What is a keyword? How do I view/change my keyword?

Sam Pelton - 2026-04-18 - Comments (0) - General

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 to be automatically added to your contact 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 edit opt-in keyword information (including changing your keyword and changing the auto-response people receive when they text in your keyword) under your **"Keywords"** tab on your control panel.

NOTE: While keywords on the short code numbers are limited, you can have unlimited keywords on the dedicated 10-digit phone number that comes with your account.

If you're using the mobile app, you can view and edit your opt-in keyword(s) under the **"Keywords"** tab on the navigation bar (just tap on the keyword you'd like to edit to change information for that keyword).