



SMS Consent List Data Submission Guide

Updated: October 14, 2025

SMS List Data Overview

Data submitted in this format are loaded and made available in the WebMD Ignite Growth Platform (IGP) for audience segmentation to support proper inclusion of persons that have overtly consented to be contacted by your organization via SMS (text messaging). Data submitted via this format can also be used to mark overt exclusion from SMS. Exclusions for SMS are most critical for honoring a persons right to later opt-out of SMS messaging even after overtly opting in previously.

File Format Requirements

> Files are to be UTF-8 encoded

> Delimiters: Pipe (|) delimited or Comma (,) with optional double quote (") qualifiers per field.

Any double-quotes ("), backslash (\) or delimiters characters within any field must be escaped with a backslash, whether or not the field is quote enclosed.

Bad Format	Correct Format
John "A""	"John \"A\""
John "A"	John \"A\"
134 "A" St	"134 \"A\" St"
134 "A" St	134 \"A\" St
Probably a fatfinger\"	"Probably a fatfinger\\
Probably a fatfinger\	Probably a fatfinger\\
"C\O John A"	"C\\O John A"
C\O John A	C\\O John A

> If a backslash (\) precedes an actual delimiter at any place in a supplied file, that file will fail to load. This is to protect against possible data corruption as the fields after will be ambiguous in their relative position and is most easily avoided by always quote-qualifying fields.

> If data in the entire field cannot be provided, leave it blank (no characters in the field).

> First row contains headers. These are case sensitive, so please follow the below header names exactly.

> No page breaks, footers, or data summaries / totals.

File Naming Conventions

{File Type}_{YYYYMMDD}

Example:

SMSLIST_20250801

Note: File name can be in either upper or lowercase; file extension is not required.

File Delivery

Standard

For standard recurring SMS Lists, WebMD Ignite recommends building an extract and providing the most recent opt-in/out activities via SFTP in the same manner as all other file types.

Ad Hoc

For Ad Hoc submission of SMS Lists, WebMD Ignite recommends the creation of an internal folder that your marketing team can place SMS List files that has automation built to drop files to the appropriate WebMD Ignite SFTP folder.

Standard Values Required: We remove any record with a value not in the [standard value list](#).

File Layout Requirements

File Types Included: SMS List

Required: Field is required for one or more function (see below)

Standard Values Required: We remove any record with a value not in the [standard value list](#).

File Layout 1. SMS List

Column Order	Field	Header Name	Description	Example	Required	Standard Values Required	Impact Statement
1	Mobile Phone Number	mobile_phone	A person's cell phone number. This should include area code and no dashes.	6088317880	Y		All person's affiliated with this phone number will be updated for the latest SMS Opt-In status.
2	SMS Consent Status	sms_consent_status	Identifies the consumer's opt-in vs opt-out status for receiving SMS messages.	I	Y	Y	Required to identify opt-in status for SMS. Most recent status (based on SMS Consent Date) will "win" in the case of multiple records for the same phone number.
3	SMS Consent Date	sms_consent_date	Date SMS consent was collected. Format: YYYY-MM-DD.	2025-10-30	Y		Required to reconcile multiple statuses for the same phone number over time and for auditing.
4	First Name	first_name	An individual's first name.	Mary			
5	Middle Name	middle_name	An individual's middle name. Will frequently include only the first initial of the middle name.	Ann			
6	Last Name	last_name	An individual's last name, including any hyphenation.	Smith			
7	Suffix	suffix	The generational suffix for a person.	Jr			
8	Street Address 1	street_address_1	The first line of the individual's home address, not including city, state, zip.	1234 Main St.			
9	Street Address 2	street_address_2	The second line of the individual's home address, not including city, state, zip.	Apt. F12			
10	City	city	The city of an individual's home address.	Madison			
11	State/Province	state_province	Standardized state or province. For US addresses, this should be the standard 2-character abbreviation.	WI			
12	Postal Code	postal_code	The full postal (ZIP for US addresses) code, including ZIP+4 if present.	53717-1234			
13	Gender	gender	Indicates the person's gender. Valid entries are M, F and U.	F		Y	
14	Birth Date	birth_date	The person's date of birth. YYYY-MM-DD.	1973-04-23			
15	Primary Email Address	primary_email	A person's primary email address.	Mary@gmail.com			

Standard Data Values

Data Attributes with a 'Y' in the Standard Values Required column must contain one of the corresponding values found here.

Attribute	Value	Value Description
Gender	M	Male
	F	Female
	U	Unknown
	NB	Non-Binary
SMS Consent Status	I	Opt-In

	0	Opt-Out					
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