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US Dedicated Short Code
(Random or Vanity)
Carrier Approval Form (CAF)

Complete the Short Code CAF to send two-way text messages in the United States.

In case it's a vanity short code, please state your preferences here.

Vanity Dedicated Short Code	
List 3 codes below in order of preference. Select one short code types. **if you purchased a Vanity short code, we'll do our best to secure and provision your first choice. However, in case it's not available, please do state your preferences from highest to lowest.*	**Preference 1:**
	Preference 2:
	Preference 3:

GENERIC INFORMATION

Shortcode	
If you have the code type it here, else write "NA"	
Program Name	
The name of the SMS service being submitted, "Example: Acoustic product updates."	
Program request type	☐ New program
When you are modifying an existing program select "modified". If moving an existing short code from another	☐ Modified program

provider to Acoustic, that is a migration. Else, it is a new program.	☐ **Shortcode migration**
Short Description Example: "New shortcode 12345 request for ACME Co appointment reminders"	

1.   SHORTCODE INFORMATION

Web Sign-up URL The URL where end users can sign up for the SMS service. This is required if the client is having contacts opt into SMS via web form.	
Staging Web Sign-up URL A staging site intended to preview the Web sign up URL. This is an option for contacts that plan to use a web form for sign up that may not be available to the outside world until post carrier approval.	
Target Launch Date Objective for when the program will launch at be tested. The 12-14 weeks of carrier approval time needs to be factored into the launch date.	
T&C's URL The URL where the SMS T&Cs will be hosted. Should be direct link to T&Cs. Customers can either provide the URL to a page where these are located or send an attachment to accompany the CAF.	
Privacy Policy Link to Privacy Policy URL.	
Ongoing	☐

End Date	
Shortcode Type (check box)	☐ Standard
	☐ Free to End User
Program Name The name of the SMS service being submitted, e.g., "Acoustic product updates"	‰œ› ª©§ ¨Ÿœ§ ˜² ¤£¯£œ˘‹œœ˜ª° ®§ ¯´«œ ˘«¯ª¡¯¨˜˙©¨˙ œ
Message volume Anticipated sending volume on a monthly basis.	

2. CONTACT INFORMATION

*The following section must be filled out only in the case a 3ʳᵈ party content provider will be the responsible one for the SMS service's content. If so, Company 2 must complete CTIA vetting and to do so you must complete the next section. Company 2 information is required for any 3ʳᵈ party that is responsible for the SMS service's content.

Is **Company 2 applicable**?   ☐ Yes   ☐ No

If the answer to the prior question is "Yes", then all of the following items are obligatory. Else, jump to section #3 (Program Information).

Company Address Carriers wish to know who is responsible for the content being transmitted over their network.	

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Company Phone

Carriers wish to know who is responsible for the content being transmitted over their network.

POC & Email

This is usually the main contact's information that is working with Acoustic through the carrier approval process.

Has this short code been suspended and/or terminated by Sprint?

If suspended, check the box and indicate reasons and date. If terminated, do the same. Else, leave this row blank If you are not going to send SMS to Sprint numbers, you can skip this.

☐ Suspended   Reason

From: to:

☐ Terminated   Reason

From: to:

Has company ever filed for bankruptcy? If Yes, provide the year.

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

☐ No

☐ Yes   Year:

Cramming or other illegal, fraudulent, misleading or suspicions activity

Has the company, or any principal of the company, been involved in cramming or other illegal activity? If yes, please explain. This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

☐ No

☐ Yes   Please explain:

Under investigation by any governmental authority

☐ No

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Has the company, or any principal of the company, been under investigation by any governmental authority? If yes, please explain. This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.	☐ Yes Please explain:

Has Sprint ever suspended one of this company's short codes? *This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.*

☐ No

☐ Yes

Short code:

Date of suspension:

Cause:

Has Sprint ever suspended a short code assigned to a principal of this company?

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

☐ No

☐ Yes

Short code:

Date of suspension:

Cause:

Has Sprint ever terminated one of this company's short codes? *This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this..*

☐ No

☐ Yes

Short code:

Date of suspension:

Cause:

Has Sprint ever terminated a short code assigned to a principal of this company?

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

☐ No

☐ Yes

Short code:

Date of suspension:

Cause:

Tax ID

Client must include a W-9 form as a part of carrier approval in the US.

This is a requirement for all carriers,

Company DBAs

Doing Business As. This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

Principal Names

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

Company URL

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

Years in Business

This is a requirement specific for Sprint carrier. If you are not going to send SMS to Sprint numbers, you can skip this.

