



Practical training and resources for building a successful text marketing business

SuperAdmin Overview

Use SuperAdmin to manage the companies and phone numbers on your platform.

The Text Co.
REPRESENTATIVE MESSAGEBOARD REAL RESULTS

SuperAdmin Dashboard

Welcome to the platform administration panel

Platform Administration

- Dashboard** (circled in red)
- Company Management
 - Create Company
 - Phone Numbers

3 Total Companies
Registered companies

3 Active Companies
Currently active

3 Total Customers
Across all companies

0 Total Transactions
All time transactions

19 SMS Events
SMS messages sent

1 Phone Numbers
Twilio phone numbers

1 Active Phone Numbers
Currently active

Recent Companies

Latest Company Registrations

Demo Company	Active
retail • admin@demo.com	

7/8/2026

superadmin
SuperAdmin

Sign Out

DASHBOARD AT A GLANCE

- 01** Review company and platform activity from one place.
- 02** See totals for companies, customers, SMS events, and phone numbers.
- 03** Use the left navigation to manage companies or phone numbers.

SUPERADMIN ACCESS

You manage every client's texting account. Clients do not receive access to their account or to SuperAdmin. Only when a package includes client-managed replies should a client receive access, and then only to the Replies section.

Company Management

Company Management is your central view of the companies you manage on the platform.

The Text Co.

Dashboard

Company Management

+ Create Company

Phone Numbers

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Company Management

Manage all companies on the platform

Platform Administration

Search companies by name, email, or industry...

+ Create Company

COMPANY	INDUSTRY	SIZE	USERS	CUSTOMERS	STATUS	ACTIONS
Demo Company admin@demo.com	retail	1-10	0	0	Active	View Details Deactivate
Other admin@text.com	restaurant	11-50	0	3	Active	View Details Deactivate
test company admin@test.com	retail	11-50	0	0	Active	View Details Deactivate

WHAT THIS AREA DOES

- 01** View company name, industry, size, customer count, and status.
- 02** Search for a company by name, email, or industry.
- 03** Use View Details when you need to review a specific company.
- 04** Create Company and Deactivate actions are also available here.

ACCESS

This administrative area is for you, not your clients. You manage each client's texting account on their behalf; clients do not receive account access.

Create Company

Create Company is where you add a new client company and establish its account on the platform.

The screenshot shows the 'Create New Company' page in the Texta Academy SuperAdmin interface. The left sidebar contains the following menu items: Dashboard, Company Management, **+ Create Company** (highlighted with a red circle), and Phone Numbers. The main content area is titled 'Create New Company' and includes the subtitle 'Create a new company account and set up the admin user.' The form is divided into two sections: 'Company Information' and 'Admin User Information'. The 'Company Information' section contains fields for 'Company Name *', 'Company Email *', 'Phone Number *', 'Industry *' (a dropdown menu with 'Select Industry' as the placeholder), and 'Company Size *' (a dropdown menu with 'Select Company Size' as the placeholder). The 'Admin User Information' section contains fields for 'First Name *' and 'Last Name *'. The bottom of the page shows the user 'superadmin SuperAdmin' and a 'Sign Out' button. The URL in the browser is 'texta-whitelabel-nine.vercel.app/superadmin/companies/create'.

WHAT THIS AREA DOES

- 01** Enter the company's basic information.
- 02** Set up the account information required by the platform.
- 03** Review the information before creating the company.

RELATED GUIDE

For the full setup process, use the Account Setup: Creating a New Company guide.

Phone Numbers

Phone Numbers is where you manage the Twilio numbers connected to companies on your platform.

The Text Co.
REASSIGNING NUMBERS: EASY. SECURE.

Dashboard
Company Management
+ Create Company
Phone Numbers

Phone Number Management
Manage Twilio phone numbers for SMS messaging

Platform Administration

Add Phone Number

🕒 Phone Number Management Guide

Release vs Delete:

- **Release:** Removes the phone number from a company but keeps it in the system for future assignment to other companies
- **Delete:** Permanently removes the phone number from the system (cannot be undone)

Best Practice: Use "Release" when you want to reassign a phone number to a different company. Only use "Delete" when you no longer need the phone number at all.

PHONE NUMBER	FRIENDLY NAME	ASSIGNED COMPANIES	STATUS	CREATED	ACTIONS	
+18334350502	test	test company admin@test.com	Release	Active	7/8/2026	Manage (1) Edit Deactivate Delete

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SuperAdmin
Sign Out

WHAT THIS AREA DOES

- 01** View phone numbers, assignment status, and active status.
- 02** Add a phone number after it has been set up in Twilio.
- 03** Assign, manage, release, deactivate, or delete numbers as needed.

BEST PRACTICE

Best practice: use one dedicated phone number per company. For assignment steps, use the Phone Numbers: Assigning a Number to a Company guide.