

The Campaign Registry CSP Portal Guide

A comprehensive guide
to the scope, features, and terms
of **The Campaign Registry 10DLC**
solution for Campaign Service Providers

Overview

US MNO's are moving away from unsanctioned long codes and have launched 10DLC as a sanctioned A2P messaging service. In order to create this sanctioned channel, MNO's are requesting CSP's (Campaign Service Providers) to declare who is sending messages and what messaging is being sent. For the MNO's that require it for their provisioning and registering process, CSP's will have the ability to register Brands and Campaigns in "The Campaign Registry", a 10DLC registry.

LAUNCH DATES AND REQUIREMENTS BY MOBILE NETWORK OPERATOR (MNO):

OPERATOR	MNO STATUS	USE OF THE CAMPAIGN REGISTRY
AT&T	Launched	Required
T-MOBILE	Launched	Required
VERIZON	Launched	Required
US CELLULAR	Launched	Suggested

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10DLC and The Campaign Registry

The Campaign Registry (TCR) is the Reputation Authority for registering A2P 10DLC Campaigns

What is 10DLC?

10 Digit Long Code (10DLC) is the sanctioned standard for A2P text messaging utilizing a traditional 10 digit phone number. Although similar to the existing long code, 10DLC is a reliable messaging channel with throughput levels suitable for SMS campaigns and is sanctioned by the mobile operators. In addition to messaging, 10DLC supports voice calls on the same number used for Commercial SMS.

The benefits of 10DLC

For Carriers

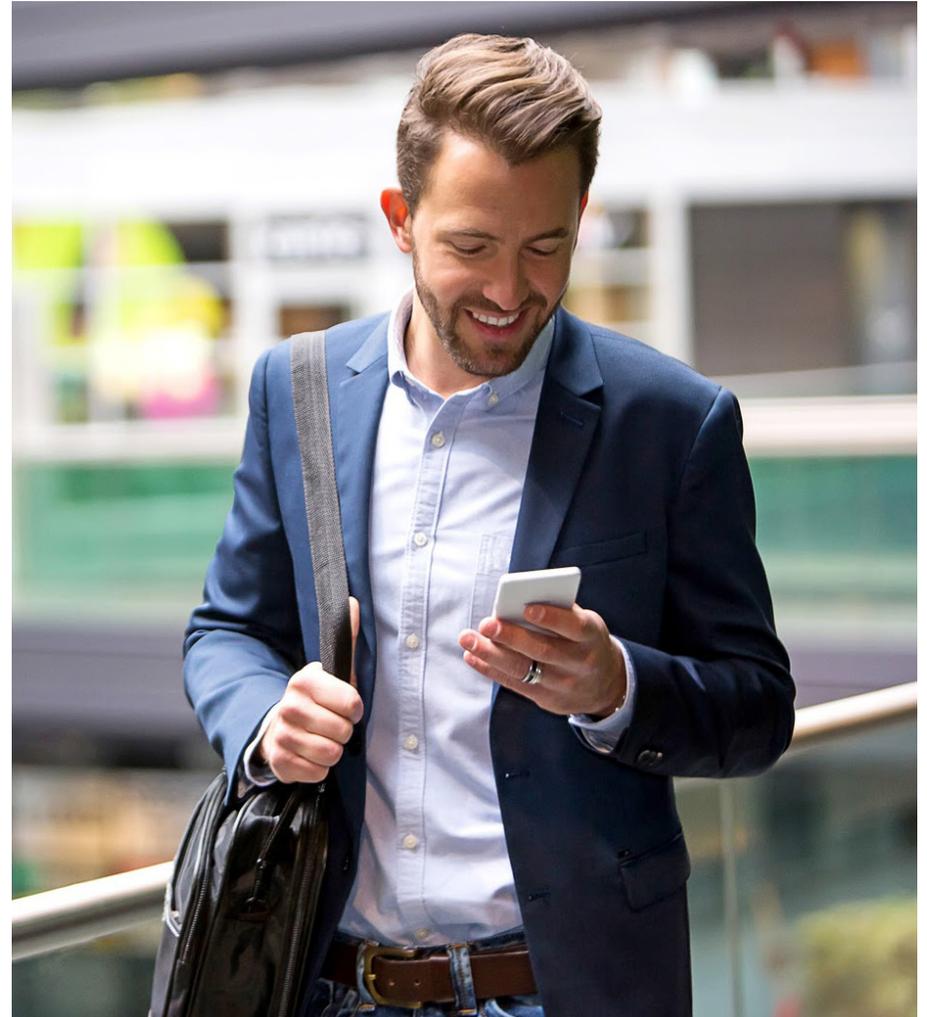
Carriers have visibility into the “who” and “what” of each messaging campaign which allows them in turn to provide a better quality of service for 10DLC messaging.

For CSPs and Brands

CSPs can have confidence knowing that they are using an officially sanctioned messaging channel and Brands can benefit from a better quality of service for their messaging campaigns.

For Users

Users benefit from an overall sanctioned and accountable ecosystem that will drive more relevant trusted messaging to their device.



What is The Campaign Registry?

THE CAMPAIGN REGISTRY (TCR) IS THE REPUTATION AUTHORITY FOR REGISTERING A2P 10DLC MESSAGING CAMPAIGNS.

TCR works with North American mobile operators and companies that are in the messaging business to register Application-to-Person (A2P) text messaging Campaigns. The registry supports a sanctioned A2P 10 Digit Long Code (10DLC) text messaging Campaign ecosystem and provides visibility into the messaging source and content, allowing mobile carriers to provide a more reliable and predictable messaging service for Campaign Service Providers (CSPs) and Brands.

The Campaign Registry Ecosystem

There are often many different companies involved in sending SMS campaigns, which can make it a challenge to track everyone involved. In an effort to be very clear on “Who” does “What” in the process of registering and activating campaigns, the Campaign Registry has defined the following roles:

- **BRAND**
The company or entity the End Customer believes to be sending the message.
- **CSP**
Campaign Service Providers are the primary users of The Campaign Registry. As a CSP, you work with multiple Brands to create and launch their text messaging campaigns.
- **DCA**
Direct Connect Aggregators provide direct connectivity to the mobile carrier’s gateway for delivering messaging campaigns.
- **MNO**
Mobile Network Operator - The company who provides connectivity to end users



Terms for CSPs

Commercial Terms

10DLC pricing will include a few new fees as displayed below.