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3. PROGRAM INFORMATION

Opt-in: Describe how your customers will qualify to receive your SMS text messages (could be multiple choices, at least choose one)	☐ Web (through a webform or similar) ☐ Keyword (texting the code to opt-in) ☐ IVR IVR 800#: Other (describe):
Type of Traffic Recommend choosing one for carrier approval.	☐ Marketing ☐ Transactional
Message Frequency* Examples: 4 messages a week, or message frequency might vary.	
Program summary* Explain what types of messages would be delivered to their contacts for the first SMS use case.	

a. PROGRAM REQUEST TYPE

Program request type*	☐ New program ☐ Modified program ☐ Shortcode migration

b. MESSAGE FLOW / CUSTOMER EXPERIENCE

OPT-IN INTERACTION

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CTA (Call to Action)

Include here the message that will be sent to get customers to opt in. For example: "Text JOIN to 12345 to sign-up for ACME Promo Alerts. Msg&Data rates may apply. Msg frequency may vary. Reply HELP for help, STOP to cancel. T&Cs are [here], and Privacy Policy is [here].

If it is a web form, provide the URL or a screenshot along with the double opt in messaging.

Initial Opt-in

The first step taken by the end-user to opt-in to the SMS service. This can be texting a keyword or typing a phone number into a website.

Initial Opt-in MT

The SMS alert sent to the end-user in response to the Initial Opt-in. Example: "ACOUSTIC: You have successfully opted into our product updates. Reply STOP to End. Reply HELP for Help. Message & Data Rates May Apply"

Double Opt-In

A second step taken by the end-user to complete sign-up for the SMS service, e.g., replying "YES" or entering a PIN on a website. Example: Customer submits web form to opt into SMS. After submitting the form, the contact receives a message from [short code] "ACOUSTIC: Please reply YES to confirm your opt in. Reply HELP for Message & Data Rates May Apply".

Confirmation MT

The SMS alert sent to the end-user as part of the opt-in process, which confirms their successful opt-in. Example: ACOUSTIC: You have successfully opted in. Reply STOP to End. Reply HELP for Help. Message & Data Rates May Apply".

OPT-IN INTERACTION

Example MT 1*

A sample SMS alert that might be sent to end-users as part of their participation in the SMS service. Example: "ACOUSTIC: Check out latest message composer releases http://acoustic.com/productupdates Reply STOP to End. Reply HELP for Help. Message & Data Rates May Apply".

Example MT 2

Another sample SMS alert that might be sent to end-users as part of their participation in the SMS service. The first one is obligatory; this one is optional.

HELP INTERACTION

Help MO

HELP is the keyword that will ultimately have an SMS program set up for to allow carriers to conduct testing.

Help MT

The SMS alert sent to the end-user as a response to the HELP keyword. Example: "ACOUSTIC: Please reach out to support 866-820-5136. Reply STOP to End. Message & Data Rates May Apply".

OPT-OUT INTERACTION

Opt-Out MO

We will guide you then to create a program to catch all these keywords, and so the appropriate response would be sent.

Opt-Out MT

The SMS alert sent to the end-user as a response to any of the mandatory opt-out keywords

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Example: "ACOUSTIC: You have been successfully opted out. Reply HELP for Help. Message & Data Rates May Apply".

SUBSCRIPTION RENEWAL REMINDER

Renewal MT

A recurring SMS alert sent to the end-user reminding them of their participation in the SMS service. Example: ACOUSTIC: Please check out our most recent product releases. Reply STOP to End. Reply HELP for Help. Message & Data Rates May Apply".

c. CUSTOMER CARE

URL for Customer Info

Most commonly the same as the T&Cs URL. It would be different if you were to have a website URL with specifics about the SMS program outside of the T&Cs.

Toll Free Customer Care Number

A phone number that end-users can contact for support with the SMS service. Enter the 800 number in (XXX) XXX-XXXX format. Must provide this or an email. Both are not required

Customer Care Email

An email address that end-users can contact for support with the SMS service. Must provide this or a toll free number. Both are not required.

Other Customer Care

Any other form of customer support, e.g. customer care web form or contact us link *(Possibly a customer service chat initiating url)*

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d. MARKETING PLAN AND TRAFFIC PROJECTIONS

Marketing Source The media promoting the SMS service, e.g. the Web Sign-Up URL. Specify URL, Station ID/TV/Radio Show, Magazine/Newspaper Title, etc.	
Estimated Total Messages per Month	
Traffic Spikes Provide an estimate of high volume traffic spikes, e.g. bulk broadcasts to 2M+ end-users. Enter details or N/A	☐ No
	☐ Yes Please explain:
Estimated Number of Participants per Month	

4. CARRIERS

All Carriers	☐ Yes
In case you don't wish to send SMS to all carriers, select from the following list all of those you _do_ want to send to.	
Verizon Wireless	☐ Yes
T-Mobile / Metro PCS	☐ Yes
AT&T	☐ Yes

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Sprint / Boost	☐ Yes
Virgin Mobile	☐ Yes
U.S. Cellular	☐ Yes
Interop	☐ Yes
C-Spire / Cellular South	☐ Yes
ClearSky	☐ Yes
Google Voice	☐ Yes

Please fill out the form, save it and send it to your Customer Success Director or attach it to the support ticket for provisioning.