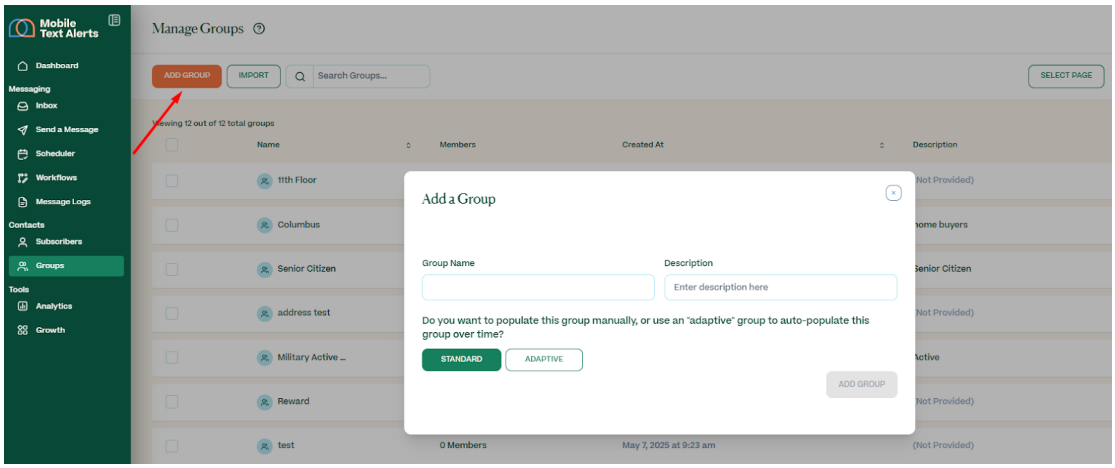
Manage Groups

Sam Pelton - 2025-06-26 - Comments (0) - Platform Basics

The ability to organize your subscribers into different segments (called "groups") enables you to send out targeted messages to specific segments (such as "Local Customers" or "Employees" or other relevant groups).

And targeted messaging makes your SMS efforts more effective!

This tutorial will walk you through how to navigate the “Manage Groups” page. (See here for info on how to organize subscribers into groups and remove them from groups.)



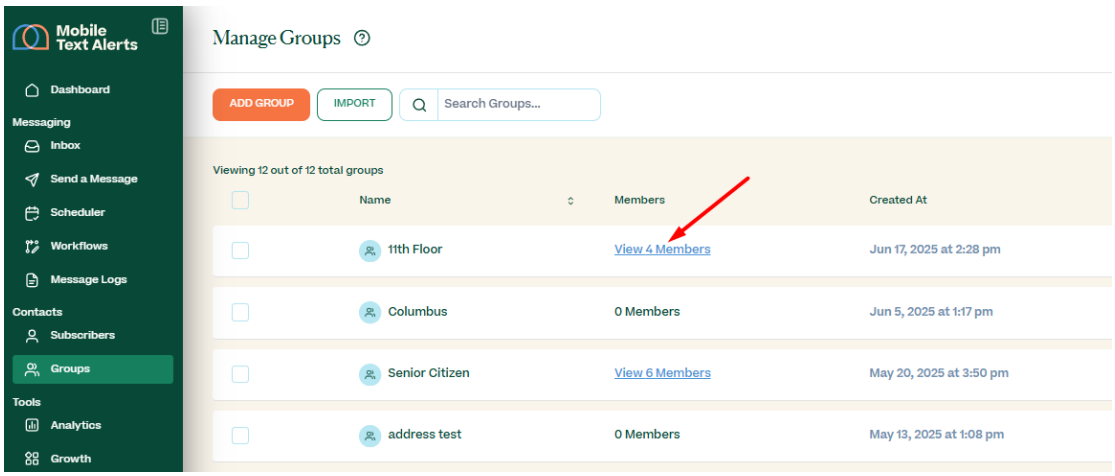
Add a Group

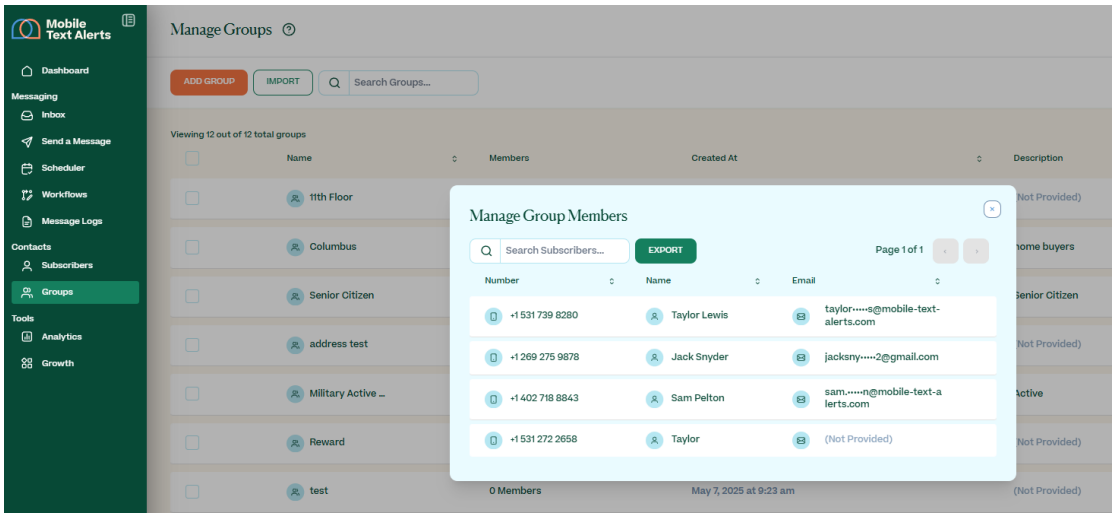
To add a group, click the orange “Add Group” button towards the top of your screen. You'll then be able to enter a name and description for your group, as well as select whether you'd like your group to be an “adaptive group.”

View Members

You can see a list of all the subscribers that belong to a specific group by clicking “View Members” on that group’s row.

Clicking “View Members” will cause this screen to come up, showing a report of all the members’ names, phone numbers, and email addresses:





From here you can search through the list of group members using the search bar at the top, and you can click "Export" to download a CSV file listing all the group members.

You can also remove individual subscribers from the group from this screen by clicking the "Trash Bin" icon. (Note that you cannot remove individual subscribers from an adaptive group. Also note that to remove multiple people from a group at once, go to the "Manage Subscribers" page.)

Edit a Group and View Information

To edit a group and view information related to that group, click the "Details" button on the row of the group that you would like to edit. You can then enter in a new name and description for your group, as well as view other information for the group. Click “Save” when you are done editing to save your changes.

Delete Groups

To delete a group(s) from your account, select the checkmark option next to each group you'd like to delete. Then click the "Delete Selected" button that appears. You can select 1 or more groups to delete in this way. (You can also click "Select Page" to select all the groups on the page.)

Note: deleting a group(s) will not delete any of the subscribers in the group(s).

Other Tools

You can search through your different group names by typing a query into the search box at the top.

Clicking "Import" will allow you to import a contact list directly into a new or existing group

The ability to organize subscribers into groups is useful for a variety of reasons, from sending business SMS to emergency notifications.