Create an SMS/MMS campaign

08/05/2025 10:16 am EDT

Create and schedule one-time or recurring automated mobile campaigns through Bluecore Communicate. Within mobile, there are different options available to reflect whether it's a one-time or automated campaign. Follow the below navigation to learn more about each available campaign type.

1. Navigate to **Campaigns** > **Communicate**.
2. Then **Automated** or **One-Time** Campaigns.
3. Click **New** in the upper right-hand corner.
4. Then, click **Campaign**

Automated campaigns

1. Choose a **Channel**.
    a. **SMS Campaign**: Set up an automated SMS campaign to your customers.
    b. **Phone Number Export**: Set up an automated export of a Bluecore phone number audience segment to SFTP.
2. Click the **SMSCampaign** card.
3. Click **Next**.
4. Select the **Custom** or **Trigger** campaign type.
    a. **Custom**: Send an SMS message on a recurring cadence to any custom-built Bluecore audience (new arrivals, price decrease, or a birthday campaign).
    b. **Trigger**: Send an automated SMS message from Bluecore's triggered library.

If the campaign type of trigger is selected, the below options are available.

Trigger

- **AbandonedCart**: Trigger an SMS message to customers who abandoned their cart.
- **AbandonedProduct**: Trigger an SMS message to customers who abandoned their browse.
- **AbandonedSearch**: Trigger an SMS message to customers who abandoned their search.
- **PostPurchase**: Trigger an SMS message to customers who purchase one or more products.

