

Start Your Registration

Requirements for Enterprise SMS (A2P 10DLC) Registration in Twilio

“ If you are already familiar with the registration process, you can proceed directly to [start your registration](#).

What is A2P 10DLC?

A2P 10DLC (Application-to-Person 10-Digit Long Code) is the messaging framework used by U.S. mobile carriers to authorize and regulate business SMS traffic.

To send SMS messages to U.S. phone numbers through Twilio, registering both your business and your messaging campaign is mandatory.

Company Information

Please provide the following information:

Legal Information

- Legal company name
- Trade name (if applicable)
- RFC / EIN / Tax ID
- Business industry

Business Address

- Street Address
- City
- State / Province
- ZIP / Postal Code
- Country

Website

- Official website URL

Compliance Documentation

Privacy Policy

The Privacy Policy must be published and accessible from your website. It should include:

- What information the company collects
- How the collected information is used
- How the information is protected
- Contact information for privacy-related inquiries

Terms and Conditions

The Terms and Conditions must be published and accessible from your website. They should include:

- Description of the service
- Terms of use
- Information related to the SMS program

Support Information

Please provide the following:

- Support email address
- Support phone number

This information must be available and easily accessible to end users.

Account Owner

The person responsible for the messaging campaign or regulatory compliance.

Please provide the following information:

- Full name
 - Corporate email address
 - Phone number
 - Country
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SMS Campaign Information

Use Case

Clearly describe the purpose of the SMS messages.

Examples include:

- One-Time Passwords (OTP)
 - Account Notifications
 - Customer Support
 - Appointment Confirmations
 - Order Tracking Updates
 - Reminders
 - Marketing and Promotions
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Campaign Description

Please describe the following:

- What types of messages will be sent
- Who will receive the messages
- What event triggers the messages
- The purpose of the messages

Example

"An SMS verification code will be sent whenever a user attempts to sign in to the platform. Messages will only be sent to registered users who have previously provided their mobile phone number."

Message Examples

Please provide at least two real message examples.

Example 1

"Your verification code is 123456."

Example 2

"Your appointment has been confirmed for June 15 at 10:00 AM."

Opt-Out Instructions

Users must be able to unsubscribe from receiving SMS messages.

Example

"Reply STOP to stop receiving messages."

Help Message (HELP)

Users must have a way to request assistance.

Example

"Reply HELP for assistance or contact support@company.com."

Phone Numbers to Register

Provide the list of phone numbers that will be used to send SMS messages through Twilio.

Common Reasons for Rejection

SMS campaigns are commonly rejected for the following reasons:

- Failure to clearly explain the customer consent (Opt-In) process.
 - Missing or inaccessible Privacy Policy.
 - Missing or inaccessible Terms and Conditions.
 - Incomplete or non-functional website.
 - Generic or unclear message examples.
 - Insufficient evidence of the Opt-In process.
 - Inconsistent legal or business information.
 - Campaign descriptions that are too vague or ambiguous.
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Submission Checklist

- ☐ Legal company name
 - ☐ RFC / EIN / Tax ID
 - ☐ Complete business address
 - ☐ Website
 - ☐ Privacy Policy
 - ☐ Terms and Conditions
 - ☐ Support email address
 - ☐ Support phone number
 - ☐ Account Owner
 - ☐ Campaign use case
 - ☐ Campaign description
 - ☐ Two message examples
 - ☐ Opt-In method
 - ☐ Proof of Opt-In
 - ☐ Opt-Out method
 - ☐ List of phone numbers to register
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start your registration.

“After completing the form, please send an email to support@cleverideas.ai to request the initiation of your registration process.

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