

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

To comply with carrier requirements for Application-to-Person (A2P) messaging in the U.S., all businesses using **10-digit long code (10DLC) messaging must register their brand**. This article explains the process of **registering as a Standard Brand**, which is required for most U.S. based businesses with a **valid EIN** (Employer Identification Number).

What is A2P Standard Brand Registration?

A2P messaging refers to any message sent from an application to a person — for example, automated marketing texts or appointment reminders. To send A2P messages in the U.S., you **must register your brand and campaign(s) with The Campaign Registry (TCR)** through your messaging provider (e.g., Twilio).

A Standard Brand is designed for businesses registered with an EIN. It allows **greater messaging throughput and access to a wider variety of campaign use cases** than Sole Proprietor brands.

Key Benefits of Registering as a Standard Brand

- Higher message throughput compared to Sole Proprietor Brands.
- Required for LLCs, corporations, and most U.S. businesses.
- Improved trust score potential through EIN verification.
- Enables access to broader campaign use cases.
- Lower chance of carrier filtering or message rejection

What Are the Requirements for Standard Brand Registration?

Before registering, ensure you have the following:

- Business Legal Name (must exactly match IRS records)
- Valid EIN (Employer Identification Number) – U.S. only
- Business Type: LLC, Corporation, etc.
- Business Industry
- Official Business Website
- Business Address
- Business Contact Information
- Authorized Representative's Name, Title, Email, and Phone Number

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Brand Compliance Checklist (Required for Approval)

Before submitting your A2P Brand Registration, verify the following:

Note: Failure to comply with these standards will result in brand rejection by carriers.

1. Verify Message Category

Ensure your campaign does not fall under a Forbidden Message Category:

- Debt relief, consolidation, and forgiveness programs are prohibited for A2P SMS, even if first-party.
- Lead Generation and Marketing used to acquire new leads are not allowed (including bought lists, shared databases, or unclear opt-in practices).
- Promotional campaigns for lending and investment brands are disallowed, even if first-party. These brands may only send transactional notifications.
- Websites mentioning data sharing with affiliates or third parties will likely be rejected.

2. Avoid Deceptive Advertising

Your website must NOT include:

- False claims about products or services
- Missing required disclosures
- Misleading information
- Hidden terms in small print
- Unverified comparative claims

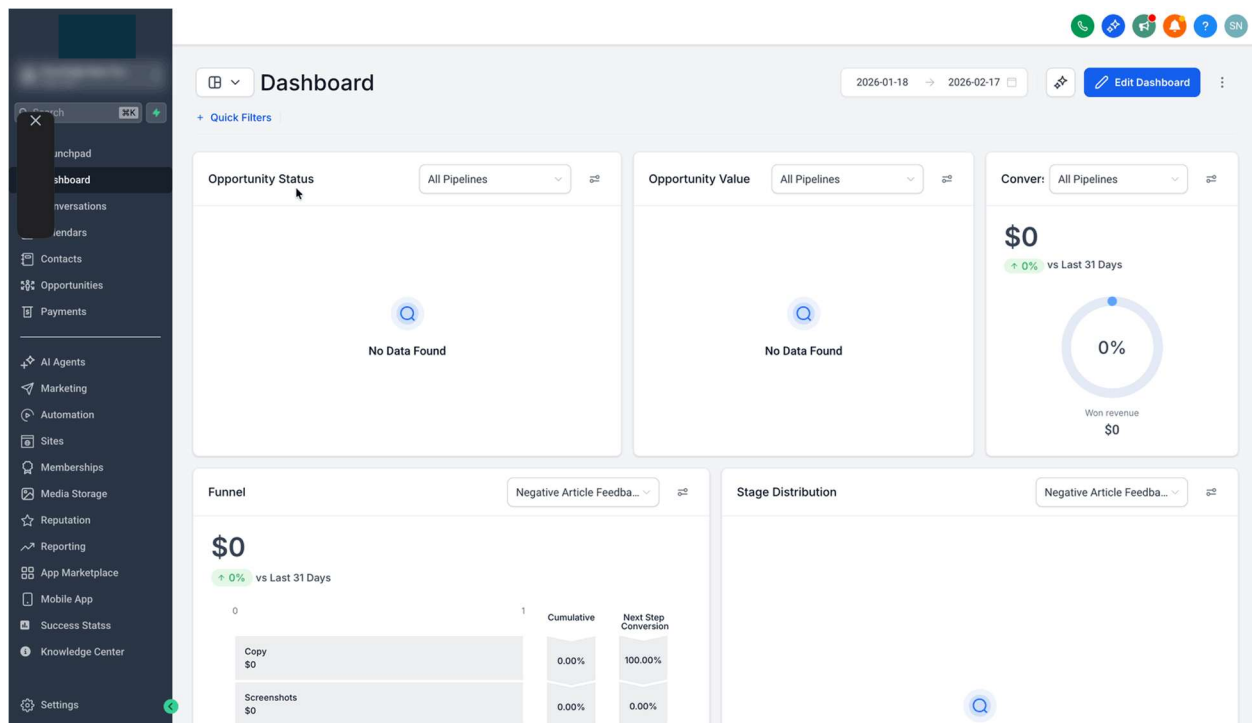
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How to Register for A2P as a Standard Brand

Follow these steps carefully to complete your Standard Brand registration:

