Set SMS/MMS campaign rules

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SMS/MMS Settings

Configure global SMS/MMS settings across all campaigns. Manage send codes, keywords, frequency caps, opt-in flows, and TCPA compliance rules in one centralized location.

Understand holdout groups

Learn how holdout groups measure campaign performance by comparing test and control audiences to calculate lift and optimize your marketing strategy.

Holdout group best practices

Learn best practices for adding holdout groups to email and SMS campaigns to test hypotheses and measure impact.

Add a holdout group to an SMS/MMS campaign

Learn how to set up holdout groups for your SMS/MMS campaigns to measure marketing impact and optimize performance effectively.

Understand SMS/MMS unsubscribe handling

Learn how SMS unsubscribes work with keyword matching and intent detection.

Configure SMS/MMS channel frequency capping

Learn how to set SMS frequency caps in Bluecore to optimize messaging strategies and ensure compliance. Discover steps to customize your campaign settings.

Set adjustable send times

Control SMS/MMS campaign send times by day of the week within TCPA compliance windows. Set custom hours and block specific days.