

Air4 Media SMS (A2P 10DLC) — Client Onboarding & Approval Runbook

Status: LIVE. First campaign APPROVED 2026-05-31 after a long compliance fight. Outbound + inbound both working. This runbook captures the exact requirements + gotchas so onboarding the next client is fast, not another 6-rejection saga.

1. The model (read first)

- **ONE Air4media brand + ONE approved A2P campaign covers the whole platform.** Broad "Mixed" use case: "Air4 Media sends transactional/event SMS on behalf of its business customers who opt in via Air4-hosted forms." You do NOT register a new campaign per client.
- **Each client gets a dedicated 10DLC number** attached to the same Messaging Service (MG37b5...), all under the one approved campaign. Pilot routes each client's outbound SMS through their assigned number.
- **company_phone_numbers is the authoritative number → tenant registry.** Every client number is a row there (company_id, phone_number, twilio_sid, number_type, purpose, is_active). Inbound + outbound routing both consult it. NEVER hardcode a number→company mapping in code.
- **Air4media's own internal SMS (MFA, system/monitor alerts) stays on AWS SNS** — separate path, not Twilio.
- **Exception — own-brand sender:** if a client needs messages branded as *their* business name (not "Air4 Media") with their own consent language, that requires a SEPARATE Twilio brand + campaign. Heavier; only when explicitly needed. Default = ride the Air4media campaign.

Provider split

Recipient	Provider	Examples
Platform → own staff/users (operational)	AWS SNS	MFA codes, monitor/QA alerts
Tenant → opted-in consumers (A2P)	Twilio	event photo delivery, pocket booth, follow-ups, 2-way

Current registered assets

Thing	Value
Brand	Air4media LLC — BN1b0174797046f80bd6fe6b19d4dd61d3 (TCR B5P00XP, APPROVED)
Campaign	Console CM12d058eebf1ad7e6862a8b1615da1667 / API QE2c6890da8086d771620e9b13fadeba0b (Mixed, APPROVED)
Messaging Service	MG37b5e35fed3c74500e313a308ddf88f9
Numbers	+17606566636 ("760", PN88c993...) → Coachella Party (company 10) , registered in <code>company_phone_numbers</code> . +18882981641 ("800", toll-free) = Air4media/AWS context.
Twilio creds	<code>pilot/config/settings/api.php</code> → <code>\$config['twilio']</code> (sid/token/phone_number; api_key_sid/secret preferred when present). Secrets in <code>/opt/air4-private/api.secrets.php</code> , <code>www-data-only</code> .

2. Compliance requirements (MUST-haves for every client)

Exact things TCR/carriers check. Miss one → rejection.

- Opt-in form** (Air4-hosted): required Phone field + an **OPTIONAL, unchecked-by-default** SMS consent checkbox, separate from any Terms agreement. Form submits with or without the box.
 - AirForms: add a `checkbox` field with `field_key = sms_consent`. The renderer auto-adds a compliance footer with privacy/terms links when that field is present (`form-render.php`, marker `airforms-sms-legal`).
- Consent text** must include: brand name, message types, "Message frequency varies", "Reply STOP to opt out, HELP for help", "Msg & data rates may apply".
- Dedicated SMS Privacy page**, VERBATIM (TCR string-matches): "*Mobile information and messaging consent are not shared with third parties or affiliates for marketing or promotional purposes.*" + CTIA catch-all. (Air4media: <https://air4.media/sms-privacy>)
- Dedicated SMS Terms page** with 9 CTIA elements + VERBATIM: "*Consumer data or message opt-in information is not shared, sold, or bought by third parties or affiliates.*" (<https://air4.media/sms-terms>)
- Opt-in form PAGE must show visible privacy + terms links** (footer auto-handles).
- Sample messages must MATCH the consent** — no off-scope content (caused error 30896).
- message_flow (Console "How do end-users consent") ≤ 1024 chars.** Hard limit.
- PrivacyPolicyUrl + TermsAndConditionsUrl set in CONSOLE only** — the API ignores them.

3. Step-by-step: add a client to SMS

1. **Provision a 10DLC number** in Twilio, attach to Messaging Service MG37b5...
2. **Register it** in `company_phone_numbers` (`company_id`, `phone_number` E.164, `twilio_sid`, `number_type` `local`, `purpose` `airchat`, `is_active` `1`, `verification_status` `approved`). THIS is what routes it to the tenant.
3. **Opt-in form:** ensure the client's Air4-hosted form has the `sms_consent` checkbox. Confirm the live form returns the privacy/terms links in raw HTML.
4. **Privacy/Terms pages:** reuse `/sms-privacy` + `/sms-terms`, or client-specific pages with the same verbatim phrases.
5. **Outbound routing:** Pilot sends tenant SMS via `SmsService::send($to,$body,'Air4media',['company_id'=>N])` → routed to Twilio on the tenant's number. (Router build — see §7.)
6. **Inbound:** point the number's webhook (`number SmsUrl` + Messaging Service `InboundRequestUrl`) at the inbound handler — see §7. The registry handles tenant routing automatically.
7. **No new campaign needed.** (Own-brand only: register a separate brand + campaign; repeat §2.)

