

What is Toll-Free Number Verification?

Toll-free numbers (e.g., starting with 800, 888, 877, etc.) are commonly used by businesses to send and receive messages. Verification is the process of **registering your toll-free number and business use case with carriers** to ensure you are a legitimate sender. This prevents spam and enables consistent delivery of your messages.

Verification is **required for sending messages from Toll-Free phone numbers to the US and Canada**. Users who don't verify will be **blocked from sending any messages** from the beginning on November 8, 2023. We recommend all users submit their registration as soon as possible to avoid delays in processing, and verification.

Key Benefits of Toll-Free Verification

- ✓ Higher message deliverability
- ✓ Compliance with carrier rules
- ✓ Reduced risk of message filtering or blocking
- ✓ Improved customer trust and brand reputation

Requirements Before You Begin

Before submitting the verification form, you'll need:

- Legal business name
- Business website (or social media link if no website)
- Business address
- Detailed use case description (what types of messages will be sent)
- At least 2 sample message templates
- Opt-in method used to collect recipient permission (e.g., form, text keyword, verbal, etc.)

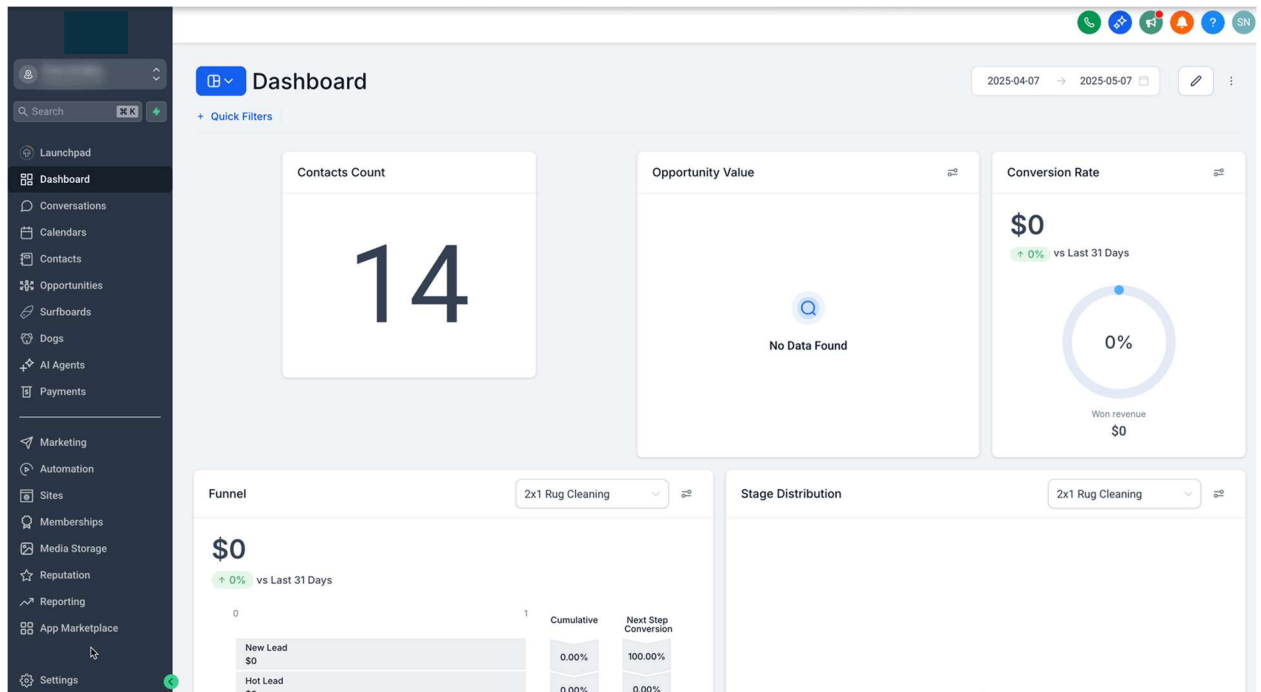
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Steps to Verify a Toll-Free Number