Aside from TCR fees, the carriers will also apply termination fees depending on the Message Class or Brand Tier.

SERVICE	FEE	DESCRIPTION	
One Time Setup Fees	CSP Registration	\$200.00	One time, non-refundable application fee, which includes validation with MNOs and DCAs. There is no fee for maintenance or renewal of CSP accounts.
One Time Setup Fees	Brand Registration (Excluding Sole Proprietors)	\$4	This charge excludes any 3rd party vetting fees or non-standard review procedures as mandated by MNOs.
Monthly Campaign Fees	Regular Campaigns	\$10.00 / month	Invoiced monthly (minimum 3 months)
Monthly Campaign Fees	Low Volume Mixed Campaigns	\$2.00 / month	Invoiced monthly (minimum 3 months)
Monthly Campaign Fees	Political Campaigns	\$10.00 / month	Invoiced monthly (minimum 3 months)
Monthly Campaign Fees	Charity Campaigns	\$3.00 / month	Invoiced monthly (minimum 3 months)
Monthly Campaign Fees	Sole Proprietor Campaigns	\$0.75 / month	Invoiced monthly (minimum 3 months)
3rd Party Vetting Fees	Aegis Standard Brand Vetting	\$40 per vet	One-time, non-refundable vetting fee for successful vets. For unscored unsuccessful vets, this fee will be reduced to \$5.

Billing

Current fees for the Campaign Registry services are set forth below. Please note:

- All campaign registrations are for an initial three month period, with campaigns renewing automatically monthly at the end of the first cycle, unless terminated by the User ahead of the renewal date.
- Campaign fees are billed monthly, at the end of the calendar month.
- The following billing example is provided for illustrative purposes only:

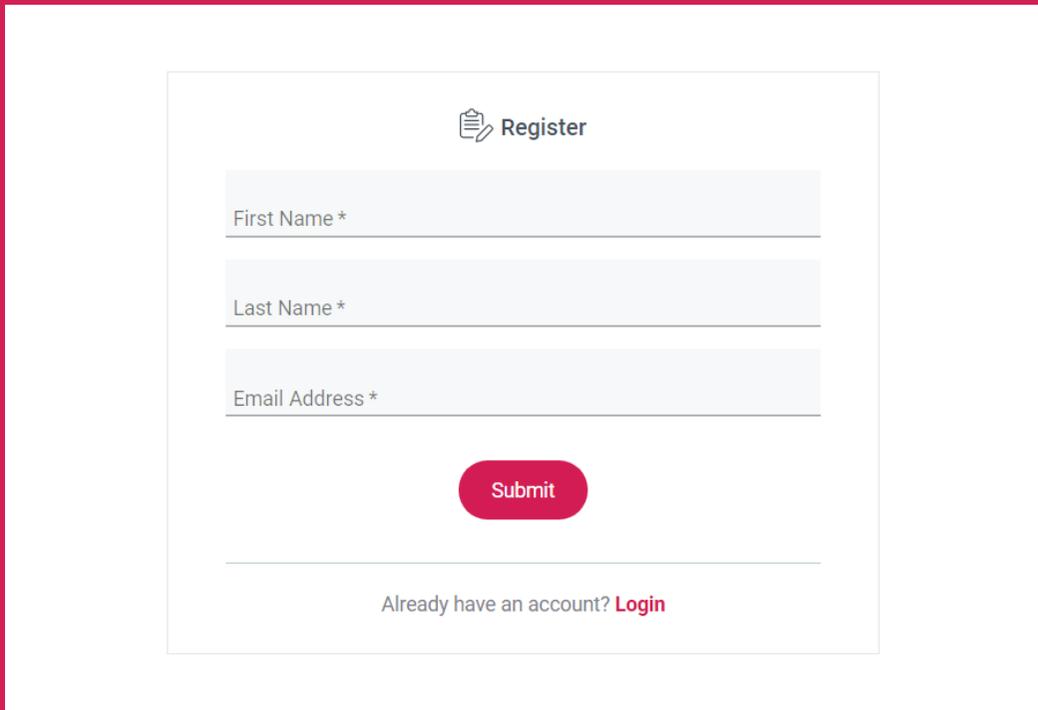
Campaign creation	May 5
First Monthly Charge	On May 31 Invoice (end of calendar month of campaign creation)
Second Monthly Charge	On June 30 Invoice
Third Monthly Charge	On July 31 Invoice
Cancellation notice due (to avoid renewal billing)	August 4 (Day before campaign renewal)
First Campaign renewal (anniversary) date	August 5
First Monthly charge in second cycle	August 31 (end of calendar month of renewal date)

First Steps

As a Campaign Service Provider (CSP), you can register on our CSP Portal and start working in a sanctioned messaging environment.

Create User account

Go to csp.campaignregistry.com/register and fill in the requested information.

