ITERABLE

International Alphanumeric Sender ID Checklist

This checklist is designed to guide you through the setup and compliant use of **Alphanumeric Sender IDs** for **international messaging**. It outlines the key considerations, country-specific requirements, and best practices for using a custom sender name (such as your brand name) instead of a phone number.

Following these guidelines is essential to ensure compliance, protect deliverability, and provide a clear, trustworthy experience for recipients.

⚠️ CRITICAL NOTE (READ FIRST):

- Alphanumeric Sender IDs support **one-way messaging only**. Recipients cannot reply to these messages. This fundamentally changes compliance requirements.
- Alphanumeric Sender IDs are **not** supported for Application-to-Person (A2P) messaging in the U.S. or Canada.

PHASE 1: COUNTRY-SPECIFIC RULES & REGISTRATION

☐ **Research Target Country Requirements**
  - **Confirm Support:** Before you begin, <u>verify that Alphanumeric Sender IDs are supported in your target countries.</u>
  - **Ensure Consent is Obtained:** It's required to collect consent in accordance with the requirements of all regions sending. We recommend written, expressed consent as this covers various regulations across numerous regions.
  - **Check for Restrictions:** Some countries may have restrictions on use cases (e.g., prohibiting marketing messages while allowing transactional ones) or specific content. More accurate to say: "Some countries may have restrictions on specific industries or content.

☐ **Complete Pre-Registration (If Required)**
  - Some countries require you to pre-register your Sender ID and provide business documentation before you can send messages.
  - **Action:** The Iterable team will provide any documentation you need to complete the pre-registration. Typically, this can be as simple as your ABN certificate and some basic business information.

PHASE 2: COMPLIANCE FOR ONE-WAY MESSAGING

Because users cannot reply with "STOP" or "HELP," you **must** provide clear and accessible alternative methods for support and opt-out within the body of every message.

☐ **Message Content Requirements**
  - **Brand Identification:** Your Alphanumeric Sender ID serves as your brand identifier (e.g., "ITERABLE").
  - **Provide a Clear Opt-Out Method:** Every message sent must contain a free and easy way for users to opt out.
    - **Examples:**
      - A direct link to a subscription management page
      - Instructions to email a support address
      - An Opt-Out Link
  - 🚫 **DO NOT Use Keyword Instructions:** Your messages must **not** include phrases like "Reply STOP to cancel" or "Text HELP for help," as this will fail and create a poor user experience.

PHASE 3: ITERABLE PLATFORM SETUP

☐ **Sender & Channel Configuration**
  - **Create Sender Profile:** Iterable will create your sender profile and connect the code within the platform.
  - **Create Message Channel:** Set up a dedicated Message Channel for this sender to isolate international sends and analytics.

☐ **Template Configuration**
  - **Update All SMS Templates:** Add your compliant opt-out and support information to every SMS template you intend to use with this sender.
    - **Best Practice:** Create a Snippet in Iterable containing your compliant footer (e.g., "Help: your.link/help. Opt-out: your.link/prefs") and insert this Snippet into all relevant templates. This allows you to update the text in one place.

Resources & Documentation

Twilio - International SMS Guidelines (Country by Country): This is an essential resource for checking the specific rules, restrictions, and registration requirements for Alphanumeric Sender IDs in each country.

Twilio - Using Alphanumeric Sender ID: A general overview of how Alphanumeric Sender IDs work and their common use cases.