Step 1: Buy a Toll-Free Number

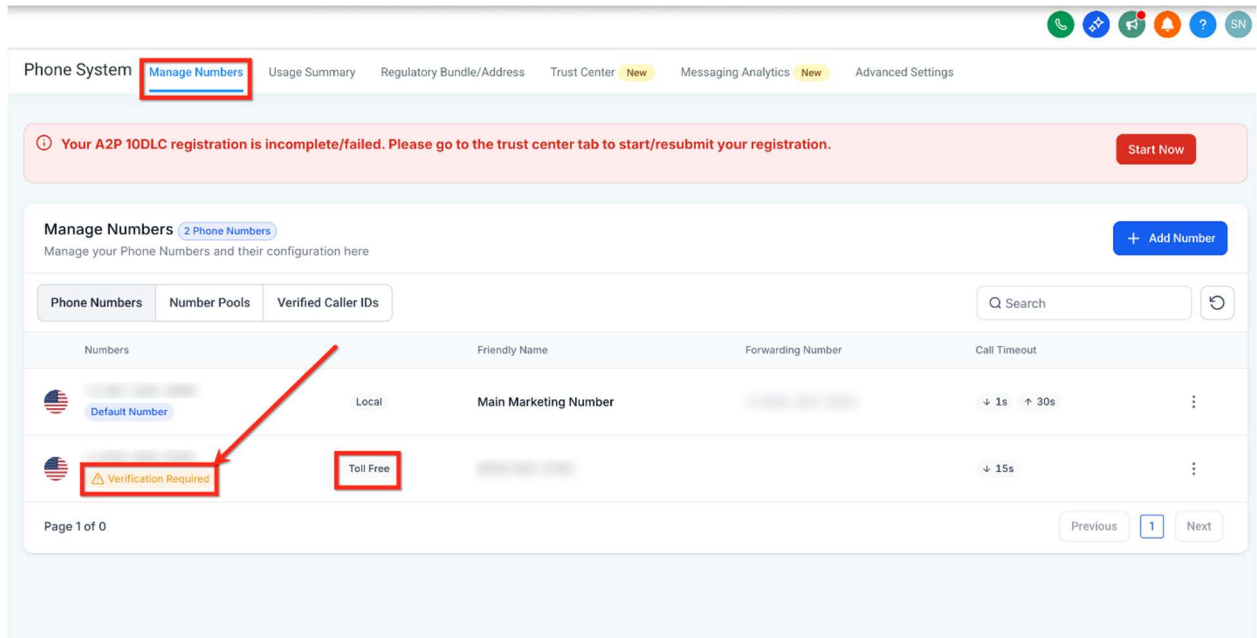
Step 2: Submit the Verification Form

- i. Navigate to **Settings > Phone Numbers > Manage Numbers** from your sub-account.



- ii. Under **Manage Numbers** tab, click on the **Verification Required** alert for the specific **Toll-Free** number.

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iii. Add **Business** and **Contact Information**

Note- As of May 2025, the toll-free numbers no longer require an EIN or business registration number for SMS verification

The new verification process includes following steps:

1. Add **Legal Entity Name**. (One that appears on the Government and Legal forms)
 - This must be the **end business the customer is engaging with**.
 - Do **not** list the ISV (Independent Software Vendor) unless the ISV is:
 - a. The sole content creator
 - b. Sending messages on its own behalf
 - c. The content is branded with the ISV's name.
 -  **Approved Example:** John's Coffee Shop

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2. Add **Website URL**.

- Should be the **website** or **public social media** of the **end business** listed under Legal Entity Name.
- Social links (Facebook, Instagram, Twitter, etc.) are allowed if:
 - The business **doesn't have a formal website**.
 - The pages are set to **public**.
- **✗ Rejected Examples:**
 - URL is **not live**.
 - URL is **password-protected or private**.
 - Website contains **ISV or aggregator branding**.