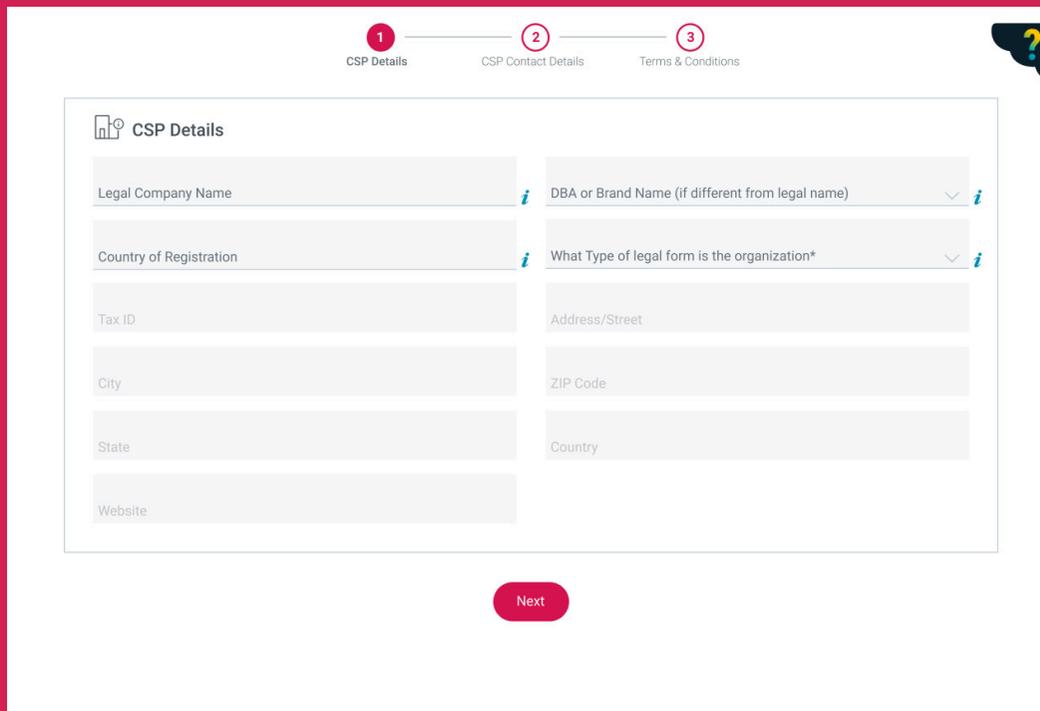


The screenshot shows a registration form titled "Register" with a clipboard icon. It contains three input fields: "First Name *", "Last Name *", and "Email Address *". Below the fields is a red "Submit" button. At the bottom, there is a link that says "Already have an account? [Login](#)".

1. Open the email and click the Set Password link.
2. Set and confirm your new password on the form and click 'Submit'

Activate CSP account

After you have created your User Account, you will be taken to the CSP Account Activation Page



The screenshot shows a three-step activation process: 1. CSP Details, 2. CSP Contact Details, and 3. Terms & Conditions. The 'CSP Details' form includes the following fields:

Legal Company Name	DBA or Brand Name (if different from legal name)
Country of Registration	What Type of legal form is the organization*
Tax ID	Address/Street
City	ZIP Code
State	Country
Website	

A 'Next' button is located at the bottom of the form.

1. Click 'Activate CSP Account' at the bottom of the Welcome Page.
2. On the CSP Verification form, fill in your company and contact information. Please provide accurate information to ensure a swift registration process.
3. In the DCA section of the form, select your DCA from the drop-down menu. If your DCA is not on the list, click 'Other' and fill in the requested information. Click 'Continue'.
4. On the next screen, enter payment information. Click 'Continue'.
5. Payment for CSP registration must be made before your CSP account can be activated. Aegis Enhanced Vetting is done for each CSP that registers.
6. Verification will occur within 2-4 weeks. You will be notified by email once completed, and you'll then be ready to register Brands and Campaigns.

Create Multiple Users

After the CSP Registration has been completed and approved (please see CSP activation section above), new users can be created under the same CSP profile..

The designated CSP Admin can now add users from the “USERS” panel in the CSP Portal.

New users can be assigned four different roles with different privileges:

Manager

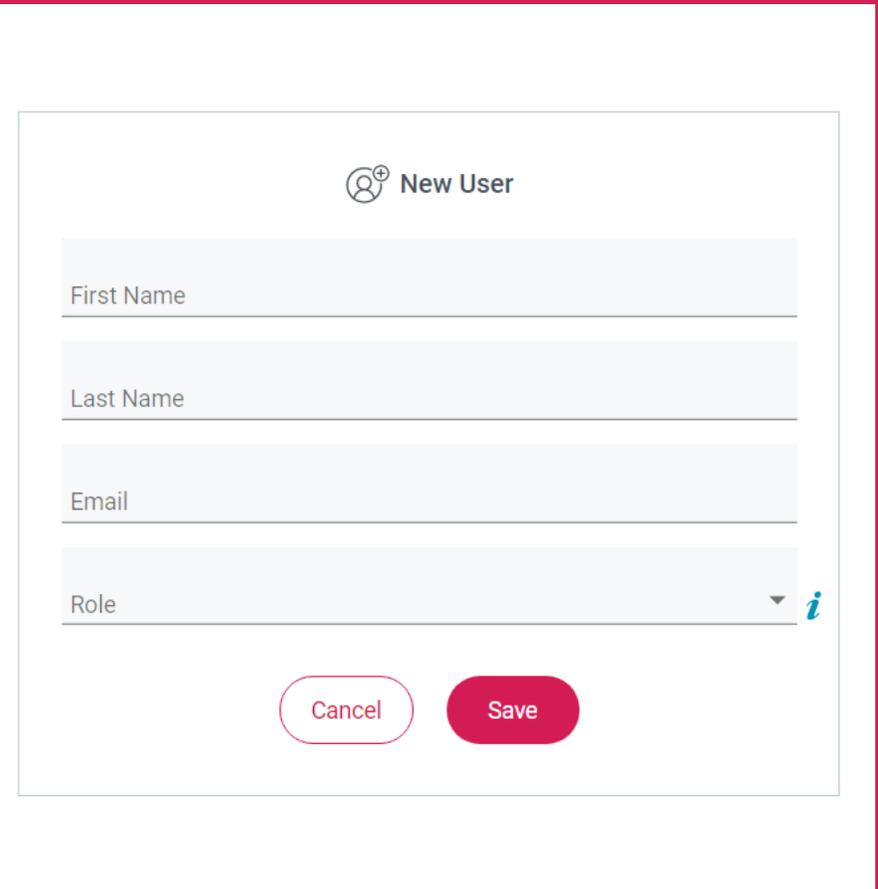
Has full access to the portal and can manage other users

User

Has full access to the portal but cannot manage other users or view invoices

Reviewer

Has view-only access to Brands, Campaigns and events and cannot initiate any action involving a cost for the CSP



