

Brand Management Hub

STEP BY STEP INSTRUCTIONS FOR NAVIGATING THE BRANDS PAGE

Version 1.0

Effective Date: 1/1/2026

Related Links & Guides

- www.usshortcodes.com
- [Add Brand User Guide](#)
- [Short Code Management Hub User Guide](#)
- [Brand Vetting Status User Guide](#)

Getting Started

This guide provides an overview of what you can view from the **Brands** page in the Short Code Registry.

The Brands Page lets you:

- 1) View all managed brands and summary details
- 2) View an individual Brand Profile
- 3) Identify Brands that require action:

- Submit for Initial Vetting
- Update Brands that were unsuccessful and "Need Revisions"
- Submit for Annual Re-vetting
- Assign short codes to successfully vetted Brands

4) Check the vetting status of a brand

5) Add a new brand

Start by selecting **Brands** from the blue navigation bar on the left side of your screen.

The screenshot shows the 'Brands' page in the Short Code Registry. The left navigation bar has 'Brands' highlighted. The main content area features a summary of 19 brands, a progress bar with 5 steps (5 In Progress, 1 Under Review, 2 Needs Action, 2 Awaiting Assignment, 9 Completed), and a table of brand details.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
Airbnb	Air BNB	Standard	32-3278899	12/12/2026 354 days remaining	Completed	58247
American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
Delta Airlines	GCH Technologies	Standard	13-4353875	11/19/2026 332 days remaining	Completed	Multiple Short Codes
Federal Emergency Manag...		Government	35-0823570	04/24/2026 122 days remaining	Completed	Multiple Short Codes
Feeding America		Charitable Organization	92-7437413	-	Under Review	-
Hilton		Standard	50-4286340	-	Completed	Multiple Short Codes
Hyatt		Standard	12-3123123	-	Completed	Multiple Short Codes
Marriott		Standard	-	-	In Progress	-
Pipely Connect	GCH Technologies	Standard	-	-	In Progress	-

Results: 1-10 of 19

Brands Per Page: 10

Brands Page

Start by selecting **Brands** from the blue navigation bar on the left side of your screen.

The screenshot shows the 'Brands' page in the Short Code Registry. The left navigation bar includes 'MessagesMa deSimple Me', 'Order a Short Code', 'Short Code Registry', 'Short Codes', 'Brands' (highlighted in red), 'Content Providers', 'Billing', 'My Account', 'Reports', 'System Messages', and 'About Short Codes'. The main content area features a progress bar with 5 'In Progress', 1 'Under Review', 2 'Needs Action', 2 'Awaiting Assignment', and 9 'Completed' items. An 'Add New Brand' button is located at the top right. Below the progress bar is a search bar and a table of brands.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
Airbnb	Air BNB	Standard	32-3278899	12/12/2026 354 days remaining	Completed	58247
American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
Delta Airlines	GCH Technologies	Standard	13-4353875	11/19/2026 332 days remaining	Completed	Multiple Short Codes
Federal Emergency Manag...		Government	35-0823570	04/24/2026 122 days remaining	Completed	Multiple Short Codes
Feeding America		Charitable Organization	92-7437413	-	Under Review	-
Hilton		Standard	50-4286340	-	Completed	Multiple Short Codes
Hyatt		Standard	12-3123123	-	Completed	Multiple Short Codes
Marriott		Standard	-	-	In Progress	-
Pipely Connect	GCH Technologies	Standard	-	-	In Progress	-

At the bottom of the table, there are pagination controls showing 'Results: 1-10 of 19' and a 'Brands Per Page' dropdown set to 10.

Brands Page

At the top of the Brands page, you will see the different filter cards that you can click on to sort your Brands depending on their vetting status.

- **In Progress** – Brand has NOT been submitted for vetting.
- **Under Review** – Brand has been submitted for vetting.
- **Need Action** – Brand has been reviewed and need revisions for vetting process.
- **Awaiting Assignment** – Brand vetting completed and is waiting for a Short Code to be assigned to it.
- **Completed** – Vetting completed and a Short Code is assigned to the Brand.

You will also see the **Add New Brand** button which is what you would select if you wanted to add a new **Brand** to your account.

If you want to add a **Brand**, follow the **Add Brand User Guide** for detailed help.