3. Add **First , Last Name** and **Email** of the customer point of contact.

4. Select **Country Code** and add **Phone Number**.

Messaging Toll-Free Verification

To use this phone number for SMS/MMS, a verification process is required.

Step 1/3 - Business and contact information

Legal Entity Name ⓘ	Website URL	
Golden nest 11 / 500	mywebsiteurl.com 16 / 500	
First Name ⓘ	Last Name	
test 4 / 500	K 1 / 500	
Email	Country	Phone Number
test@test.com 13 / 500	+1	4695831284

[Continue to Business location](#)

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iv. Add Business Location Details

The address of the end business the consumer is engaging with. This should be the end business' physical location.

1. Select **Country** from the list that your business is operating from.
2. Add the name of the **State**.
3. Add **Address Line 1** (Street address).
4. Add the name of the **City**.
5. Add the **Postal/Zip Code** of your business.
6. Click on **Continue to Messaging Use Case**.

The screenshot displays the GoBoostify web interface. At the top, a navigation bar includes links for Phone System, Manage Numbers, Usage Summary, Regulatory Bundle/Address, Trust Center (marked 'New'), Messaging Analytics (marked 'New'), and Advanced Settings. A red notification banner states: 'Your A2P 10DLC registration is incomplete/failed. Please go to the trust center tab to start/resubmit your registration.' The main content area shows the 'Manage Numbers' section with a sidebar for 'Phone Numbers' and 'Numbers'. A modal dialog titled 'Messaging Toll-Free Verification' is open, showing 'Step 2/3 - Business location'. The dialog contains the following fields:

Country	State
US	Florida

Address Line 1	City
555 Chase St	Tampa

Postal/Zip Code
33602

At the bottom of the dialog, there is a 'Back' button and a 'Continue to Messaging use case' button, which is highlighted with a red box.

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v. Add **Messaging Use Case** Details

- Select **Estimated Monthly Message Volume** from the list.
- Select user **Opt-In Type** from the list of options available-



Messaging Toll-Free Verification

Step 3/3 - Messaging use case

Estimated Monthly Volume

Please Select

Use Case Categories

Please Select

Opt-In Type ⓘ

Please Select

Mobile / QR Code

Paper Form

Verbal

Via Text

Web Form

Use Case Description

0 / 500

Message Content

0 / 1000

☐ I agree to the Terms of Service.

I certify that the associated Business Profile is the originator of the phone calls and certify that I will participate in traceback efforts, including those initiated by the [Secure Telephony Identity Policy Administrator \(STI-PA\)](#) and the [US Telecom Traceback Group](#).

Back

Send information for verification

Opt-In Methods

1. Verbal Opt-In

Below is an example of a verbal opt-in, which would happen during a phone call with the consumer. You can also get a verbal opt-in by using a phone IVR flow, which would consist of an automated system getting opt-in confirmation from the consumer.

- **Phone IVR:** "As part of our service we can send you automated monthly text alerts regarding account payment activity. We will send two messages per month. Message and data rates may apply, depending on your mobile phone service plan. At any time you can get more help by replying HELP to these texts, or you can opt-out completely by replying STOP. Mobile Terms of Service are available at <http://ghl.com/terms> and our Privacy Statement can be found at <https://ghl.com/privacy>. Please reply with 'yes' or 'no' to indicate if you would like this service".

Customer: "Yes please"

Phone IVR: "Great! We will send you a text message to confirm your enrollment here shortly."

2. Web Form Opt-In

An embedded form on the end business's website prompts end-users to enter their mobile phone number and opt into the texting campaign.

