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## Building Your SMS Opt-in List

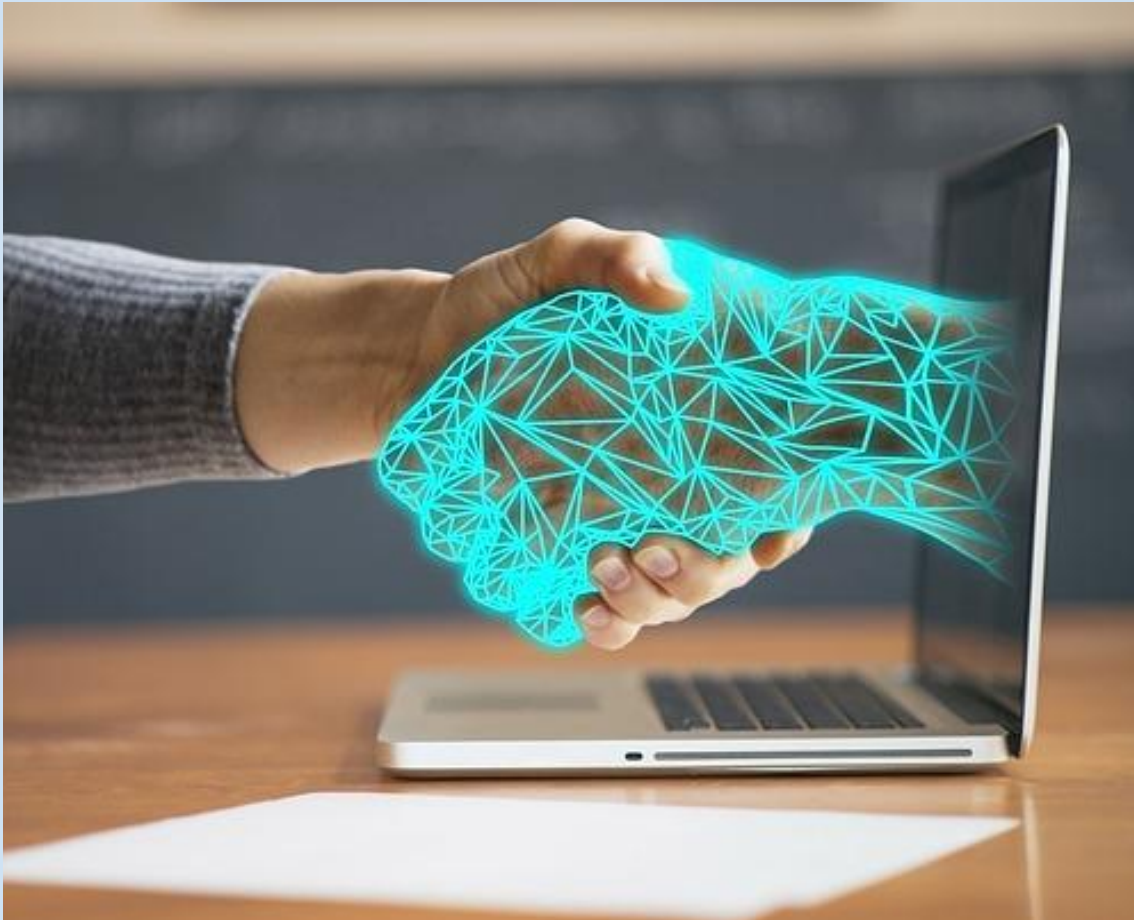
*Cloud Comms Industry Briefing*

Tim McLain  
Director of Marketing

October 8, 2024



# Text Messaging Is Great...



...when you follow the rules!

- Messaging has a 98% open rate, within 3 minutes, BUT:
- You must have an acceptable use case (see our *Use Cases eBook*) AND
- Every message recipient must have OPTED IN
- Your opt-in process must be DOCUMENTED

# Opt-In Forms

*Must include on all forms:*

- Clearly stated brand of sender
- Types of messages you'll receive
- Frequency of messages
- Message, data rate disclosures
- HELP, opt-out (STOP) instructions

Text **SKIMS** to **68805** to never miss a drop!

By signing up via text, you agree to receive recurring automated promotional and personalized marketing text messages (e.g. cart reminders) from SKIMS at the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel.

