# CDYNE CORPORATION
Success as a Service

Short Code Application Process Guide

This guide is a compilation of pertinent information needed when applying for a Short Code from CDYNE. It is recommended that you review this guide prior to completing the short code application form and can be used as a supplement to your conversation with a CDYNE team member. You may also use this a reference tool while completing the application form for a short code.

What is a Short Code?

A short code is a 5-6-digit number that is used to send and received both SMS and MMS via mobile phones. Short codes can be used for a higher volume of messages and have a faster throughput than a long code when used with CDYNE's SMS Notify! API. CDYNE currently offers short codes in the US and Canada. Additional information on short codes can be found on our SMS Notify! Website.
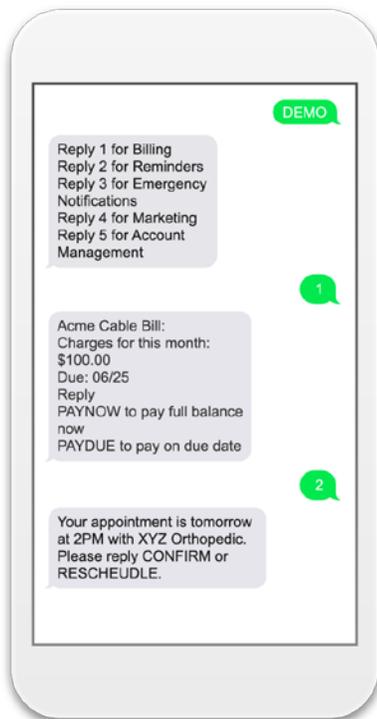
Apply for a Short Code

1. Review CDYNE's Short Code Application Process Guide and SMS Notify! Short Code page.
2. Contact a CDYNE Sales Team member with any questions you may have.
3. Complete and submit your short code application form.
4. Submitted application is reviewed by a CDYNE team member and sent off to begin the 4-8 weeks carrier approval process. Invoice with application fee is due after application approval.
5. Short Code is approved by carriers and is now ready for use.

Interested in Applying?

Before completing your application, please review the information below to acquaint yourself with the product features, costs and policies of a short code. Reviewing this information will help prepare you for completing the application form.

Overview

Short codes are 5-6-digt phone numbers used to for high-volume texting. Short codes allow you to send and receive up to 9,000 messages per minute compared to a traditional 10-digit phone number which allows you to send 30 messages per minute. Both short codes and long codes are used with CDYNE SMS Notify! API.

Short Code Features

- Send/Receive 9,000 messages per minute
- No limit to how many texts can be sent per day
- Increase brand recognition with a unique code
- View delivery receipts and message content on your PostBack URL in real time
- Set up custom keywords with automatic responses to incoming messages

Application Processing Time

Your short code will need to be approved by all CDYNE's supported carriers before it can be used. After your application is submitted, CDYNE will work on your behalf with the carriers to complete your application approval.

CDYNE Application Review (1-2 days)

- Submit your short code application to CDYNE
- Your application is reviewed by one of our team members
- Once your application is approved by us it is sent to the carriers for review
- Your first invoice will be issued with the application fee included

Carrier Review Process (4-8 weeks)

- Wireless carriers review your application and any other related information
- If any questions come up, we work to get them answered as quickly as possible
- Carriers give final approval and your short code is now active and ready for use

Coverage

  CDYNE presently supports short codes in the US and Canada. Short codes are country specific and can only be used within the country they are provisioned. If you wish to send messages via short code in both countries a short code will be necessary for each country.

Transfer of a Short Code

If you are currently using a short code via another provider, it is recommended that you transfer it to CDYNE. Please contact a CDYNE team member to find out how to transfer your short code.

Short Code Costs

The costs accompanying Short Codes include the lease fee, setup fee and transaction charges. Below is a detailed breakdown of pricing and billing.

US Pricing

The cost of leasing a Short Code via CDYNE will include:

- Your monthly short code lease fee (determined by type of code).
- One-time setup fee (determined by type of code).
- Per message fee. (varies between SMS and MMS).

Short Code Type	Monthly Lease Fee	One-time Setup Fee
Shared Short Code Short Code used by Multiple Clients	$250*	$400*
Dedicated Short Code Private Short Code	$1,000*	$3,200*
Vanity Short Code Customized Private Short Code	$1,500*	$3,200*

*All prices in USD and are subject to change.