Step 1: Navigate to Trust Center

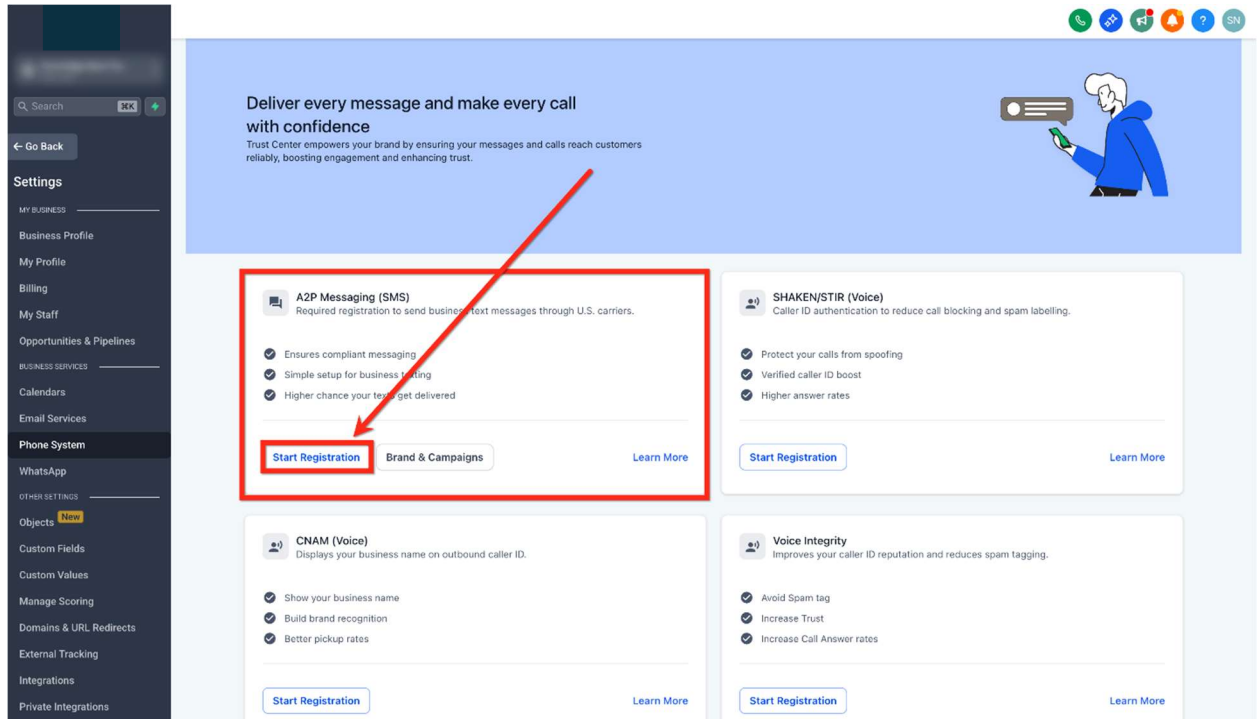
1. Click on **Settings** from your sub-account.
2. Select **Phone System** under Business Services.
3. Click on the **Trust Center** tab.



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Step 2: Determine Profile Needs

1. Click on the **Start Registration** button under **A2P Messaging (SMS)** tab.



2. Select **United States** or **Canada** from the "In which country is your business entity registered?" dropdown.
3. Select '**Yes, the business I'm registering has a tax ID**' option from the "Does the business you're registering have a tax ID (Ex. US EIN, Canada BN9, etc)?" section. You can find your US EIN on your CP 575 form from IRS
4. Click on **Continue**.

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Phone System Phone numbers Regulatory Bundles Messaging Voice **Trust Center** Additional Settings

Search [RK] +

Go Back

Settings

MY BUSINESS

Business Profile

My Profile

Billing

My Staff

Opportunities & Pipelines

BUSINESS SERVICES

Calendars

Email Services

Phone System

WhatsApp

OTHER SETTINGS

Objects **New**

Custom Fields

Custom Values

Manage Scoring

Domains & URL Redirects

External Tracking

Integrations

Back to trust center

1 Business Details
Name and Address

Profile Needs

Business Details

Business Address

Contact Info

2 Brand Details
Business Brand Type

Business Use Case

3 Campaign Details
Messaging Use Case

User Consent

Determine Profile Needs

Register your customer profile for US A2P Messaging. Get started by providing some information about your US A2P Messaging use case.

In which country is your business entity registered?

United States

Does the business you're registering have a tax ID (Ex. US EIN, Canada BBN, etc)?

You can find your US EIN on your CP 575 form from IRS

☒ Yes, the business I'm registering has a tax ID ☐ No, the business I'm registering does not have a tax ID

Notice for US or Canadian customers with Tax ID!

- US or Canadian customers who have a Tax ID [EIN or BBN] need to register for a Low Volume Standard or Standard brand to send messages to the US.
- US or Canadian customers who do not have a tax ID, need to register for the same on [Internal Revenue Service](#) for US and [CRA's Business Registration Online \(BRO\)](#) portal for Canada.
- All the non US/Canadian customers would need to register for a Low Volume Standard or Standard brand to send messages to the US using their local country Business Registration Number.

Cancel Continue

Step 3: Add Business Details

These details are important for your A2P Approvals:

LeadConnector will submit this information to The Campaign Registry (TCR) during the registration. Based on this information, TCR will approve or reject the registrations, so please make sure all the details exactly match those in your US EIN listing (or your country Tax ID form). If there are any differences - for example, in the business name, number or address - your application would be rejected.

DUNS for USA and CCN for Canada are not accepted for A2P Registration.

New: Upload Your CP-575 to Auto-Fill Business Details

You can now upload your IRS CP-575 form directly on the Business Details page. Once uploaded, the following fields will be automatically pre-filled for you:

- **Legal Business Name**
- **EIN (Business Registration Number)**
- **Registered Business Address**

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To upload your CP-575:

1. In the **"Upload your CP-575"** section at the top of the Business Details page, click **"Click to upload"** or drag and drop your CP-575 PDF (max 5MB) into the upload area.

The screenshot displays the 'Business Details' page in the GoBoostify interface. On the left, a sidebar contains three main sections: '1 Business Details' (with sub-items 'Profile Needs', 'Business Details', 'Business Address', and 'Contact Info'), '2 Brand Details' (with 'Business Brand Type' and 'Business Use Case'), and '3 Campaign Details' (with 'Registration Flow', 'Messaging Use Case', 'Chat Widget', and 'User Consent'). The 'Business Details' section is currently active. The main content area is titled 'Business details' and includes a sub-header 'Upload your CP-575'. Below this is a large upload area with a 'Click to upload' link and a note 'PDF (max 5MB)'. To the right of the upload area are several required fields: 'Legal business name', 'Business type' (a dropdown menu), 'Business industry' (a dropdown menu), 'Business registration ID type' (a dropdown menu showing 'USA: Employer Identification Number (EIN)'), 'Business registration number', 'Website URL' (pre-filled with 'https://www.example.com'), and 'Business email'. At the bottom, there are checkboxes for 'Business region of operations' including Africa, Asia / Pacific, Europe, Latin America, and USA & Canada. A 'Back to trust center' link is visible in the top left corner of the main content area.

2. Once processed, you will see a confirmation banner: **"CP-575 uploaded and verified — We've pulled your business details and pre-filled your registration. Review below and continue."**

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← Back to trust center

CP-575 uploaded and verified
We've pulled your business details and pre-filled your registration. Review below and continue.

1 Business Details
Name and Address

Profile Needs ✓

Business Details ✓

Business Address ✓

Contact Info ✓

2 Brand Details
Business Brand Type

Business Use Case

3 Campaign Details
Messaging Use Case

Registration Flow

Messaging Use Case

Chat Widget

User Consent

Business details
Provide the necessary details below to complete your business verification process.

Upload your CP-575

CP_575_A (1... 10 KB)

Legal business name * [Where's my legal business name?](#)

AESTHETICS LAB LLC

Enter the name exactly as it appears on your tax documents (e.g. W-9 or CP 575). Include suffixes like "LLC" or "Inc." For example, use "Bright Marketing LLC" instead of "Bright Marketing".

