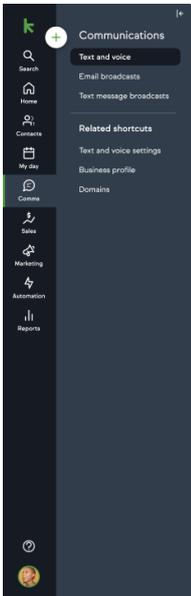


# Business Verification - Australia

Last modified on: 07/30/2025 6:36 pm MST

## Verifying Your Business

### Step 1: Acknowledgements and Get Started



#### Text and voice

Grow your business with text messaging  
Reach your customers and continue the conversation with text messaging.  
Select the number type you need to get started.

#### Begin by verifying your business details

We will begin by checking your main business information here. Some other content will go here to describe what is happening. Some other content will go here to describe what is happening. Some other content will go here to describe what is happening.

Here's what comes with your new Text and Voice number

500 messages and 100 minutes per month.

- ✓ Send text message broadcasts >
- ✓ 1:1 text message with your clients >
- ✓ Send text messages in automations >
- ✓ Add more text messages and voice minutes to your plan at any time >

By clicking the checkbox you agree to:

- the terms and conditions
- the acceptable use policy for text and voice
- the privacy policy, understand why I need to register my business
- understand that it is my responsibility to maintain proper opt-in and opt-out records

[Read all terms and policies](#) >

[Get started](#)

### Step 2: Tell us about your business

Business verification Unsaved changes

Australia business number

Business info Application Review

#### Tell us about your business

Due to new regulation, we need to verify your business information before proceeding. Please answer each question accurately. Incomplete or inaccurate information may lead to the rejection of your application.

Country of business  
Australia

Please select the country where your business is registered.

What type of industry is your business?

Please select a business industry

Type of business  
Private

Legal business name  
Please input the exact business name as it appears on your tax return.

Business name  
Please input the name of your business as it is commonly known.

Australian Business Number (ABN)  
Please input your ABN as a unique 11-digit number that is formatted as 12345678901.  
[Where can I find or obtain my ABN number?](#)

General information

First name Last name

Business website  
Please enter a secure URL, beginning with https://

Phone and email

Business email



On this form you are asked for your **Business name, Legal business name, and a Australian business number (ABN)**. Please note that **the Legal business name must match exactly** with what you filed with the your country specific tax documentation.

Other fields you will be required to fill out:

- Country of business
- Industry
- Business entity type
- Legal business name
- Business name
- Australian business number (ABN)
- Your name
- Website
- Business email
- Business phone
- Business address

## Step 3: Additional Business Information

Business verification Australia business number Unsaved changes

1 2 3  
 Business info Application Review

**Tell us about your business**

Due to new regulation, we need to verify your business information before proceeding. Please answer each question accurately. Incomplete or inaccurate information may lead to the rejection of your application.

Country of business  
Australia

Please select the country where your business is registered.

Type of business  
Private

Legal business name  
The Business LLC

Please input the exact business name as it appears on your tax return.

Business name  
The Business DBA

Please input the name of your business as it is commonly known.

Australian Business Number (ABN)  
12345678901

Please input your ABN in a unique 11-digit number that is formatted as 12345678901. [Where can I find or obtain my ABN number?](#)

**General information**

First name  
Croc

Last name  
Dundee

Business website  
<https://www.didgeridoo.au>

Please enter a secure URL, beginning with https://

**Phone and email**

Business email  
croc.dundee@didgeridoo.au

Must be associated with your verified business URL. Avoid using third party email addresses such as Gmail.

Business phone  
+61 412345678

This information is directly for the carriers to evaluate and approve your business to leverage SMS. Because it is SUPER IMPORTANT to fill this form out accurately, let's step through it question by question.



### We need to verify some additional information

Due to new regulations, we need extra details about your business. Please accurately answer each question. Incomplete or inaccurate information may lead to the rejection of your application.

How do you plan to use your text and voice number?

If you have more than one, select your primary use.

Provide details on how you'll use your number for the purposes you've selected.

Please use between 40 and 1,000 characters to describe your intended uses. 0 / 1000  
Need help? See examples of approved uses.

