover, Chelsea ▾

Hi Chelsea! I hope you had a great weekend!

I want to inform you that you brand has been Registered. Now you can proceed to register your campaign.

Let me know if you have any questions!

Begin Campaign Registration

- The registration process proceeds to the Campaigns tab once the Brand has been registered.

SMS compliance registration (U.S.)

| Brands | Campaign | Assignation |

Add new campaign

1/5 Select your campaign use cases

- Select the Brand for your campaign to begin the process of filling out the Campaign registration form. Refer to the "Campaign Registration Best Practices" in this document to ensure that you properly fill out the form.
- Please note that this process can take up to 30 days, and rejections are possible. Your Customer Success Manager is a TCR Specialist and will be able to troubleshoot any rejections or issues to ensure that everything is resolved and will provide guidance along the way. .

Hi Nida! Hope you are doing good!

I'm glad to inform you that the Campaign has been approved and is availably in your dashboard. Now the last steps is assign the numbers to the campaign. Once numbers are assign, you are good to start communicating via SMS.

I'm going to close this ticket, if you have any questions about TCR, please reach us out at tcr@ringover.com and if you need any other Ringover support please email us at support@ringover.com

Have a great day!

Guidance for Filling Out the Campaign Registration Form

The following recommendations are based on our research of best practices and analysis of existing successful registrations to determine the factors that contributed to successful outcomes.

Use Case - *almost always select Low Volume.* Low Volume Campaigns are designed for sending less than 15,000 messages per month. These campaigns are for messages that aren't time-sensitive and are limited to 75 SMS message segments per minute on the AT&T network.

- **Account Notification** and **Customer Care** are typically the most common use cases. Keep it simple. Although you can select up to 5, the more you have, we have found the higher the rejection rate.

Carrier - select all carriers on this page and click 'Next'.

Name

- This is the Business or Company name and should match what is presented on the company website; should be the legal name and DBA (if applicable).

Description

- A brief overview of what the TCR campaign is about, its purpose, and why it's important. Highlight the benefits of participating.
- Example # 1: When speaking with customers on the phone, we provide them our numbers and ask if they prefer text for communication
- Example # 2: Messages are aimed at potential caregivers for our Non Medical home care services. New available Clients in their zip code, appointment reminders, existing employee follow up, and 2-way conversations.

Help Keywords

- Type "HELP" or any other keyword that would signal to the sender that recipient needs assistance

Help Message

- Example # 1: HELP - Reply "HELP" if you need one of our team members to contact you.
- Example # 2: For help, reply HELP. To opt out, reply STOP"

Message Flow

- This is a description of how a customer "opts-in" to receiving SMS.
- Example # 1: Customers call us directly, we then ask permission to text them while we have them on the phone. Or providers see us on LinkedIn and Facebook, they go to our website, and fill out the contact form to opt in.
- Example # 2: Interested caregivers Opt-in by visiting https://bunnyhomecare.com/ and providing their phone number. They then check a box agreeing to receive text messages from the example brand.

Opt-in Keywords

- "YES", "JOIN", "APPLY", "JOBS" - can be unique according to your preference.

Opt-in Message

- Example # 1: Text JOIN to (267) 308 5685.

- Example # 2: Thanks for contacting Med Talent Group job notifications, reply YES if you'd like us to notify you of jobs that are relevant to you based on location and practice environment.

Opt-out Keywords
- Example # 1: OPT OUT
- Example # 2: STOP

Opt-out Message
- TCR requires you to include STOP as an opt-out keyword at minimum. This is the industry standard and ensures a clear way for users to unsubscribe.
  Additional Keywords (Optional): You can include additional opt-out keywords besides STOP. Common options include:
    - UNSUBSCRIBE
    - END
    - QUIT
    - CANCEL
- Example # 1: If you wish to stop receiving job notifications from Med Talent Group, reply STOP.

Sample 1
- Example # 1: Hi "Ervis": You are now opted-in to our platform notifications. For help, reply HELP. To opt out, reply STOP"
- Example # 2: Hi John, this is Jon Morrison with Med Talent Group. The job opening you are asking about is in Raleigh NC and pays $200 per hour. If this is a location you'd be interested in, please let me know what time works best for a call and I'd be happy to share more details.
- Example # 3: Extra savings alert! Score an extra 25% off select styles online @ Going, Going, Gone! https://mgone.attn.tv/l/jmi/uRldK .
  Text STOP 2 stop, HELP 4 help

Sample 2
- Example # 1: Hi Ervis, this is a reminder about your interview with Ben at Bunny Home Care's Porterville's Office on May 10th, 2024 at 11:00AM. Let us know when you would like to reschedule your appointment. Thank you!
- Example # 2: Hi Jerry, this is Jon Morrison with Med Talent Group. You reached out to me back in October about contract positions near Cincinnati OH and said text would be the best way to communicate.

Sample 3
- Example # 1: Hi Ervis, we would like to confirm your first day of work. Please call your care coordinator at your earliest convenience.
- Example # 2: Hi Pam, hope you are doing well, this is Jon Morrison with Med Talent Group.

- Example # 3: The hospital you're currently on contract with us at is looking for additional temporary help. Do you know anyone you can refer to me who you think would be interested?

Age Gated

- If you have an age gate (21 yrs +) prompt on your website, put "yes"
- Even though TCR doesn't have a specific age verification form, during the registration process, they might ask you to demonstrate your age verification process on the website. This could involve providing screenshots of your website's age verification section. Once users are verified as being of legal age, you can then include the standard TCR opt-in keywords (START, SUBSCRIBE, JOIN, GO) on your website or SMS signup form for them to agree to receive messages. Always include the mandatory STOP keyword and any additional opt-out keywords you choose (UNSUBSCRIBE, END, QUIT, CANCEL) in your text message

Assign Numbers to Your Campaign

Once the Campaign has been registered, it's time to assign the numbers you wish to use for SMS to the Campaign.

Please follow this ➡️ **job aid for guidance on how to assign numbers** from within the Dashboard to your Campaign.

Once numbers are assigned, CONGRATULATIONS! You're ready to start using SMS through Ringover.

Contact Us

Should you have any questions or concerns, please contact us at tcr@ringover.com and our TCR Specialist will be in contact with you!