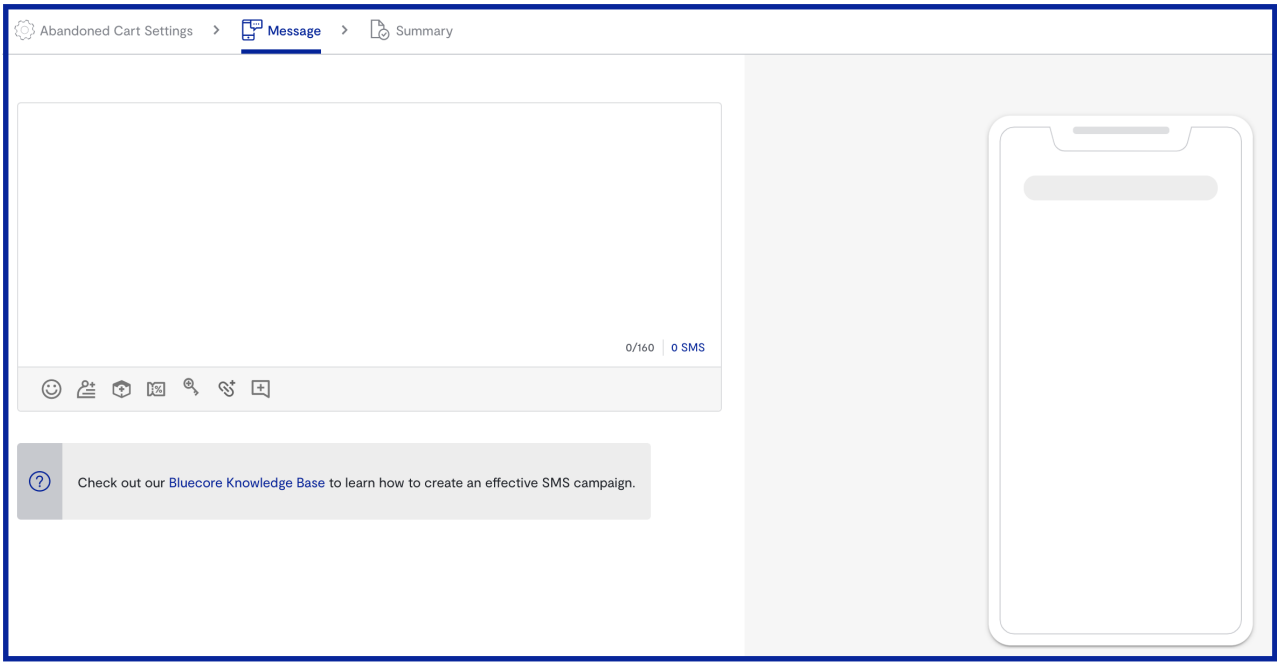
Campaign settings

1. Enter a **Campaign Name**.
2. Select a **Send Code** to send the campaign from.

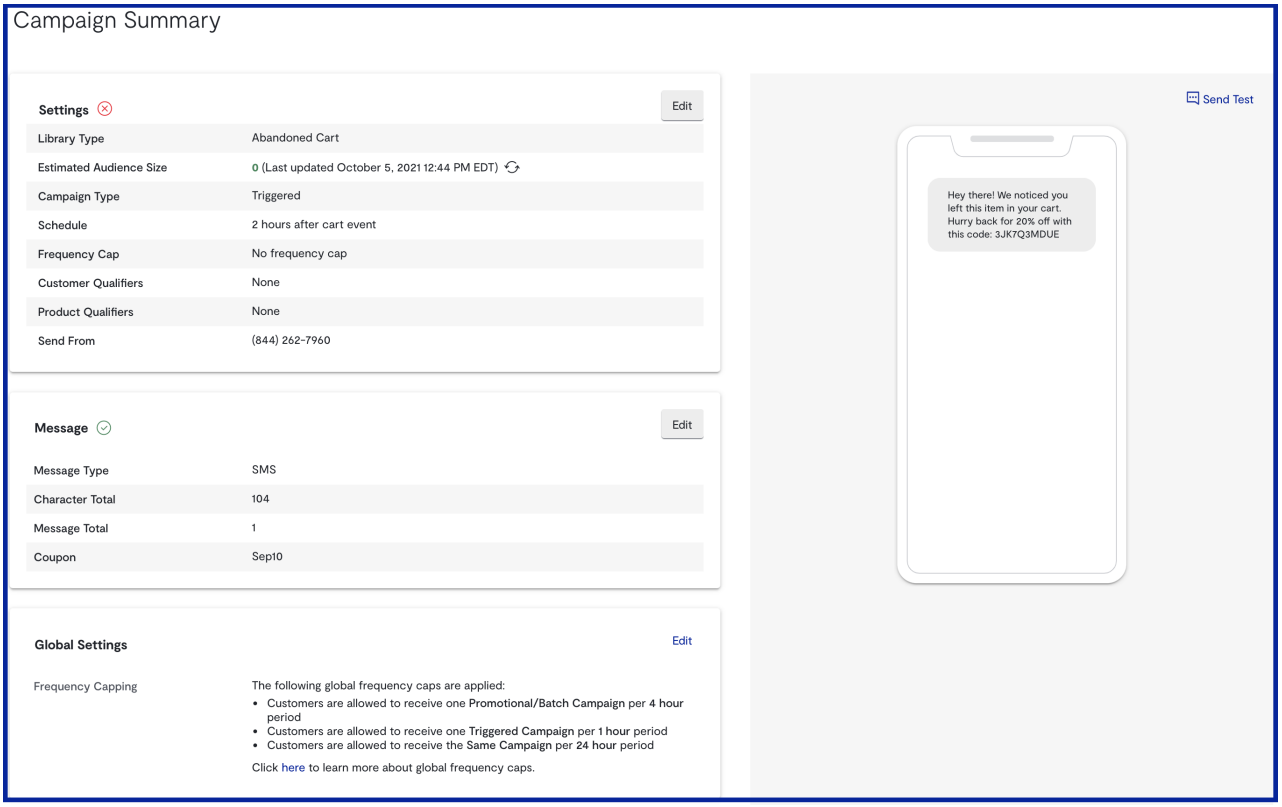
3. Determine when to **trigger** the campaign. This will be a specific number of hours after the customer has abandoned their cart, product, search, or purchased.
4. Select to use the previously configured **frequency caps** on the settings page or set additional frequency caps.
5. Add additional customer and product criteria, if applicable.
6. Click **Save & Continue** in the lower right-hand corner.

Message and summary

Next, create an SMS message. Click here to learn more about the different options that are available when building a message.



After the message has been built, review the settings and configurations on the message summary screen and send a test message before sending the campaign.



Then, click **Save & Launch Campaign** in the lower right-hand corner.

One-time campaign

1. Choose a **Channel**.
    a. **SMSCampaign**: Set up an automated SMS campaign to your customers.
    b. **PhoneNumberExport**: Set up an automated export of a Bluecore phone number audience segment to SFTP.
2. Click the **SMS Campaign** card.
3. Click **Next**.

Message settings

1. Enter a **Campaign Name**.

2. Select a **Campaign Type**.
    - **Promotional/Batch**: A campaign where a specific audience is targeted.
    - **Triggered**: A campaign that's sent based on a specific event.

3. Select a **Send Code** to send the campaign from.

4. Determine a **Send Date** and **Time**. Send the campaign immediately or schedule it for a future time.

5. Select an **audience** to send the campaign to.

6. Select to use the previously configured **frequency caps** on the settings page or set additional frequency

caps.