The screenshot displays the 'Brands' page in the Short Code Registry. The top right features a progress bar with five stages: 'In Progress' (2), 'Under Review' (1), 'Needs Action' (1), 'Awaiting Assignment' (2), and 'Completed' (6). An 'Add New Brand' button is located to the right of the progress bar. Below the progress bar is a search bar labeled 'Search for a Brand or a Short Code'. The main content area contains a table with the following columns: Brand, Doing Business As, Program Type, FEIN, Re-vet Date, Brand Status, and Short Code. The table lists three brands: American Airlines, Apple, and Delta Airlines. American Airlines and Apple have a 'Completed' status, while Delta Airlines has an 'Awaiting Assignment' status.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
Delta Airlines		Standard	13-4353875	11/19/2026 351 days remaining	Awaiting Assignment	-

Brands Table

You can sort the brand table even further by using the search bar or column headers.

The search bar can be used to search for a specific **Brand** using its name or by a **Short Code** that is assigned to it.

All the column headers other than “Short Code” can be sorted from A-Z or Z-A to help you find the brand you are searching for.

- Brand: The legal name of your organization
- DBA: The name your brand operates under publicly
- Program Type: Campaign category (Standard, Government, Charitable, or Political)
- FEIN: Federal Employer Identification Number
- Re-vet Date: Your next required vetting review date
- Brand Status: Current position in the vetting workflow

Brands

The screenshot displays the 'Brands' management interface. At the top, there is a progress bar with five stages: 'Brands' (12), 'In Progress' (2), 'Under Review' (1), 'Needs Action' (1), 'Awaiting Assignment' (2), and 'Completed' (6). An 'Add New Brand' button is located in the top right corner. Below the progress bar is a search bar with the placeholder text 'Search for a Brand or a Short Code' and a search icon. The main content is a table with the following columns: Brand, Doing Business As, Program Type, FEIN, Re-vet Date, Brand Status, and Short Code. Two brands are listed: Marriott and REL Inc.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
Marriott		Standard	-	-	In Progress	-
REL Inc	GCH Technologies	Standard	12-3467890	-	In Progress	-

Brands Table Search Bar

You can use the **Search Bar** above the **Brands** table to search for the **Brand Name** or a **Short Code** number.

To clear your search, you can either delete what you typed in or hit the "X" next to the magnifying glass.

The screenshot displays two instances of the search bar and the resulting table. In the first instance, the search bar contains "American Airlines" and the table shows a result for "American Airlines" with a status of "Completed" and a link to "Multiple Short Codes". In the second instance, the search bar contains "209732" and the table shows a result for "Winsome for Governor" with a status of "Completed" and a short code of "209732".

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
Winsome for Governor		Political	96-5967535	04/24/2026 141 days remaining	Completed	209732

Brands Table

(Continued)

On the left most side of the table you will see the Brand column which lists all the different brands that you have added to your account.

You can filter the **Brands** alphabetically (A-Z or Z-A) by clicking Brand and the arrows next to it.

You can also click into the **Brand** that you want to see more details on, and it will bring you to that specific **Brand** page.

Brands

[Add New Brand](#)

12
Brands

2
In Progress

1
Under Review

1
Needs Action

2
Awaiting Assignment

6
Completed

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
Delta Airlines		Standard	13-4353875	11/19/2026 351 days remaining	Awaiting Assignment	-

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
Winsome for Governor		Political	96-5967535	04/24/2026 141 days remaining	Completed	209732
United Airlines		Standard	97-5975979	-	Confirm for Re-vetting	-
REL Inc	GCH Technologies	Standard	12-3467890	-	In Progress	-

General Brand Info

The **General Brand Info** tab describes all the submitted information about your brand. Some key fields:

General Brand Info: Brand name, program type, DBA, brand ID, and address.

Legal Brand Details: Legal Entity Type, country and state of registration, organization URL, stock market symbol, and estimated annual revenue.

Brand Identifiers: Federal Tax ID, DUNS, GIIN, and LEI

Subsidiaries & Legal Affiliates

Primary Point of Contact and Secondary Point of Contact.

From the **General Brand Info** page, you can also **Edit Brand**. Follow the **Edit Brand User Guide** for more information on editing a brand.

There is also an option to **Delete Brand**, but this can only be done before vetting occurs.

To go back, click the **Brands** button on the top left of the page.

The screenshot displays the 'General Brand Info' page for 'REL Inc' on the GCH Technologies platform. The page is divided into several sections:

- General Brand Info:** Contains fields for Brand Name (REL Inc), Program Type (Standard), Doing Business As (GCH Technologies), Country / Region (United States), ZIP Code (19958), Street Address 1 (16192 COASTAL HWY), Brand ID (22046), State (Delaware), City (LEWES), and Street Address 2 (-).
- Legal Brand Details:** Includes Legal Entity Type (Limited Liability Corporation (LLC)), Organization URL (www.reinc.com), Stock Market Symbol (-), Country of Registration (United States), and State of Registration (Delaware).
- Brand Identifiers:** Lists Federal Tax ID (12-1234128), LEI (-), DUNS (-), and GIIN (-).
- Subsidiaries & Legal Affiliates:** Shows 'NO SUBSIDIARIES OR LEGAL AFFILIATES'.
- Primary Point of Contact:** Features Ariel Reid with phone number +1 (561) 379-8957 and email areid@gchtech.com.
- Secondary Point of Contact:** Includes a '+ Add Contact' button.
- Delete Brand:** A section at the bottom with a 'Delete Brand' button and a warning: 'You can delete the brand only before submitting it for vetting. Once submitted, it cannot be deleted. This action is irreversible.'

