

## Additional Opt-in Keywords

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Your Mobile Text Alerts account comes with access to unlimited free [opt-in keywords](#) on your account's unique 10-digit number.

Additional opt-in keywords can be added to your account by selecting the "Add Opt-In Keyword" button toward the top.



You can use additional opt-in keywords to allow people to subscribe themselves to specific groups or segments on your account. (You can assign a keyword to a specific group when adding the keyword or anytime under your "[Opt-in Keywords](#)" tab.)

Whether you are using text alerts for [SMS marketing](#) or for organizing church ministries, these additional keywords can be helpful in targeting your messages to the right people.

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*Start sending mass text alerts today with [Mobile Text Alerts!](#)*