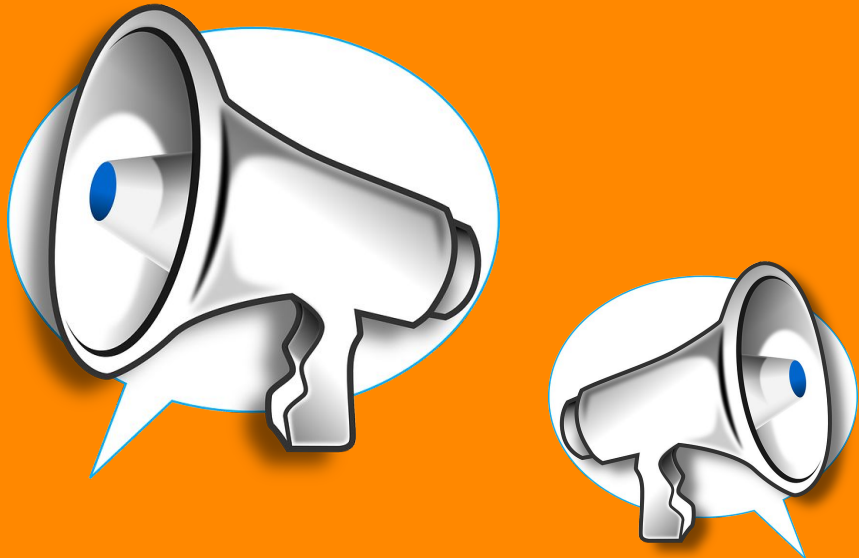
Msg frequency varies. Msg & data rates may apply.

[View Terms & Privacy.](#)



# Opt-in Forms (cont'd)

Each Use Case should have its own opt-in checkbox on your form.



- I provide my ESIGN consent to receive SMS/MMS text messages, from an automated dialing system, to my cell number provided above for **account notifications and alerts** from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any products or services. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. I understand that message and data rates may apply depending on my mobile carrier and that T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.
- I provide my ESIGN consent to receive SMS/MMS text messages, from an automated dialing system, to my cell number provided above for **marketing promotions** from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any products or services. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. I understand that message and data rates may apply depending on my mobile carrier and that T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.

<https://uscode.house.gov/view.xhtml?path=/prelim@title15/chapter96&edition=prelim>

# Opt-in Forms (cont'd)

Be the first to know about new arrivals, promotions and more

✉ Email Address

☎ Phone Number

↶ Sign up for texts and get \$20 off \$100+ instantly!



Email address (required)

Phone number (required)

By completing this form and clicking submit, you agree to the [privacy policy](#), [terms & conditions](#), and consent to receive texts, emails, and phone calls.

SUBMIT

Also:

- Consent can't be tied to other comms (e.g., calls, emails)
- Phone number can't be a required field
- If on Web, page should be secure (SSL / https)
- Must stand alone; can't rely on Privacy, Terms & Conditions pages

# Double Opt-In / Confirmation Texts

Send a confirmation text that reiterates:

- Brand identification up front
- Use case of opt-in
- Expected frequency of messaging
- Data rates statement
- HELP, STOP instructions

*“Hey [name]! To confirm your subscription to [business] SMS messages, reply YES. To opt out, reply STOP. Message and data rates may apply. Read our terms and privacy policy here: [URL].”*

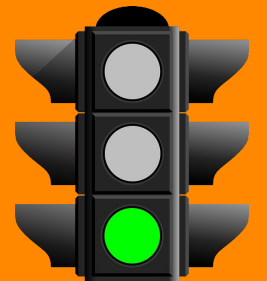
*Also send this confirmation text in response to “JOIN”*



# Related Web Pages

- Branded website: live, secure (https)
- Privacy Policy, Terms & Conditions
- Easily visible/accessible from home page
- NO language re: sharing personal info with a 3rd party
- Mobile sharing section: “We do NOT share data with third-party services” (*exception: messaging support providers*)

We do not share mobile phone numbers or opt-in (consent) data with third parties under any circumstances for commercial purposes. For Law Enforcement purposes only.



