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# Bandwidth 10DLC vetting guide

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Due to the nuance of 10DLC, this guide may not be all-inclusive. Please refer to our [10DLC campaign vetting tips and tricks](#) for relevant templates, examples, and expansive insights. Character requirements and restrictions, if enforced, are available [here](#).

## Brand details

- If you haven't included a website in your brand registration, please add a functional online presence that clearly identifies the mission of the business. This field is optional in The Campaign Registry (TCR), but an online presence is mandatory for vetting.
- If possible, use a branded support email address that aligns with the website domain.
- If the legal entity name differs from Doing Business As (DBA), you may use either one for branding, but please be consistent throughout the campaign.

## Campaign and content attributes

- **Subscriber Opt-In** contains the confirmation message a user receives when they have fully and successfully opted in. It must include the following details:
  - Brand name
  - Message frequency disclosure

- "Message and data rates may apply" disclosure
- HELP information
- STOP information
- **Optional:** Opt in keywords are optional. If applicable, list all keywords that can be used for first-time opt-in. If non-standard keywords are included, these should also be captured in the **Call to Action / Message Flow**.
- **Subscriber Opt-out** contains the confirmation message a user receives when they have successfully opted out of further messages. It must include the following details:
  - Opt-out keywords
  - Brand name
  - Confirmation of unsubscription
  - Confirmation that no further messages will be sent
- **Subscriber Help** contains the actual message a user receives if they request assistance via text message. It must include the following details (no placeholders):
  - Brand name
  - Contact information that can be used to reach out for help (email address, phone number, or website link)
- **Number Pooling** must be checked "Yes" if the campaign will be later submitted for a Number Pool (needing more than 49 numbers on the campaign).
- **Direct Lending or Loan Arrangement** must be checked "Yes" if the brand engages in lending or financing and/or sends messages related to lending or financing. If this attribute is set to "Yes", a verbal opt-in method cannot be used.
- **Embedded Link** indicates whether the campaign will embed link(s) in messages. Adding sample messages that contain link(s) with the domain expected to be sent may help resolve delivery concerns faster.
- **Embedded Phone Number** indicates whether the campaign will embed phone number(s) in messages (excluding providing a contact for HELP in the help response). Adding sample messages that contain embedded phone number(s) expected to be sent may help resolve delivery concerns faster.
- **Age-Gated Content** must be checked "Yes" if the content includes any age-gated materials. If checked "Yes", a robust age gate must be in place, requiring users to enter their full date of birth in order to proceed to opt-in.
- **Terms & Conditions** must be checked "Yes" as it's required. Please provide a standalone link, if available. You can also add it as part of the message flow.

## Campaign details

- **Campaign Description** provides a clear and detailed description of what the campaign will be used for. This field is required and must align with the registered

use case(s), as well as capture all of the use cases if multiple are selected. For Political and Charity use cases, clearly state whether the donations are solicited.

- **Call to Action / Message Flow** describes how a user opts in to the campaign, therefore giving consent to the sender to receive their messages. It must explicitly state the nature of the program, clearly explain how a user agrees to receive text messages from the brand, and include the following details:
  - Script, link, or attachment of all the opt-in collection methods applicable to the campaign (webform, physical form, verbal opt-in, keyword marketing material, etc.). If you use a web opt-in method that requires multiple clicks or additional inputs, consider adding a screenshot of the full opt-in page for easy vetting.
  - Brand name
  - Types of messages being sent
  - Message frequency disclosure
  - “Message and data rates may apply” disclosure
  - HELP information
  - STOP information
  - Link to Privacy Policy
  - Link to Terms & Conditions
- **Privacy Policy Link** is optional in the brief but required in the message flow. It must include a disclaimer that no mobile opt-in will be shared with third parties for marketing purposes (verbiage that suggests that mobile opt-in may be shared “with consent” is **not** compliant) and match the link in **Call to Action / Message Flow**. Misalignments between Privacy Policy versions may lead to denials.
- **Terms & Conditions Link** is optional in the brief but required in the message flow (see **Call to Action / Message Flow** for required disclosures). It doesn’t need to be reiterated via a separate link if it’s already included in the message flow.

## Sample messages

- Sample messages must clearly identify the brand and correspond to the registered use case(s). For instance, including a promotional sample message when the campaign is for 2FA will result in a rejection.
- At least one of the sample messages must contain opt-out language.
- If a campaign is registered for multiple use cases, include an example of each in your sample messages.

## Additional information

- Only Political and Charity use cases are permitted to solicit donations via text message.

- UCAAS campaigns (through TCR) are permitted for marketing, if this is clearly outlined in the message flow.
- Marketing and other use cases that are promotional in nature, like Political or Charity, are not permitted to use the verbal opt-in method. Mixed or low volume mixed use cases with a marketing sub-use case are permitted to use it but must implement an additional non-verbal opt-in method to fulfill opt-in requirements for the marketing component.
- Person to Person (P2P) or similar verbiage variations are not permitted anywhere in the campaign submission, as campaigns are inherently A2P.

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