



# U.S. short code getting started guide

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Clickatell offers standard rated two-way messaging in the U.S. This is implemented through the use of common short codes.

**Step 1: Contact a Clickatell sales representative and request the U.S. Short Code Agreement.**

This agreement may also be part of your Delivery Services Agreement, if applicable. If you don't have a sales contact yet, please email [sales@clickatell.com](mailto:sales@clickatell.com).

Depending on whether your contract type is pre-pay or post-pay, you may be required to make a payment for your short code setup and lease fees at this time.

**Step 2: Fill out the Clickatell U.S. Short Code Application.**

The latest version is available at:  
[http://www.clickatell.com/downloads/Clickatell\\_USA\\_short\\_code\\_application.doc](http://www.clickatell.com/downloads/Clickatell_USA_short_code_application.doc)

**Step 3: Clickatell Review and Submission to Carriers**

Clickatell requires up to 2 weeks to revise and provide feedback on your application. Clickatell's goal is to catch all non-compliant elements – ideally when the carrier reviewers see it, they will approve it immediately.

Please note that your website must be compliant at the time of application submission, and your service must be working by the time of carrier testing. Any development time needed will delay the launch of your service.

Once the application is completed, the final version is submitted to carriers.

**Step 4: Carrier Review, Provisioning and Testing**

- 3-4 weeks – Application in review with carriers. If it's approved, it moves quickly onto provisioning. If carriers return the application with comments and additional requirements, Clickatell passes these onto you and you must make corrections as needed. If you delay in making corrections to your web site or system functionality, the review process can take several weeks in addition, until all the carrier requirements are satisfied.
- 1-2 weeks – Carrier provisioning.
- 4-6 weeks – Carrier testing. Carriers will notify Clickatell that they are ready to test your service. Clickatell will notify you, confirm short code provisioning on the Clickatell system, do some initial tests if possible, then give carrier testers the go-ahead to test. Most carriers test within two weeks, but some can take up to 6 weeks to test. Once the service is successfully tested, the program is considered live on that carrier. Some carriers do not test and launch the program directly after provisioning.

Service launch on all carriers is estimated to take 8-12 weeks from the time of submission of a completed application with compliant website.



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### **Step 5: Go live**

Reporting tools within Clickatell Central allow you to monitor your number and view any inbound messages received on your production short code.

Visit [http://www.clickatell.com/downloads/Clickatell\\_USA\\_shortcode\\_getting\\_started\\_guide.pdf](http://www.clickatell.com/downloads/Clickatell_USA_shortcode_getting_started_guide.pdf) to check for updates to this document.