Business type * [Select business type](#)

Business industry * [Select business industry](#)

Business registration ID type *

USA: Employer Identification Number (EIN)

Business registration number * [Where's my registration number?](#)

41-4532842

Must be 9 digits, formatted as 12-3456789. EINs issued in the last 15 days may be rejected.

Business email * [Business email](#)

Website URL * [https://www.example.com](#)

Business region of operations *

☐ Africa ☐ Asia / Pacific ☐ Europe ☐ Latin America ☐ USA & Canada

Previous Continue

3. Review the pre-filled fields, edit any details if needed and then complete the remaining fields that require manual input.

Why this matters:

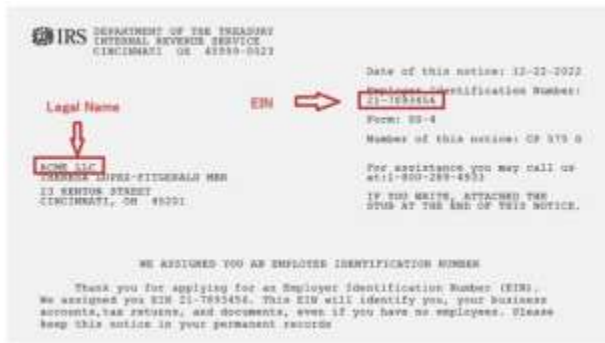
A large share of A2P Brand rejections come from small mismatches between what you enter and what's on file with the IRS — a missing "LLC," a transposed digit in the EIN, or an outdated address. Uploading your CP-575 removes the guesswork and significantly improves your chances of first-time approval.

Note: A2P Brand registrations using newly generated US EINs (registered in the last 15 days) may be rejected by TCR.

Complete the remaining Business Details fields:

1. Enter **Legal Business Name** as **registered with the Government and mentioned in your tax documents** (W2, W9 or CP 575). E.g. Leadconnector LLC rather than Leadconnector.

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2. Enter your **Business Type** from the list.
3. Choose your **Business Registration ID Type** from the list.
4. Enter your **Business Registration Number** as per your country.
5. Select your **Business Industry** from the list of available industries.
6. Enter your **Business Email**.
7. Add your **Website URL**.
8. Select your **Business Region of Operations** from the list.
9. Click on **Continue**.

Back to trust center

1 Business Details

Name and Address

Profile Needs

Business Details

Business Address

Contact Info

2 Brand Details

Business Brand Type

Business Use Case

3 Campaign Details

Messaging Use Case

Registration Flow

Messaging Use Case

Chat Widget

User Consent

CP-575 uploaded and verified

We've pulled your business details and pre-filled your registration. Review below and continue.

Business details

Provide the necessary details below to complete your business verification process.

Upload your CP-575

CP_575_A (1... 10 KB)

Legal business name *

AESTHETICS LAB LLC

Where's my legal business name?

Enter the name exactly as it appears on your tax documents (e.g. W-9 or CP 575). Include suffixes like "LLC" or "Inc." For example, use "Bright Marketing LLC" instead of "Bright Marketing".

Business type *

Select business type

Business industry *

Select business industry

Business registration ID type *

USA: Employer Identification Number (EIN)

Business registration number *

41-4532842

Where's my registration number?

Must be 9 digits, formatted as 12-3456789. EINs issued in the last 15 days may be rejected.

Website URL *

https://www.example.com

Business email *

Business email

Business region of operations *

☐ Africa
 ☐ Asia / Pacific
 ☐ Europe
 ☐ Latin America
 ☐ USA & Canada

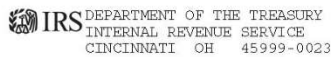
Previous

Continue

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Step 4: Add Business Address

1. Select your **Country**.
2. Select your **State/Province/Region**. (The address provided here **should match the address mentioned in the cp575 form (US Only)**)
3. Add **Street Address**. (Must be a valid address linked to your business. Please **don't add a P.O box in the Street Address**)



ABCDEF INC
1000 STREET RD
HENRICO, VA 23229 → Business Address

Date of this notice: 08-30-2019

Employer Identification Number:
12-3456789

Form: SS-4

Number of this notice: CP 575 A

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 12-3456789. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	10/31/2019
Form 940	01/31/2019
Form 1120	04/15/2019

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, *Election by a Small Business Corporation*.

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4. Add your **City**. (The address provided here **should match the address mentioned in the cp575 form (US Only)**)
5. Enter your **Postal/Zip code**. (The address provided here **should match the address mentioned in the cp575 form (US Only)**)
6. Click on **Continue**.

The screenshot displays the GoBoostify Trust Center interface. On the left is a dark sidebar with navigation options: Settings, My Business, Business Profile, My Profile, Billing, My Staff, Opportunities & Pipelines, Business Services, Calendars, Email Services, Phone System, WhatsApp, Other Settings, Objects (marked 'New'), Custom Fields, Custom Values, Manage Scoring, Domains & URL Redirects, External Tracking, Integrations, and Private Integrations. The main content area is titled 'Trust Center' and contains three sections: 1. Business Details (Name and Address), 2. Brand Details (Business Brand Type), and 3. Campaign Details (Messaging Use Case). The 'Business Address' form is highlighted with a red border. It includes fields for Country (United States), State/Province/Region (Alabama), City (Madison), and Postal/Zip Code (35756). A note at the bottom states: 'Must be a valid address linked to your business. Zip Codes are never less than 5 digits'. At the bottom right of the form are 'Previous' and 'Continue' buttons.

Step 5: Add Contact Information of Authorized Representatives

This can be any person that can answer questions about this brand, if needed. Please note that you cannot reuse contact information between brands. Each brand you create must have unique contact information.

1. Add Authorized Representative's **First** and **Last Name**.
2. Add **Email Address**. (**Don't use** the same email for **more than 5 brands**. **Private email domains** are **not eligible** for Sole prop Brand registration. Make sure you are using a public domain email (e.g., Gmail (NOT Gsuite), Hotmail, Yahoo, etc)