 New User

First Name

Last Name

Email

Role 

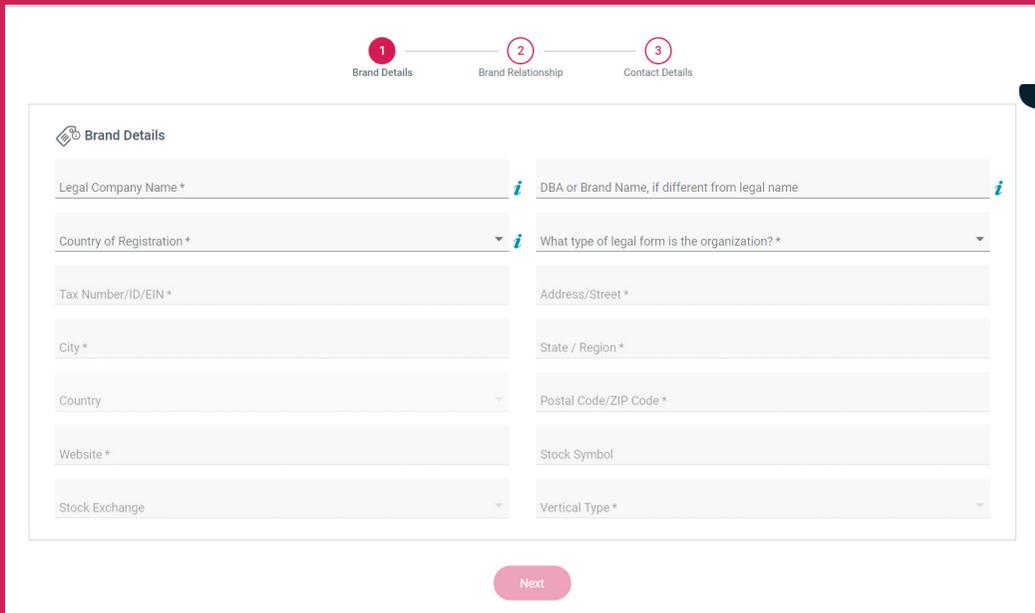
Cancel Save

How to Register Brands

The Campaign registration starts by adding one or multiple Brands to your CSP profile. Adding the correct information is crucial to the Brand's Verification.

Brand Details

From your CSP Dashboard click 'New Brand' and you will be taken to the first step of brand registration, the Brand Details page. These details help us to carry out Brand Identity Verification (detailed in the next page) and require accurate and up to date information to be entered. Fill in all Brand information with the following required details:



1 Brand Details 2 Brand Relationship 3 Contact Details

Brand Details

Legal Company Name* DBA or Brand Name, if different from legal name*
Country of Registration* What type of legal form is the organization? *
Tax Number/ID/EIN* Address/Street*
City* State / Region*
Country Postal Code/ZIP Code*
Website* Stock Symbol
Stock Exchange Vertical Type*

Next

Private Companies:

legal company name, country of registration, Employer ID Number (EIN) / Tax ID, physical address, website address, vertical, contact details.

Public Companies:

legal company name, country of registration, Employer ID Number (EIN) / Tax ID, physical address, website address, vertical, stock symbol, stock exchange, contact details

Charities / Non-Profit Organizations:

legal company name, country of registration, Employer ID Number (EIN) / Tax ID, physical address, vertical, website address, contact details.

Government Organizations:

legal company name, country of registration, Employer ID Number (EIN) / Tax ID, physical address, website address, vertical, stock symbol, stock exchange, contact details

Sole Proprietors:

DBA or Brand name, country of registration, full address, Reference ID (a unique identifier of the client in the CSP database), first name, last name, email, telephone number.

Brand Relationship

Assign a Brand Relationship* to the Brand, according to the following type of account :

Brand Relationship *i*

Basic accounts	Small accounts	Medium accounts	Large accounts	Key accounts
no business history with the CSP	or some business history with the CSP	with good standing with the CSP and solid business history	with a dedicated account manager, highly trusted	with strategic value and a dedicated account team

Basic accounts

Accounts with no business history with the CSP

Small accounts

Small Accounts or accounts with some business history with the CSP

Medium accounts

Medium Accounts with good standing with the CSP and solid business history

Large accounts

Large Accounts with a dedicated account manager, highly trusted

Key accounts

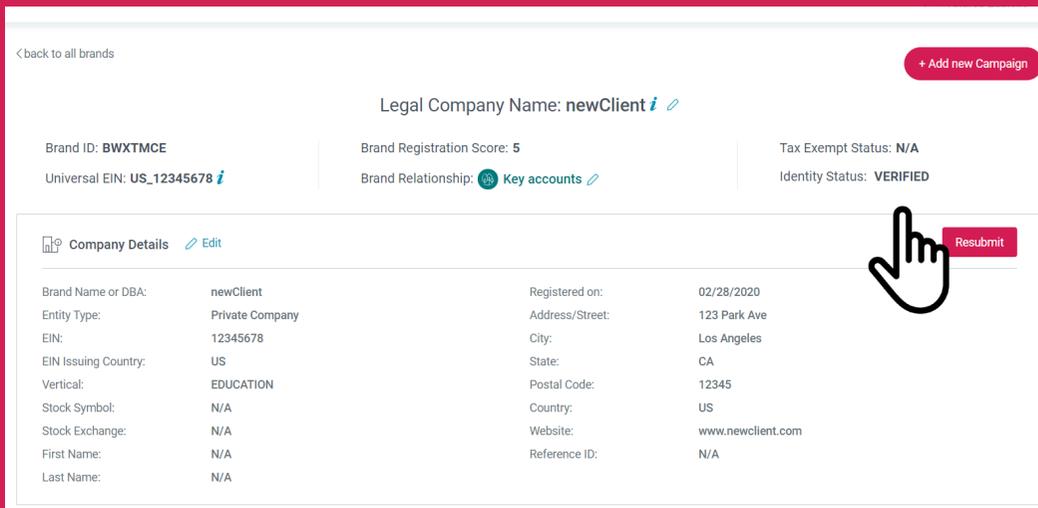
Accounts with strategic value and a dedicated account team

Brand Identity Verification

After Brand Registration is carried out, each Brand will automatically go through an Identity Verification process. We validate the EIN, Legal Company Name and Legal Company Address with third party independent sources and confirm the existence of the Brand with a verification “Status” (Verified/Unverified)

Being a “Verified” Brand is a requirement to message on 10DLC, and Identity Verification is a crucial step for each registered Brand. We strongly recommend reviewing entered information to ensure that it is accurate and up to date. This will allow the Brand to be verified swiftly.