7. Click **Save & Continue** in the lower right-hand corner.

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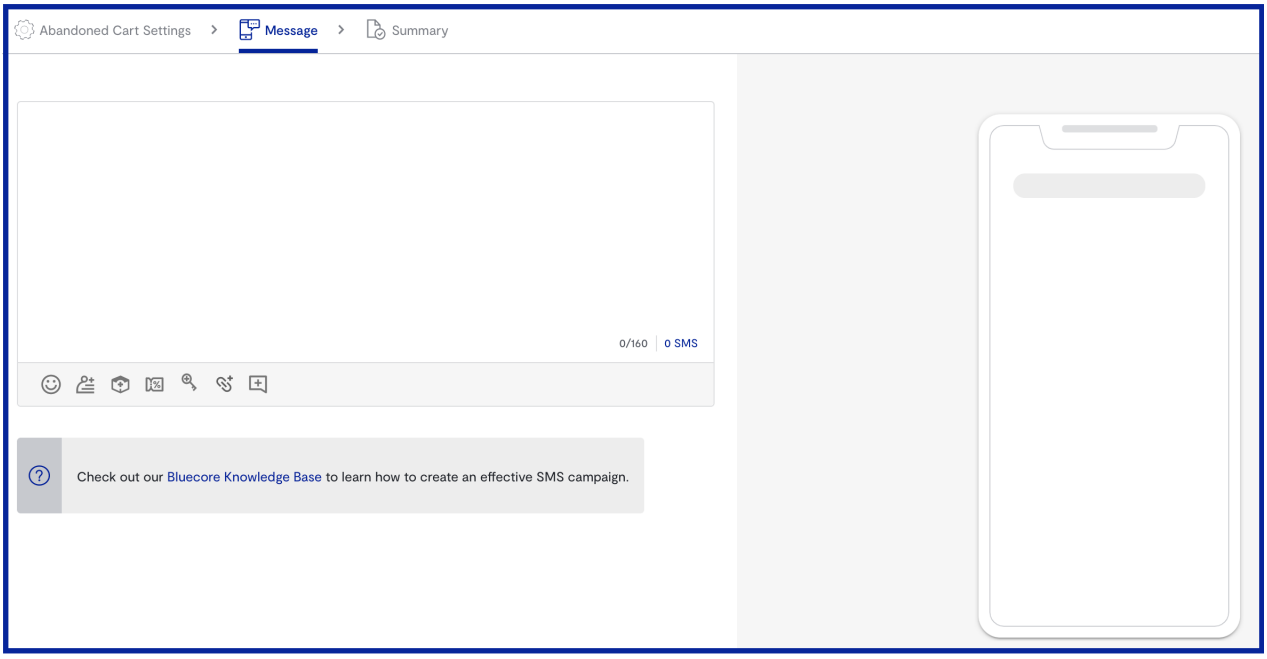

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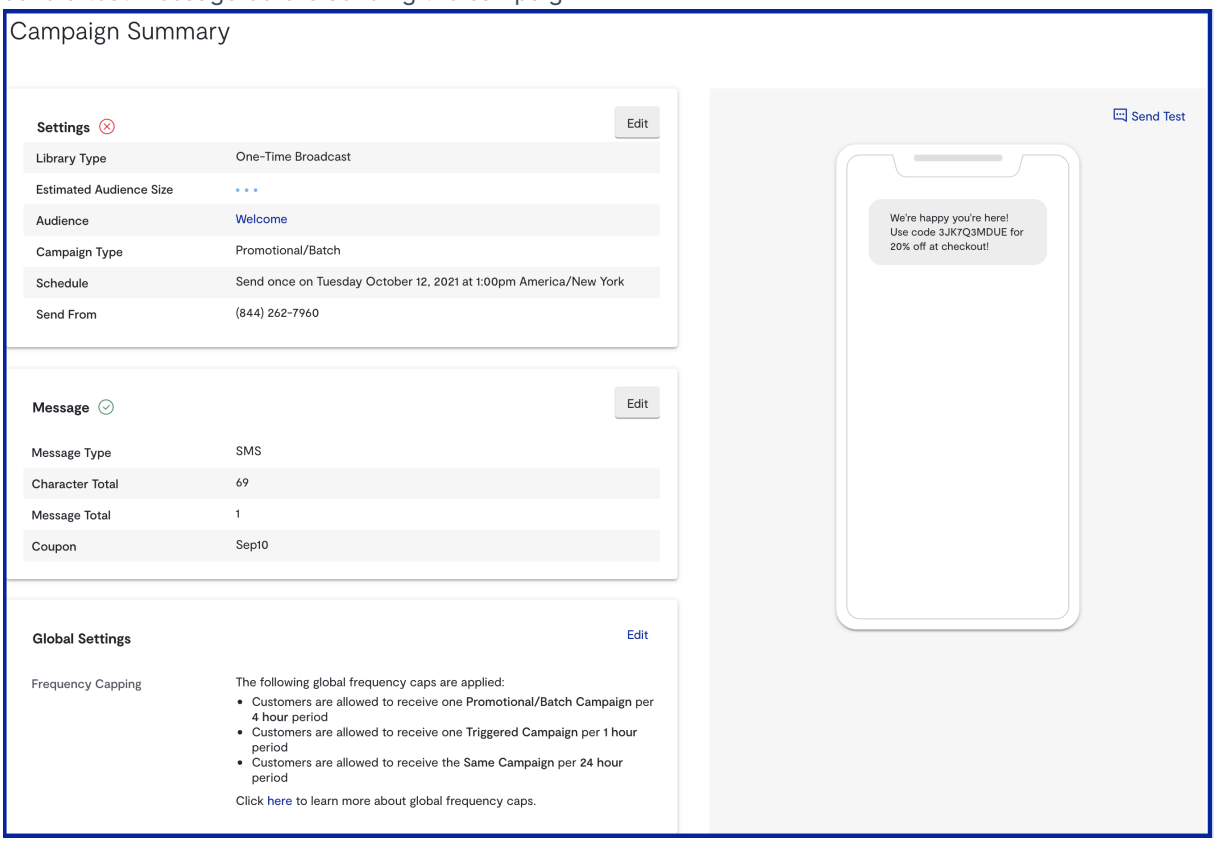

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