



**digital additive**

## Delivering on the Promise of One-to-One: SMS/MMS Private Short Codes

In a world of one-size-fits-all communication, Digital Additive delivers on the promise of one-to-one. We don't want to talk at people, we want to engage them in genuine conversations. Authentic connection, real relationships: that's messaging done right.

What better way to build this one-to-one connection than with SMS/MMS? That's why we've been harnessing the power of short code messaging integration for our clients since 2018. This experience, alongside our multi-year client partnerships and our expertise working exclusively within the Salesforce Marketing Cloud (SFMC) platform, truly sets us apart.



### Strategic Planning

- Develop + Review use cases
- Ensure SMS/MMS legal compliance
- CTIA Short Code Handbook walkthrough



### Seamless Integration

- Campaign Application Form (CAF) preparation and guidance
- Monitor carrier progress
- Keyword setups: required and business-related
- Quality assurance testing



### Thoughtful Execution

- Opt-in strategy and supporting data flow setups
- Execute SMS/MMS communication within business use case
- Documentation
- Client walkthroughs & training



**Want to know more? We're looking forward to it!**

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