

SMS/MMS Settings

08/01/2025 1:44 pm EDT

You can use the Communicate Settings page to configure global-level settings across all SMS/MMS campaigns.


Navigate to the SMS settings by following the below steps.

1. Navigate to Campaigns > Communicate > Settings
2. Then, select the SMS/MMS Settings tab.

Campaign Notifications

Enter any email addresses to receive a notification when the SMS/MMS campaign has started and completed. Campaign notifications do not apply to hourly campaigns.

CAMPAIGN NOTIFICATIONS
Send an email notification to users when a campaign starts sending or is completed.

 Hourly campaigns are not eligible for campaign notifications.

Get email alerts when a campaign

☒ Started

☒ Completed

Send emails to the following recipients

Add emails here: hello@email.com, email@email.com

Note: These changes will only apply to future campaigns.

SAVE

Campaign Testing

Preset the default phone numbers for SMS/MMS testing. Additional phone numbers may be added when creating a campaign.

All phone numbers must be previously opted-in to receive a test message. Opt-in using the keywords and language configured in Send Codes and Keywords. Phone numbers added here must be in the same geolocation as the send code.

CAMPAIGN TESTING

Configure a list of phone numbers below to pre-populate the send test modal when sending a test text message. You will have the option to add or remove phone numbers on the campaign summary page before sending a test.

All phone numbers must be opted-in to receive test messages. Messages can only be sent to phone numbers that are in the same geolocation as the send code.

Send test messages to the following recipients

+1

Channel Frequency Capping

Configure frequency caps to limit the number of messages a subscriber can receive. Frequency caps that are configured here are automatically applied across all existing and new SMS campaigns. Frequency caps can be configured for promotional/batch and triggered campaigns.

GLOBAL FREQUENCY CAPPING

Set account-level frequency caps here to automatically apply frequency caps across all live and newly created SMS campaigns. Any frequency caps configured at the campaign-level will be honored in addition to any frequency caps configured here.

Frequency caps are applied across all send codes.

Promotional/Batch Campaigns

Customers are allowed to receive one text message per hour period.

Triggered Campaigns

Customers are allowed to receive one text message per hour period.

Same Campaign

Customers are allowed to receive the same text message once per hours.

SAVE

Send Codes and Keywords

Any usable [send codes](#) will be displayed here. These cannot be removed but your admin can determine the key purpose of each sending code – for Promotional, Transactional Sends, or Loyalty/Other. Bluecore recommends using separate send codes for transactional and promotional messages.

This designation will allow for the sending number to only show up in specific campaign types and prevent misuse of sending codes for the wrong campaign type.

Email Settings

SMS Settings

Campaign Notifications

Campaign Testing

Channel Frequency Capping

Send Codes and Keywords

Tap-to-Join Links

Message Add-Ons

Tracking Parameters

Send Times

SEND CODES AND KEYWORD MANAGEMENT

Bluecore recommends using separate send codes for transactional and promotional messages.

(844) 262-7960

Toll-free

Promotional Sends

Manage Keywords and Replies

(844) 984-3018

Toll-free

Promotional Sends

Manage Keywords and Replies

34300

Short Code

Promotional Sends

Manage Keywords and Replies

1234

Short Code

Transactional Sends

Manage Keywords and Replies

For each send code, you can configure the corresponding message replies and/or actions by clicking **Manage Keywords and Replies**. The following sections must be configured with your corresponding brand name. Please be sure to align all language with legal and compliance within your organization.

The following message types are options:

- **Subscribe: Single Opt-In via File Upload**
 - Customers will automatically be subscribed by being uploaded in file upload.
- **Subscribe: Single Opt-In via Text or Website**
 - Customers will be automatically subscribed following a text or website conversion event.
- **Subscribe: Double Opt-In via File Upload**
 - Customers will enter the subscription flow via a file upload.
- **Subscribe: Double Opt-In via Website**
 - Customers will enter the subscription flow following a text or website conversion event.
- **Subscribe: Double Opt-In via Text**
 - Customers will enter the subscription flow following a text or website conversion event.
- **Subscribe: Double Opt-In Confirmation**
 - Customers will be fully opted-in when they reply to the Double Opt-In Subscription message with one of these keywords.
- **Help**
 - Customers will receive information on how to contact your brand for additional help when they reply with one of these keywords.
- **Unrecognized Keywords**
 - Customer sends through a message or keyword that is not previously configured or set up.
- **Unsubscribe**
 - Customers will be fully opted out of the send code when they reply with one of these keywords.

