

Add Content Provider

STEP BY STEP INSTRUCTIONS FOR ADDING A NEW CONTENT PROVIDER.

Version 1.0

Effective Date: 1/1/26

Related Links & Guides

- [Glossary](#)
- [Content Provider Management Hub User Guide](#)
- [Edit Content Provider User Guide](#)

Getting Started

This guide will explain how to add a new [Content Provider](#) and submit it for vetting.

Select Content Providers from the blue navigation bar on the left side of your screen.

This will open the **Content Provider** page.

To learn more about the Brands page, please see the **Content Provider Hub Management User Guide**.

This guide covers:

- [General Content Provider Info](#)
- [Legal Content Provider Details](#)
- [Content Provider Identifier](#)
- [Content Provider Points of Contact](#)

MessagesMadeSimple Me

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Short Code Registry ^

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Content Providers

Add New Content Provider

5 Content Providers

1 In Progress

0 Under Review

1 Needs Action

1 Awaiting Assignment

2 Completed

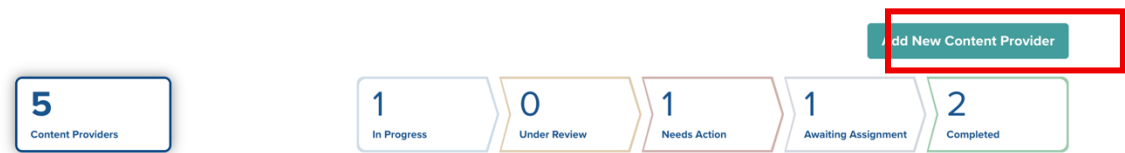
Search for a Content Provider

Content Provider	Doing Business As	FEIN	Re-vet Date	CP Status
E Echo Communications		43-9587650	-	Completed
H Hilton		96-5967536	-	Awaiting Assignment
H Hyatt		96-5967576	-	Completed
M Marriott		-	-	In Progress
N Novaire		97-5653642	-	Needs Revision

Add New Content Provider

Select the Add New Content Provider button.

Content Providers



Search for a Content Provider

Content Provider	Doing Business As	FEIN	Re-vet Date	CP Status
E Echo Communications		43-9587650	-	Completed
H Hilton		96-5967536	-	Awaiting Assignment
H Hyatt		96-5967576	-	Completed
M Marriott		-	-	In Progress
N Novaire		97-5653642	-	Needs Revision

Adding your Content Provider

Work through each section, filling out the required fields.

To move on after each section, click the “Next” button at the bottom of the screen.

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- 2 Legal Content Provider Details
- 3 Content Provider Identifier
- 4 Content Provider Point of Contact
- 5 Review
- 6 Submission

General Content Provider Info

CONTENT PROVIDER NAME *

DOING BUSINESS AS

If the Content Provider organization operates under a different public-facing name, please indicate it here.

COUNTRY *

ORGANIZATION ADDRESS 1 *

ORGANIZATION ADDRESS 2

CITY * STATE ZIP/POSTAL CODE

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General Content Provider Info

Content Provider Name is the legal name for your Content Provider.

[Doing Business As \(DBA\)](#)– Update this if your Content Provider operates under a name different from your registered organization name.

U.S. Organization - Street Address, City, State, and Zip Code are required. **This address will be validated against the USPS database.**

Canadian Organization – Street Address, City, Province, and Postal Code required.

All Other Countries - Street Address and City are required.

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General Content Provider Info

CONTENT PROVIDER NAME *

DOING BUSINESS AS

If the Content Provider organization operates under a different public-facing name, please indicate it here.

COUNTRY *

ORGANIZATION ADDRESS 1 *

ORGANIZATION ADDRESS 2

CITY * STATE ZIP/POSTAL CODE

Next →

Legal Content Provider Details

Legal Entity Type - Select your organizations legal structure, this information must match your official business registration documents.

- [Corporation](#)
- [Limited Liability Corporation \(LLC\)](#)
- [Partnership](#)
- [S Corporation](#)
- [Sole Proprietorship](#)

Country of Registration - The country where your content provider is registered.

State of Registration - The state (only US) your content provider is registered.