# Make It Simple to Opt Out

*[Company]: You're unsubscribed from messaging. No more messages will be sent. START to resubscribe.*



- Include HELP, STOP statements on all texts
- Use standardized messaging language (e.g., STOP)
- You can send ONE confirmation message in response to opt out, with NO solicitation (e.g., URL or "Call us!")
- Remove from future campaigns *immediately (less than 30 secs)*



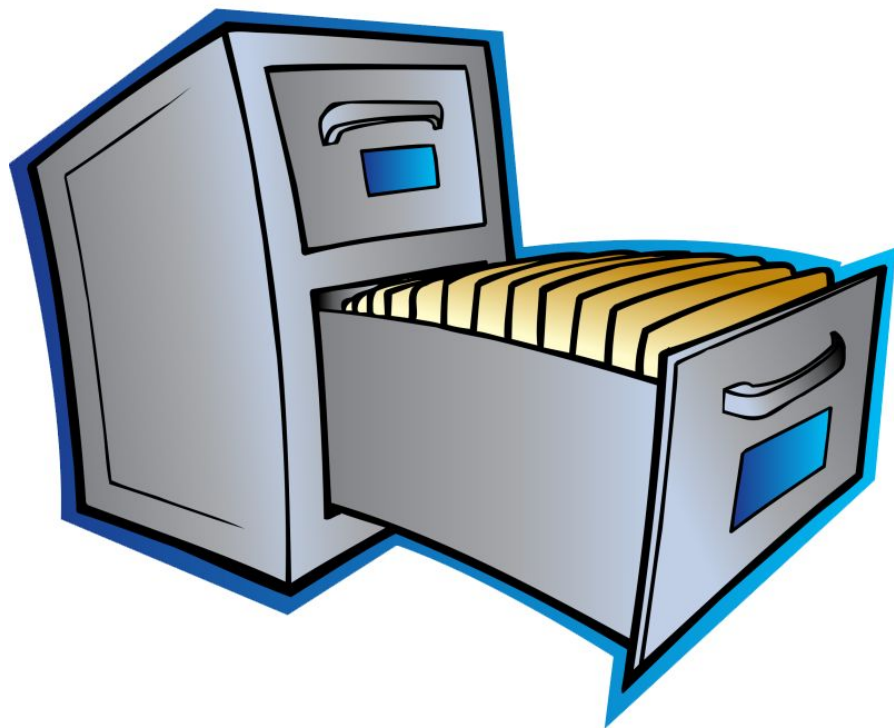
# Opt-In / Opt-Out Documentation



Everything must be documented and submitted to The Campaign Registry with your campaign:

- **When, Where, and How opt-ins are collected**
- All related website URLs
- Examples of form(s)
- Related message copy: Opt-in and opt-out confirmation, HELP

# Keep Good Records



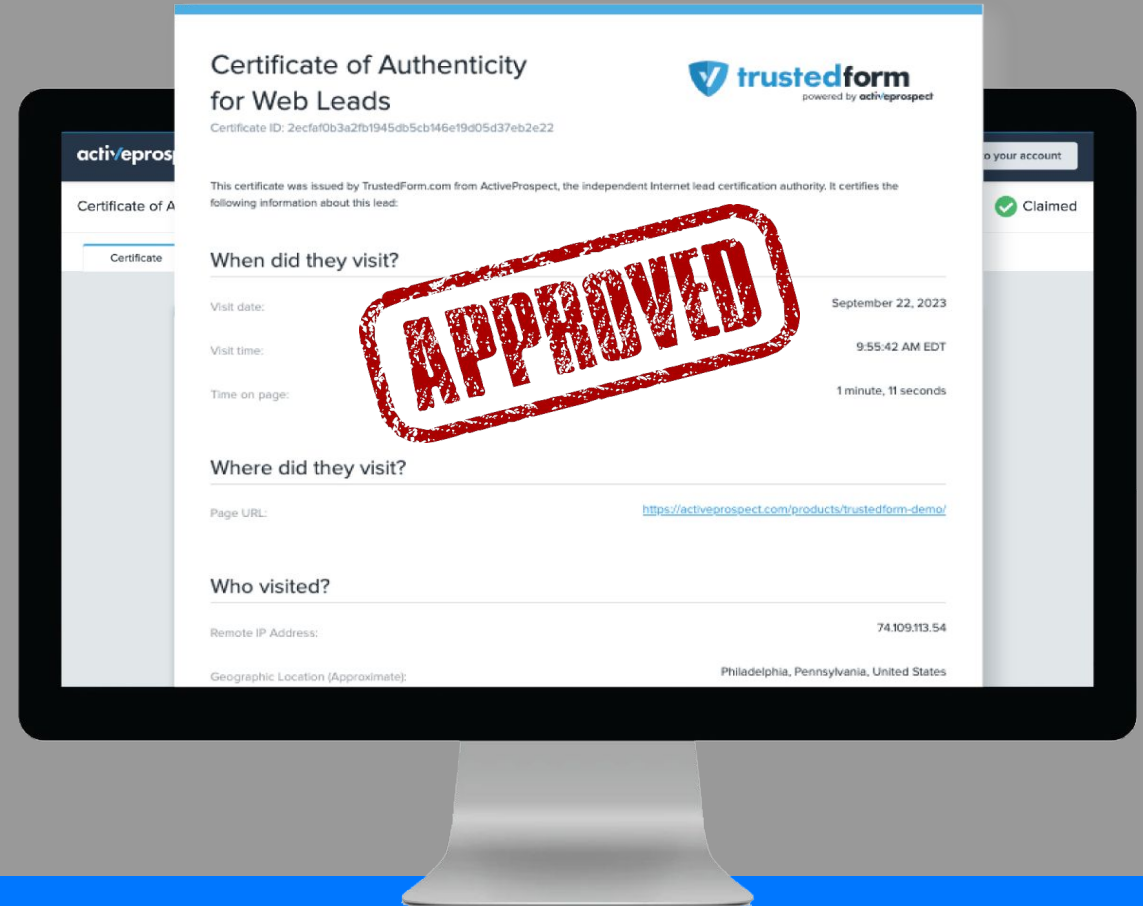
There has been an increase recently by the carriers performing consent audits for certain campaigns.

