

5 Tips to Register for Success with 10DLC & Beyond



Text messaging is a fast and reliable way to communicate with your stakeholders. It is also highly regulated and monitored, so businesses and non-profits that use tools like Mogli must adhere to specific requirements in order to send messages. At Mogli, we are experts at navigating these requirements and have helped hundreds of organizations create campaigns that have delivered millions of messages.

1



Update Your Opt-In Consent Language to Include Texting

Before you can send a text message to a stakeholder, you must obtain their consent. When registering your A2P number(s), you must be able to show that you have properly developed Opt-In language on all online forms where phone numbers are captured.

2



Make Sure Your Privacy Policy is Current and Easy to Find

When collecting consent for messaging, your privacy policy must be clearly accessible. During the registration process, carriers will check to confirm the presence and details of your privacy policy. Your privacy policy must clearly state that user data will not be provided to third parties. Failure to comply will result in the carrier rejecting your number registration request.

3



Have a Messaging Plan

You must explicitly detail the use case(s) for messages you will be sending upon registering your number with messaging carriers. For the purposes of registration, your use case(s) will be referred to as campaign(s). If you're unsure about how to classify your use case, a Mogli team member can provide support. Failure to properly match registered campaigns may result in messages not reaching your recipient.

4



BRAND

Know Who You Are

Like your campaign(s), your brand will also be vetted and reviewed during the registration process. As with campaigns, if you send messages that don't match your registered brand information, your messages risk being filtered.

Some of the required Brand information you must provide:

- EIN
- Live Website URL
- Physical address
- Industry Vertical

5



Be Prepared, Be Patient

The review process can take from one to four weeks once registration information is submitted. The best way to save time for this process is to be prepared with all of the information that needs to be submitted once you finalize your Mogli license agreement. The Mogli team will also do a preliminary review of your submission and notify you of any concerns or recommendations to increase your chances of success.