Important Requirements for Web Form Opt-In:

1. Opt-in checkbox **MUST** be selectable by end-user and **cannot be pre-selected**. Checkboxes **CANNOT** be required to submit form.
2. Opt-in checkboxes **MUST** include a disclaimer (consent message) such as:
 - *"I consent to receive sms notifications, alert from COMPANY NAME HERE. Message frequency varies. Message & data rates may apply. Text HELP to (XXX) XXX-XXX for assistance. You can reply STOP to unsubscribe at any time."*

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3. Opt-in consent message and checkbox **MUST** be separated from **Privacy Policy | Terms of Service** and **Promotional** consent checkboxes. Promotional consent may be something like the following:
 - *"By checking this box I agree to receive occasional marketing messages from INSERT COMPANY NAME HERE."*
4. Opt-in disclaimer **MUST** have All CTA disclosures present to be considered compliant:
 - Program name and/or a description of the messages that will be sent (appointment reminders, marketing messages, occasional offers, etc.)
 - Organization or individual being represented in the initial message
 - Fee disclosure ("Message and data rates may apply")
 - Service delivery frequency or recurring messages disclosure ("4 messages per month", "Message frequency varies", "1 message per login", etc)
 - Customer care information (typically "Text HELP for help" or Help at XXX-XXX-XXXX) - not required for single message programs (i.e 2FA)
 - Opt out instructions (typically "Text STOP to unsubscribe") - not required for single message programs (i.e 2FA)
 - Link to Privacy Policy describing how end user opt-in information will be used. Be sure there is no mention of sharing of personal information with Third Parties (Must not be part of the checkbox statement. Instead, provide the link at the bottom of the form)
 - Link to Terms and Conditions describing terms of service (Must not be part of the checkbox statement. Instead, provide the link at the bottom of the form)
 - Incorporate a checkbox option that end-users must select in order to receive SMS messaging. **The checkbox can not be pre-selected.** The checkbox provides the end-user the ability to agree, or not agree, to receive SMS messaging.

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Below are examples of Web form Opt-In flow.

When **Phone Number** field is **Mandatory** in Web form OPT-IN.

- Consent checkboxes should be separated for both Marketing and Non-Marketing Messages.
- Consent **checkboxes cannot be pre-selected** and **should always be optional** to submit form whether the Phone field is required or not.
- **Privacy Policy** and **TnC** at footer.

Full Name

Type your full name

Email*

Enter your email

Phone Number

Enter your phone number here

☐ I consent to receive marketing text messages from [Business Name] at the phone number provided. Frequency may vary. Message & data rates may apply. Text HELP for assistance, reply STOP to opt out.

☐ I consent to receive non-marketing text messages from [Business Name] about my order updates, appointment reminders etc. Message & data rates may apply.

[Terms of Service & Privacy Policy](#)

Submit

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When **Phone Number** field not **Mandatory** in Web form OPT-IN.

- Consent checkboxes not required when Phone Number field is not mandatory.
- **Privacy Policy** and **TnC** at footer.

Please provide your contact details

First name*

First Name Example

Last name

Last Name Example

Email*

example@smsoptin.com

Phone number

+1234567891

[Terms of Service & Privacy Policy](#)

By providing your phone number you agree to receive informational text messages from [Business Name]. Consent is not a condition of purchase. messages Frequency will vary. Msg & data rates may apply. Reply HELP for help or STOP to cancel.