The outcome of Identify Verification is immediately available on the “Brand Details” page or via API



Legal Company Name: newClient [i](#) [e](#)

Brand ID: BWXTMCE
Universal EIN: US_12345678 [i](#)

Brand Registration Score: 5
Brand Relationship: Key accounts [e](#)

Tax Exempt Status: N/A
Identity Status: VERIFIED

[+ Add new Campaign](#)

[Resubmit](#)

[Company Details](#) [Edit](#)

Brand Name or DBA:	newClient	Registered on:	02/28/2020
Entity Type:	Private Company	Address/Street:	123 Park Ave
EIN:	12345678	City:	Los Angeles
EIN Issuing Country:	US	State:	CA
Vertical:	EDUCATION	Postal Code:	12345
Stock Symbol:	N/A	Country:	US
Stock Exchange:	N/A	Website:	www.newclient.com
First Name:	N/A	Reference ID:	N/A
Last Name:	N/A		

What if my Brand is “Unverified” ?

Unverified Brands cannot register 10DLC campaigns and have to obtain the “Verified” status if they wish to do so. These are the options available:

- 1- Any “Unverified” Brand can be resubmitted for verification both via API and CSP Portal, on the “Brand Details” page with a fee of \$4.
- 2- Any “Unverified” Brand can request or import external Vetting through the same page, and potentially gain access to every MNO Class/Tier as the result. (Third party Fees may apply, \$40 if request passes through TCR via Aegis Mobile)

In both cases, it is crucial that details about the Brand are corrected and updated before any submission.

How to Register Campaigns

Once the Brand has been added to your CSP profile, you may register Campaigns for that Brand. From your CSP Dashboard (or from the Brand Details page) click 'New Campaign' to open the 'Register a Campaign' page.

Use Case selection

STEP #1 - SELECT A BRAND

Select a Brand by typing in the relevant field and choosing from the suggested items in the Drop-Down menu.

STEP #2 - SELECT A USE CASE (Hover on Use Case for description)

All Use Cases are available to select for the Brand you chose regardless of their Brand Registration Score or Vetting Score. Only after submitting your choice of Use Case for a specific Brand, you will be able to preview whether or not your Brand qualifies for each of the MNOs.

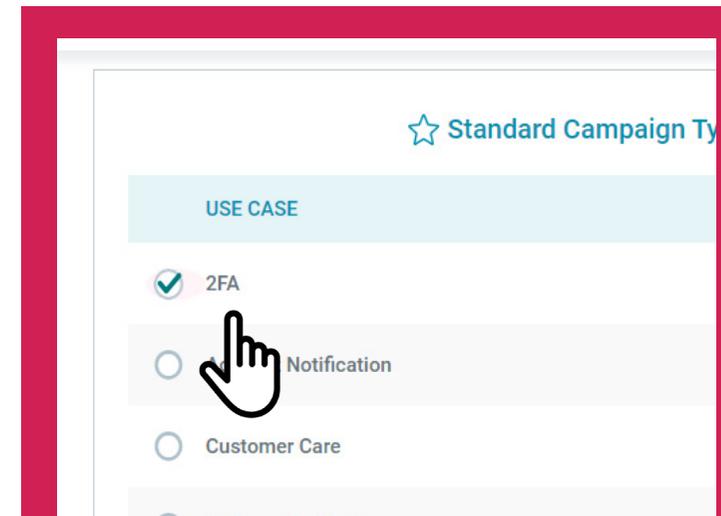
STEP #2 - SELECT A SUB USE CASE

Some of the Use Cases allow for the selection of a minimum of 2 to a maximum of 5 Sub Use Cases. The selection is mandatory as requested by MNOs.

STANDARD AND SPECIAL USE CASES

Standard Use-Cases are generally available to most TCR-registered Brands, meaning that a Campaign will not require pre/post-registration approval from the MNOs and will be available for all Verified brands.

Special Use-Cases are sensitive or critical in nature and, as a result, may require pre/post-registration approval by the MNOs. Vetting or MNO approval may be required before a Brand can register Special Use-Case Campaigns.



Which Use Case should you choose ?

STANDARD

2FA - Any authentication, verification, or one-time passcode.

Account Notifications - 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).

Machine to Machine - 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 - Any messaging campaign containing 2 to 5 standard uses cases.

Polling and voting - The sending of surveys and polling/voting campaigns for non political arenas.

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

Carrier Exemptions - Exemption by Carrier.

Charity - Communications from a registered charity aimed at providing help and raising money for those in need. Includes: 501c3 Charities. **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.

Sweepstakes - All gambling and sweepstakes messaging.

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.

Political (Election Campaigns) - Part of organized effort to influence decision making of specific group. Available only to registered 501(c)(3/4/5/6) and Orgs with a Campaign Verify token.

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

Large CSP Trial - Large CSP Trial Offers with strict controls and MNO audit rights (MO opt in). Only MNO pre-approved CSPs are eligible for this use case.

Agents and franchises - Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localised numbers per agent/location/office.

Sole Proprietors - All small volume messaging for sole proprietor entities

Special Use Case Requirements

Some “Use Cases”, as requested by carriers, might be exclusively available to either vetted brands, or require pre/post approval by MNOs. Requirements for special Use Cases are as follows :

REQUIREMENTS FOR SPECIAL USE CASES BY MOBILE NETWORK OPERATORS:

