

<u>Knowledgebase</u> > <u>Mobile App Guide</u> > <u>App Pages</u> > <u>Keywords (Mobile App)</u>

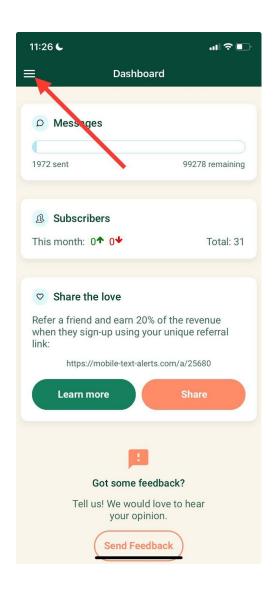
Keywords (Mobile App)

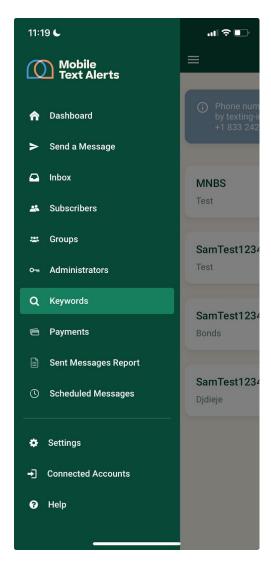
C.J - 2025-05-27 - Comments (0) - App Pages

Your account will come with at least one free "opt-in keyword." This is a word that people can text in to a particular number in order to be automatically added to your subscriber list.

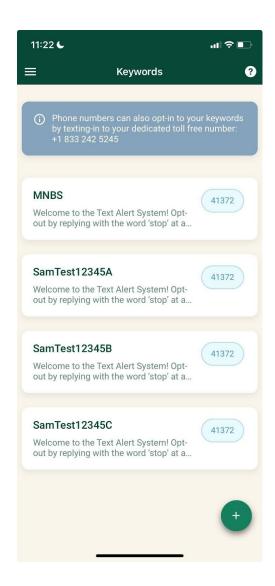
For example, if your keyword was "sale" on the number 41372, people could send a text containing the word "sale" (no quotes) to 41372 and their number would automatically be added to your database.

You can view and manage your opt-in keywords from your mobile app by clicking the icon in the top left corner of the screen and then by clicking the Keywords tab:

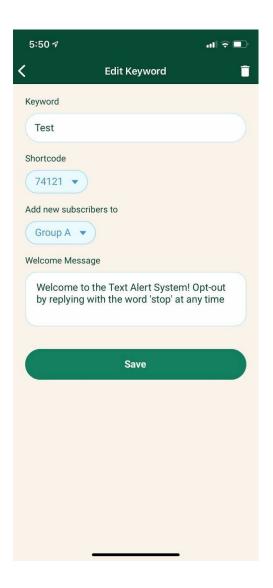




This page will show you your account's opt-in keywords and the number(s) people need to text the keyword into in order to subscribe:



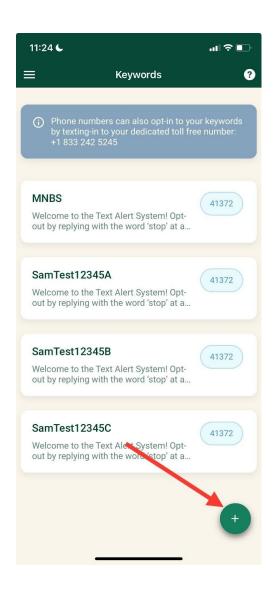
You can tap the entry to view and edit further details for the keyword:



- *Keyword* The "Keyword" field shows you the the actual word that people must text in to be added to your subscriber list. This is the word you selected when you purchased/added the opt-in keyword. You can change your keyword at any time from here.
- *Shortcode* This shows the number that people must text the keyword to in order to be added to your subscriber list.
- *Add new subscribers to...* This optional field will allow you to select a "group" from your account. When people text in your keyword, they will be automatically added to the designated group. (More on groups here.)
- Welcome Message Here you can type out an auto-response message for your subscribers to receive when they text in your opt-in keyword.
 Anytime someone texts in your keyword to the number they will automatically receive whatever message you enter in this box.

Click "Save" to save any changes you make.

To add a new opt-in keyword, click the "+" icon on the bottom right side of the screen:



(Note that if you don't have any remaining free opt-in keywords on your account, adding a new keyword will add \$5/month to your account fees.)