SKIP

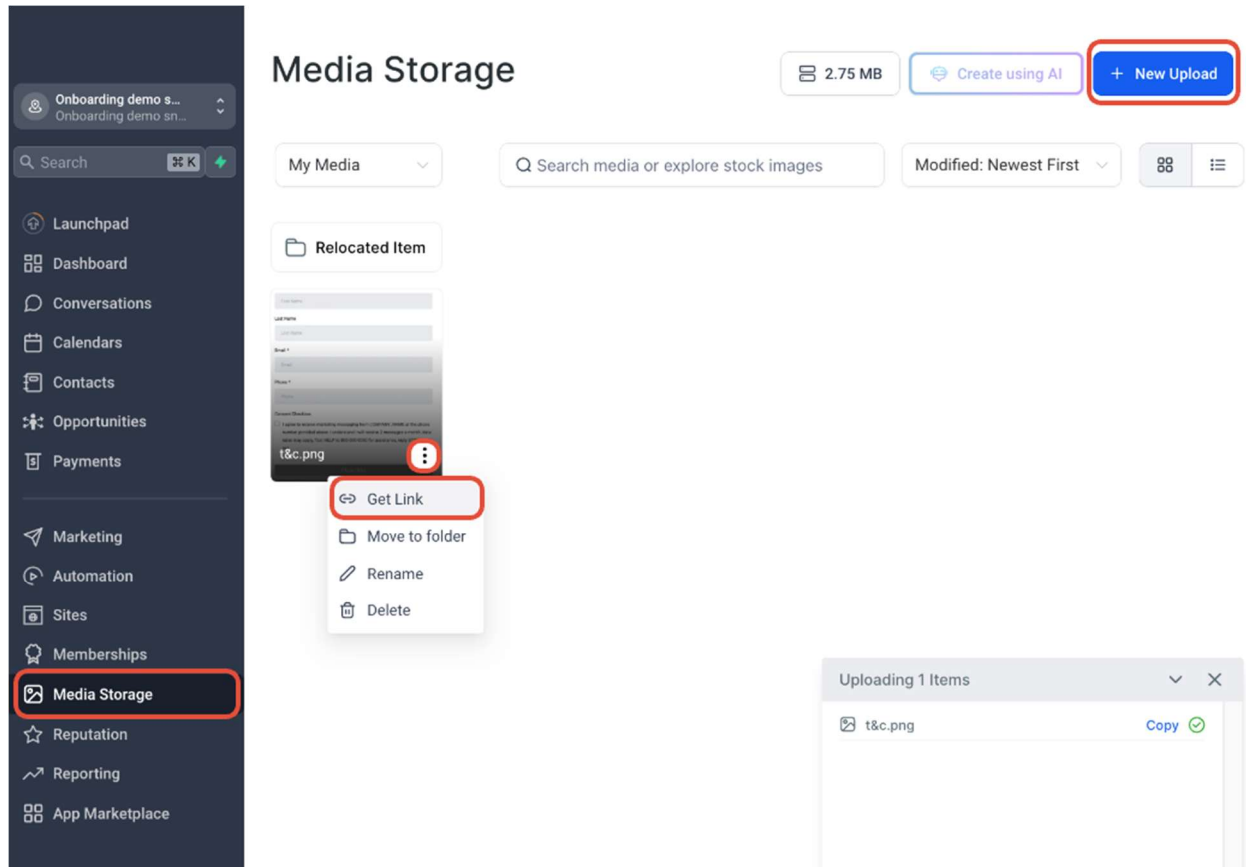
CONTINUE

PLEASE NOTE:

If the web opt-in is behind a login or not yet published, host a screen shot on a publicly accessible website (like OneDrive or Google Drive) and provide the image URL and the website URL in your registration form where it asks: **"How do end-users consent to receive messages?"**

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To get a useable image link, you can upload the screenshot to your **Media Storage Library** in your **GoBoostify account** as shown in the screenshot below:



3. Paper Form Opt-In

An in-store visitor completes a physical form that collects their phone number and their consent to subscribe to your texting campaign.

Host a screenshot of the paper form on a publicly accessible website (like OneDrive or Google Drive or Subaccount's media library) and provide the URL in the answer for "How do end-users consent to receive messages?".

4. Text Message Opt-In

Host a screen shot of the campaign collateral on a publicly accessible website (like OneDrive or Google Drive or Subaccount's media library) and provide the URL in the answer for "How do end-users consent to receive messages?" along with the website URL.

DEVELOPER CONFERENCE

Want to stay up to date on the latest SIGNAL developments? Text SIGNAL to 12345 to sign up for event updates and registration information.

