Understand SMS/MMS eligibility

09/02/2025 10:13 am EDT

SMS/MMS eligibility is a customer-level attribute that ensures that customers are getting the campaigns that they are permitted to receive.

For more information on email eligibility, see email eligibility overview.

Bluecore supports the following eligibility statuses for SMS/MMS messages:

- Opted-in
  - The customer has given their explicit consent to receive SMS/MMS communication.
- Known
  - The customer has been identified, but has neither opted-in nor unsubscribed.
- Unsubscribed
  - The customer has chosen to no longer receive marketing mobile communication from your brand.
  - This typically happens when the customer replies using an unsubscribe keyword to a send code.

Audience-level channel and eligibility filtering

Audience-level channel and eligibility filters which eligibility statuses receive marketing campaigns.

The following table represents four different audience examples, each with a different channel and eligibility, and which customers will receive marketing campaigns.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed
Status that receives marketing campaigns	Opted-in	None	None

Phone number opt-ins

Customers can manage their eligibility status through opting in via text message, through either a single or double opt-in flow.

At any time, a customer can text an unsubscribe keyword and be unsubscribed.

Single opt-in

A customer signs up to receive marketing communication by submitting their phone number. The customer is considered opted-in.

Double opt-in

A customer signs up to receive marketing communications by submitting their phone number. The customer is considered known.

Then, the customer receives a second text to confirm the opt-in, which they respond to with an opt-in keyword. The customer is now considered opted-in.