[Next: Review](#)

All fields are required unless otherwise marked.

## How do you plan to use your text and voice number?

- You can select multiple options in this field
- Many of our customers will select "Marketing, Customer Care, and/or Account Notifications"
- Please select what applies best to your business needs

## Provide details on how you'll use your number for the purposes you've selected.

- This needs to support your planned use cases in the prior question.
- A good example of this would be:  
"This number is used to send out Marketing, Customer Care, and Account Notifications to the prospects and customers of [your business name]."

## The following items are also appropriate to cover in this description if you choose.

### An example of a text message your customer will receive. (optional)

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 [Company Name]. 15% off all new services by using this link. Reply STOP to Opt-Out. Msg and data rates may apply."

### Description of your opt-in flow. (optional)

Description of your opt-in flow. (optional)

Here you will describe the process by which you gain explicit permission to text. There are several ways to receive explicit permission. Current regulations will be updating to support only the following:

**Web form:** Provide the link or a screenshot of the website opt-in page.

**Via text:** Provide a screenshot or image of your opt-in/opt-out text keywords.

### Text volume and Industry (optional)

- How many texts will your send in a month?

- What type of industry is your business?

## Step 4: Review your information

The screenshot shows a progress bar at the top with three steps: 'Business info', 'Application', and 'Review'. The 'Review' step is currently active. Below the progress bar, there is a heading 'Review your information' followed by a paragraph of instructions. The main content is a form titled 'Business information' with several fields:
 

- A status message: 'Your business info has been verified and can't be modified before submitting your application.'
- 'Country of business' dropdown menu with 'Australia' selected.
- 'Type of business' dropdown menu with 'Private' selected.
- 'Legal business name' text input field with 'The Business LLC' entered.
- 'Business name' text input field with 'The Business 2011' entered.
- 'Australian Business Number (ABN)' text input field with '12345678901' entered.
- 'How do you plan to use your text and voice number?' dropdown menu with 'Text factor Authentication' selected.
- A 'Send your number usage' section with a text input field containing 'John's Coffee Shop'.

## Step 5: Application submitted and next steps

You've made it through the initial submission of information for verification. On this page you will see the remaining stages that will be in progress over the next 2 - 3 weeks while your submission is reviewed.

There are several stages of this process:

### Pending

Business number verification status



Your application has been submitted and is **pending**. While your number is awaiting carrier approval, you will be unable to send text messages.

[View verification form](#) [Get your number](#)

This is the default stage you will be in. Again, this process takes 2-3 weeks to be completed.

### Approved

Business number verification status



Your application has been **approved**. Next, get a number to start using text and voice.

[View verification form](#) [Get your number](#)

When you are approved you will have the option to now provision your number and begin using SMS.

### Failed

## Business number verification status



**FAILED:** Your verification form was rejected. Please re-submit the form with complete and accurate information within 2 days to avoid further delays.

[Adjust verification form](#) Get your number

If you have information that is incorrectly submitted, your application will be returned and you will be asked to complete the application again.

Currently, you will need to reach out to support to reset the form, and then you will need to complete it again. Many times we see mismatches in Australian Business Number (ABN) and Legal Business Name as the primary cause, however each situation is different and you will need to understand from Support what changes you need to make to your submission.

Once you have resolved all issues, resubmitted and been approved you are now able to start using SMS in your application.



### **Creating a compliant SMS communication opt-in form.**

It is important to get explicit permission from your prospects and clients to receive text communication. Your opt-in forms should have a unique opt-in clearly calling out your intentions to send them messages. An example of acceptable opt-in text for Marketing/Promotional messages would be:

"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 (link your terms page) & Privacy (link your privacy page)"

If you are leveraging multiple methods of communication (ie Marketing, Conversational etc) the form you link to must have separate opt-ins for each type of communication. An example of this would be:



## 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



### A final note about acceptable messaging.

Any content involving the below is prohibited and may lead to the suspension of your Keap Marketing Number:

- Sexual or sexually suggestive content
- Hate and hate speech
- Alcohol and other controlled substances (including cannabis and CBD)
- Firearms
- Tobacco

For a complete list of content restrictions, please review our [Acceptable Use Policy](#)