

# 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.

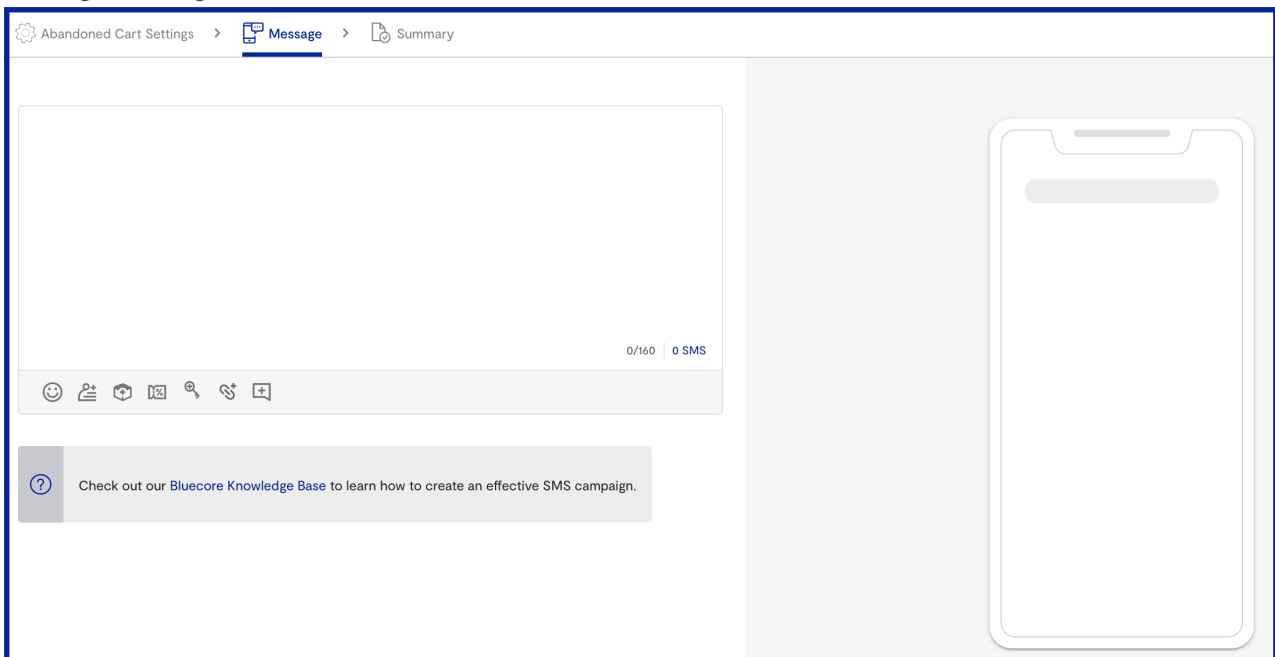
## Campaign settings

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.



The screenshot shows the 'Message' tab in the 'Abandoned Cart Settings' interface. The breadcrumb trail at the top reads 'Abandoned Cart Settings > Message > Summary'. The main content area is a large text input field. At the bottom right of the input field, it shows '0/160' and '0 SMS'. Below the input field is a toolbar with icons for emojis, text formatting (bold, italic, underline), link insertion, image insertion, and a plus sign for more options. A grey informational banner at the bottom left contains a question mark icon and the text: 'Check out our [Bluecore Knowledge Base](#) to learn how to create an effective SMS campaign.' On the right side of the interface, there is a large, light grey placeholder for a mobile device screen.

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.

Campaign Summary

Settings

Edit

|                         |   |
|-------------------------|---|
| Library Type            | Abandoned Cart                                |
| Estimated Audience Size | 0 (Last updated October 5, 2021 12:44 PM EDT) |
| Campaign Type           | Triggered                                     |
| Schedule                | 2 hours after cart event                      |
| Frequency Cap           | No frequency cap                              |
| Customer Qualifiers     | None  |
| Product Qualifiers      | None  |
| Send From               | (844) 262-7960                                |

Message

Edit

|                 |       |
|-----------------|-------|
| Message Type    | SMS   |
| Character Total | 104   |
| Message Total   | 1     |
| Coupon          | Sep10 |

Global Settings

Edit

Frequency Capping

The following global frequency caps are applied:

- Customers are allowed to receive one Promotional/Batch Campaign per 4 hour period
- Customers are allowed to receive one Triggered Campaign per 1 hour period
- Customers are allowed to receive the Same Campaign per 24 hour period

Click [here](#) to learn more about global frequency caps.

Send Test

Hey there! We noticed you left this item in your cart. Hurry back for 20% off with this code: 3JK7Q3MDUE

