

Yotpo is an eCommerce marketing platform that helps online merchants turn one-time shoppers into customers for life while maximizing their value. Our product suite offers, amongst other products, an SMS and email marketing solution that enables merchants to compliantly collect subscribers and engage with them via these channels. As of today, we're solely invested in SMS and email, and do not offer any voice capabilities. Our customers send SMS marketing traffic over toll-free numbers or dedicated short-codes that have been assigned to them after they were verified and vetted. Each and every one of our customers is carefully vetted before being able to send any texts via these numbers. However, we are integrating a feature which will help our customers forward any inbound call that is made to their toll-free numbers or short-codes to their number of choice (for example, the number of their Customer Support) - which is why we're registering for the RMD. Our customers can't use their assigned toll-free numbers or short-codes for placing any type of phone call or robocall whatsoever. The sole purpose of registering is to allow for call forwarding from whomever calls their assigned toll-free number or short-code to their number of choice.