Red boxes in the image highlight the 'Brands' button in the top left navigation and the 'Edit Brand' button in the top right of the main content area.

Status & Short Codes

The **Status & Short Codes** tab describes all the vetting statuses and short codes about your Brand. Some key fields:

Brand Status: Your current Brand vetting status.

Short Codes: Your short codes that are assigned to the Brand

Vetting History: Your full vetting history for your Brand with dates and times.

To go back, click the **Brands** button on the top left of the page.




View the **Brand Vetting Status User Guide** for more details about the different statuses.

The screenshot shows the 'REL Inc' brand page in the GCH registry system. At the top left, there is a navigation button labeled '← Brands' with a red box around it. The brand name 'REL Inc' is displayed prominently. In the top right corner, the GCH logo is visible. Below the brand name, there are two tabs: 'GENERAL BRAND INFO' and 'STATUS & SHORT CODES', with the latter being the active tab. The main content area is divided into three sections: 1. 'Brand Status' section, which shows a 'Completed' status indicator and a message: 'Brand process completed, and short codes successfully assigned.' Below this message is a 'Manage Short Codes' button, which is highlighted with a red box. 2. 'Short Codes' section, which contains a button labeled 'See Short Codes for this Brand'. 3. 'Vetting History' section, which displays a table of vetting events. The table has two columns: 'Subject' and 'Date & Time'. The events listed are: 'Initial Vetting' (11/19/25 at 1:06 pm), 'Vetting Process Started' (11/19/25 at 1:06 pm), 'Email Verification of Primary Point of Contact: Waiting for Contact Action' (11/19/25 at 1:08 pm), 'Email Verification of Primary Point of Contact: Completed' (11/19/25 at 1:12 pm), and 'Vetting Approved' (11/19/25 at 1:12 pm).

Brand Status

When looking at the **Brand Status**, you can click on the status pills to open the **Status & Short Codes** page for that specific Brand.

View the **Brand Vetting Status User Guide** for more details about the different statuses.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
 American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
 Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
 Delta Airlines		Standard	96-5967530	-	Needs Revision	-
 Federal Emergency Manag...		Government	35-0823570	04/24/2026 158 days remaining	Completed	Multiple Short Codes

[← Brands](#)

American Airlines



GENERAL BRAND INFO

STATUS & SHORT CODES

Brand Status

Completed

Brand process completed, and short codes successfully assigned.

[Manage Short Codes](#)

Short Codes

[See Short Codes for this Brand](#)

Short Code

One Short Code

You cannot sort the **Brands** table by the Short Code, but you can select the Short Code number to get to the Short Code page to see more details.

Note: If your Brand has multiple Short Codes, see the next page.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
 Winsome for Governor		Political	96-5967535	04/24/2026 141 days remaining	Completed	209732
 United Airlines		Standard	97-5975979	-	Confirm for Re-vetting	-
 REL Inc	GCH Technologies	Standard	12-3467890	-	In Progress	-

Short Code

Multiple Short Codes

If you have multiple Short Codes associated with your Brand you can click on the **Multiple Short Codes** link to view them.

You can access the Short Code page by clicking the Short Code number.

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
 American Airlines		Standard	32-0487530	-	Completed	Multiple Short Codes
 Apple		Standard	12-3222222	-	Completed	Multiple Short Codes
 Delta Airlines		Standard	96-5967530	-	Needs Revision	-
 Federal Emergency Manag...		Government	35-0823570	04/24/2026 158 days remaining	Completed	Multiple Short Codes