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

## One-time campaign

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

## Message settings

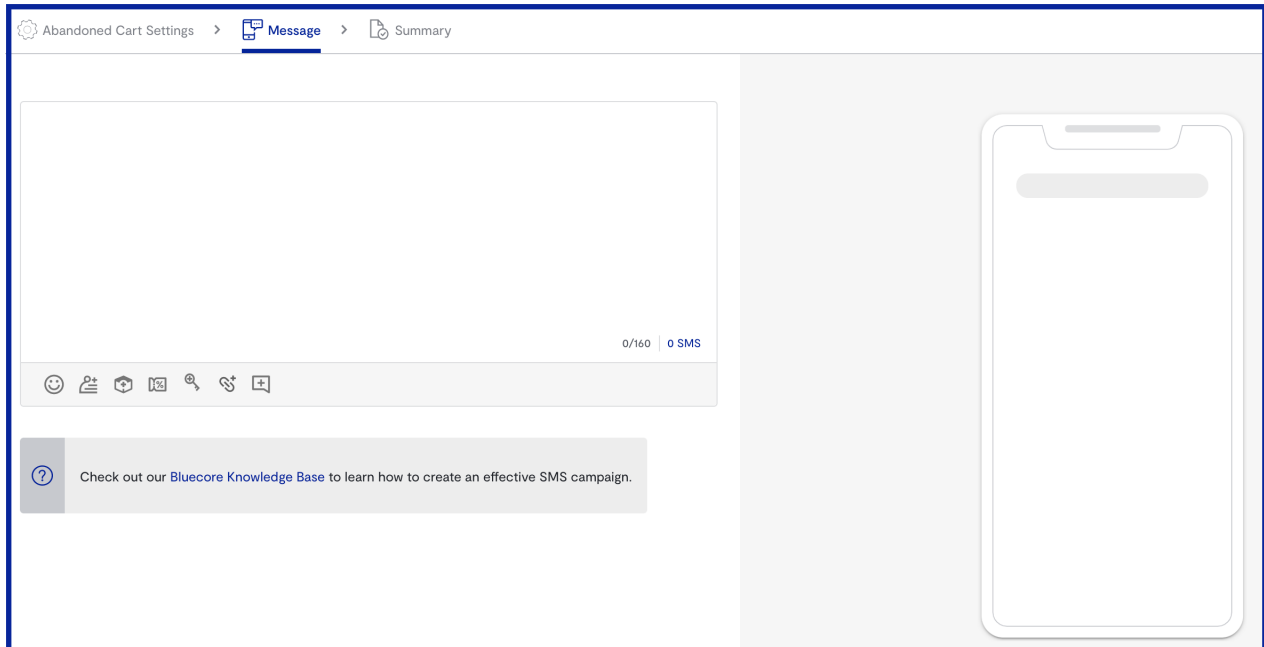
- Enter a **Campaign Name**.
- Select a **Campaign Type**.
  - Promotional/Batch**: A campaign where a specific audience is targeted.
  - Triggered**: A campaign that's sent based on a specific event.
- Select a **Send Code** to send the campaign from.
- Determine a **Send Date** and **Time**. Send the campaign immediately or schedule it for a future time.
- Select an **audience** to send the campaign to.
- Select to use the previously configured **frequency caps** on the settings page or set additional frequency

caps.

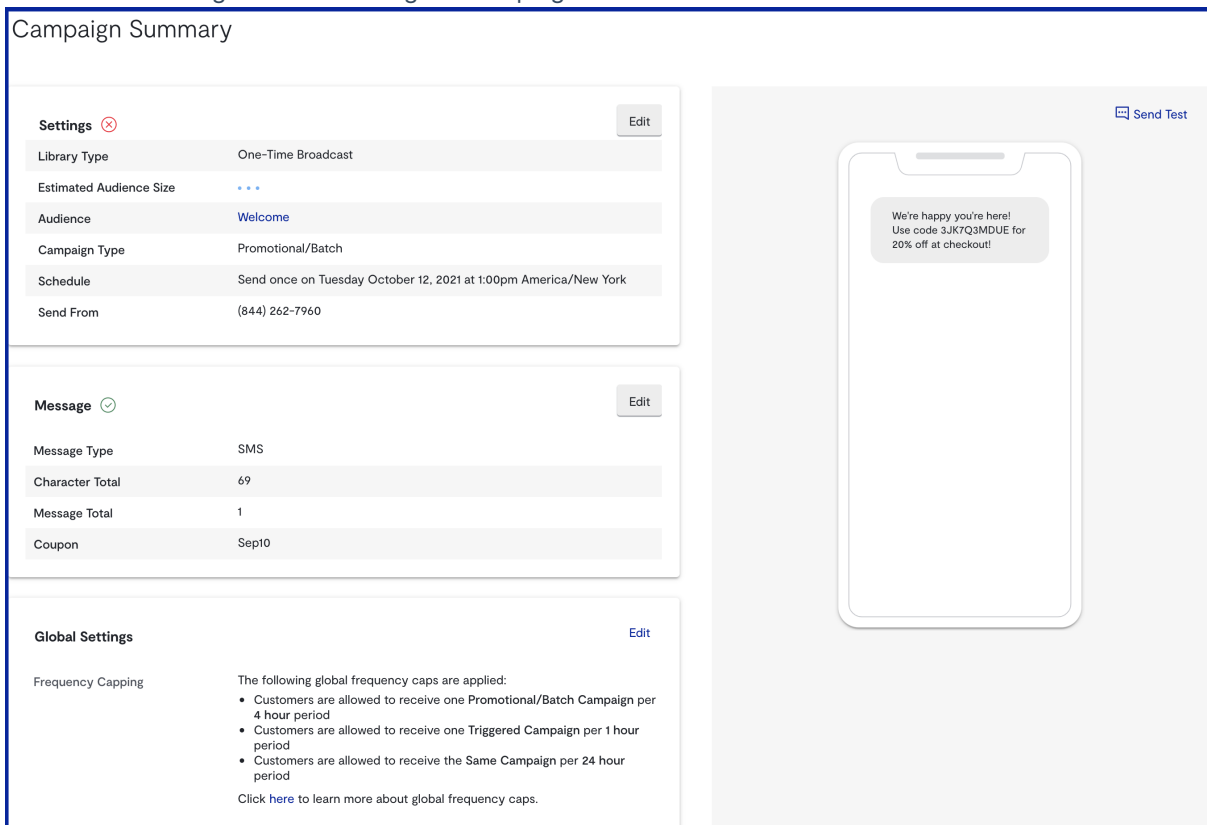
7. Click **Save & Continue** in the lower right-hand corner.

## 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.

