

Vonage Toll-Free Quick Start Guide

Welcome to Vonage SMS/MMS Toll-Free Number messaging

If your business plans to send text (SMS) and multimedia (MMS) messages to subscribers in the United States and Canada, it's helpful to know a little about Toll-Free Numbers (TFN), which allows you to implement fast and reliable nationwide message delivery.

Toll-Free numbers are supported in the US, Canada, and Puerto Rico, and (after verification) have no volume restrictions. Quick activation and fast delivery of SMS and MMS in the US and CA, as well as a single per-message price for both incoming and outgoing traffic, makes this an attractive messaging option. Our [article](#) explains why TFNs must be verified and compliant when sending SMS or MMS to the US. Note that there are several [messaging options for the US](#).

What sets TFN messaging apart is cost-effectiveness and a trustworthy, nationwide presence to facilitate two-way conversations and picture messages.

Before You Begin

You need to figure out your messaging needs and the different use cases to use for your brand and services. TFN enables the following message types: 2FA/one-time passcode, marketing promotions, order/delivery notifications, shopping cart alerts, interactive 2-way messages, text with hyper-link and MMS download images and audio/video clips. TFN messaging is not HIPAA compliant; [Short Codes](#) or [10DLC](#) are recommended if this is among your needs.

At a Glance

5 Steps of TFN:

1. Purchase a new Toll-free Number, or
2. Enable existing TFN for messaging
3. Submit TFN for verification
4. Adhere to compliance practices
5. Start sending SMS and MMS messages

Benefits of TFN:

1. Facilitates two-way conversations (via Voice, SMS, MMS)
2. Higher successful delivery rates than local numbers
3. Provides trustworthy, nationwide image
4. Cost-effective

TFN Use Case Examples

- **Alert Notifications:** Use TFN messaging to deliver important messages from delivery alerts to flight notifications and booking confirmations
- **Customer Service:** Enable sales and support teams to answer customer service questions via Messaging or Voice using the same toll-free number
- **Two-Factor Authentication (2FA):** Easily validate customers at scale
- **Customer Surveys:** Receive real-time feedback from customers
- **MMS Polls:** Send your customer base an interactive request, including an image and text to increase click-through rates

Verification Steps

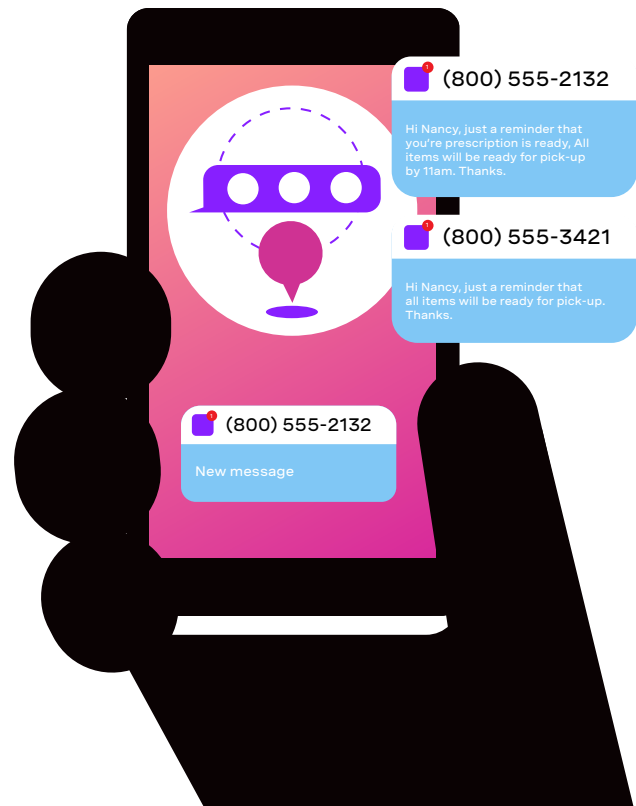
You must follow the below requirements or we won't be able to activate campaigns on the wireless carrier networks. Verification is required on all carrier networks to protect subscribers from SPAM and fraudulent messages in order to ensure credibility:

- **Enable your existing toll-free number with SMS:** We have an inventory of toll-free numbers available for instant provisioning, or port a number to the Vonage Communications Platform to enable both voice and SMS/MMS.
- Next, **submit your TFN for verification** using our **Single Submission** or **Bulk Submission** form.
- Ensure your TFN(s) **follow all compliance requirements**.

TFN Compliance & Best Practices

Please **adhere to the following principles** when sending messages over TFNs in the US and Canada to ensure optimal delivery. Highlights include:

- **All campaigns should provide the company or brand name in the message header** for every message sent to a mobile handset, for recognition and consistency purposes.
- **Obtain opt-in consent from the recipient** for messages sent to a 10-digit number. Online/mobile opt-in disclosure must provide a hyperlink to a URL or screenshot for verification.
- **Opt-in may also include Text-To-Join (Keyword), Point-Of-Sale (verbal) and Employee agreements (paper form).**
Verbal and paper form opt-in disclosure should be written on company letterhead and explain how the end user is notified and consents to receiving messages.



- **Honor opt-out** - The subscriber must be able to clearly revoke consent at any time and opt-out requests must be honored, such as with a STOP keyword request.
- **Restricted Campaign Types** - **Several content categories** have been identified as potentially harmful or deceitful to the end-user and will not be supported on the Verified Toll-Free messaging network. These categories are subject to change and traffic in other categories that are not listed may also be blocked without notice.

In addition to the compliance requirements above, **we recommend the following best practices:**

- **Review all submitted information** to make sure it's accurate, including the message sender's company name, contact name, email and phone number, plus address.
- **Include a "valid business reason"** if more than 1 number is to be verified (up to 5 numbers per request).
- **Make the purpose of your campaign clear** with the above use case examples.
- **Limit message frequency** to avoid risk of subscribers opting-out
- **Avoid public shortened URLs** such as bit.lys. Only private, registered URL shorteners are permitted.

Final Note

Please note the process of verifying a TFN for messaging involves a few steps and manual reviews. It may take several weeks for the process to complete, so please keep this in mind when planning to send SMS/MMS to the US and Canada.

Congratulations - You're ready to start using TFN A2P messaging. If you need additional help, our experts are here to help ensure your registration process is as seamless as possible.

Questions? Contact your Account Manager or [Vonage Support](#)

Key sources:

- [Verified Toll-Free Numbers \(TFN\) - US and Canada](#)
- [US Toll-Free Restrictions](#)
- [Canada Toll-Free Numbers Features and Restrictions](#)