Use Case	Entity Type	External Vetting Required		Vetting Partner	Approval Required	
		AT&T	T-Mobile		AT&T	T-Mobile
Agents and Franchises	All except 501(c)(3)s	No	No		Post Campaign Registration	No
Carrier Exemptions	All except 501(c)(3)s	No	Use Case not supported		Post Campaign Registration	Use Case not supported
Charity	Non-Profit only 501(c)(3)	No	No		No	No
Proxy	All except 501(c)(3)s	No	No		Post Campaign Registration	No
Emergency	All except 501(c)(3)s for T-Mobile	No	No		Post Campaign Registration	Only if Non-Profit with Political Vet
Political	Non-Profit	Yes (except 501 c3/4/5/6 Orgs)	Yes (except 501 c3/4/5/6 Orgs)	Campaign Verify Aegis Mobile	No	No
Social	All except 501(c)(3)s	No	No		Post Campaign Registration	No
Sweepstakes	All except 501(c)(3)s	No	No		Post Campaign Registration	Post Campaign Registration
Platform Free Trial (separate contract required)	All except 501(c)(3)s	No	No		No	No
UCaaS (High and Low volume) (separate application required)	All except 501(c)(3)s	No	No		Pre-approval required	Pre-approval required
Sole Proprietor (separate contract required)	Sole Proprietor only	No	No		No	No

Carrier Terms preview

On the Carrier Terms Preview page, you will see the Campaign terms for each MNO. (NOTE: If the 'Next' button is grayed out, the Campaign Type and Use-Case selected are not available for the Brand.) Click 'Next' to proceed with the registration process or 'Previous' to return to the previous page.

Carrier Terms Preview

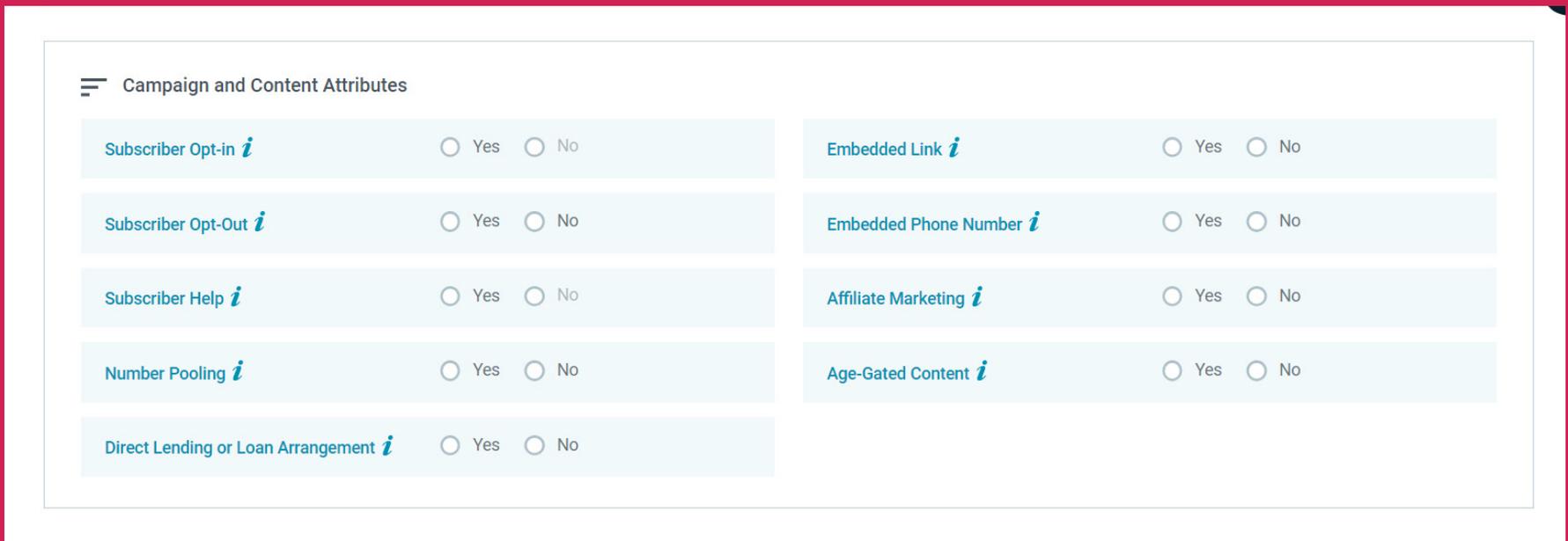
The below list shows campaign qualification results and terms for each MNO.

MNO	QUALIFY	MNO REVIEW	TPM	MESSAGE CLASS
AT&T	Yes	No	60	E
T-Mobile	Yes	No	BRAND TIER LOW	MESSAGE CLASS N/A
US Cellular	Yes	No	TPM N/A	MESSAGE CLASS N/A
Verizon Wireless	Yes	No	TPM N/A	MESSAGE CLASS N/A

Campaign Details

On the Campaign Details page, select the Vertical and enter a Campaign Description for the Campaign. Please supply one or more Sample Message(s) that reflect the content that the user will actually receive.

Proceed to declare the Campaign attributes by flagging the relevant options. A detailed explanation of each attribute is shown by hovering your mouse over the “i” symbol. Attributes that only have a “Yes” option available are mandatory in the 10DLC Ecosystem.



The screenshot shows a form titled "Campaign and Content Attributes" with a hamburger menu icon on the left. The form contains ten rows, each with a label, an information icon (i), and two radio buttons for "Yes" and "No".

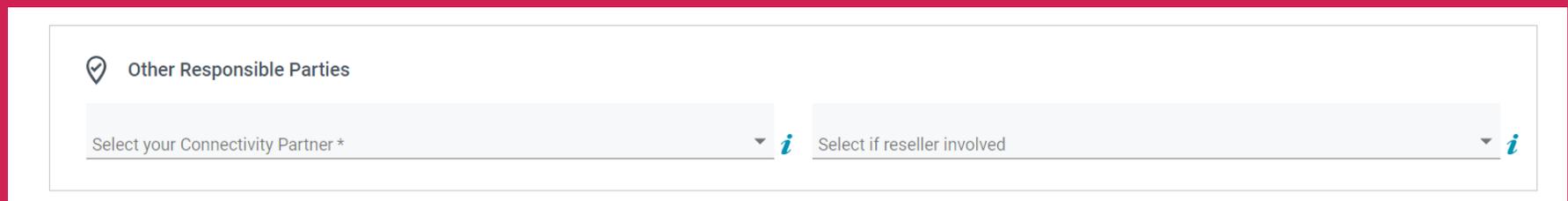
Campaign and Content Attributes		
Subscriber Opt-in <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Subscriber Opt-Out <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Subscriber Help <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Number Pooling <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Direct Lending or Loan Arrangement <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Embedded Link <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Embedded Phone Number <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Affiliate Marketing <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No
Age-Gated Content <i>i</i>	<input type="radio"/> Yes	<input type="radio"/> No

Note:

The declared attributes for a Campaign will be visible to the 10DLC ecosystem and can be used to review its legitimacy by MNOs.

