

Getting Started with SMS Reference Guide

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Express a sense of urgency by targeting your customers in a multi-channel experience by engaging them with text message campaigns. Send a personalized message to your customers at the right time in the customer journey in conjunction with other Bluecore Communicate, Site, and Advertise campaigns. With Bluecore's SMS program, you can send:

- Real-Time Welcome SMS Triggers
- Behavioral (cart abandonment, browse abandonment, post purchase) and Merchandising Triggers (back in stock, price drop)
- Personalized Batch Campaigns (leverage Bluecore's advanced data models to better understand understanding customer and product data category affinity)
- Multi-Channel Email and SMS Campaigns (send a text message to your customers who clicked an email and has purchased in the last 90 days)

***Disclaimer:** Nothing herein should be construed or interpreted as legal advice. Bluecore strongly recommends you seek legal counsel to confirm your SMS program complies with your company's internal policies, applicable data protection laws, and general industry-standard practices, as all may be revised from time to time.*

Integrate with Bluecore

Bluecore will help you with the integration required for SMS. However, it's important to understand the necessary components that Bluecore needs to get the integration started.

- **Customer Data:** A file with all customer data that you may have available including phone number, email, and any additional customer attributes.
- **Opt-in Data:** A file with phone numbers of customers that have previously opted-in.
- **Unsubscribe Data:** A file with phone numbers of customers that have indicated that they'd no longer like to receive communications from your brand.

Bluecore will help you get these files imported.

Acquire a sending code

Once you've set up an integration with Bluecore, the next step is to set up a high throughput toll-free SMS number. This number is used to send your SMS campaigns. Follow the steps outlined in [this article](#) to learn more about how to choose a high throughput toll-free number and create a number in the SMS integration.

SMS settings

Configure SMS-level settings for all campaigns, such as: notifications, coupons, frequency capping, keywords and replies, and tracking parameters.

Create a phone number audience

Before selecting a campaign type and creating a campaign, the next step is to set up a phone number audience that will be used to send the campaign to.

Set up the campaign

After the integration and sending code have been configured, the next step is to determine a campaign type and configure the campaign settings, and then enter the [campaign content](#).

Before setting the campaign live, be sure to send a test message to ensure the campaign is sending as you'd imagine. Double check personalized items in the campaign such as customer attributes and coupons.

Analytics

After your SMS program begins sending, view analytics using Bluecore's analytics.
