

What is a Short Code?

A five- to six-digit phone number that allows businesses to send mass text messages.



No More Shared Short Codes



In June 2021, shared short codes became obsolete.

The Issue?



The same short codes were shared by multiple companies



They allowed only one-way text transmission, and carriers often blocked them as spam



Numbers shared across unrelated companies put brand reputation at risk

Problem Solved



Businesses who want to send mass text messages should use a **dedicated short code**.

Dedicated Short Codes



One number per business, your dedicated short code belongs only to you.

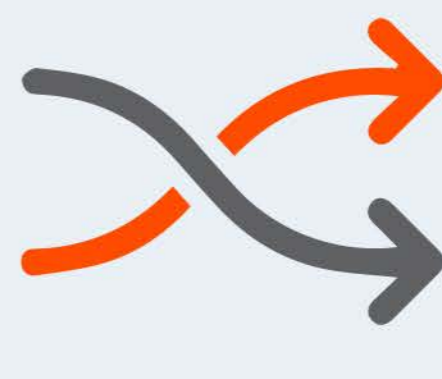
Vanity Short Codes



Choose a number relevant to your business, or one that's easy to remember.

**This comes at a premium price.*

Non-vanity Short Codes



Receive a unique number chosen at random for your business.

**The less expensive option.*

How to Use Short Codes



Marketing campaigns

- ✓ Special offers & exclusive events
- ✓ New product announcements
- ✓ Surveys



Appointments

- ✓ Confirm booked appointments
- ✓ Send schedule notifications
- ✓ Remind customers that products are due for servicing



Follow-up messages

- ✓ Thank customers for their purchase or attendance
- ✓ Ask for feedback for customer service
- ✓ Encourage customers to follow on social media



Emergency alerts

- ✓ Announce closures
- ✓ Provide weather updates
- ✓ Send up-to-date information on Covid policy changes

Customer Service Approach

For customer service and more personalized communications, short codes won't cut it.



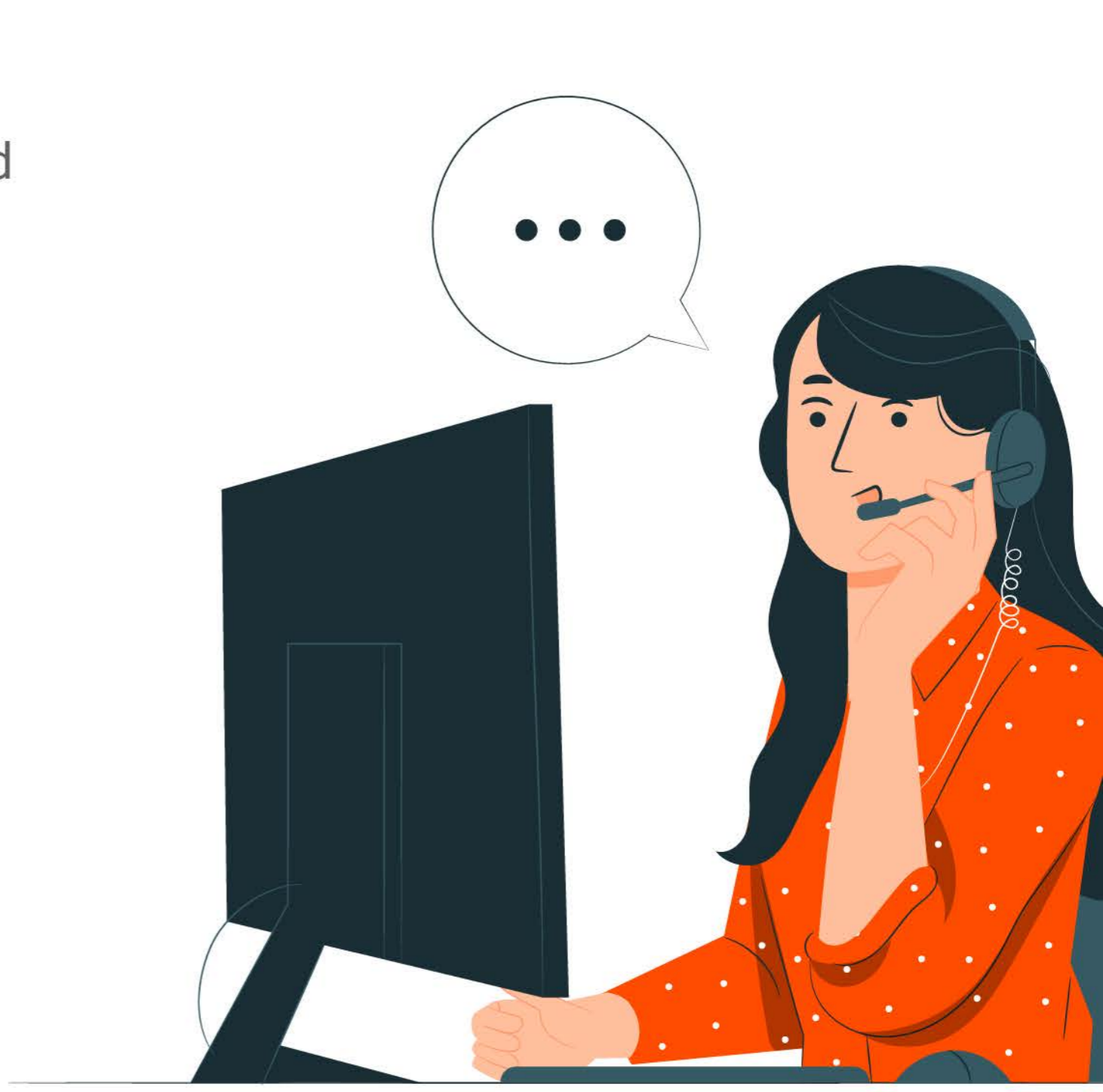
Long Codes (10DLC) are ten-digit, dedicated numbers



Designed for one-on-one communications



Perfect for expanding customer service channels



TrueDialog