Other Responsible Parties

In the “Other Responsible Parties” section you will be asked to select your Connectivity Partner and to declare whether a reseller is involved between you and the Brand you are working with. “Connectivity Partners” are pulled from a pre-populated TCR maintained list, while Resellers can be added directly on the “Campaign Registration” page or in the “Resellers” management page.

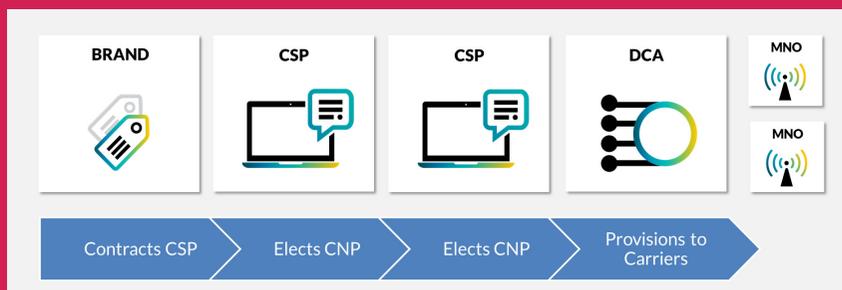


CONNECTIVITY PARTNER (CNP):

By selecting a CNP you will elect the Partner to whom you will be forwarding this campaign from a pre-populated list. Your selected CNP will be notified of the election and proceed to either accept or reject it. If accepted, the CNP will proceed to either forward your campaign to its own upstream connectivity partner, or to take care of the provisioning on the MNO networks in case of direct connection into the Carriers.

RESELLER:

This optional field allows you to declare whether a reseller is involved between you and your Brand. You will be able to select an existing reseller from the drop-down or to create a new one. All registered resellers will be visible by selecting the “Resellers” menu item on your CSP Portal left sidebar. When declaring a Reseller, keep in mind that CSPs are directly responsible for all fees for a Campaign. The Reseller attribute is maintained exclusively for reporting purposes.



Your Campaign is Registered !

At the end of the Campaign Registration process a success message will be displayed together with a preview of your Carrier Terms* and a unique identifier for your campaign, the Campaign ID. This is the unique code that will identify the Campaign in the 10DLC ecosystem. Your Campaign ID has now been pushed to the OSR. Brief instructions on the following steps may be displayed at the end of the page.

By clicking 'Continue' you will be redirected to the "Campaign Details" page that contains all submitted information about the Campaign.



Congratulations!
You have a successfully registered the campaign

CampaignID: C3080GA

Carrier Status						
AT&T	QUALIFY	MNO REVIEW	SURCHARGE	TPM	MESSAGE CLASS	STATUS
	Yes	No	0.0035	30	E	✔ APPROVED

*The terms displayed in this page are for illustration purpose only and may not reflect any actual MNO terms.

Connectivity Partners Nomination (Elected as a CNP)

The visibility of the “Delivery chain” in the 10DLC ecosystem works by each party declaring to whom they will forward the messaging in order to reach MNO termination. The “Campaigns by Partners” section of your CSP Portal serves this function.

Campaigns By Partners

This section contains the list of Campaigns for which you have been elected as a Connectivity Partner (CNP) by another CSP. Typically, these are campaigns that come from companies you already work with in the upstream delivery of messaging. The company that elected you as a CNP is listed as “Downstream CNP” in this section.

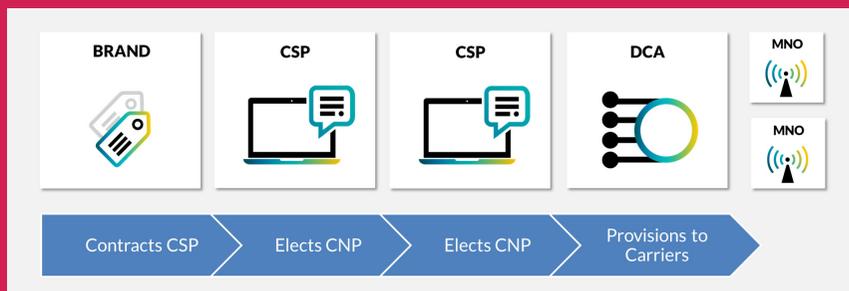
CAMPAIGN ID	BRAND ID	DOWNSTREAM CNP	REGISTERED ON	SHARED WITH ME ON		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		
ID12ABC	ID12ABC	Downstream CNP	MM/DD/YY	MM/DD/YY		

[Previous](#)
2
3
4
[Next](#)

For each Campaign you can click on “Elect CNP” and proceed to select the partner that you will be forwarding this Campaign to. If you do not wish to accept election as CNP for this campaign, you may click “Reject Campaign” at this stage (this action is irrevocable).

If you are not a DCA, thus do not have a direct connection with a Carrier, you may choose one of the upstream partners with whom you work to deliver messages.

If you are a DCA you will find all the Campaigns for which you have been elected as a CNP in you DCA Portal.