Message frequency will vary. Message and data rates may apply. Reply HELP for help or

STOP to cancel. [Mobile Terms of Service](#)

[Privacy Statement](#)

5. Mobile QR Code Opt-In

You can also use a QR code that links to an online form prompting end-users to enter their mobile phone number and opt into the texting campaign.

QR codes can direct the consumer to the messaging application used on their mobile device (for example iMessage) with a templated opt-in message, or can even take the consumer directly to a web-form opt-in on your website.

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PLEASE NOTE: If the QR code leads to a Web-Form Opt-In, please follow all requirements listed in this article above where we discuss the Web-Form Opt-In method.

Note: The opt-in method **must match the submitted Use Case**. For example, marketing campaigns require express consent where the user actively agrees to receive messages.

Live Website Required:

- ✓ Must be operational and include a clear opt-in for messaging.
- ✓ Include Terms of Service and Privacy Policy links in the footer of all pages.
 - Choose **Use Case Category/Categories** that your business will message users for.
 - Choose the category that best represents **how the number will be used**.
 - Must reflect the **actual messaging pattern** tied to this toll-free number.

Note: Ensure that the 'Marketing' checkbox is selected along with any other applicable use cases if marketing activities are involved. If 'Marketing' is not selected in the opt-in form or the use case does not reflect marketing, verification may fail.

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The screenshot shows a web form titled "Messaging Toll-Free Verification" with a sub-header "Step 3/3 - Messaging use case". The form is divided into several sections:

- Estimated Monthly Volume:** A dropdown menu with "Please Select" as the current selection.
- Opt-In Type:** A dropdown menu with "Please Select" as the current selection.
- Use Case Categories:** A section with three tags: "Customer Care", "Account Notifications", and "Marketing". Below these tags is a list of categories: "Higher Education", "K12", "Marketing" (which is highlighted with a blue bar and a checkmark), "Polling And Voting Non-Political", "Political Election Campaigns", "Public Service Announcement", and "Security Alert".
- Opt-In Workflow Image URLs:** A text input field with "https://" and a character count "0 / 1000". Below the field is a note: "Share a publicly accessible URL of your opt-in image/recorded video to avoid rejection. This can be a website link, or a link to an image file/document uploaded in cloud drive that tells the story of the opt-in."
- Message Content:** A text input field with a character count "0 / 1000". To the right of the field is a link "See Example".
- Disclaimer:** A light blue box containing the text: "I certify that the associated Business Profile is the originator of the phone calls and certify that I will participate in traceback efforts, including those initiated by the Secure Telephony Identity Policy Administrator (STI-PA) and the US Telecom Traceback Group."
- Buttons:** A "Back" button on the left and a "Send information for verification" button on the right.

- Enter **Opt-In Workflow Image URLs**.
 - Clearly outline **how the user gives consent** (Opt-In Type).
 - A **visual proof** (image, screenshot, or document) that matches the **selected Opt-In Type**.
 - The visual must clearly show **where and how** the user provides their phone number and agrees to receive messages.
 - The URL or file must be **publicly accessible** (not behind a login or private folder)

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- Add **Use Case Descriptions**.

- Provide a **detailed explanation** of how messaging is used.
- The more specific, the better — include:
 - Purpose of messaging
 - Target audience
 - Opt-in methods
 - Platforms used (POS, web forms, chat, etc.)
 -  **Approved Example:**

"This number is used to send promotional offers to customers of John's Coffee Shop who have opted in through our website or POS system."
 -  **Rejected Example:**

"Marketing" – too vague and not tied to specific content or opt-in method.

- Add **Message Content**.

- Provide sample messages that match the use case. Must include:
 - A clear message
 - Personalization (if applicable)
 - Business name
 - Opt-out language ("Reply STOP to opt out")
 -  **Approved Example:**

"Thank you for being a loyal customer of John's Coffee Shop. Enjoy 10% off your next purchase. Reply STOP to opt out."
 -  **Rejected Example:**

"Your appointment is today at 10:00 AM" – lacks business name, opt-out language, and context.