4. Gotchas (hard-won — do not relearn)

- **Twilio help pages are JS-rendered.** Read via `r.jina.ai` (`curl https://r.jina.ai/https://help.twilio.com/...`).
- **Error 30882 (Terms) is "ineligible for resubmission."** Edit-resubmit can NOT clear it. Needs Trust & Safety to clear, or delete+recreate. Don't burn cycles.
- **Campaign API `date_updated/campaign_status` lag badly.** Diagnose from the errors array + Console.
- **WebFetch (Anthropic IP) gets 403 from air4.media** — Cloudflare bot list, NOT a real block. Verify external reachability via `r.jina.ai` or `curl --resolve air4.media:443:<CF_edge_IP>`.
- **Escalate to a human early.** Twilio Support → Trust & Safety cleared the stuck 30882 and expedited (Ticket 27367007, Sachin Singh). After 2 identical auto-rejections, open a ticket.

5. Monitoring

- `storage/services/scripts/twilio-a2p-monitor.php` — cron /30min, SMS+email to +17608085280 / laurent@coachellaparty.com on campaign status change. State in `storage/state/twilio-a2p-last.json`.

6. Charging — SMS as a paid onboarding + subscription add-on

SMS is a paid capability. Two revenue components (final prices are Laurent's call; these are the model):

A. One-time onboarding fee (covers real setup work):

- *Standard SMS onboarding* (rides the Air4media campaign): number provisioning + opt-in form wiring + compliance pages + registry + routing. **Suggested ~\$99 one-time.**
- *Own-brand onboarding* (separate Twilio brand + campaign for the client, incl. TCR vetting + the multi-rejection risk): materially more work. **Suggested ~\$499 one-time** + pass-through TCR fees.

B. Recurring + usage:

- Monthly SMS add-on per client: number rental (~\$1.15/mo 10DLC) + campaign share + margin → **suggested ~\$15/mo.**
- Outbound: ~\$0.0079/segment carrier → bill **~\$0.02/segment**; MMS ~\$0.02 → bill **~\$0.05**. Or sell bundled "SMS credits".

Billing wiring (platform layer — NOT yet implemented; next build):

- Add platform SKUs in `Ubermedia.products` (platform products sold to tenants — NOT tenant `crm_products`).
- Create an **sms package** in the package registry (`kind=package`), granted per company in Package Manager → projects to `site_module_activations` (the real per-site gate). Gate sending by PLAN/package, not tenant.
- On grant: provision number → register in `company_phone_numbers` → ensure opt-in form has `sms_consent`.
- Meter usage via the billing engine (or an "SMS credits" counter on `companies`).

7. Inbound (two-way) — receiving texts, photos & replies

- **Handler:** `pilot-beta/includes/handlers/sms-webhook-handler.php`. Validates Twilio signature, logs to `sms_inbound`, handles STOP/HELP/START (TCPA, writes `sms_blocklist` + `sms_consent_events`), routes to the tenant, creates/updates an AirChat conversation (`channel=sms`), and (if the tenant has `airchat_settings`) generates an AI reply sent back out via Twilio.
- **Multi-tenant routing:** `resolveRouting()` consults `company_phone_numbers` FIRST

(number → company_id + owner user + site), then falls back to `companies.phone`, then the `api.php` default. Registry is authoritative.

- **Wiring a number for inbound:** set BOTH the number's `SmsUrl` AND the Messaging Service `InboundRequestUrl` to the handler URL (`UseInboundWebhookOnNumber=false` so the MG URL wins). Done for the 760 (2026; was previously pointed at Twilio's leftover demo URL — a number whose inbound still points at `demo.twilio.com` silently drops everything).
- **MMS:** the handler collects `MediaUrl{0..N}` + `MediaContentType` and stores them on the AirChat message. ⚠ Twilio media URLs **expire and require auth** — they are NOT durable. See §8.
- **Hardening TODO:** signature validation currently fails OPEN when no `X-Twilio-Signature` header is present ("dev mode"). Enforce in production. Also deploy the handler + its deps to `pilot/` and repoint to the `pilot/` URL (currently runs on the `pilot-beta` path).

8. MMS → DAM ingestion (SPEC — next build, not yet implemented)

Goal: a photo/video texted to a tenant's number lands in that tenant's DAM, multi-tenant, with metadata.

- Inbound MMS gives `MediaUrl{i}` (Twilio-hosted, **expiring**, needs Account SID/Auth Token to fetch).
- Ingestion must mirror `ftx-photographer-upload.php`: download media → temp file → `new MediaProcessor()` → read/stamp IPTC → `generateThumbnail` → upload original + thumb to the **tenant's Wasabi bucket** → INSERT INTO `dam_incoming` (in the tenant's DAM DB via `DamDatabaseResolver::resolveByCompany`).
- **Adaptation needed:** the photographer model keys off `dam_photographer_config` (a logged-in user). An SMS sender has no user/config. Define an **SMS ingestion source**: `dam_incoming.source = 'sms'`, a synthetic destination/template for the tenant (or a per-tenant "SMS inbound" destination), `photographer_user_id` = the company owner, caption/keywords from the sender number + body.
- **Prerequisite:** the tenant must have a DAM instance + bucket. COPA's DAM instance must exist before MMS ingestion will work; otherwise fall back to storing the downloaded file in a tenant-scoped path + an `sms_inbound/AirChat` record only.
- **Video caveat:** US carrier MMS caps media ~600KB-1.2MB. Real video won't arrive via MMS — text back an upload-link instead.

Cross-ref: `storage/kb/sms-system-plan.md` (older two-way/threading design draft).