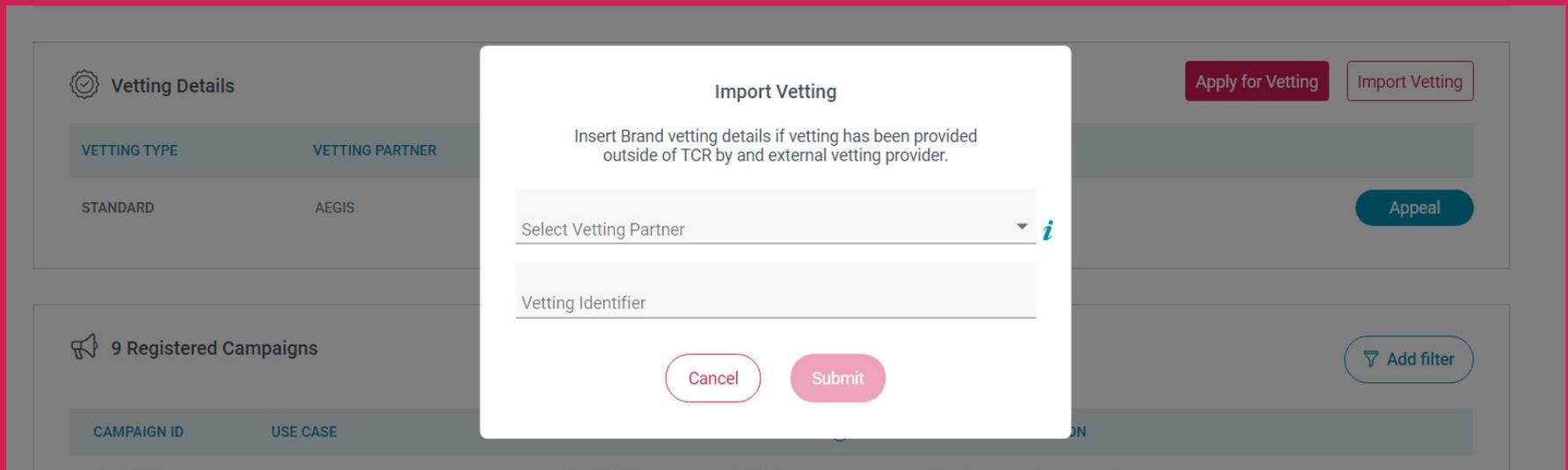
Vetting

To further achieve better terms for your brands and gain access to special Use Cases, you can decide to request Vetting through one of TCR external partners.

How to Import an existing vetting

An existing vetting can be imported on the “Brand Details” page, accessible by clicking on the name of a registered Brand in the CSP portal. A dedicated button is located on the top right corner of the “Vetting Details” section of the page. To carry out the import, please select the vetting partner from the drop-down and paste the Vetting IDentifier associated with the vetting. Supported vetting partners are:

- WMC GLOBAL (vetting can be imported directly on the CSP portal)
- AEGIS (vetting can be both requested and imported on the CSP portal)
- CAMPAIGN VERIFY (required only for Political Messaging)



The screenshot shows a modal window titled "Import Vetting" overlaid on a blurred background of the "Vetting Details" page. The modal contains the following elements:

- Title:** Import Vetting
- Instruction:** Insert Brand vetting details if vetting has been provided outside of TCR by and external vetting provider.
- Form Fields:**
 - A dropdown menu labeled "Select Vetting Partner" with a blue information icon (i) to its right.
 - A text input field labeled "Vetting Identifier".
- Buttons:** "Cancel" and "Submit" buttons at the bottom.

The background page shows a "Vetting Details" section with a table:

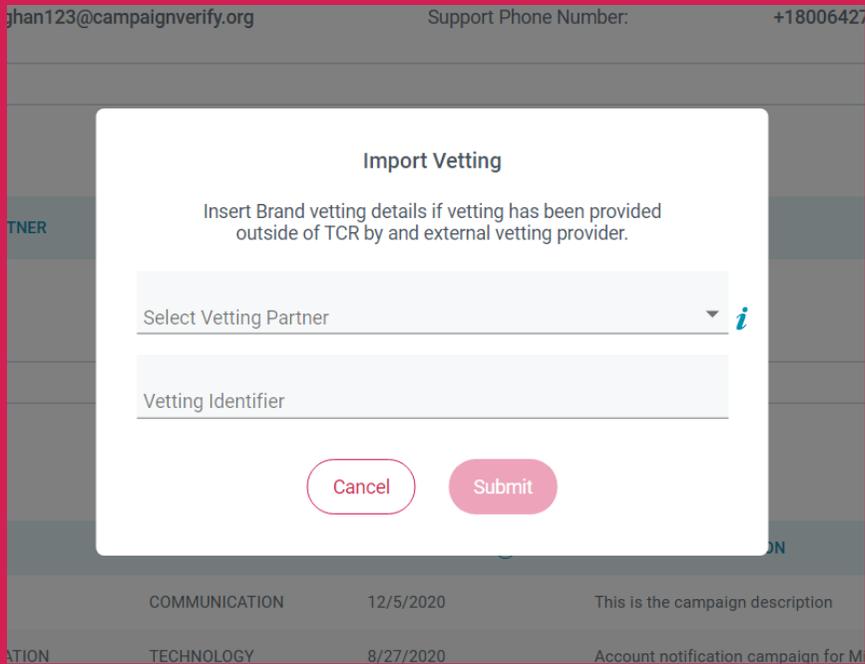
VETTING TYPE	VETTING PARTNER
STANDARD	AEGIS

Other visible elements on the background page include "Apply for Vetting" and "Import Vetting" buttons, an "Appeal" button, and a section for "9 Registered Campaigns" with a table header for "CAMPAIGN ID" and "USE CASE".

How to Apply for a new standard vet

A new standard vetting can be initiated on the “Brand View” page through our connected partner Aegis. A dedicated button is located on the top right corner of the “Vetting Details” section of the page.

To apply for vetting, please select the vetting type from the drop-down and proceed to select the vetting partner. Before this action is carried out, it is crucial to double check that all information about the Brand is complete and up to date on the “Brand View” page.



PARTNER	DATE	DESCRIPTION
COMMUNICATION	12/5/2020	This is the campaign description
TECHNOLOGY	8/27/2020	Account notification campaign for M

Associated costs:

Successful vetting: \$40.00

The vetting partner has sufficient information to verify and score the Brand

Unscored result: \$5.00

The vetting partner does not have enough information to verify and score the Brand, ensure to update Brand information before resubmitting.

Appeal to vetting: free of charge (TBD)

You request a re-vet of the Brand in light of clarification or documentation you provide, with the goal of raising the vetting.



GET IN TOUCH with The Campaign Registry

Please use these Points of Contact for inquiries (all support requests are automatically assigned to our ticketing system):

Commercial: bdna@campaignregistry.com

Support: support@campaignregistry.com

Finance: finance@campaignregistry.com