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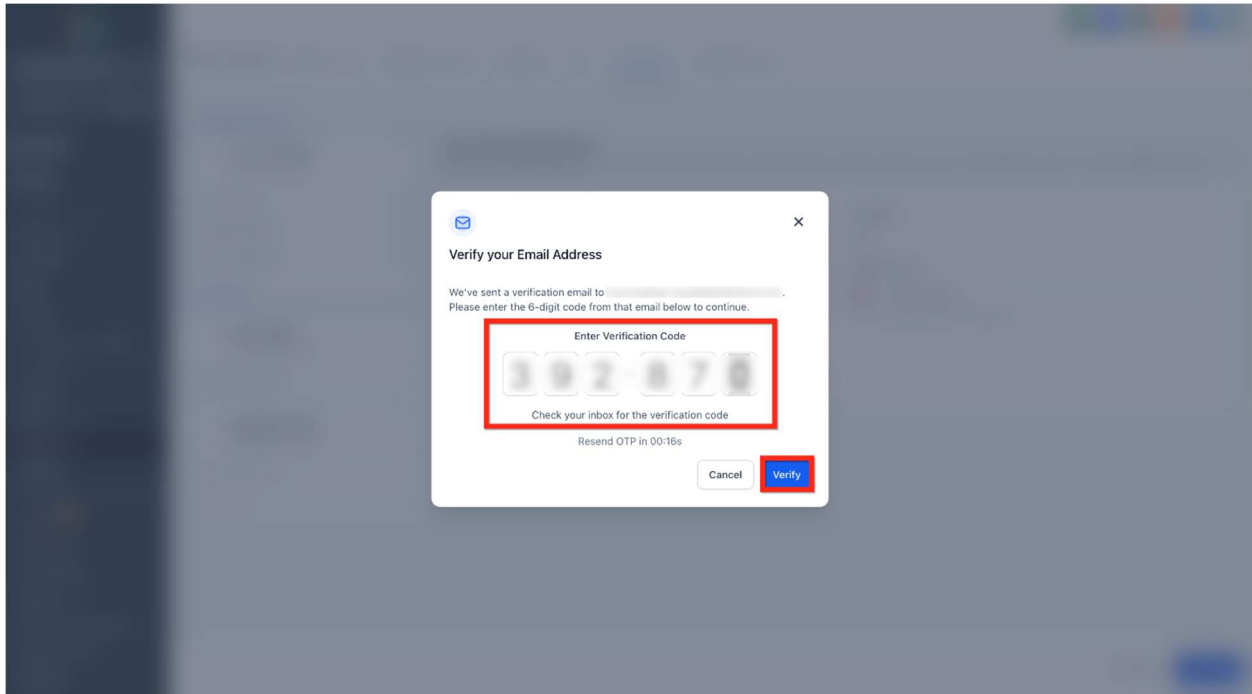
3. Add **Phone Number**. (Don't use the same number for more than **5** brands and number provided should be reachable)
4. Select your **Job Position** from the list of designations or select **Other** and type in your designation.
5. Click on **Continue**.

The screenshot displays the GoBoostify A2P Verification interface. On the left is a dark sidebar with a search bar and a menu including 'Settings', 'My Business', 'Business Profile', 'My Profile', 'Billing', 'My Staff', 'Opportunities & Pipelines', 'Business Services', 'Calendars', 'Email Services', 'Phone System', 'WhatsApp', 'Other Settings', 'Objects' (marked 'New'), 'Custom Fields', 'Custom Values', 'Manage Scoring', 'Domains & URL Redirects', 'External Tracking', 'Integrations', and 'Private Integrations'. The main content area is titled 'Phone System' and includes tabs for 'Phone numbers', 'Regulatory Bundles', 'Messaging', 'Voice', 'Trust Center' (selected), and 'Additional Settings'. A 'Back to trust center' link is at the top left of the main area. Below this are three expandable sections: '1 Business Details' (Name and Address, Profile Needs, Business Details, Business Address, Contact Info), '2 Brand Details' (Business Brand Type, Business Use Case, Brand Details), and '3 Campaign Details' (Messaging Use Case, User Consent). The 'Authorized Representatives' section is highlighted with a red border and contains the following fields: 'First Name *' (filled with 'Sam'), 'Last Name *' (filled with 'Miles'), 'Email *' (filled with 'sc@...com'), and 'Phone Number *' (with a country code dropdown set to 'US'). Below these fields is a warning message: 'Don't use the same email for more than 5 brands. Private emails domains are not eligible for Sole prop Brand registration. Make sure you are using a public domain email (e.g., Gmail (NOT Gsuite), Hotmail, Yahoo, etc)'. A 'Job Position *' dropdown is filled with 'CEO'. At the bottom right are 'Previous' and 'Continue' buttons.

Note: One email can be used for **max 5 brands**. Please use different email if you have already used the email for more than 5 brands.

IMPORTANT: Once you click "Continue" or submit your contact details, you will now have to validate this through an OTP sent to your email address. It validates each email address by sending a unique 6-digit one-time password to ensure the sender's identity is genuine.

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Step 6: Choose Your Business Use Case

The **Business Brand Type** will be automatically set to "**Low/High Volume Standard**" based on the responses provided under Profile Needs.

Note: A2P Registration Fee Pricing is accurate as of August 2, 2025

i. Low Volume Standard

It is designed for businesses with a valid EIN that need **moderate-scale messaging capabilities** using 10DLC.

- Requires a **valid EIN** (Employer Identification Number)
- **Supports multiple phone numbers**
- Allows up to **6,000 SMS segments per day**
- **One-time registration fee of \$24.49875** (includes \$3 Fast Track fee for approval within ~3 business days)
- **Additional campaign fee up to \$11.025 per month** will apply in accordance with TCR rules for both failed and approved campaigns.

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The screenshot displays the 'Trust Center' interface for A2P verification. On the left is a sidebar with navigation options like 'Settings', 'My Business', 'Business Profile', 'My Profile', 'Billing', 'My Staff', 'Opportunities & Pipelines', 'Business Services', 'Calendars', 'Email Services', 'Phone System', 'WhatsApp', 'Other Settings', 'Objects', 'Custom Fields', 'Custom Values', 'Manage Scoring', 'Domains & URL Redirects', 'External Tracking', and 'Integrations'. The main content area shows a 'Brand Type' selection screen. It includes a 'Back to trust center' link, a 'Business Details' section with a dropdown, and a 'Brand Details' section with a dropdown. The 'Brand Type' section has a heading 'Pick the Messaging Tier that Fits Your Business *' and two options: 'Low Volume Standard' (recommended, with a blue checkmark) and 'High Volume Standard' (with a lock icon). Both options list requirements: 'EIN required for registration', 'More than 1 Phone Number permitted', and 'Upto 6000 segments per day' for Low Volume, and 'Upto 600,000 segments per day' for High Volume. A red box highlights the 'Low Volume Standard' option and the acknowledgment text below it. The acknowledgment text states: 'I acknowledge: Brand and Campaign registration one time \$24.49875 will be charged [Additional \$3 for Fast Track program is included which helps in getting campaign approved in 3 working days]. Campaign Fee will also be charged in case of campaign failures and resubmissions. Additional campaign fee up to \$11.025 per month will apply in accordance with TCR rules for both failed and approved campaigns.' At the bottom right are 'Previous' and 'Continue' buttons.

ii. High Volume Standard

It is suited for larger **businesses with high messaging needs**, offering extensive daily capacity and multiple phone number support.

