Mobile Client Intake Form: US

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| Shortcode Overview |  |
| Program Name: |  |
| Shortcode: |  |

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| Shortcode Type |

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| **Standard Rate** |  | **FTEU (Free to End User)** |  |

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| Message Type |

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| **SMS** |  | **SMS & MMS** |  |

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| Content Provider Information |

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| **Legal Company Name** |  | **Company Phone** |  |
| **Parent Company** |  | **Company URL** |  |
| **Company Address** |  | **Provisioning POC & Email**  Please enter Point of Contact name (from company listed above) and email address. |  |

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| Campaign Setup & Provisioning  Please note that the carriers will check to see that the required compliance for a mobile marketing program is included in the call-to-action (CTA) and bounce back message for each program. Please see notes included in each section for compliance requirements per program type. Additionally, all bounce back messages should fit within 160 characters with spaces included. | |
| Description of Program: This section should include 1-2 sentences describing who the sponsor is and what programs will be running on the shortcode. |  |
| Program Terms & Conditions URL: | |
| Program Privacy Policy URL: | |

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| One-Off Messaging (Complete this section only if your program will include a 1:1 interaction) |
| Call-to-Action Location(s): Where the consumer will see the information about the program. If this program has a web opt-in, please include the URL and ensure that the Call to Action includes the required compliance. |
| CTA Language: Please include the language that will prompt customers to participate in this program. If web site, please include screenshot at bottom of the form.  *CTIA Required Compliance:*  *Program description. Msg&data rates may apply. Privacy statement or link to privacy policy. Link to full one-off T&Cs page.*  *OR*  *Sponsor name and program description. Msg&data rates may apply. Customer support information. Privacy statement or link to privacy policy.* |
| Opt-in Keyword(s) – if keyword is used for participation: The word(s) that you would like consumers to text in to participate in the SMS program. If the participation is via web, please provide a keyword that can be used for carrier certification testing. |
| Response Message: *(E.g. SPONSOR NAME: Thanks for texting in! Here’s a link to your offer: XXXXXXXXXXXXX)*  MT:  *CTIA Required Compliance: Brand name and/or program description.* |

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| Recurring Alert Programs (Complete this section if program will store users number in a database for recurring messaging to that consumer) |
| Call-to-Action Location(s): Where the consumer will see the information about the program. If this program has a web opt-in, please include the URL and ensure that the Call to Action includes the required compliance. |
| CTA Language: Please include the language that will prompt consumers to enroll in this program. If web site, please include screenshot at bottom of the form.  *CTIA Required Compliance:*  *Program description. Msg&data rates may apply. Message frequency. Privacy statement or link to privacy policy. Link to full mobile T&Cs page.*  *-OR-*  *Sponsor name and program description. Msg&data rates may apply. Message frequency. Customer support information. Opt-out instructions. Privacy statement or link to privacy policy.* |
| Opt-in Keyword(s) if keyword is used for participation: The word(s) that you would like consumers to text in to participate in the SMS program. If  the participation is via web please provide a keyword that can be used for carrier certification testing. |
| Opt-in Confirmation Message\*\*: (This message is optional\*\*) You can choose to have consumers reply ‘Y’ or reply with their zip code for double opt in. (*E.g. Please reply Y or YES to confirm you would like to sign up for alerts from PROGRAM NAME.)*  MT:  *CTIA Required Compliance: Sponsor name and/or program description. Response command.* |
| Welcome Message: (E.g. *Thanks for subscribing to PROGRAM NAME mobile alerts. To unsubscribe, reply STOP. Msg frequency is recurring, Text HELP for info. Msg&data rates may apply.)*  MT:  *CTIA Required Compliance: Sponsor name and/or program description. Msg&data rates may apply. Message frequency. Customer support information. Opt-out instructions.* |
| Example Alerts: Please include 1-2 examples showing what kind of alert content will be sent to this list.  Example MT:  Example MT:  *CTIA Required Compliance: Sponsor name and/or program description. Opt-out and support information in one alert msg/mth* |

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| Required Keyword Messaging (It is required to respond to each of the following keywords): |
| Help Response Message: Response when a consumer texts in HELP *(E.g. This is the SPONSOR NAME shortcode. Reply STOP to unsubscribe. Msg&data rates may apply. LINK TO CUSTOMER SUPPORT)*  HELP MT:  *CTIA Required Compliance: Sponsor name and/or program description. Customer support information (either a toll-free number, website, or email address)* |
| Stop Response Message: Response when a consumer texts in STOP, QUIT, CANCEL, UNSUBSCRIBE, END, or STOPALL *(E.g. SPONOSR NAME: You will no longer receive msgs unless you text us again. LINK TO CUSTOMER SUPPORT)*  STOP MT:  *CTIA Required Compliance: Sponsor name. Confirmation that no additional messages will be sent.* |

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| Customer Support Contact Information |

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| **Customer Support Email** |  | **Customer Support Toll-Free Number** |  |
| **Customer Support URL** |  |

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| CSCA Sales Receipt (please include screenshot of receipt) |

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| Miscellaneous: Please include any screenshots for web CTAs below |