Texting Campaign Registry

Please fill out the information below for Mercury Network to proceed with your business texting package.

Use-Case (Please see attachments for description):_____

Phone numbers for texting:_____

Please circle the options you would like to have for your texting campaign (First three must be yes and example message must have Keyword in it.):

Subscriber Opt-In	**Yes**	**Example Message:** To receive text going forward from Mercury Telecom, please reply YES. Messaging frequency may vary. To stop receiving text, please reply STOP. If you need help, please reply HELP. You can also contact us at 989-837-3790, https://www.mercury.net/ or phonepro@mercury.net. Data rates may apply. Keyword:**YES**
Subscriber Opt-Out	**Yes**	**Example Message:** To stop receiving text from Mercury Telecom, please reply STOP. Follow up message will be sent saying, Thank you for opting out of receiving texting from Mercury Telecom going forward. Keyword:**STOP**
Subscriber Help	**Yes**	**Example Message:** If you need help from Mercury Telecom, please reply HELP. Messaging frequency may vary. To stop receiving text, please reply STOP. You can also contact us at 989-837-3790, https://www.mercury.net/ or phonepro@mercury. Keyword: **HELP**
Number Pooling	**Yes** **Example Message:**	**No**

Direct Lending or Loan Arrangment	**Yes**	**No**
Embedded Link	**Yes**	**No**
Embedded Phone Number	**Yes**	**No**
Age-Gate Content	**Yes**	**No**
Term & Conditions	**Yes**	

Campaign Description:_____

_____

_____

EXAMPLE: We will be using it for support. We will be able to communicate to troubleshoot technical issues, setting changes and feature requests, as well as helping new customers transition to our services.

Call-to-Action/Message Flow:_____

_____

_____

_____

EXAMPLE: Mercury Telecom will be collecting opt-in verbally from their customers. The customers will be able to opt in to receive messages either in person at their physical location, or over a phone call if the customer calls. When a customer is registered for the first time, they are asked to provide the phone number, and staff is trained to ask If the customer would like to opt in to SMS-based billing notifications. They will be verbally informed that "Message and data rates may apply", "Message frequency may vary", and they can "text HELP for support or more information and STOP to unsubscribe at any time." They will also be informed that their phone number will not be shared with third parties for marketing or promotional purposes.

Script (NEEDED FOR ALL VERBEL OPT INS)

Agent: Would you like to receive SMS from Mercury Telecom?

End user: Yes.

Agent: Great! So you're aware, message and data rates may apply. Message frequency may vary. We'll send you messages about billing information, account updates, and support requests. Reply help or contact 989-837-3790 to get help. Reply STOP to opt out at any time. You can find our Privacy policy at https://mercury.net/privacy.php and our terms of service page at https://mercury.net/terms.php

Sample Messages:

Sample Message 1	Sample Message 2
EXAMPLE: Your support case has been addressed and resolved. Please let us know if you have any issues or questions. Please reply STOP, to stop receiving texts.	**EXAMPLE:** Remember to enroll in auto billing to never incur a late fee. Please reply STOP, to stop receiving texts.

Helpful Campaign Information

Campaign Description

This field is used to give a clear and detailed description of what the campaign will be used for.

Call-to-Action / Message Flow

This field is used to describe how a consumer opt-in to the campaign, therefore giving consent to the sender to receive their messages. The call-to-action must be explicitly clear and inform the consumer of the nature of the program. If multiple opt-in methods can be used for the same campaign, you must list them all.

Standard Use Cases

2FA

Any authentication, verification, or one-time passcode

Account Notification

Standard notifications for account holders, relating to and being about an account

Customer Care

All customer care interaction, including but not limited to account management and customer support

Delivery Notifications

Notification about the status of the delivery of a product or service

Fraud Alert Messaging

Notifications regarding potential fraudulent activity on a user's account

Higher Education

Messaging created on behalf of Colleges or Universities, including School Districts and education institutions. This use case is NOT for the "free to the consumer" messaging model

Low Volume Mixed

For Brands that have multiple use cases and only need very low messaging throughput. Examples include: test or demo accounts, small businesses (single Doctor's office, single Pizza shop), etc. Maximum of 5 sub Standard use cases.

Machine-to-Machine (M2M)

Machine-to-Machine (M2M) is a process that implies wireless communication between two or more physical assets. There is no human interaction in the Machine-to-Machine campaign. Subscriber-facing campaigns are prohibited. This is a dedicated use case

Marketing

Any communication that includes marketing and/or promotional content

Mixed

For brands that have multiple use cases and want to run them on the same campaign. Minimum of 2 sub use cases and a maximum of 5 sub use cases.