Organization URL - Your Content Provider website. If the URL doesn't match the email domain for your primary point of contact, additional manual steps may be required to confirm association and could delay vetting.

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Legal Content Provider Details

LEGAL ENTITY TYPE *

COUNTRY OF REGISTRATION *

STATE OF REGISTRATION

ORGANIZATION URL *

STOCK MARKET SYMBOL

ESTIMATED ANNUAL REVENUE

\$

Providing this information is optional, but it may speed up the verification process.

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LEGAL ENTITY TYPE *

Corporation

Limited Liability Corporation (LLC)

Partnership

S Corporation

Sole Proprietorship

Legal Content Provider Details

(continued)

Stock Market Symbol – Update or add this optional field to improve re-
vet result times.

Estimated Annual Revenue –
Consult with your Finance
Department as needed.

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Legal Content Provider Details

LEGAL ENTITY TYPE *

COUNTRY OF REGISTRATION *

STATE OF REGISTRATION

ORGANIZATION URL *

STOCK MARKET SYMBOL

ESTIMATED ANNUAL REVENUE
\$

Providing this information is optional, but it may speed up the verification process.

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Content Provider Identifier

Federal Tax ID -

- If the organization is in the U.S., then the Federal Tax ID format is ##-#####.
- If outside the US, the validation is removed, and you can enter the applicable ID for your jurisdiction.

Optional Tax Identifiers - Add these to improve re-vet result times.

- [Dun & Bradstreet Number](#)
- [Global Intermediary Identification Number](#)
- [Legal Entity Identifier](#)

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Content Provider Identifier

FEDERAL TAX ID (FORMAT: ##-#####) *

The Federal Employer ID Number (FEIN) identifies your organization's account. Your accounting department usually has this info.

Additional Identifiers

Providing additional identifiers is not required but may help facilitate the verification process.

DUN & BRADSTREET NUMBER (FORMAT: ##-###-####) ?

GLOBAL INTERMEDIARY IDENTIFICATION NUMBER (FORMAT: XXXXXX.XXXXX.XX.XXX) ?

LEGAL ENTITY IDENTIFIER (FORMAT: 20 CHARACTERS) ?

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Content Provider Point of Contact

Fill in information about the individual in your organization who will receive all updates about your Content Provider. They will also be the first touchpoint for any future escalations.

Note: If a public email address (Gmail, Yahoo, etc.) is used, a warning will appear that the Organization URL does not match the email domain. This could lead to a delay in the vetting process.

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Content Provider Point of Contact

Primary Content Provider Point of Contact

Please ensure this contact has knowledge of this Short Code program.

FIRST NAME *	LAST NAME *
PHONE NUMBER * 🇺🇸 ▼ +1	EXTENSION
EMAIL *	

+ Add Secondary Contact

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Secondary Point of Contact

You also have the option to add a Secondary Point of Contact. The individual will also receive all updates about your Content Provider.

Click the Add Secondary Contact button.

Fill in information about the individual in your organization who will receive all updates about your Content Provider.

Note: Public email addresses (Gmail, Yahoo, etc.) are not permitted and the domain must match your organization's website domain.

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Add New Content Provider

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- ✓ Legal Content Provider Details
- ✓ Content Provider Identifier
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Content Provider Point of Contact

Primary Content Provider Point of Contact

Please ensure this contact has knowledge of this Short Code program.

FIRST NAME *

LAST NAME *

PHONE NUMBER * USA +1 EXTENSION

EMAIL *

+ Add Secondary Contact

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Secondary Content Provider Point of Contact

 Remove Secondary Contact

If possible select a person with a product background.

FIRST NAME *

LAST NAME *

PHONE NUMBER * USA +1 EXTENSION

EMAIL *

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Review

Before submitting for vetting:

1. Review all information
2. Click the pencil icon to edit any section
3. When ready, click "Next" to go to the submission page.

← Content Providers

Add New Content Provider

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Review

Review your data for accuracy before submitting it in the next step.