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- Check the **I agree to the Terms of Service** box.
- Click on **Send Information for Verification** button.

Messaging Toll-Free Verification

Step 3/3 - Messaging use case

Estimated Monthly Volume:

Opt-In Type:

Use Case Categories:

Opt-In Workflow Image URL(s): 0 / 1000

Invalid opt-in image URL(s)
Share a publicly accessible URL of your opt-in image/recorded video to avoid rejection. This can be a website link, or a link to an image file/document uploaded in cloud drive that tells the story of the opt-in.

Use Case Description: 0 / 500 [See Example](#)

Message Content: 0 / 1000 [See Example](#)

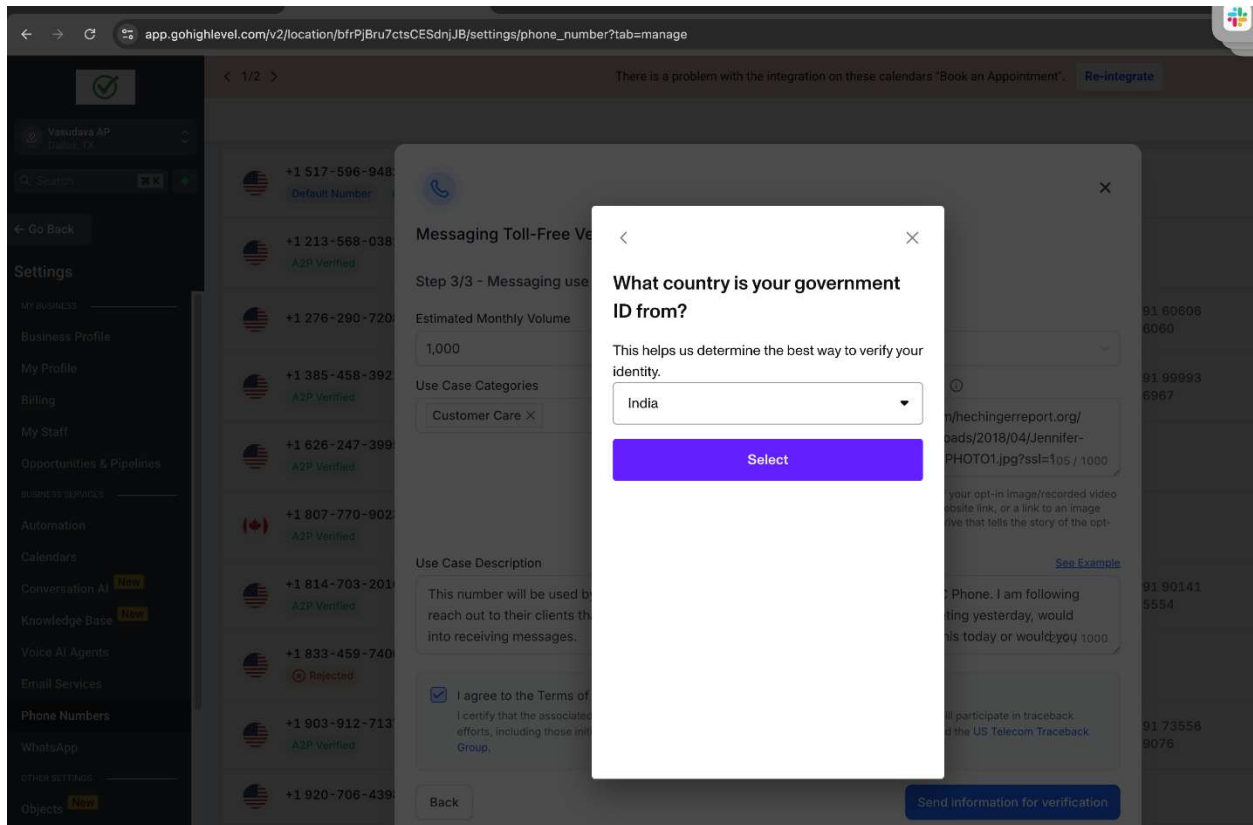
☐ I agree to the Terms of Service.
I certify that the associated Business Profile is the originator of the phone calls and certify that I will participate in traceback efforts, including those initiated by the [Secure Telephony Identity Policy Administrator \(STI-PA\)](#) and the [US Telecom Traceback Group](#).

