

Add a coupon to an SMS/MMS campaign or message

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Coupons help marketers drive conversions and reward loyal customers via your SMS/MMS campaigns.

In Bluecore, you can import your own coupon bank so your customers automatically receive a coupon code with your campaign.

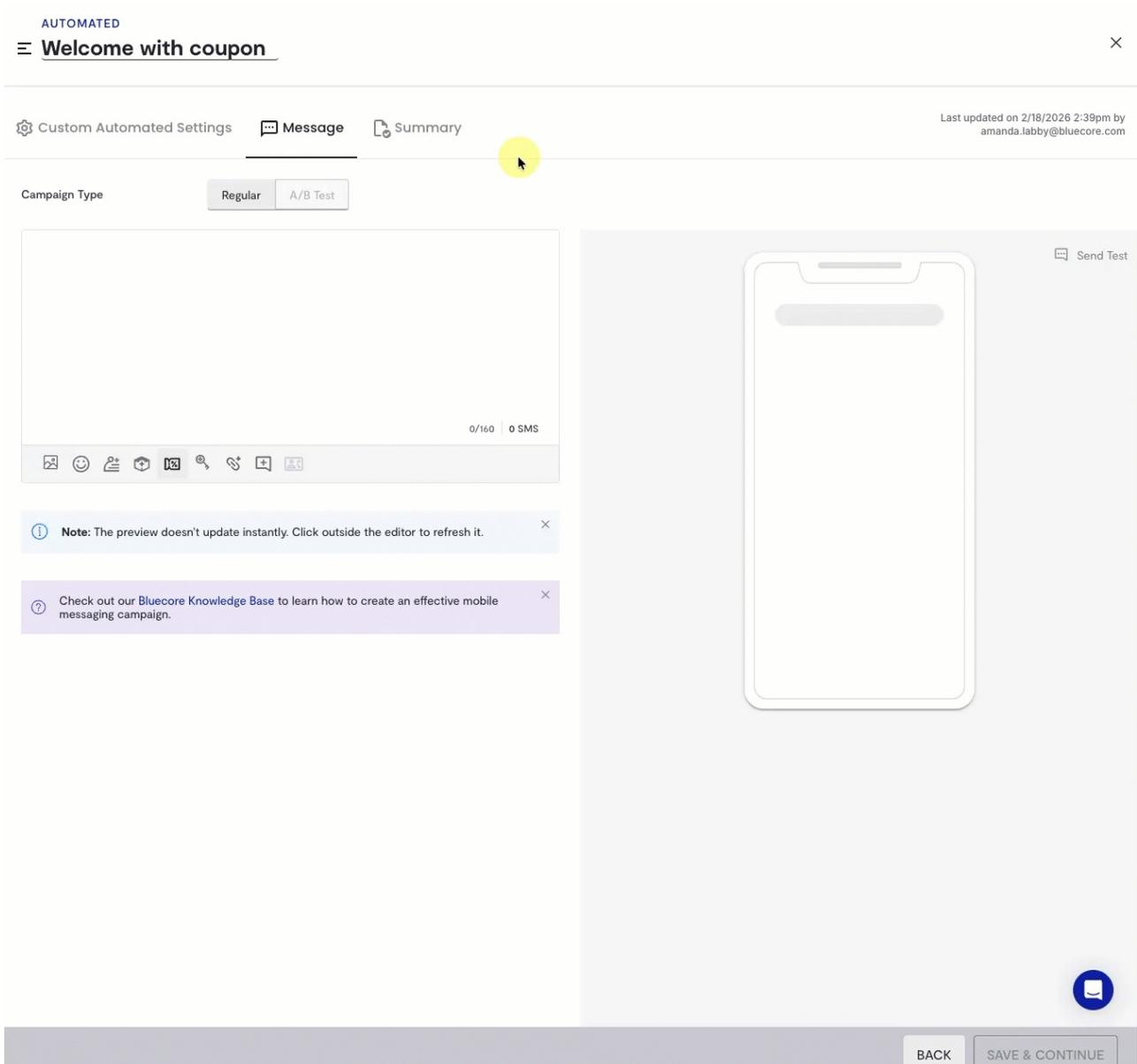
In this article, you'll learn how to add coupons from your coupon banks to SMS/MMS campaigns and keyword responses.

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

For more information on coupon banks, see [Managing coupons for Bluecore Communicate](#).

Add a coupon to a campaign

1. Go to **Campaigns** > **Automated** or **one-time campaigns** > **New** > **Campaign**.
2. Select an SMS/MMS campaign and define your campaign type.
3. In the campaign, go to the **Message** tab.
4. In the message body, click **Insert coupon code**.
5. Search for and select the coupon bank that the campaign will use and click Insert. A variable named `{coupon}` appears in the message body. This is where the coupon code appears.
6. Continue creating the campaign.



Add a coupon to a keyword message

1. Go to **Campaigns > Settings > SMS/MMS settings > Send codes and keywords** and select the short code or toll-free number.
2. Click **Edit** next to the message type you want to add the coupon to.
3. In the message body, click **Insert coupon code**.
4. Search for and select the coupon bank that the campaign will use and click **Insert**. A variable named `{coupon}` appears in the message body. This is where the coupon code appears.
5. Click **Save**.

Marketing Settings

- Platform Settings
- Email Settings
- SMS/MMS Settings**

Campaign Notifications

Campaign Testing

Channel Frequency Capping

Send Codes and Keywords

Tap-to-Join Links

Message Add-Ons

Tracking Parameters

Send Times

Contact Cards

SEND CODES AND KEYWORD MANAGEMENT

Bluecore recommends using separate send codes for transactional and promotional messages.

Only Short Code numbers can leverage replies configured for HELP, UNSUBSCRIBE, or STOP. For Toll-Free send codes, replies for HELP, UNSUBSCRIBE, or STOP come directly from the Carriers, even if configured below.

(844) 504-2527 Toll-free	 Promotional Sends	Manage Keywords and Replies
34300 Short Code	 Promotional Sends	Manage Keywords and Replies
34301 Short Code	 Promotional Sends	Manage Keywords and Replies
34302 Short Code	 Promotional Sends	Manage Keywords and Replies
34303 Short Code	 Promotional Sends	Manage Keywords and Replies
34304 Short Code	 Promotional Sends	Manage Keywords and Replies
34500 Short Code	 Promotional Sends	Manage Keywords and Replies