- Requires a **valid EIN**
- **Supports multiple phone numbers**
- Allows up to **600,000 SMS segments per day**
- **One-time registration fee of \$71.90625** (includes \$3 Fast Track fee for approval within ~3 business days)
- **Additional campaign fee up to \$11.025 per month** will apply in accordance with TCR rules for both failed and approved campaigns.

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The screenshot displays the 'Trust Center' section of the GoBoostify interface. On the left is a dark sidebar with a search bar and a list of settings categories: MY BUSINESS, BUSINESS SERVICES, and OTHER SETTINGS. The main content area is titled 'Phone System' and includes a 'Back to trust center' link. It features three numbered steps: 1. Business Details (Name and Address), 2. Brand Details (Business Brand Type), and 3. Campaign Details (Messaging Use Case). The 'Brand Details' step is active, showing 'Business Use Case'. The 'Brand Type' section prompts the user to 'Pick the Messaging Tier that Fits Your Business'. Two options are presented: 'Low Volume Standard' (Recommended) and 'High Volume Standard'. The 'High Volume Standard' option is selected with a blue checkmark. Below the options, a disclaimer states: 'I acknowledge: Brand and Campaign registration one time \$71.90625 will be charged [Additional \$3 for Fast Track program is included which helps in getting campaign approved in 3 working days]. Campaign Fee will also be charged in case of campaign failures and resubmissions. Additional campaign fee up to \$11.025 per month will apply in accordance with TCR rules for both failed and approved campaigns.' At the bottom right, there are 'Previous' and 'Continue' buttons.

iii. Select the Brand Type as per your need and click on **Continue**.

This screenshot is similar to the previous one, showing the 'Brand Type' selection step. However, the 'Low Volume Standard' option is now selected with a blue checkmark, and the 'High Volume Standard' option is unselected. The disclaimer text has been updated to reflect the new selection: 'I acknowledge: Brand and Campaign registration one time \$24.49875 will be charged [Additional \$3 for Fast Track program is included which helps in getting campaign approved in 3 working days]. Campaign Fee will also be charged in case of campaign failures and resubmissions. Additional campaign fee up to \$11.025 per month will apply in accordance with TCR rules for both failed and approved campaigns.' A red arrow points from the bottom right of the main content area towards the 'Continue' button. The 'Continue' button is highlighted with a red border.

Step 7: Add Campaign Details

1. From the **Campaign Use Case** dropdown, select **Low Volume Mixed** or **Mixed** (recommended). You can also select a specific use case as per your need from the list.
2. In the **Use Case Description** field, explain **what the campaign will be used for**.
Example: This campaign sends appointment information - confirmation & reminder messages to customers once they have booked an appointment with company_name on website and opted in to receive promotional and notification SMS from company_name.

Note: If you have an EIN but use a different brand name, include “**We are doing DBA as [Business_Name]**” in the Campaign Use Case Description. You can **register up to 10 brands per EIN**.

3. **Add Sample Message #1**

In the Sample Message #1 field, provide a message that includes:

- Lead's Name
- Your name
- Business name
- Opt-out language (e.g., Reply STOP to unsubscribe)

Example: Hi John! This is Jane from company_name. Our appointment for July 20 at 11:00 AM is confirmed. Please reach out to (phone number) if you need to reschedule. Reply STOP to unsubscribe.

4. **Provide a second sample message in the Sample Message #2 filed with the same required elements as above.**

Example: Hey Brian! This is Jane from company_name. I see you weren't able to make it to our appointment. Want to reschedule? - <https://www.mycompany.com/book>. Reply STOP to unsubscribe.

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5. Choose Content Included in Your Messages

Select the options that your messages might include:

- The message will include an **embedded link**.
- The messages will include **phone numbers**.
- The messages include **age-gated content** as defined by Carrier and CTA guidelines.
- The messages will include content related to **direct lending or other loan arrangements**.

6. Click on **Continue**.

The screenshot displays the GoBoostify A2P Verification interface. On the left is a dark sidebar with navigation options: Search, Go Back, Settings (My Business, Business Profile, My Profile, Billing, My Staff, Opportunities & Pipelines), Business Services (Calendars, Email Services), Phone System (WhatsApp), and Other Settings (Objects, Custom Fields, Custom Values, Manage Scoring, Domains & URL Redirects, External Tracking, Integrations). The main area is titled 'Campaign Details' and contains three sections: 1. Business Details (Name and Address, Profile Needs, Business Details, Business Address, Contact Info), 2. Brand Details (Business Brand Type, Business Use Case), and 3. Campaign Details (Messaging Use Case, User Consent). The 'Campaign Details' section is highlighted with a red border and contains a 'Campaign Use Case' dropdown set to 'Low Volume Mixed (Recommended)', a 'Use Case Description' text area with a 'See Example' link, and two 'Sample Message' text areas with 'See Example' links. Below these are 'Additional Message Details' checkboxes: 'Embedded link' (checked), 'Phone number' (checked), 'Age gated content' (unchecked), and 'Content related to Financial services or other loan arrangement' (unchecked). At the bottom right are 'Previous' and 'Continue' buttons.

Step 8: User Consent

To comply with carrier regulations, you'll need to provide details on how your contacts give consent to receive messages and what your opt-in message looks like. Follow these steps:

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Opt-In Method

- Choose an **Opt-In Method** from the options: **Website Form**, **Paper Form**, **Facebook Lead Form**, **QR Code**, **Kiosk**, **Verbal**.

The screenshot displays the GoBoostify A2P Verification interface. On the left is a dark sidebar with navigation options: Search, Go Back, Settings, MY BUSINESS (Business Profile, My Profile, Billing, My Staff, Opportunities & Pipelines), BUSINESS SERVICES (Calendars, Email Services), Phone System (WhatsApp), OTHER SETTINGS (Objects, Custom Fields, Custom Values, Manage Scoring, Domains & URL Redirects, External Tracking, Integrations). The main content area is titled 'User Consent' and 'Business Website Best Practices'. It features three numbered steps: 1. Business Details (Name and Address, Profile Needs, Business Details, Business Address, Contact Info), 2. Brand Details (Business Brand Type, Business Use Case), and 3. Campaign Details (Messaging Use Case). The 'Opt-In Method' dropdown is highlighted with a red box, showing options: Website Form (selected), Paper Form, Facebook Lead Form, QR Code, Kiosk, and Verbal. To the right of the dropdown is the 'Opt-In Form URL' field with a placeholder 'https://link' and a description: 'Share a publicly accessible link to the website form where users enter their phone number and opt in to receive messages.' Below this is the 'Opt-In Message' field with a placeholder text: 'LeadConnector LLC will send you recurring informational and promotional text messages. Message frequency varies. Msg & data rates may apply. Reply STOP to opt out. Reply HELP for help.' At the bottom, there is a 'Business Website Compliance Checklist' with five items, all of which are checked. The interface also includes a 'Previous' button and a 'Review Application' button.

