Prior to sending any text messages, there are a few important setup steps to follow. These include:

- purchasing a phone number to send from
- preparing your website (privacy policy) and other operations for SMS Compliance
- submitting information to Ascent360 for verification & campaign approval
- designing an SMS sign-up form

Setup & Verification Overview

Our texting provider and downstream carriers *require* that the traffic from message senders adhere to certain standards of messaging content & compliance. Ascent360 will work with you to set up & verify your "from" phone number.

Verification and Approval is a critical step in the setup process. While you may be able to send messages before your number is verified, you will experience poor deliverability and higher throttling & blocking rates from carriers.

Verification can take up to **3-4 weeks**, so please plan the launch of your texting program in Ascent360 accordingly.

Purchase a Phone Number

If you aren't already using any numbers for texting, Ascent360 can purchase and assign a phone number on your behalf. Ascent360 offers two types of numbers - toll-free (8xx numbers) and 10DLC (numbers with local area codes, also sometimes referred to as "Long Code").

If a significant amount (>40%) of your recipients are Canadian, Ascent360 recommends using toll-free.

For more on the number types offered by Ascent360, see Texting From Number Types in Ascent360

If you need a phone number, let our Help Desk or your CSM know and we'll begin the purchasing process for you. Fees related to toll-free and 10DLC acquisition and maintenance are included in your Ascent360 SMS pricing.

If you already have a phone number and wish to port it for use in Ascent360, please **do not disconnect the phone number** and contact Ascent360. Please allow 2 weeks for activation and porting completion.

Prepare for SMS Compliance

In order to remain compliant with SMS texting authorities, please ensure that you are acquiring **explicit** consent from individuals. The best way to do this is to create an SMS Landing Page within the Ascent360 Platform. These Landing Pages populate the necessary SMS Disclosure Language in the form. View this article to learn more about setting up these Landing pages within Ascent360.

Please also:

- Review and update your Terms of Service and Privacy Policy as necessary.
- Review the SMS - Ascent360's Guide to Texting Compliance

Submit Information to Ascent360 for Verification & Approval

SMS has stricter governance than the Email channel; as such, carriers want to ensure that the traffic they are carrying is from known senders and the content and nature of the messaging is sanctioned.

Please submit our **Texting Phone Number Request Form** in order to provide Ascent360 the information needed to set you up.