



iconectiv and CTIA Give Brands Another Reason to Choose Common Short Codes to Engage with Customers with ‘One Month Free’ Lease Discount for New Codes

Top 7 Reasons Why Enterprises Use Short Codes to Drive Brand Engagement

Piscataway, NJ — June 27, 2016 — [iconectiv](#), the registry service provider supporting the Common Short Code Administration ([CSCA](#)) for CTIA®, today released the top seven reasons brands incorporate Common Short Codes in their mobile marketing campaigns.

CSC is a 5- or 6-digit number used by an organization to send a text message to many people simultaneously across multiple wireless service providers.

The top seven reasons brands incorporate CSC in their marketing campaigns to communicate with their customers via mobile devices is that text messaging:

- 1) Has become the preferred mode of communication for the vast majority of smartphone users
- 2) Offers a ubiquitous communication channel across U.S. wireless carriers and devices
- 3) Requires strict adherence to “opt in” and “opt out” rules to ensure consumer satisfaction with a brand campaign
- 4) Provides consumer and brand protection against unsecured or objectionable messages
- 5) Using 5- and 6-digit codes are easier to recall than a toll-free telephone number in print, TV and radio advertisements
- 6) Creates a curated community that ensures centralized quality control
- 7) Has a 13-year history of successfully engaging consumers in marketing campaigns.

“Given today’s mobile-first society, brands recognize that people prefer to interact using short, quick, ‘to the point’ communications, both person-to-person and with their favorite companies. Common Short Codes are a proven tool to improve customer engagement and satisfaction with brands, which is why many continue to trust and deploy them,” said Rocco Carlitti, SVP and CFO, CTIA.

For a limited time, the Common Short Codes Administrator is offering one month free on all pre-paid three-, six- and 12-month Common Short Code leases, in addition to government and charity codes, for a savings of up to \$1,000.

Visit www.usshortcodes.com for more information.

About iconectiv

At iconectiv, we envision a world without boundaries, where the ability to access and exchange information is simple, secure and seamless. As the authoritative partner of the communications industry for more than 30 years, our market-leading solutions enable the interconnection of networks, devices, and applications for more than one billion people every day. Working closely with private, government and non-governmental organizations, iconectiv has intimate knowledge of the intricacies

and complexities of creating, operating, and securing the telecommunications infrastructure for service providers, regulators, enterprises and content providers. iconectiv provides network and operations management, numbering, registry, fraud and revenue assurance and messaging solutions to more than 1,000 customers globally.

A US-based company, Telcordia Technologies, Inc, doing business as iconectiv, is a wholly owned subsidiary of Ericsson. For more information, visit www.iconectiv.com.

About CTIA

CTIA® (www.ctia.org) represents the U.S. wireless communications industry. With members from wireless carriers and their suppliers to providers and manufacturers of wireless data services and products, the association brings together a dynamic group of companies that enable consumers to lead a 21st century connected life. CTIA members benefit from its vigorous advocacy at all levels of government for policies that foster the continued innovation, investment and economic impact of America's competitive and world-leading mobile ecosystem. The association also coordinates the industry's voluntary best practices and initiatives and convenes the industry's leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, D.C.

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