Register Your Business for A2P and STIR/SHAKEN Compliance

The telecommunications industry is implementing regulatory changes which CallTrackingMetrics is committed to supporting as part of a global effort to combat fraudulent spam calls and text messages. Follow the steps below to ensure your business is compliant and to earn trust with customers and prospects.

Business Registration

- Collect the information required to register your business:
  - Business Name
  - Business Address
  - Business Identity
  - Business Type
  - Tax ID or DUNS Number
  - Business Status (Private/Public)
  - Stock ticket & exchange (if public)
  - Industry
  - Website
  - One Business Contact (name, email, title, and phone number)

- Register your business at no charge by creating your profile (further details to follow).

- Your Attestation Trust Score will be delivered within 48 to 78 hours. (The three attestation levels for rating calls: “A” rated calls are likely to be treated favorably, “B” and “C” suspiciously).

- You will receive your phone number assignments upon successful registration.

A2P Compliance for SMS Campaigns

- Register your Brand, Campaign Type*, and (2) sample SMS messages for carrier review/approval. Campaign approval can take up to 48 to 78 hours.

- You will be provided a Trust Score of: High, Medium, or Low trust. These Trust Scores will determine the message throughput rate that the carrier provides you.

- Once your Brand(s) and Campaign(s) are approved, you will need to assign each of your A2P Campaigns to the phone numbers you would like to use for that campaign.

  *Campaign registration fees will apply. See list of carrier and registration fees here.

STIR/SHAKEN Compliance

BY JUNE 30, 2021

- Register/assign your business phone numbers.

Ongoing

- Once your business is registered, you will still need to register and assign any new phone numbers added to your account, according to A2P (for SMS campaign use) or STIR/SHAKEN (for phone calls) steps above.

This information is subject to change as these regulations roll out. CallTrackingMetrics will continue to update our Telecom Regulatory Updates page to keep you informed, address frequently asked questions, and support you through these regulatory changes.