



Keyword Campaign Advanced Features

The Keyword Campaign has several Advanced Features which allow you to capture more information about your customers.

The Advanced Features include:

- Do not allow repeat hits.
- Lead Notification – via phone or email
- Email capture
- Keyword comments

These features are all optional. You can choose to use one or all of these features when running a keyword campaign.

To see the Advanced Features, you need to pull up a Keyword Campaign.

1. Continue creating the Keyword campaign or, if saved, open up the campaign using the Edit tab.
2. Click “Show advanced features.”

Home Campaigns Groups Scheduling Tools Reports Administration

Edit Keyword Campaign

★ Campaign Name:

★ Campaign Keyword:

★ Reply Message:

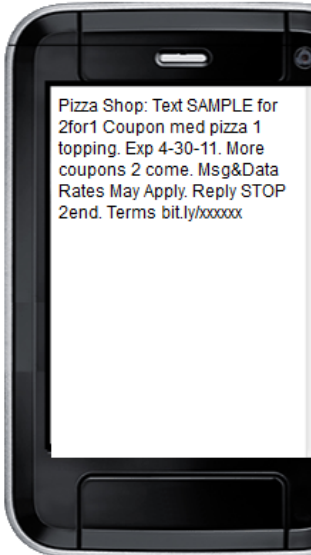
Remaining Characters: 2

Reply Message 2:

Remaining Characters: 160

Attachment:

[+ Show advanced features](#)



The image shows a smartphone displaying the text of the campaign message: "Pizza Shop: Text SAMPLE for 2for1 Coupon med pizza 1 topping. Exp 4-30-11. More coupons 2 come. Msg&Data Rates May Apply. Reply STOP 2end. Terms bit.ly/xxxxxx".

The Advanced Features opens up to show the four features. We'll review all of them below.

Attachment:

[- Hide advanced features](#)

Do not allow repeat hits:

Repeat reply

Remaining Characters: 160

Enable Lead Notifications:

Email Address(es):
(comma separated list)

Mobile Number(s):
(comma separated list)

Enable Email Capture:

Email Capture Reply:

Remaining Characters: 160


Enable Keyword comments:


Comment reply

Remaining Characters: 160

Do Not Allow Repeat Hits

1. If you do not want someone texting in repeatedly for an offer, then enable the “Do not allow repeat hits” feature.
2. Type in the Repeat Reply message.
3. Click Save or Save and Schedule.


Do not allow repeat hits: 


Repeat reply 


Remaining Characters: 32

Enable Lead Notifications

1. If you want to be notified when a lead comes in, click “Enable Lead Notifications.”
2. Fill in the email addresses and/or mobile phone numbers where you want the notifications to be sent.
3. Click Save or Save and Schedule.

Enable Lead Notifications: 

Email Address(es): 
(comma separated list)

Mobile Number(s): 
(comma separated list)

Enable Email Capture

1. To do an Email Capture campaign, use “Reply with your email address” in your original Reply Message.

Edit Keyword Campaign

★ Campaign Name:	<input type="text" value="Email Address Campaign"/>
★ Campaign Keyword:	<input type="text" value="Sample"/>
★ Reply Message:	<input 2end."="" address\"="" club.="" coupon="" email="" join="" monthly="" our="" reply="" stop="" to="" type="text" value="Pizza Shop: Reply with your \"/>

Remaining Characters: 67

2. Click “Enable Email Capture” in the Advanced Features.
3. Type in the email capture reply message.
4. Click Save or Save and Schedule.

Enable Email Capture:	<input checked="" type="checkbox"/>
Email Capture Reply:	<input type="text" value="Pizza Shop: Thank you for your email address. Watch for your monthly coupons. Reply STOP 2end."/>

Remaining Characters: 66

Enable Keyword Comments

1. To do an Keyword Comments campaign, use “Reply with your comments” in your original Reply Message.

Edit Keyword Campaign


★ Campaign Name:

★ Campaign Keyword:

★ Reply Message:

Remaining Characters: 11

2. Click “Enable Keyword comments.”
3. Type in Comment reply message.
4. Click Save or Save and Schedule.

Enable Keyword comments: 

Comment reply

Remaining Characters: 39