- Add Opt-In Form URL:** Share a publicly accessible link to the website form where users enter their phone number and opt in to receive messages.

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Settings

MY BUSINESS

BUSINESS SERVICES

Phone System

OTHER SETTINGS

Business Profile

My Profile

Billing

My Staff

Opportunities & Pipelines

Calendars

Email Services

Custom Fields

Custom Values

Manage Scoring

Domains & URL Redirects

External Tracking

Integrations

1 Business Details

Name and Address

Profile Needs

Business Details

Business Address

Contact Info

2 Brand Details

Business Brand Type

Business Use Case

3 Campaign Details

Messaging Use Case

User Consent

User Consent

Business Website Best Practices.

Opt-in Method

Choose how contacts agree to receive your messages (e.g., website form, QR code, paper form). Provide proof or link to each opt-in method for verification.

Opt-in Method *

Website Form

Opt-in Form URL *

https://link.

Share a publicly accessible link to the website form where users enter their phone number and opt in to receive messages.

How do Contacts Opt-in to Messages? *

See Example

Opt-in Message *

See Example

Business Website Compliance Checklist *

Ensure your opt-in form and website meets the following carrier and platform guidelines. [Learn More](#)

☒ My business website is live, publicly accessible, and error-free.

☒ My website clearly displays my business name and contact details (address, email, phone).

☒ Any DBA or alternate business names used are clearly disclosed on the site (if applicable).

☒ I have provided my business website URL and the opt-in form URL.

☒ My opt-in method is clearly shown (e.g., website form, QR code, paper form).

Previous

Review Application

- **Example opt-In Form:**

The diagram shows a sample A2P registration form with the following fields and callouts:

- First Name**: A text input field.
- Last Name**: A text input field.
- Phone ***: A text input field with a red asterisk. Callout: "Entering a phone number alone does not grant permission to send SMS messages. SMS consent must be collected explicitly using the checkboxes below."
- Email ***: A text input field with a red asterisk.
- Consent checkboxes**:
 - ☒ I consent to receive transactional messages from ABC industries at the phone number provided. Message frequency may vary. Message & Data rates may apply. Reply HELP for help or STOP to opt-out.
 - ☐ I consent to receive marketing and promotional messages from ABC industries at the phone number provided. Message frequency may vary. Message & Data rates may apply. Reply HELP for help or STOP to opt-out.
- Business Name**: A text input field. Callout: "The business name shown here must exactly match the Brand Name (or declared DBA) used in A2P registration and sample messages."
- Privacy Policy / Terms of Service**: A link. Callout: "Privacy policy and terms must be publicly accessible and must clearly state that SMS consent is not shared with third parties (except SMS providers)."
- Buttons**: A green "Button" and a blue "Privacy Policy / Terms of Service" link.
- Disclosures**: A list of required disclosures:
 - Who is sending messages (business name)
 - What type of messages will be sent
 - Message frequency (or "may vary")
 - Message & data rates may apply
 - How to get help (HELP)
 - How to opt out (STOP)
- Marketing Consent**: A checkbox. Callout: "This checkbox collects express written consent for promotional or marketing messages. It must be unchecked by default and optional. Marketing SMS consent cannot be mandatory and cannot block form submission."

Add the Opt-in Flow and Confirmation Message

- Add your Opt-in flow in the **How do Contacts Opt-in to Messages?** field.

Example: Customers opt in to receive SMS messages from LeadConnector LLC by entering their phone number into a website form that discloses message purpose, low-frequency expectations, and opt-out instructions. Proof of consent is available at (link)

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

The screenshot displays the GoBoostify A2P Verification interface. On the left is a dark sidebar with a search bar and a 'Go Back' button. Below these are two sections: 'Settings' (containing 'MY BUSINESS' and 'BUSINESS SERVICES' sub-sections) and 'Phone System' (containing 'WhatsApp' and 'OTHER SETTINGS' sub-sections). The main content area is divided into three vertical panels. The first panel on the left lists three sections: '1 Business Details' (Name and Address), '2 Brand Details' (Business Brand Type), and '3 Campaign Details' (Messaging Use Case). The second panel in the middle shows a 'User Consent' section with a 'Business Website Best Practices' dropdown. The third panel on the right contains the 'Opt-in Method' section, which includes a dropdown for 'Opt-in Method' (set to 'Website Form') and a text field for 'Opt-in Form URL'. Below this is a red-bordered box containing the 'How do Contacts Opt-in to Messages?' section, which includes a 'See Example' link and a text area with placeholder text. To the right of this box is the 'Opt-in Message' section, also with a 'See Example' link and a text area. At the bottom of the interface are 'Previous' and 'Review Application' buttons.

- In the "**Opt-in Message**" field, enter the **confirmation message users receive** once they've opted in.

This message must: Include your **business name** and the **opt-out keyword** like **STOP**.

Example: LeadConnector LLC will send you recurring informational and promotional text messages. Message frequency varies. Msg & data rates may apply. Reply STOP to opt out. Reply HELP for help.

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

- Privacy Policy URL and Terms & Conditions URL

These fields are now required for self-serve campaign registration.

- In the **"Privacy Policy URL"** field, enter the publicly accessible link to your business's Privacy Policy page.
- In the **"Terms & Conditions URL"** field, enter the publicly accessible link to your Terms & Conditions (or Terms of Service) page.
- Both fields appear directly below the **"How do contacts Opt-in"** and **"Opt-in Message"** fields in the registration flow.
- **If you do not have these URLs**, consider registering through the **prebuilt chat widget flow**, which includes compliant Privacy Policy and Terms & Conditions automatically.

Tip: Your Privacy Policy must include:

"No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

How do Contacts Opt-in to Messages? * See Example	Opt-in Message * See Example
End users opt in via Website Form by visiting https://sites.leadconnectorhq.com/preview/kC0AbHSolpRGUiyyJKD and completing a form that collects their phone number. Users can optionally select a consent checkbox to agree to receive SMS messages.	hijk will send you recurring informational and promotional text messages. Message frequency varies. Msg & data rates may apply. Reply STOP to opt out. Reply HELP for help.
245 / 2048 Chars	171 / 320 Chars
Privacy Policy URL *	Terms & Conditions URL *
https://sites.leadconnectorhq.com/preview/kC0AbHSolpRGUiyyJKD	https://sites.leadconnectorhq.com/preview/kC0AbHSolpRGUiyyJKD
Provide a publicly accessible URL to your Privacy Policy page.	Provide a publicly accessible URL to your Terms & Conditions page.