General Content Provider Info ✎

CONTENT PROVIDER NAME Content	DOING BUSINESS AS -
ORGANIZATION ADDRESS 1 16192 COASTAL HWY	CITY LEWES
ZIP CODE 19958-3608	STATE Delaware
	COUNTRY United States

Legal Content Provider Details ✎

LEGAL ENTITY TYPE Corporation	COUNTRY OF REGISTRATION United States
STOCK MARKET SYMBOL -	STATE OF REGISTRATION Delaware
ORGANIZATION URL http://gchtech.com	ESTIMATED ANNUAL REVENUE -

Content Provider Point of Contact ✎

FIRST NAME Matthew	LAST NAME Cray
PHONE NUMBER +1 (123) 021-4943	EXTENSION -
EMAIL mcraay+17@gchtech.com	

Content Provider Identifier ✎

FEDERAL TAX ID
12-3387348

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Submission for Vetting

After reviewing all your information, select the checkbox. After confirming that you are authorized to submit the information, click the **Submit for Content Provider Vetting** button at the bottom right of the page.

What happens next:

Primary Content Provider Contact receives an authentication email

- Vetting team reviews changes (3-5 business days)
- You receive email when review is complete

Note: Submitting your Content Provider for vetting does not block you from being able to lease Short Codes but will block you from onboarding Short Codes with this Content Provider until the vetting process is completed.

← Content Providers

Add New Content Provider

- ✓ General Content Provider Info
- ✓ Legal Content Provider Details
- ✓ Content Provider Identifier
- ✓ Content Provider Point of Contact
- ✓ Review
- 6 Submission

Submission for Vetting

By clicking Submit, you confirm that:

- The information provided is accurate
- You're authorized to act on behalf of Test

NOTE: Once submitted, the information cannot be edited while the vetting process is in progress.

"I confirm that I am authorized to submit this information and that it is accurate." *

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Submit for Content Provider Vetting

Submitted

After submitting all the information, you will see confirmation on your screen showing that the submission was successful.

From here, you can either **Go to Dashboard**, **Add New Content Provider**, **Order Short Code**, or close the window.



Test was submitted

To track the progress of this submission, return to the dashboard. While waiting for vetting results, you can add new Content Providers or order new Short Codes.

 [Go to Dashboard](#)

[+ Add New Content Provider](#)

 [Order Short Code](#)

[Close](#)

Glossary

Content Provider - Content Provider - The Content Provider (if different from the Short Code Registrant) is the entity that has a contractual relationship with the Brand Client that is sending messages. They set objectives, ensure that the brand is being properly represented, and make all final decisions in conjunction with their brand client regarding the nature and substance of the content and how customers are to be engaged. If there are multiple companies that exist between the Short Code Registrant and the Brand Client, the Content Provider is the entity who contracts directly with the Brand Client.

Corporation – A legal entity that is separate and distinct from its owners, or shareholders.

Doing Business As (DBA) - A registered alias or fictitious name, under which a business operates, allowing it to be known by a different name than its legal entity name.

Dun & Bradstreet Number (D&B) - Data Universal Numbering System (DUNS) number is a unique 9-digit identifier assigned by Dun & Bradstreet (D&B) to businesses. It serves as a standard, universally recognized identifier for business worldwide.

Federal Tax ID - Employer Identification Number (FEIN) - A nine-digit number assigned in the United States by the Internal Revenue Service to identify a business entity.

Global Intermediary Identification Number (GIIN) - A Global Intermediary Identification Number (GIIN) is a unique, 19-character alphanumeric identifier issued by the U.S. IRS. It is assigned to foreign financial institutions and other entities to verify their participation and compliance with the foreign Account Tax Compliance Act (FATCA).

Legal Entity Identifier (LEI) - A Legal Entity Identifier (LEI) is a 20-character alphanumeric code, based on the ISO 17442 standard, that uniquely identifies a legal entity participating in financial transactions.

Limited Liability Corporation (LLC) - A business structure that protects its owners from personal liability for company debts.

Partnership - A business entity where two or more individuals share ownership.

S Corporation - A corporation that elects special tax status to avoid double taxation by passing income, losses, and deductions directly to shareholders.

Sole Proprietorship - An individual business owner who does not have an Employer Identification Number (EIN) or other corporate tax ID. Sole Proprietors can only register in the U.S. or Canada.

Version History

Date	Version	Details
10/1/25	1.0	Initial Release