- Keep records of consent for at least six months.
  - Collect at a minimum: Date, Time, User name, email, and phone number. If possible, their IP address.
- Higher volume brands or ones with marketing traffic, should consider using a “trusted” form capture software or service.

# Prove It



If asked, you must prove how each recipient opted in.

(Software such as **ActiveProspect** can help.)

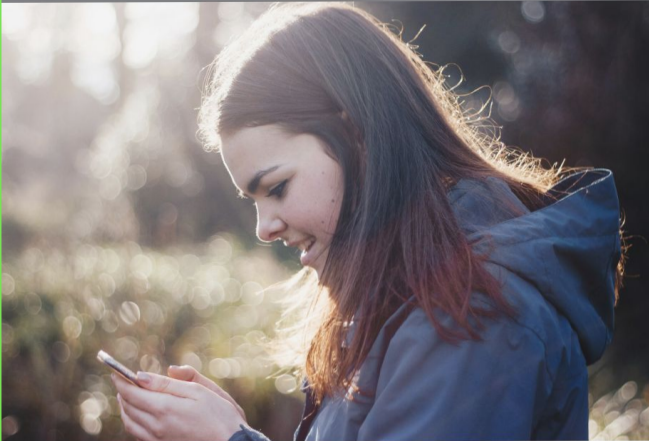


# For More Information


*Links:  
See  
post-webinar  
email  
&  
blog  
(see below)*



The A-to-Z's of 10DLC  
Using Local Numbers for Text  
Messaging Success  
*Everything You Need to Know About Long Code SMS*



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Achieving SMS Success  
**Registering Your Brand(s) & Campaigns 2024** (v.3)

Welcome to Commio! We're thrilled to guide you through the process of registering your 10DLC (aka "long code") brand(s) and campaigns. The DCAs are scrutinizing campaigns more closely than ever, and approvals can take as long as 10 days. This checklist is designed to improve your chances of a smooth and successful registration process. Let's dive right in.

**Key Terms**

Direct Carrier Aggregators (**DCA**) and The Campaign Registry (**TCR**): Serve as intermediaries between **Brands/Campaigns** and the mobile network operators. They consolidate the vetting and registration information and ensure it meets the requirements set by the carriers.

**Campaign:** In the context of 10DLC, a campaign refers to a specific set of A2P messages that are sent to users. A campaign has unique attributes, such as the type of message (marketing, alerts, etc.), the sending entity (**Brand**), and the content.

**Brand:** In 10DLC messaging, the "brand" is the company or entity that the end user perceives as the sender of the message.

*Changing Landscape*  
The parameters set by the **DCA** and **TCR** are subject to change due to various factors like regulatory updates, technological advancements, and shifts in carrier policies. It's crucial to stay up to date to ensure your campaigns remain compliant. At Commio, we work to provide updates as we hear about them.

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# Q&A



**She Said Yes! Building an SMS Opt-In List**  
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*Contact your account manager, or email us: [support@commio.com](mailto:support@commio.com)*