SMS/MMS Contact Cards

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Bluecore's contact cards allow your brand to better communicate with its customers by encouraging them to save the SMS/MMS contact information in their devices. Only one contact card per namespace is supported.

Your contact card can be sent to new or existing customers. The resulting experience prevents customers and mobile carriers from interpreting your brand's messages as spam, leading to improved engagement with your campaigns.

Prerequisites

Information in contact cards is customizable, but the following is required:

- Contact Card Name
  - The internal name of your contact card
- Phone Number
  - Use this dropdown to choose the phone number or short code associated with the contact card
- Contact Display Name
  - The name of the contact in your customers' phones, usually the company name

The following fields are optional:

- Subheader
  - A secondary title for your brand in the customers' phones, such as a short description of the brand
- Contact Image
  - The image of your company in the contact, usually a company logo
  - Acceptable file types are JPEG, PNG, and JPG.
  - The recommended photo size is 240px x 240px.
  - Maximum file size is 500 KB.
- Company URL
  - A link to your company website
- Company Email
  - A contact email address for your company

Create a contact card

To add a contact card to your SMS/MMS campaigns, first you must create a contact card in Marketing Settings.

To make a contact card, follow the below instructions:

1. Navigate to **Campaigns** > **Settings**. The Marketing Settings page displays.
2. Click **Contact Cards**.The existing contact card appears, if you have one. If not, click**Create Contact Card** to make one.
3. Add the necessary fields to your card. When you've finished filling out the fields in your contact card, click **Save**.

Adding a contact card to a campaign

When making an SMS/MMS campaign, you have the option of inserting your contact card into the message.

To insert your contact card, click the contact card icon in the Message tab.

You can also insert your contact card in automated replies and Tap to Join messages.
Automated replies are triggered when customers send certain keywords.
Tap to Join messages autofill your information addressed to the short code. The customer just needs to tap **Send** on their mobile device.
To insert it into either, click the contact card icon when building the feature.