Preparing For the Holiday Season

SMS Compliance Reminders
The Industry’s Leading Customer Engagement Platform
Listrak delivers results.
Who sets SMS compliance rules and requirements? Why are they important?

- Federal regulations from the FCC, FTC, and TCPA
- Carrier-specific and industry policies and requirements, including those from the CTIA and MMA
- Consequences for non-compliance include warnings and fines all the way up to legal action and shortcode termination
Acquisition:
Focus on growing your list NOW, ahead of Q4

- Opt-in must be explicit with express written consent, and double opt-in is required for certain campaign types
- Calls To Action must be clear with proper disclaimer language and links
- Subscription confirmation must be sent to contacts immediately via text
Message Content:
Contacts must be able to know who’s texting them and how to ask for more information

• Your Program Name must be in every text you send

• HELP and STOP instructions are required to be sent monthly – Consider a Recurring Automated Campaign including this copy as part of your broadcast calendar, so you don’t forget it

• No inappropriate content or language can ever be sent in a text message
When To Send:

**SMS can only be sent at certain times of the day**

- Quiet Hours must be followed per federal and state law – ideally, send between 10 AM and 5 PM local time during “Waking Hours”
- Leverage Time Zone Optimization and Quiet Hours shortcode settings within your Listrak account
- Limit daily broadcasts to not reach over 3 texts sent per contact, per 24 hours. As a best practice, send two broadcasts to your full list each week, and segment campaigns in between
Automation:

**Automated campaigns maximize engagement and revenue, but DO count towards your message frequency limits**

- Ensure Cart Reminders are only sent to contacts with proper double opt-in, **just one time**, within 48 hours of their cart abandonment event.
- Set your Journey Hub campaigns with the same Quiet Hours as your broadcast campaigns.
System Messages:

Audit your system messages ahead of Q4 to ensure all copy and contact information is current

- INFO, HELP, and STOP are all required keywords and responses
- Terms & Conditions and Privacy Policies should also be reviewed and kept up to date + accessible for your contacts