# **SMS/MMS Settings**

08/01/2025 1:44 pm EDT

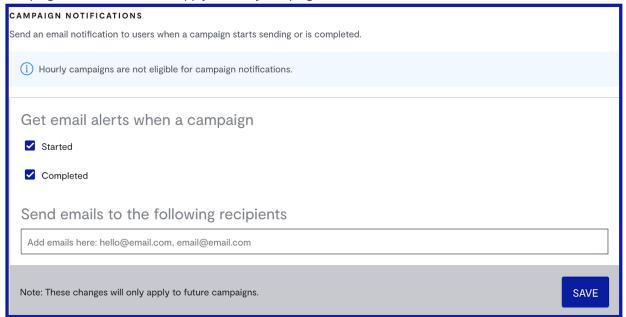
You can use the Communicate Settings page to configure global-level settings across all SMS/MMS campaigns.

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 Testing**

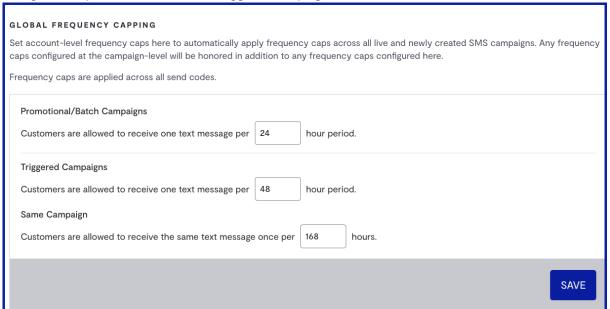
Preset the default phone numbers for SMS/MMS testing. Additional phone numbers may be added when creating a campaign.

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

# **Channel Frequency Capping**

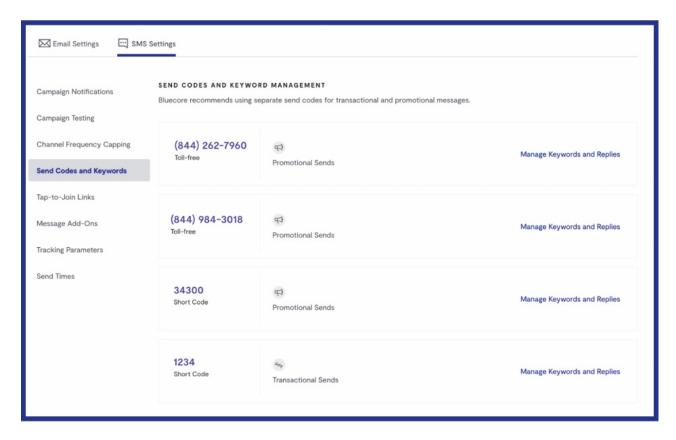
Configure frequency caps to limit the number of messages a subscriber can receive. Frequency caps that are configured here are automatically applied across all existing and new SMS campaigns. Frequency caps can be configured for promotional/batch and triggered campaigns.



# **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.



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
  - o 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."

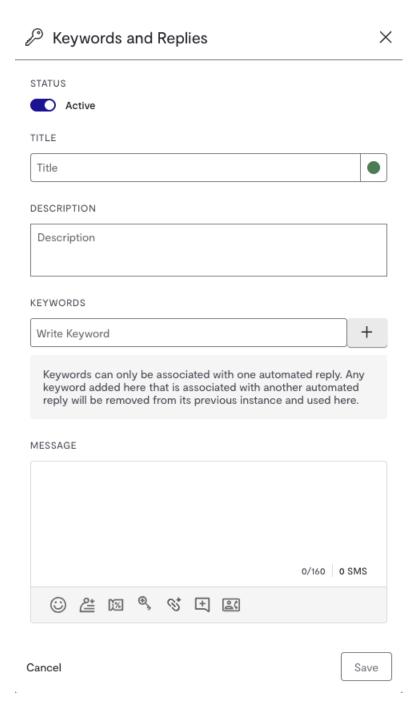
To set up an automated reply, follow the below steps:

- 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.



# **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.

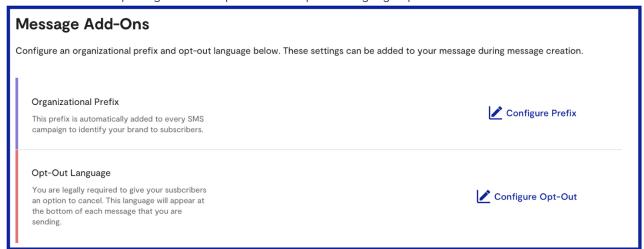
We suggest splitting out links by channel, so you can see the reporting broken out easier.

### 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.

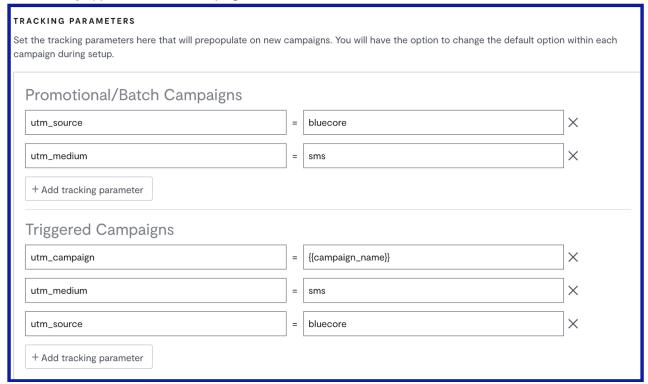
Opt-out language can be configured here and added when creating a message. This language allows your customers to unsubscribe from your SMS/MMS marketing program.

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



### **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.



#### **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.



#### **Contact Cards**

Contact cards allow your brand to better communicate with its customers by encouraging them to save the SMS/MMS contact information in their devices.

For more information, see SMS/MMS Contact Cards.