

TCR campaign guidelines and requirements

Last updated on 11/28/2024

Who uses this feature

- Business owners and administrators
- Applies to all business types

To use ServiceTitan messaging features, businesses must register their company details for vetting by mobile network operators, ensuring compliance with carrier standards. Starting November 6, 2024, updated requirements for 10DLC campaigns take effect. Ensure your campaigns meet these new standards for successful vetting.

Important

These requirements and deadlines are set by the mobile network operators, not by ServiceTitan. The recommendations are based on telecom industry insights and are intended to assist, though approval cannot be guaranteed.

Things to know

The following is the most updated list of requirements. While the November 6th updates have been incorporated,



10DLC registration process

To help your company's brand get registered with the TCR for 10DLC:

1. Complete the [Register for Texting](#) form in your ServiceTitan account.
2. Ensure your company has a website (or online presence) to be approved.
3. Have a dedicated area on your website with the following:
 - [Call-to-Action \(CTA\)](#)
 - [Privacy Policy](#)
 - [Terms & Conditions](#)

Call-to-Action (CTA)

A Call-to-Action invites customers to opt-in to a messaging campaign, ensuring they understand the program's purpose and provide consent. It must have key information such as the program description, originating phone numbers, the sender's identity, opt-in details, and any applicable fees or terms, without deceptive language or hidden conditions.

The vetting aggregator will review the *Call-to-Action* disclosure given to the consumer during opt-in, ensuring it includes the following information:

- Brand name
- Types of messages being sent
 - Examples: Appointment reminders, informational, marketing, etc.
- Message frequency disclosure
 - Examples: Message frequency may vary, two per appointment, etc.
- The *Message and data rates may apply* disclosure
- Help information
 - Example: Text Help for assistance
- Stop/opt-out information
 - Example: Text Stop to stop the notifications
- Link to the Privacy Policy and Terms & Conditions

Note: *This information must be provided regardless of the opt-in collection method.*

CTA recommendations

- All traffic on behalf of a business, entity, or organization must have prior opt-in/consent.
- If the CTA mentions the opt-in collected on a website, it should also include the website. If it's not included, the campaign will be declined.
- Even if the CTA mentions opt-in collected elsewhere, lead intake forms on the brand's website will be reviewed. If the phone number field is required, the disclaimer about the SMS opt-in must be included. Otherwise, the campaign will be declined.
- If donations are a part of the campaign, the Call-to-Action disclosure shared at the consent collection should reflect that.

Opt-out message

These are messages that allow consumers to stop receiving further notifications. These are typically sent in response to a consumer's request to unsubscribe from a messaging service or campaign. Acceptable opt-out language must include at least one of the following words: *End, Stop, Unsubscribe, Cancel*.

Note: *If you're using an opt-out phrase, it must be separated by spaces. For example, Stop2End is not acceptable. Instead, use Stop 2 End. Ensure that at least one of your sample messages shows your opt-out.*

Privacy Policy

All businesses must have a valid Privacy Policy when registering 10DLC campaigns. The Privacy Policy should clearly explain how consumer data will be used, shared (if applicable), and how consumers can contact the message sender.

A compliant Privacy Policy for 10DLC messaging should include the following:

- **Data protection**

Provide assurance that phone numbers will not be shared or sold to third parties for marketing purposes.

While sharing data for business operations is allowed, [selling consumer data to third parties is prohibited](#) and will result in campaign rejection. To meet this requirement, include a statement in the Privacy Policy confirming that consumer data will not be shared.

- **Opt-out instructions**

Acknowledge consumers' right to opt out of messaging campaigns to maintain their consent. Provide clear instructions on how consumers can opt out of future communications.

- **Data collection and usage**

Describe how customer information will be collected, used, and shared.

Terms & Conditions

All message senders must have compliant Terms & Conditions available to their consumers. You should provide this document as a part of the campaign registration. Often, the Terms & Conditions are found on a brand's website.

The *Terms & Conditions* page must contain the following details:

- Brand name
- Types of messages the consumer can expect to receive
 - Examples: Appointment reminders, informational, marketing, etc.
- Message frequency disclosure
 - Examples: Message frequency may vary, two per appointment, etc.
- The *Message and data rates may apply* disclosure
- Customer care contact information
 - Examples: Text **Help** for assistance or contact **[email address]** for support.

TCR campaign guidelines and requirements - FAQ

Does this affect/apply to already registered campaigns?



No, if you already have a TCR campaign that has been approved, you are not forced to resubmit. However, any TCR campaigns submitted after November 6th will be scrutinized with the new rules.

Why is ServiceTitan doing this now?

These requirements are set by mobile carriers, and ServiceTitan adheres to them to ensure full compliance with carrier standards and industry regulations.

Can you show me an example?

We're not legally able to show any other business's registration information, many of these sections are legally binding policies for your business and should reflect your company's policies. We can provide you with guidance on the specific things mobile carriers are looking for but can't provide legal guidance. For legal advice, we recommend consulting a lawyer who is versed in A2P 10DLC.

We're a Canadian company, do we need to do this?

These requirements apply to all U.S. providers. Many Canadians use U.S. mobile services, and won't be able to message customers on certain networks. Registration is not mandatory for Canadian providers, but we recommend it as a precaution.

Want to learn more?

- See [Business registration for messaging - FAQ](#)
- See [Register your business for SMS and MMS delivery](#)

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