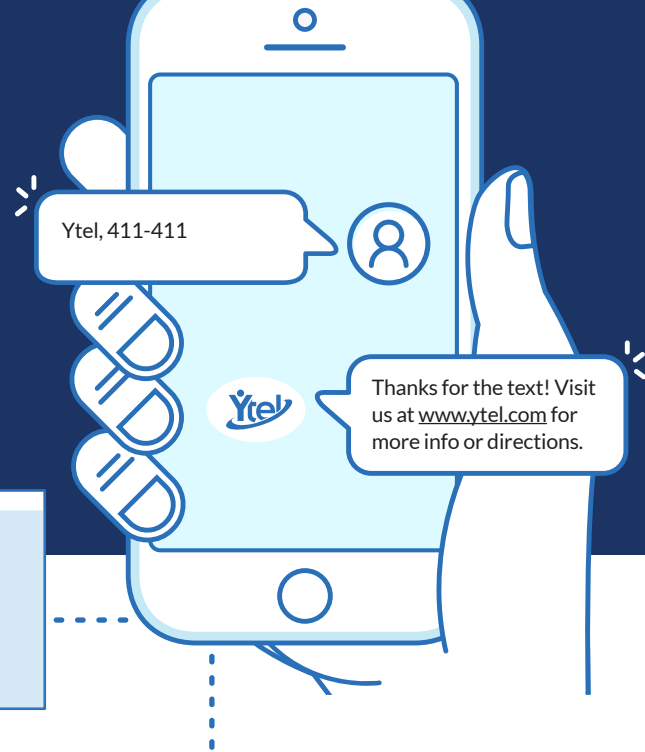


# How to Choose the Right Short Code



## WHAT IS SHORT CODE?

- > 5 to 6 digit phone number
- > Two types: dedicated and shared
- > Send and receive SMS and MMS

## WHY USE SHORT CODE?

- > Best used for high volume SMS campaigns
- > Primarily used for marketing and transactional messages
- > Not subject to carrier filtering/blocking for heavy volume



### Carrier Guidance

Let us help you set up the right short code and streamline the approval process so you can start sending compliant messages quickly.



### High Volume Messaging

Coordinate opt-in campaigns and distribute as many messages as you need, with throughput starting at 100 SMS/sec.



### High Deliverability

As a carrier, we maintain industry relationships and peer with all major carriers to ensure your messages go through.

FAST SET-UP



#### SHARED

1-4 Weeks

The most affordable and fastest option. Setup can take 2-3 days for verticals that are in use or add a new vertical in a few weeks.

#### DEDICATED

8-12 Weeks

Lock in brand security with a short code that gives you keyword exclusivity, increased throughput, and data ownership.

#### Competitors

#### SHARED/DEDICATED

8-16 Weeks

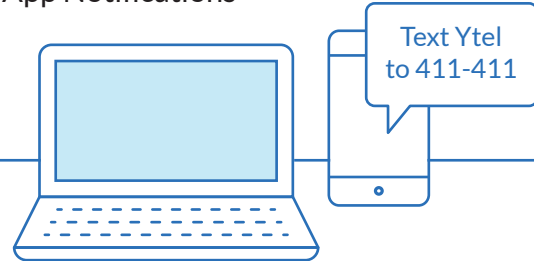
On average, other leading providers take 8 to 16 weeks to set up short codes.



Short code setup can be as fast as 2 to 3 days.

# POPULAR SHORT CODE USE CASES

- > SMS Contests/Giveaways/Offer
- > Customer Support Text Messaging
- > SMS Shipping Notifications
- > SMS Appointment Reminders
- > 2 Factor Authentication
- > SMS Mobile Donations
- > SMS Voting/Polling/Surveys
- > Mobile Rewards Program
- > SMS Emergency Alerts
- > Employee SMS Communications
- > SMS App Notifications



## PROS & CONS OF SHARED VS. DEDICATED

	SHARED	DEDICATED
Custom Keywords	✓	✓
Flexible Throughput	✓	✓
Unfiltered Data	✗	✓
High Level Security	✗	✓
Short Code Ownership	✗	✓

# 4 THINGS YOU'LL NEED FOR SHORT CODE SETUP

- > Campaign Name
- > Campaign Use Case
- > CTA & Landing Page
- > Terms, Conditions & Privacy Policy