Business Website Compliance Checklist *
Ensure your opt-in form and website meets the following carrier and platform guidelines [Learn More](#)

- ☐ My business website is live, publicly accessible, and error-free.
- ☐ My website clearly displays my business name and contact details (address, email, phone).
- ☐ Any DBA or alternate business names used are clearly disclosed on the site (if applicable).
- ☐ I have provided my business website URL and the opt-in form URL.
- ☐ My opt-in method is clearly shown (e.g., website form, QR code, paper form).
- ☐ My opt-in flow includes all required disclosures (message purpose, frequency, STOP/HELP, consent language).

Business Website Compliance Checklist

Ensure your opt-in form and website meets the following carrier and platform guidelines.

Business Website Best Practices:

1. Use a live, publicly accessible website with no broken links or "under construction" pages.
2. Clearly display your business name and maintain consistent branding across your domain, website content, and legal policies.
3. Clearly explain the services or products offered on your website.
4. Provide visible and up-to-date Privacy Policy and Terms & Conditions pages.
5. Ensure your opt-in form is easy to find and easy to understand, with CTIA-compliant language.
6. Collect explicit SMS opt-in consent; consent must be clearly stated and not implied.
7. Ensure sample messages accurately reflect your website content and intended messaging use case.

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

8. Link social media icons directly to your brand's official pages (not generic platform homepages).
9. Implement age-gating where required (e.g., alcohol, tobacco, or restricted content).
10. Use social media pages or app store listings only as supporting proof if a full website is not available.
11. Clearly display any DBA or alternate business names in the footer, Privacy Policy, or Terms & Conditions (if applicable).

1. Please **select all items in the Website Compliance Checklist** to proceed and click **Review Application**.

The screenshot shows the GoBoostify A2P Verification application form. The form is divided into sections: Business Address, Contact Info, Brand Details, Campaign Details, and a Business Website Compliance Checklist. The Checklist is highlighted with a red border and contains 8 items, all of which are checked. The form also includes fields for Opt-in Method, Opt-in Form URL, and Opt-in Message. A 'Review Application' button is visible at the bottom right.

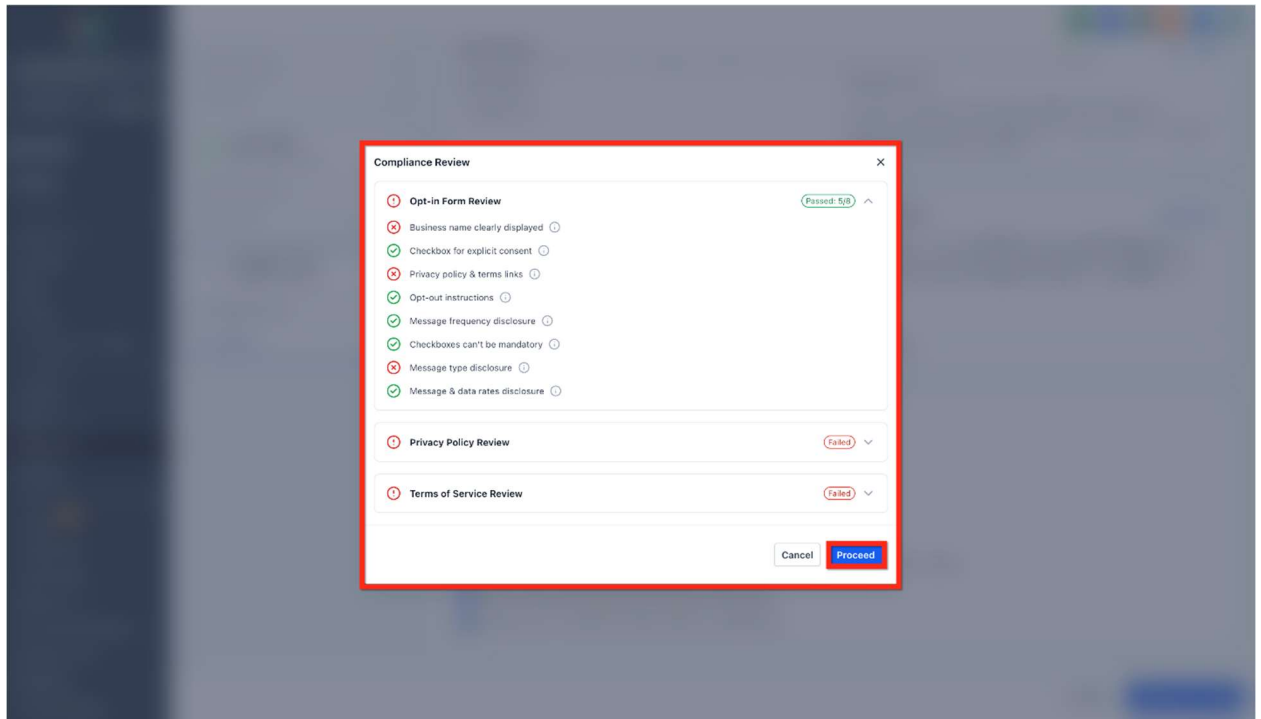
Business Website Compliance Checklist *
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- ☒ Any DBA or alternate business names used are clearly disclosed on the site (if applicable).
- ☒ I have provided my business website URL and the opt-in form URL.
- ☒ My opt-in method is clearly shown (e.g., website form, QR code, paper form).
- ☒ My opt-in flow includes all required disclosures (message purpose, frequency, STOP/HELP, consent language).
- ☒ My Privacy Policy is published and accessible from the opt-in flow.
- ☒ My Terms of Service are published and accessible from the website.
- ☒ My website does not reference purchased, rented, or affiliate lead lists.

2. Our system will **review** your **application**, provide **improvement suggestions**, and display a **Pass/Fail** status. Make sure to **address all flagged items** and **achieve a “Pass”** across **every section** to **maximize your chances of approval**.