[Back](#) [Send information for verification](#)

Note-Additionally if user hasn't completed the KYC verification yet, they will need to do so after submission of all the above details.

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The verification experience looks like this:



Highlights of Recent Changes:

- **Simplified Verification:** Users can now complete toll-free number verification without needing a business tax ID.
- **Lowered Barriers:** The new verification flow reduces entry barriers for all users especially sole proprietors.
- **Selective KYC Implementation:** The platform implements Know Your Customer (KYC) verification to ensure platform security while minimizing the burden on legitimate users.

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Monitor Verification Status

Phone Number registrations can take up to **4 to 6 weeks to complete**. However, we have seen Toll-Free Numbers approval in as little as two days (though we cannot guarantee any timeline for approval).

Once you submit your verification request, you can monitor the verification status as it changes during processing through the Console. Please see below for a full overview of each status:

TFPN Traffic	Traffic limits	What's happening?
Restricted (Un-verified)	Blocked	Starting on November 8, 2023, ALL Restricted traffic will be blocked in the US. To avoid this we recommend submitting your number(s) for verification as soon as possible. Restricted (previously “Unverified”) status means that your Toll-Free number has not been submitted for verification or was not approved.
Verified (Approved)	3 SMS segments per second	Upon a successful review of your verification submission and carrier approval, your number(s) will be moved to "Verified" status. Verified numbers have full access to A2P sending, and a greatly reduced risk for message filtering on Toll-Free traffic toward all major networks in the US and Canada as long as you adhere to your

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		stated use case and all applicable rules, such as Twilio's Messaging Policy.
Rejected	Blocked	A rejected verification request can occur for a number of reasons and can affect your ability to send messaging traffic.

Additional Business Verification Fields

The Toll-Free Verification flow now includes additional business verification fields.

Depending on your business type, you may be required to provide:

- Business DBA (Doing Business As) name
- Legal Entity Type
- Business Registration Authority
- Business Registration Number
- Business Registration Country

These fields help carriers validate business identity and improve Toll-Free Verification approval reliability.

Frequently Asked Questions

Q: What if my toll-free number was rejected and I can't resubmit?

You can request an appeal by contacting Support. Use the subject line:

"Toll-Free Verification Rejection Appeal for [Your Business Name or Number]"

Q: Can I still send messages while it's pending?

Yes, but carriers may apply filtering until the number is verified.

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Q: Can I verify multiple numbers?

Yes, each toll-free number must be submitted individually.

Q: Is verification required for small businesses too?

Yes, all businesses using toll-free messaging must comply.

Q: Do I need to be a US business in order to register at a Toll-Free number?

No, you can use business addresses from other countries to register

Q: Will I be charged if I encounter an error when sending an SMS?

You won't be charged if an internal LC Phone error occurs before a message is sent. However, charges apply for all delivery attempts, even if undelivered. No refunds are issued for failed SMS, so review carefully before sending.

Q: Do political toll-free campaigns require a Campaign Verify token?

A: Yes. Political Election Campaign use cases require a valid Campaign Verify (CV) Auth Token.

Q: Are non-political toll-free numbers affected?

A: No. The requirement applies only to Political Election Campaign use cases.

Q: Where do I obtain a Campaign Verify token?

A: Tokens are issued directly through CampaignVerify.org after verification is completed.

