

Understand SMS/MMS unsubscribe handling

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 This article describes a new feature which is in early access and not available for general use at this time. This will be available in a future release.

If you are interested in being an early access client, reach out to your Customer Success Manager.

Bluecore uses two methods to capture SMS/MMS unsubscribes: keyword detection and intent recognition.

When Bluecore detects an unsubscribe message, the customer receives the unsubscribe confirmation message.

Keyword detection

Bluecore detects and handles keywords in two ways: TCPA keywords, and custom keywords.

For both TCPA and custom keywords, a customer is unsubscribed when responding with an exact match.

TCPA keyword detection

The following keywords are required unsubscribe keywords defined by the TCPA:

- Cancel
- End
- Stop
- Unsubscribe
- Quit

User-defined keyword detection

You can add keywords that aren't required by the TCPA in [SMS/MMS Settings > Custom Keywords and Replies](#).

Intent recognition

Intent recognition uses predefined patterns derived from historical SMS response data to detect unsubscribe requests.

If a customer responds with frustration, Bluecore can identify unsubscribe intent through non-keyword responses, such as:

- Complaint language, such as "Shut up" or "Remove me from this list"

- Elongated words, such as "Stopffff"
- Negative emojis, such as "████"
- Minor typos, such as "Stpo"

Ignored messages

Bluecore ignores reaction messages, such as:

- Liked 'Reply STOP to unsubscribe'
- Reacted ☺ to 'Reply STOP to unsubscribe.'

These aren't considered unsubscribes.

Reviewing intent recognition responses

To receive a list of unsubscribes, contact support@bluecore.com.

If you believe that any customers were unsubscribed incorrectly, you can [create an import](#) to re-subscribe users via [single or double opt-in](#) methods.



Nothing in this article should be construed or interpreted as legal advice from Bluecore.

As between you and Bluecore, you are solely responsible for obtaining all necessary consents when collecting and processing phone numbers and providing phone numbers to Bluecore to send SMS/MMS messages on your behalf.

Toll-free numbers and STOP responses

In addition to the keyword detection and intent recognition that Bluecore handles, toll-free carriers can enforce a block at the network level.

Toll-free numbers automatically handle STOP responses and block the customer from receiving additional campaigns from that number.

If a customer responds with STOP, they receive this automatic reply from the network:

NETWORK MSG: You replied with the word "stop" which blocks all texts sent from this number. Text back "unstop" to receive messages again.

Because the carrier handles the STOP keyword response, Bluecore doesn't receive a record of the customer's response.

The customer's eligibility status in Bluecore doesn't change, but they will not receive further campaigns from the toll-free number until they respond with either UNSTOP or START. The customer won't be unblocked if they respond with any custom keywords.

Only toll-free numbers block customers. When a customer responds STOP to a campaign sent from a short code, Bluecore detects the TCPA keyword and unsubscribes the customer.