

# Add a holdout group to an SMS/MMS campaign

03/16/2026 7:10 pm EDT

A holdout group measures the campaign's impact by comparing customers who receive the SMS/MMS with those who do not.

To learn more about holdout groups, see [Understand holdout groups](#) and [Holdout group best practices](#).


To add a holdout group to an email campaign, see [Add a holdout group to an email campaign](#)

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

In this article, you will learn how to add a holdout group to an SMS/MMS campaign.

## Add a holdout group to an SMS/MMS campaign

1. Go to  **Campaigns** and either create a new SMS/MMS campaign or select an existing one.
2. In the **Custom automated settings** tab, select **Yes** for **"Would you like to include a holdout group for this campaign?"**
3. Enter the **holdout percentage**, **test metric** if applicable, and **description**.

 If you don't want to apply the test metric, leave the percent increase blank.

BD **AUTOMATED** ×

## Untitled Campaign

Custom Automated Settings Message Summary Last updated on 3/3/2026 10:06am by amanda.labby@bluecore.com

What is this campaign called?

Is this campaign promotional or triggered?  
 Promotional/Batch ?  
 Triggered ?

What audience would you like to target?  
Target any customers in ...  
Exclude any customers in ...  
Override channel frequency capping and send to your entire audience ?  Yes  No

Would you like to include a holdout group for this campaign? ?  
 No  Yes

When do you want to send your campaign?  
If a triggered campaign is configured to send between the hours of 9 PM and 8 AM in the recipients' time zone (based on their area code), the campaign will be halted during this time frame and not sent.  
 Hourly

Repeat every

Start Date/Time