

US Short Code onboarding one-pager

Thinking about a new Short Code? Or maybe you want to move your existing one over to Sinch? We've got you covered. This guide walks you through the whole process, step by step, so you know exactly what to expect.

If you have any questions, just get in touch with your account manager or reach out to our team at sales@sinch.com.

Activation process

Getting a Short Code in the US involves a few key players, like the US Short Code Registry and US carriers. The good news? We have strong and longstanding relationships with these carriers and will guide you every step of the way. To get started, your campaign needs to get approval from wireless carriers. We'll help you nail the application, make sure everything is compliant, and handle the submission for you.

Go live in
5–8 weeks

That's the typical timeline to get your US Short Code from application to launch.

Implementation timeline

STEP 1

Set up your brand, secure your number, and submit your campaign application

It all starts with your campaign details. You'll submit everything right in the Sinch Dashboard. If we're leasing the code for you, we'll handle the brand and content provider vetting. Bringing a code over? Just attach your Short Code receipt and a migration letter.

How long it takes

Getting your info right from the start (like your legal company name and tax ID) and taking the time to review compliance documents ahead of time helps speed up time to market.

STEP 2

Review for compliance and submit to carriers

Our experts give your campaign a compliance check to make sure it's good to go. Once we've dotted the i's and crossed the t's, we send it off to the carriers (like T-Mobile, Verizon, and AT&T) for their approval.

How long it takes

This part varies by carrier, with some taking as little as 1–2 weeks, and others between 3–5 weeks.

STEP 3

Provision your Short Code, complete the certification process, and go live

After the carriers give the green light, they'll get your Short Code set up on their networks. Then, we team up with you to test everything. We'll make sure your HELP and STOP replies, and your welcome messages are all working perfectly.

How long it takes

Your campaign needs to pass testing before you can start sending messages, so the final timeline depends on this step.



Rules and regulations made simple



Call to action (CTA) must-haves

Your CTA is how you invite people to your messaging program. Here’s what it needs to include:

- Clear program description (e.g. Get updates about our sales and promotions!)
- “Message and data rates may apply” disclosure (not required for FTEU)
- Link to Terms and Conditions
- Link to Privacy Policy
- Message frequency (#msgs/mo, msg frequency varies, recurring messages, etc)*
- Opt-out instructions (Reply STOP to end)*
- HELP instructions (Reply HELP for help)**

*A CTA is still required for one-time transactional campaigns, but message frequency and opt-out instructions are optional
**HELP instruction is optional if it is communicated in the Terms and Conditions

Types of Opt-ins

- **Web (example):** Enter your mobile number to receive {type of alerts} from {brand name}. Message frequency varies. Message & data rates may apply. Reply HELP for help. Reply STOP to cancel. {Terms & Conditions link} and {Privacy Policy link}.
- **Keyword (example):** Text {keyword} to XXXXX to receive {type of alerts} from {brand name}. Message frequency varies. Message & data rates may apply. Reply HELP for help. Reply STOP to cancel. {Terms & Conditions link} and {Privacy Policy link}
- **Verbal (example):** Would you like to receive {type of alerts} from {brand name}? Please note that message frequency varies, and message and data rates may apply. To opt out, text “STOP” and to get help, text “HELP”. Terms & Conditions and Privacy Policy can be found at {support link}. Would you like to sign up to receive {type of alert} from {brand}?

Mandatory keyword replies

Your Short Code needs to respond automatically to a few key words. Here’s a breakdown:

Examples are shown below:

Keyword (MO)	Requirements in response (MT)
Opt-in (ex. JOIN)	Your brand name, message frequency, “rates may apply” notice*, and clear instructions for how to get help (HELP) or opt out (STOP).
Help response (ex. HELP)	Your brand name and customer support contact info (ex. A phone number, email, or web URL that leads directly to the customer support page– only 1 is required).
Opt-out response (ex. STOP/QUIT/CANCEL/END/UNSUBSCRIBE)	Your brand name and confirmation that they’ve been unsubscribed and won’t get any more messages.

Keyword (MO)	Requirements in response (MT)
Opt-in (ex. JOIN)	Sinch alerts: You have opted in to receive messages! Msg freq varies. Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel.
Help response (ex. HELP)	Sinch: For help call (844)–847–4624, email support@sinch.com, or visit www.sinch.com/help-center
Opt-out response (ex. STOP/QUIT/CANCEL/END/UNSUBSCRIBE)	Sinch: You have been unsubscribed and will not receive any more messages.



Testing and certification

Once the carriers have provisioned your code, it's time for final testing. Here's how we get you certified and ready to launch:

1. You set up your keyword replies (like HELP and STOP) in your application.
2. You hit the "request client cert" button in the sinch dashboard.
3. We'll team up with the carriers to test everything out.
4. Once you pass, you're officially certified and ready for live traffic! If there are any hiccups, we'll give you clear feedback so you can revise and resubmit.



Moving your Short Code to Sinch?



The migration process

Ready to bring your existing Short Code over to sinch? We make the process smooth and simple. It's a lot like setting up a new code, including a quick compliance review to make sure your campaign is up to date with the latest rules. You'll just need to provide a migration letter, and the most recent copy of the Short Code receipt to authorize the move.



How it works:

- We work with the carriers to coordinate the move and minimize downtime.
- You let us know if you can support dual-routing (sending messages through two providers at once).
- We get the Short Code set up on your account, and you configure your keyword replies.
- After the carriers complete the migration, we run tests to confirm everything works perfectly.
- We'll give you the all-clear, and then you can disconnect from your old provider. Simple as that.



Ready to get started?

Get in touch with your account manager or reach out to us at sales@sinch.com.

Let's talk!