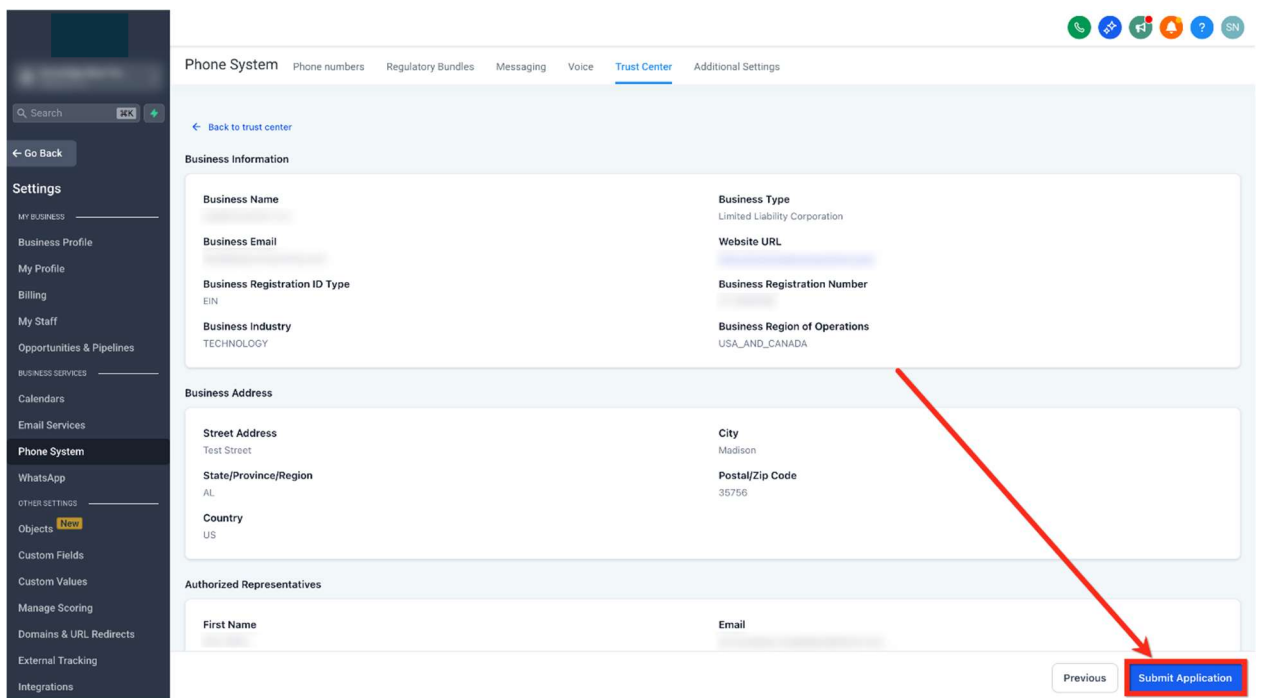
GOBOOSTIFY – A2P VERIFICATION GUIDELINE

- Once done, click on **Proceed**.



The screenshot shows a 'Compliance Review' modal window with a red border. It contains three sections: 'Opt-in Form Review' (Passed: 5/8), 'Privacy Policy Review' (Failed), and 'Terms of Service Review' (Failed). The 'Opt-in Form Review' section lists several items with status icons: Business name clearly displayed (Failed), Checkbox for explicit consent (Passed), Privacy policy & terms links (Failed), Opt-out instructions (Passed), Message frequency disclosure (Passed), Checkboxes can't be mandatory (Passed), Message type disclosure (Failed), and Message & data rates disclosure (Passed). At the bottom right, there are 'Cancel' and 'Proceed' buttons.

- Review your details for the last time and click on **Submit Application**.



The screenshot shows the 'Trust Center' settings page. The left sidebar contains a search bar and a list of settings categories: MY BUSINESS (Business Profile, My Profile, Billing, My Staff, Opportunities & Pipelines), BUSINESS SERVICES (Calendars, Email Services), Phone System (WhatsApp), and OTHER SETTINGS (Objects, Custom Fields, Custom Values, Manage Scoring, Domains & URL Redirects, External Tracking, Integrations). The main content area is titled 'Phone System' and includes tabs for Phone numbers, Regulatory Bundles, Messaging, Voice, Trust Center, and Additional Settings. The 'Trust Center' tab is active, showing a 'Back to trust center' link and a 'Business Information' section. The 'Business Information' section contains fields for Business Name, Business Email, Business Registration ID Type, Business Industry, Business Type, Website URL, Business Registration Number, and Business Region of Operations. Below this is the 'Business Address' section with fields for Street Address, City, State/Province/Region, Postal/Zip Code, and Country. At the bottom is the 'Authorized Representatives' section with fields for First Name and Email. A red arrow points from the 'Business Information' section to the 'Submit Application' button at the bottom right. The 'Submit Application' button is highlighted with a red border.

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

IMPORTANT NOTE

- Ensure all registration **information matches government records exactly**.
- Non-compliance or errors will **result in rejection and additional fees**.
- Consult a legal professional if unsure about privacy policy, terms of service, or messaging language.

Next Steps:

1. **Obtain your CP 575 EIN Confirmation Letter** (or request a 147c letter from the IRS if the CP 575 is unavailable).
2. **Upload your business registration form** in your support communication with us.
3. **Email or send a screenshot** of your CP 575 form to the GoBoostify team.

We will submit this documentation on your behalf for Brand approval.

Important Tips:

- Ensure the **legal business name and EIN number exactly match** what's shown on the CP 575 form.
- Do **not** use the business name found on W2 or W9 forms, as they may differ.
- If the business name spans multiple lines on your CP 575/147c letter, you must enter **all lines above the address line** during registration.

Example:

ABC Holding Group Inc.
Division of Regional Services
123 Main Street
New York, NY 10001

The legal name to enter would be: ABC Holding Group Inc. Division of Regional Services

Understanding Trust Scores & Throughput

GOBOOSTIFY – A2P VERIFICATION GUIDELINE

Once submitted, your brand will be vetted and assigned a **Trust Score (0–100)** by TCR.

Higher scores allow for **higher Message Throughput (MPS)** and **better delivery rates**. The Trust Score is determined based on your submitted information — EIN match, business type, domain verification, and more.

Frequently Asked Questions

Q: What's the difference between Sole Proprietor and Standard Brand?

Sole Prop is for individuals without an EIN. Standard Brand is for registered U.S. businesses with an EIN.

Q: Why was my brand rejected?

Likely reasons include EIN mismatch, invalid website, or use of a PO Box.

Q: Can I add new numbers after completing A2P Brand and Campaign Registration?

Yes. Any numbers you add after your brand and campaign are approved will be automatically registered under the same campaign — no resubmission is needed. It may take several days for registration to complete.

Q: Can I register multiple campaigns under one Standard Brand?

Yes, you can register multiple use-case-specific campaigns.

Q: I don't want to deal with all of this. Is there any alternative for me and my clients?

Yes, you can bypass A2P 10DLC by switching to **Toll-Free Numbers**. These also require registration, but the process is **free and less complex**. You can continue messaging in the U.S. without A2P 10DLC restrictions.

Q: How do we move from low volume sending to higher volume sending?

Please reach out to GoBoostify support. We'll share a form that you can submit, and our team will create the brand and campaign manually in the backend for increased throughput.

Q: Does this apply to only marketing campaigns or does it apply to all SMS?

A2P 10DLC is applicable for all Application-to-Person texting like marketing SMS, reactivation campaigns, appointment reminders, prospecting, billing alerts, 2FA login codes, etc.

