

Create Campaign

Select Use Case: The use case selected needs to match the sample messages and opt-in language being used.

Example: If your opt-in language mentions words like “promotions, marketing, advertising, etc” you need to include the marketing use case OR you need to take those terms out of the opt-in language.

On the other hand, if you select marketing and your opt-in language is missing language around marketing, your campaign will be rejected.

Create Campaign

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Use Cases Carrier Terms Details Summary

Select a brand for this campaign: *

Commio▼

Standard Use Cases

USE CASE	MONTHLY FEE
<input type="radio"/> 2FA	\$10.00
<input type="radio"/> Account Notification	\$10.00
<input type="radio"/> Customer Care	\$10.00
<input type="radio"/> Delivery Notification	\$10.00

Special Use Cases

USE CASE	MONTHLY FEE
<input type="radio"/> Agents and Franchises	\$30.00
<input type="radio"/> Carrier Exemptions	\$10.00
<input type="radio"/> Charity	\$3.00
<input type="radio"/> Emergency	\$5.00

If you select one of the mixed use case options, you need to make sure each use case is represented in your opt-in language.

Campaign Details

Campaign Details

Campaign Description *

Call-to-Action / Message Flow *

Privacy Policy Link * Terms and Conditions Link *

Supporting Documentation

Upload any supporting information for opt in, call-to-action, terms and conditions, privacy policy, etc. Not intended for MMS Sample media (Us

Upload

Choose File

Max size: 10MB

Preview

Campaign Description: This can be a sentence or two briefly describing what the campaign and messages will be used for.

We don't normally see rejections for this field.

Call-to-Action / Message Flow: This is one of the most important sections and is heavily scrutinized during the campaign review process. Explain the opt-in process, which can be on your website, verbal, in person, email, or written and include all of the following:

- Program (Brand) Name/Product Description
- Message Frequency Disclosure
- Message and Data Rates may apply
- HELP Disclosures
- STOP Disclosures

Verbal opt-ins need to include the script and the agent should be verbalizing all of the bullet points above. You can type this out in the Call-To-Action section, or you can attach a document of the script in the “Supporting Documentation” section.

For opt-in that takes place on a form (written or electric) you should upload a copy of the form to the “Supporting Documentation” section.

Websites may include several sections where opt-in can be provided (example within online forms, chat boxes, etc). Opt-in language needs to be mentioned on each of these pages and each page should be linked within the CTA.

If your opt-in language is behind a multi-page questionnaire, please screenshot the final page with the opt-in language and add it to supporting documentation. The review team likely won't click through the multi-pages to get to the final page with opt-in and will reject the campaign without the screenshot.

Similarly, if your opt-in is behind a portal login, please screenshot the supporting pages containing the opt-in process and language.

Website: the customer can opt-in through a webform (or chat), which must meet specific compliance requirements:

- The phone number field should not be mandatory, as this would be considered forced opt-in.
- Opt-in language should appear at the bottom of the form, clearly stating the frequency, msg & data rates, and that text messages will be sent from the company/brand name. The opt-in must be exclusively for text messages and should not include email or calls, which must be handled separately. The form should be designed specifically for text message consent only.

Example: “By submitting this form and signing up for texts, you consent to receive marketing text messages (e.g. promos, cart reminders) from [company name] at the number provided, including messages sent by autodialer. Consent is not a condition of purchase. Msg & data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). Privacy Policy [link] & Terms [link].”

Privacy Policy Link: Please provide the direct link to your privacy policy page. Your privacy policy will be fully read by the campaign review team. The privacy policy has to clearly explain

that no personal information including the phone number is shared with any outside parties, affiliates, or third parties, etc. Personal information collected should never be shared or sold. "Mobile information won't be shared."

Terms and conditions Link: Please provide the direct link to your terms and conditions page. If you don't have a separate section of the website for Terms and Conditions you can cover it within the call to action and opt-in language with the HELP, STOP, and messaging disclosures.

Subscriber Info

Subscriber Opt In: OPT-IN message must contain the brand name of the message sender, the help option, the opt-out option, and the message frequency and associated fees disclosures.

Subscriber Opt-Out: OPT-OUT message must contain brand name and indicate that no further messages will be sent.

Subscriber Help: HELP message must contain brand name and contain support contact (email, phone number, or support website).

Sample Messages: Please provide sample messages relevant to the use case. If you are using more than one use case within the single campaign, we recommend at least one message sample for each use case. As best practice, include the brand name, help, stop, frequency & data rates within the message.

Sample Multimedia: You can add any supporting documentation here. Website screenshots, sign up forms, etc.

Campaign and Content Attributes: The answers to these questions need to match what is represented in the campaign and associated text messages.

Campaign and Content Attributes	
Embedded Link i	<input type="radio"/> Yes <input type="radio"/> No
Embedded Phone i	<input type="radio"/> Yes <input type="radio"/> No
Age-Gated Content i	<input type="radio"/> Yes <input type="radio"/> No
Number Pooling i	<input type="radio"/> Yes <input checked="" type="radio"/> No
Direct Lending or Loan Agreement i	<input type="radio"/> Yes <input type="radio"/> No