Polling and Voting

The sending of surveys and polling/voting campaigns.

Public Service Announcement

Informational messaging to raise an audience's awareness about important issues

Security Alert

A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take

Special Use Cases

Agents and Franchises

Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office

Charity

Communications from a registered charity aimed at providing help and raising money for those in need. 501c3 Tax-Exempt Organizations only.

Proxy

Peer-to-peer, app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications.

Emergency

Notification services designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies

K-12 Education

Campaigns created for messaging platforms that support schools from grades K - 12, and distance learning centers. This is not for Post-Secondary schools.

Sweepstakes

All sweepstakes messaging

Political (Election Campaigns)

Part of organized effort to influence decision making of specific groups. Available only to Non Profit entities with a Campaign Verify token or Aegis Political Vet, or Non Profit entities with a verified 501(c)(3/4/5/6) tax exempt status.

Social

Communication between public figures/influencers and their communities. Examples include: YouTube Influencers' alerts or Celebrity alerts

Sole Proprietor

Limited to US or Canadian individuals or small businesses without an EIN / Tax ID, and requires a separate contract. Compliance and reporting Policy HERE

Platform Free Trial

Platform Free Trial offers, with strict controls and MNO audit rights (MO opt in). Separate contract required.

UCaaS Low Volume

UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This use case is only available to approved UCaaS businesses. This use case has the same volume restrictions as the Low Volume Mixed campaign type.

UCaaS High Volume

UCaaS companies provide cloud delivered communication services for businesses. Each number assigned to a UCaaS campaign is typically assigned to a different employee of that business and the use cases are varied. This use case is not for any API/automated driven communication. This is for UCaaS campaigns that require higher volume.This use case is only available to approved UCaaS businesses.

Attribute Description

Subscriber Opt-In

You are collecting and processing consumer opt-ins.

Subscriber Opt-Out

You are collecting and processing consumer opt-outs.

Opt-Out Message

What the recipient receives after opting out from SMS communication with your business

Subscriber Help

You have implemented processes and/or logic to respond with contact info after original message recipient replies with the "HELP" keyword.

Help Message

What the recipient receives after sending a HELP response to your messages

Number Pooling

Select this if you intend on using 50+ numbers as this will require a different provisioning process on T-Mobile.

Direct Lending

Will this campaign include content related to direct lending or other loan arrangements?

Embedded Link

A notification that the security of a system, either software or hardware, has been compromised in some way

Embedded Phone Number

Are you using an embedded phone number (except the required HELP information contact phone number)?

Affiliate Marketing

Is affiliate marketing being used or was used in the construction of this campaign?

Age-Gated Content

Will this campaign include any age-gated content as defined by Carrier and CTIA guidelines?

Sample Campaign

Use-Case (Please see attachments for description): <u>Low Volume Mixed</u>

Phone numbers for texting:<u>9898373790</u>

Please circle the options you would like to have for your texting campaign (First three must be yes and example message must have Keyword in it.):

Subscriber Opt-In	**Yes**	**Example Message:** To receive support text, please text CONFIRM. Keyword:**Confirm**
Subscriber Opt-Out	**Yes**	**Example Message:** Thank you contacting Mercury network. Reply STOP to opt out. Keyword:**STOP**
Subscriber Help	**Yes**	**Example Message:** If you are in need of help, please text HELP. Keyword: **HELP**
Number Pooling	**Yes** **Example Message:**	**No**
Direct Lending or Loan Arrangment	**Yes** **Example Message:**	**No**

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Embedded Link	**Yes** **Example Message:**	**No**
Embedded Phone Number	**Yes** **Example Message:**	**No**
Age-Gate Content	**Yes** **Example Message:**	**No**
Term & Conditions	**Yes**	

Campaign Description: We will be using it for support. We will be able to communicate to troubleshoot technical issues, setting changes and feature requests, as well as helping new customers transition to our services.

Call-to-Action/Message Flow: Upon the initial enrollment with our company, the client gives verbal consent to receive important notices via text. If they consent an opt-in message is sent giving instructions on how to opt-out at any time. If they decline, text communication will stop.

Sample Messages:

Sample Message 1	Sample Message 2
Thank you for contacting Mercury Network, how can we help you today?	Thank you for contacting Mercury Network, how can we assist you in your hosting service?

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