Please contact sales for more information about our Canadian Short Codes.

Each message sent and received with your CDYNE Short Code incurs a transactional charge.

SMS Messaging Cost

Outbound	Inbound
$0.0075/message*	$0.005/message*

*Standard Short Code Carrier Fees Apply

If you require a high volume of SMS messages per month you may be eligible for a volume-based discount.

Volume Pricing

>250k/month	>1 million/month	>5 million/month	>10 million/month
$0.007/message*	$0.006/message*	$0.004/message*	Contact Sales

SMS Carrier Costs

Carriers	Costs Per Message
Verizon	$0.0025
AT&T	$0.0025
Sprint/Boost/Virgin	$0.0050
T-Mobile/MetroPCS	$0.0025
US Cellular	$0.0035

MMS Messaging Cost

Outbound	Inbound
$0.0175/message*	$0.01/message*

*Standard Short Code Carrier Fees Apply

MMS Carrier Costs

Carriers	Costs Per Message
Verizon	$0.0025
AT&T	$0.0025
Sprint/Boost/Virgin	$0.0050
T-Mobile/MetroPCS	$0.0025
US Cellular	$0.0035

Billing

You will be billed by CDYNE once a month from the day you submit your short code application. Your one-time setup fee will be included in your first invoice. Because the carrier approval process can take 4-8 weeks, it is possible that your short code may not be active before your invoice is due. You are required to pay for your short code during the approval process.

Your full invoice will be charged to the current credit card on file in your account. It is your responsibility to keep the credit card up to date and valid. Failure to do so may result in a temporary pause in your service until all outstanding invoices are paid.

Compliance

Short Codes are very powerful telecommunications tools. It is because of their power that they are very closely monitored. Proper use and compliance should be a top priority.

Please review the CTIA Handbook and TCPA Rules to ensure your short code usage is compliant.

There are several necessary requirements that must be included in your short code application to meet the compliance guidelines.

Opt-in Requirement

The main requirement for compliance is ensuring that your recipients have agreed to or "opted-in" to receiving text messages from you. Opt-in can be obtained via a phone, website or paper form.

Opt-in via mobile phone

A recipient can opt-in into a campaign by texting a short code.

Example:

Recipient: "Keyword"

Short Code:

Thank you for subscribing to "Campaign Name" "Description" Alerts! Msg&data rates may apply. Reply HELP for help, or STOP to cancel

- The description section of the response should identify the type of alerts the recipient will receive. (ex. Account Alerts).

Opt-in via website, app, paper form, verbal agreement etc.

A recipient signs up and receives a confirmation opt-in text message. Recipients may also confirm opt-in by entering a verification code online which will trigger the first message after code is successfully entered.

Example:

Short Code:

Text JOIN to start receiving "Campaign Name" "Description Alerts. Msg&data rates may apply. Reply HELP for help, Reply STOP to cancel.

Recipient: JOIN

Short Code:

Thank you for subscribing to "Campaign Name" "Description" Alerts! Msg&data rates may apply. Reply HELP for help, or STOP to cancel.

Help and Stop Requirements

Another industry guideline your short code must comply with is responding to the keywords HELP and STOP. It is necessary that you add an opt-out list as well as HELP and STOP replies into your application.

HELP Reply

It is industry standard that a compliant response be sent when your recipient enters HELP to your short code campaign even if they are not subscribed. The reply must contain the Campaign Name as well one form of support contact information.

Example:

Recipient: HELP

Short Code:

"Campaign Name" "Description" Alerts
Help at "Phone Number" or "Email"
Msg&data rates may apply.
Reply STOP to cancel

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STOP Reply

It is industry standard that a compliant response be sent when your recipient enters STOP or other universal keywords such as STOP, CANCEL, END, UNSUBSCRIBE or QUIT to your short code campaign. The reply must contain the Campaign Name as well as content stating that messages will no longer be sent.

Example:

Recipient: STOP

Short Code:

You have been unsubscribed from "Campaign Name" Alerts
You will no longer receive messages from this service.
Reply RESUME to Resume

Opt-out list

You are required to store a list of phone numbers that have replied STOP or any other universal stop keywords. No additional messages can be sent to these numbers unless a new opt-in or RESUME request is received.