

Thryv Text Registration and Verification

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Why Business Texting?

SMS, or text messaging, is an increasingly popular channel for businesses to engage customers, thanks to its high open rate and timely nature. After all, we touch our smartphones more than 3,000 times a day.

80% of consumers check their texts within 5 minutes of receiving them, with 40% checking within 60 seconds.

However, as a business, you must follow certain guidelines when adding and removing customers from your text message lists to ensure you only send messages customers want. You also must comply with SMS regulations set up by the FCC, CTIA, and the Mobile Carriers

Business Registration

New carrier guidelines require businesses to be verified before being allowed to text enable their phone numbers. This requires businesses to have proper tax registration from the country they are located in. To ensure that your business is verified accurately and quickly please make sure you have the following information available to provide during business registration:

- Legal Business Name
- TaxID

In order to verify the above to be 100% accurate, please obtain a copy of your tax documentation from the country you registered in:

- US - SS4 form from the IRS
- CA - Provincial tax form

- Other Countries - Proper tax documentation varies by country

Mismatch of Legal Business Name and TaxID will result in a rejection from the carriers, and will delay the ability to start text messaging. The business registration process usually takes less than 10 minutes to verify.

Location, Website, Phone Number, and Email

Your business physical address should also match what is on your TaxID documentation as well. A branded website and branded email address should be provided as well. The use of Gmail, Yahoo, and other generic email addresses is prohibited. Your business phone number should be listed as well.

Campaign Verification

Great, now your business is verified and we can move on to the next steps the carriers require before you are allowed to send messages. This step is known as creating a campaign to send messages. These steps are very important to adhere to. The mobile carriers are cracking down on these processes as they continue to battle SPAM and unwanted messages being sent to end users.

Call To Action

How are your customers signing up for messaging? And what sorts of messaging are they signing up for? The main two categories for messaging are:

- Promotional/Marketing
- Conversational/Transactional

Both types of messaging are allowable under the guidelines set below. The carriers have recently mandated that each of the two messaging types be agreed to separately. Meaning if you plan on doing both types of messaging, you must have two separate calls to action and Opt-Ins for each type. This can be accomplished by having separate check boxes for each.

A proper call to action should happen over a website link, or via the customer texting the business first. Good examples are below:

- **Website** - "We ask our customers to sign up via our website. Here is the link to our website for this: [Provide Web Link]" *NOTE: Carriers require branded websites, not generic links*
- **Text** - "We ask our customers to sign up via text messaging for our messaging by phone, in person, or by advertising our number. A customer must first text us asking to be opted in." *We then respond with the our Opt-In reply shown in our sample below*

Opt-In

Opt In requirements are mandatory by the mobile carriers. Proper verbiage and examples are below. They should be used as a reference for your Opt In on your website. Following these examples will expedite your verification. NOTE: Any form of marketing or promotional texting MUST have its own check box for opt in as shown below. If you are doing both marketing and conversational messages then two boxes are needed as shown below. One final note, do not use the * or any sort of required field symbol for your opt in boxes. These must be optional.

A proper Opt-In should have wording like this:

Marketing Only Opt In Samples



Sign up today

Your phone number

- ☐ By submitting this form, you agree to receive Marketing/Promotional text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.

Msg & data rates may apply. Msg frequency varies.
View our [Terms & Privacy](#).

Submit



Sign Up

32 mins ago

ME

Thanks for signing up for our text message services. The service is for Marketing/Promotional text messages. At any time, you respond STOP to Opt Out, or HELP for Help. Msg and data rates may apply. Msg frequency varies.
Visit Thryv.com for our Terms and Privacy policies.



32 mins ago

Opt In Verbiage For Marketing

"By submitting this form, you agree to receive Marketing\Promotional text messages from [company_name]. Consent is not a condition of any purchase. Subscribing to this is optional and not required. Reply HELP for Help, STOP to Opt Out. Msg data rates may apply. Msg frequency varies. View our Terms (link your terms page) & Privacy (link your privacy page)"

Conversational Only Opt In Samples



Sign up today

☐ By submitting this form, you agree to receive Conversational text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.

Msg & data rates may apply. Msg frequency varies. View our [Terms & Privacy](#).

Submit



Sign Up

32 mins ago

ME

Thanks for signing up for our text message services. The service is for Conversational messages. At any time, you respond STOP to Opt Out, or HELP for Help. Msg and data rates may apply. Msg frequency varies. Visit Thrvy.com for our Terms and Privacy policies.



32 mins ago

Opt-In Verbiage For Conversations

"By submitting this form, you agree to receive Conversational text messages from [company_name]. Consent is not a condition of any purchase. Subscribing to this is optional and not required. Reply HELP for Help, STOP to Opt Out. Msg data rates may apply. Msg frequency varies. View our Terms ([link your terms page](#)) & Privacy ([link your privacy page](#))"

Marketing & Conversational Opt In Samples



Sign up today

Your phone number

- ☐ By submitting this form, you agree to receive Conversational text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.
- ☐ By submitting this form, you agree to receive Marketing/Promotional text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.

Msg & data rates may apply. Msg frequency varies.
View our [Terms & Privacy](#).

Submit



Terms & Privacy Policy Pages

The mobile carriers also now require links to your Terms and Conditions and Privacy Policy pages on your website. The terms page must reference SMS terms. Please make sure you include the links to these pages on your submission.

Opt-Out

A sample Opt-Out must be included in your submission to the mobile carriers for approval. A good example is as follows:

"Thank you for opting out from **[BUSINESS NAME]** notifications, no further messages will be sent."

Help

"Thank you for contacting **[BUSINESS NAME]**, someone will respond shortly. You may also contact **[BUSINESS PHONE NUMBER]** or **[BUSINESS EMAIL]** as well."

Sample Messages

Sample messaging should match the kind of messaging type you choose. And a good sample message should include your business name in each message:

"Here are this week's specials at Thryv. 15% off all new services by using this link. Reply STOP to Opt-Out. Msg and data rates may apply."

"Thanks for contacting Thryv. Someone will be with you shortly. Reply STOP to Opt-Out. Msg and data rates may apply."

"This is Thryv. We have some new account notifications for you, please log in to your account for the updates. Reply STOP to Opt-Out. Msg and data rates may apply."

Questions? Please contact Jason Ellis with Thryv Compliance at jason.ellis@thryv.com