3 Short Codes for American Airlines

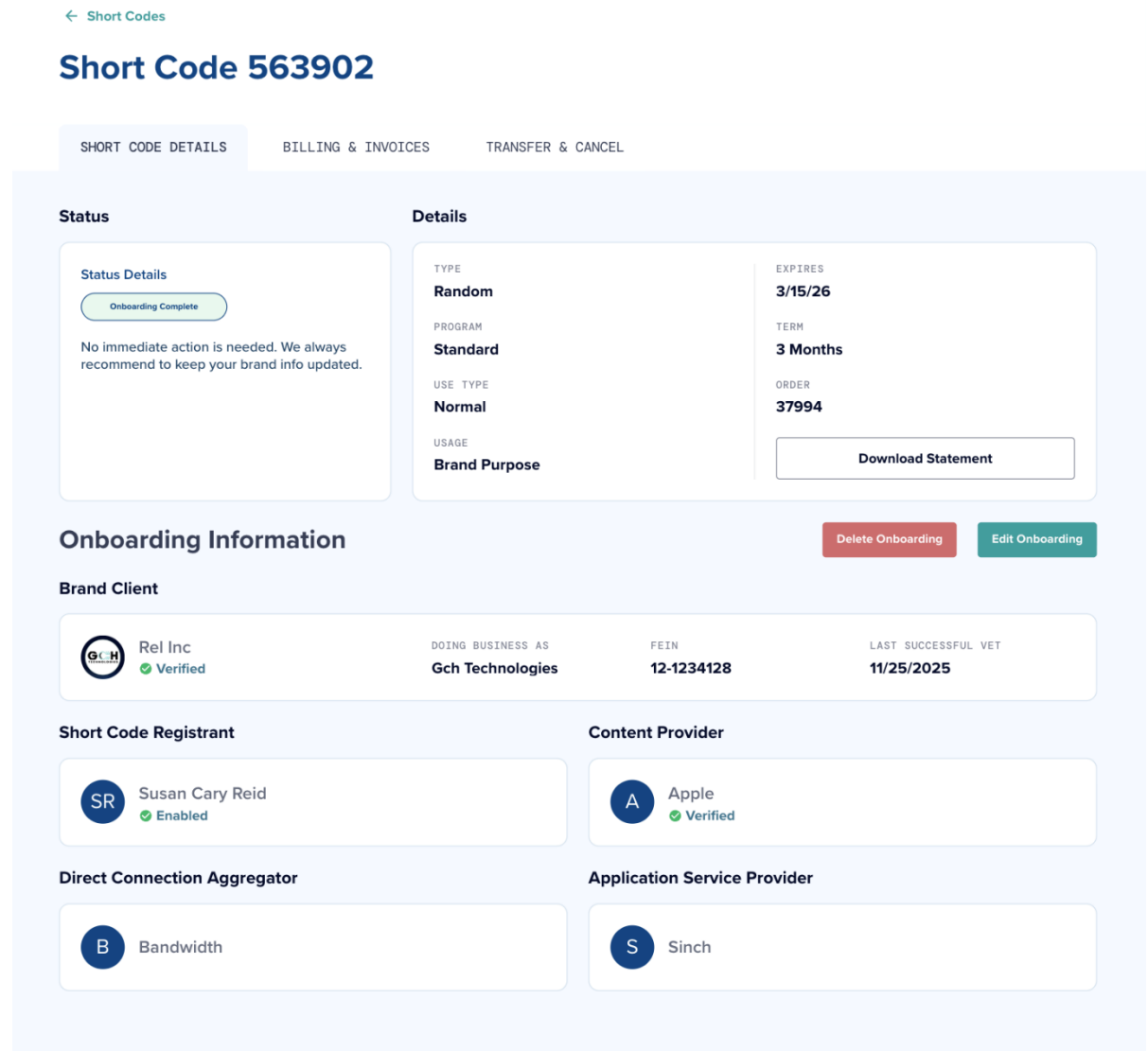
- 1 **SHORT CODE**
348713
- 2 **SHORT CODE**
82064
- 3 **SHORT CODE**
569385

Close

Short Code Page

After selecting your Short Code from the **Brand** table, it will bring you to the **Short Code Details** page for that code.

For more details on the Short Code page please see the **Short Code Management Hub User Guide**.



← Short Codes

Short Code 563902

SHORT CODE DETAILS BILLING & INVOICES TRANSFER & CANCEL

Status

Status Details

Onboarding Complete

No immediate action is needed. We always recommend to keep your brand info updated.


Details

TYPE	Random	EXPIRES	3/15/26
PROGRAM	Standard	TERM	3 Months
USE TYPE	Normal	ORDER	37994
USAGE	Brand Purpose	Download Statement	


Onboarding Information

[Delete Onboarding](#) [Edit Onboarding](#)


Brand Client

 Rel Inc ✓ Verified	DOING BUSINESS AS Gch Technologies	FEIN 12-1234128	LAST SUCCESSFUL VET 11/25/2025
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Short Code Registrant

 **Susan Cary Reid**
✓ Enabled


Content Provider

 **Apple**
✓ Verified

Direct Connection Aggregator

 **Bandwidth**

Application Service Provider

 **Sinch**

Version History

Date	Version	Details
1/1/26	1.0	Initial Release