



For Immediate Release  
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## **Short Codes Get New Lease with Redesigned Website**

*Short Code Registry rebranded to reflect modern digital marketing*

WASHINGTON – The Short Code Registry today announced the official relaunch of its website, [USShortCodes.com](http://USShortCodes.com).

Beyond the refreshed, modernized design, the Short Code Registry website's enhanced navigation allows users to more easily access the information they need to execute a successful short code campaign:

- Find a Code: Search for available short codes or get one recommended for you.
- Campaign Types: Explore the full range of how short codes are used to engage audiences.
- Case Studies: Read strategies and results of real-life campaigns.
- Partner Resources: View a directory of reputable agencies that can help bring short code campaigns to life.

In addition to offering marketers a unique opportunity to engage their audiences via text messaging, short codes are the most universally trusted messaging option. Why? Because customers opt-in to receive engagement from the five or six digit codes. They get what they expected — the interaction they asked for in a timely and convenient manner. The result? An open rate of 98%, versus 22% for email.

Previously known as the Common Short Code Administration (CSCA), the Short Code Registry's rebranding and website redesign go beyond aesthetic enhancements to reflect the evolution of mobile marketing and dynamic nature of digital campaigns. More tools, like case studies, have been added to make the site a true resource for those looking for a meaningful way to engage with consumers.

Visit [USShortCodes.com](http://USShortCodes.com) to learn more about bringing your marketing campaign to life with a short code.

The Short Code Registry maintains a single database of available, reserved and registered codes. [iconectiv](http://iconectiv) became the official U.S. Short Code Registry service provider in January 2016, and the entire common short codes initiative is administered by [CTIA](http://CTIA).

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### About short codes

Short codes are an industry-wide initiative made possible through the mutual agreement and cooperation of many parties, including wireless service providers, application providers, content providers and aggregators. Together, these specialized service providers help brand marketers leverage short codes to engage customers.

### About CTIA

# iconectiv

CTIA® ([www.ctia.org](http://www.ctia.org)) represents the U.S. wireless communications industry and the companies throughout the mobile ecosystem that enable Americans to lead a 21st century connected life. The association's members include wireless carriers, device manufacturers, suppliers as well as apps and content companies. CTIA vigorously advocates at all levels of government for policies that foster continued wireless innovation and investment. The association also coordinates the industry's voluntary best practices, hosts educational events that promote the wireless industry and co-produces the industry's leading wireless tradeshow. CTIA was founded in 1984 and is based in Washington, D.C.

## About iconectiv

iconectiv is 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 two 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, governments and enterprises. iconectiv provides network and operations management, numbering, registry, messaging and fraud and identity solutions to more than 1,200 customers globally. A US-based company, Telcordia Technologies, does business as iconectiv. For more information, visit [www.iconectiv.com](http://www.iconectiv.com).