Custom Keywords and Replies

Through custom keywords and replies, you can set up automated replies, triggered when customers send specific messages to your number.

Unlike default keywords, custom keywords can't have actions tied to them.

For example, you could send information about your brand when a customer types "Who is this."

To set up an automated reply, follow the below steps:

1. Navigate to > **Settings**. The Marketing Settings page displays.
2. Click **Send Codes and Keywords**.
3. Choose the send code you want to configure.
4. Under Custom Keywords and Replies, click **Add Custom Keyword**.

You can edit the following fields to your keyword reply:

1. Status
 - a. This will toggle whether the reply is active for customers
2. Title
 - a. This is an internal-only field to describe the keyword reply.
3. Description
 - a. This is an internal-only field to describe the keyword reply.
4. Keywords
 - a. Add one or multiple keywords that will trigger the reply.
 - b. Keywords can only be associated with one automated reply. Any duplicate keyword added will be removed from its previous instance and used in the new instance.
 - c. Special characters can't be used in keywords.
5. Message
 - a. The message in the automated reply.

Once you're ready, click **Save**.



Keywords and Replies



STATUS



Active

TITLE

Title



DESCRIPTION

Description

KEYWORDS

Write Keyword



Keywords can only be associated with one automated reply. Any keyword added here that is associated with another automated reply will be removed from its previous instance and used here.

MESSAGE

0/160 | 0 SMS



Cancel

Save

Tap-to-Join Links

These links can be used on Site or Advertise campaigns to automatically direct shoppers to a default phone messaging app with a previously configured SMS/MMS subscription message.

Once the customer clicks on a link, they're redirected to their messaging app, with the message already loaded, ready for them to send.

For example, you could use Tap-to-Join to embed a link into a CTA within an email template that's only visible in mobile.

They can also be used externally, such as a QR code in a physical store.

We suggest splitting out links by channel, so you can see the reporting broken out easier.

Message Add-Ons

Configure an organization prefix to display at the beginning of a text message to allow your customers to easily identify who is sending them the message. Add in your business or brand name to easily identify in every message.

Opt-out language can be configured here and added when creating a message. This language allows your customers to unsubscribe from your SMS/MMS marketing program.

You can create multiple organizational prefixes and opt-out language options.

Message Add-Ons

Configure an organizational prefix and opt-out language below. These settings can be added to your message during message creation.

Organizational Prefix

This prefix is automatically added to every SMS campaign to identify your brand to subscribers.

 [Configure Prefix](#)

Opt-Out Language

You are legally required to give your subscribers an option to cancel. This language will appear at the bottom of each message that you are sending.

 [Configure Opt-Out](#)

Tracking Parameters

Tracking parameters are used to integrate Bluecore analytics with other third-party analytics providers. Tracking parameters that are configured on this page can be modified during campaign setup and will automatically appear in net new campaigns.

TRACKING PARAMETERS

Set the tracking parameters here that will prepopulate on new campaigns. You will have the option to change the default option within each campaign during setup.

Promotional/Batch Campaigns

utm_source = bluecore ✕

utm_medium = sms ✕

[+ Add tracking parameter](#)

Triggered Campaigns

utm_campaign = {{campaign_name}} ✕

utm_medium = sms ✕

utm_source = bluecore ✕

[+ Add tracking parameter](#)

Send Times

The [Telephone Consumer Protection Act \(TCPA\) guidelines](#) requires that text messages be sent only between 8 AM and 9 PM in the recipients' time zone (derived from their area code). Sometimes this is referred to as "quiet hours" or as the "quiet window."

Bluecore will automatically adhere to these regulations without any additional configuration in your Audiences.

Any promotional/batch campaigns that are scheduled outside of this window will be delivered the following morning. Any triggered campaigns that are scheduled outside of this window will be suppressed and will not be sent.

Transactional sends are not affected by quiet windows.

