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.

Mobile Holdout Groups

Learn more about how to hold out a percentage of your audience to prove incremental lift of an individual campaign.

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.