Understand SMS/MMS eligibility

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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:

- Known
- Pending confirmation
- Subscribed
- Unsubscribed

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: Subscribed	Channel and eligibility: Known	Channel and eligibility: Unsubscribed
Status that receives marketing campaigns	Subscribed	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.