

Text Message Broadcast & Automation FAQs

This article applies to:

Use Keap's Text message broadcasts and automations to send critical communication through text messages via a toll-free 1-800 number. Text messages have an open rate of 94%, much higher than email's ~21% open rate. This feature will initially only be available to U.S.-based customers and will include an additional per-message cost after it's full release.

To see how to use Keap's marketing text message features, refer to the following help articles:

[Text message broadcasts](#)

[Text messages in Easy Automations](#)

[Text messages in Advanced Automations](#)

Text message broadcast and automation functionality by plan

	Lite	Pro	Max	Max Classic
Broadcasts		✓	✓	
Easy Automation	✓	✓	✓	
Advanced Automation		✓	✓	✓

Pricing

Each Keap plan includes monthly text marketing credits. After your monthly credits are used, additional marketing texts will be billed at a rate of \$0.04 / text message. You are only charged for content messages, not opt in messages.

- **Lite:** 50 text msg credits included monthly
- **Pro:** 150 text msg credits included monthly
- **Max:** 250 text msg credits included monthly
- **Max Classic:** 250 text msg credits included monthly

Your monthly text marketing credits restarts each month with your billing cycle and do not roll over from month to month. Charges for additional text marketing messages will be billed at the end of your current billing month.

For our first month of text marketing, we are making this feature available free of charge. You will not be billed for text marketing messages sent prior to 11:59PM Sept. 10, 2021

General feature/product FAQs

Can I text to international numbers?

At this time, messages can only be sent to those countries that Keap Marketing Number is available. As of June 2021, this service is in the US only.

When will this feature be released in other countries like the UK or Australia?

Our initial release includes U.S. customers. We anticipate expansion to Canada by the end of 2021 and potentially Australia, the UK, and more in the future.

What's the cost going to be for this feature?

Each edition of the app will have a set tier of included Keap Marketing Number text messages (sent through Broadcasts, Easy Automations, or Advanced Automations). After those messages are sent, each message will have a standard price to it. As of June 2021, we plan that the cost will be \$0.04 (4 cents) per message once we release this feature to all customers.

Are users billed for all message types, including system generated messages like opt-in and auto reply?

No. Keap users are only billed for content messages sent to recipients that have opted in. Opt-in messages and auto reply messages are not billable to the Keap user.

Will all messages sent be billable, or only those messages that reach my contacts?

We only bill for messages that reach users who have opted in. Below is an example send breakdown.

Sending Example:

- A Broadcast is sent to a list of 100 contacts OR I add 100 contacts to an automation with 1 Text Message in the sequence.
- 10 of those contacts do not have phone numbers on the contact record.

This means **90** opt-in messages are sent out.

- Of those 90 phone numbers, 10 are landlines and no opt-in message is delivered.
- That leaves 80 opt-in requests that reach my contacts.
- Of those 80 opt-in requests, 45 contacts opt-in to receive Marketing Texts
- So the content message is sent to 45 numbers.
- The end result is 45 billable messages

Will I be charged if I send a "test" text message broadcast?

No. Test messages and the system generated messages are not billable.

Why is there a character limit for messages?

We currently limit text message broadcasts and automated text messages to 160 characters for multiple reasons:

- Text messages get higher engagement rates when the messages are succinct.
- Costs for text usage are incurred with every 160 characters.
- If messages go over 160 characters, carriers often break those messages into multiple messages and there is no guarantee that carriers will deliver the messages in the proper order.

How many messages can I send?

There is a daily limit of 20k content messages per day (12:00 - 23:59 AZ time). Any messages past 20k in the day will be automatically queued for the next day. Currently, text message broadcasts are limited to 500 recipients per send.

Can I send photos, videos, or gifs (MMS)?

No. Your Keap Marketing Number only allows text and links.

Message replies

How do replies work?

When a contact replies to your Keap Marketing Number from a text message broadcast or automated text message, an automatic reply message is sent to that contact.

Can I customize my automatic reply messages?

You can! You can edit your Marketing Number Settings from the text message broadcast summary page, or while composing a text message in an Advanced Automation or Easy Automation. We encourage you to include a phone number, email address, or other contact point that works best for your business.

Keap Marketing Number

Why do I have to get a toll-free/800 number?

1-800 numbers benefits:

- Higher throughput - Messages will send 3x faster and can send 4x messages compared to a local number
- Carriers are more lenient and marketing content - less likely to get blocked by carriers
- Keeps a user's business line protected for 1:1 communication

Can I get a local area code number versus toll free?

At this time, 800 numbers are the only option available for Keap Marketing Numbers.

Can I use a short code number?

Each Keap Marketing Number is a full number a.k.a "long code". We do not offer short code options at this time.

Can I use my Keap Business Line number?

No. Your Keap Business Line is only for direct communication with your contacts. This way, if your Marketing Number is blocked, you'll still be able to communicate

with your Business Line.

Can I port in my own number?

At the current moment, we do not allow phone porting. We are looking into this as a future product update if it is deemed largely valuable.

Can I select my own custom Keap Marketing Number?

No. Keap Marketing Numbers are assigned during the setup process.

Opt-in and opt-out

Why must I get opt-in for my Keap Marketing Number when I have opt-in other ways?

By law, opt-in is required for every sending number. Even with prior opt-in, that opt-in was not directly related to sending from your Keap Marketing Number. To help users stay compliant with the law, we require consent through our tools even if you've previously received consent on another tool.

Does every contact get the opt-in message before every message?

Opt-in messages only get sent to contacts that have not previously opted in. If we have no history of opt-in then a contact will receive an opt-in message.

How does opt-in work?

There are currently two (2) methods for a number to opt-in to receive automated text messages.

1. A recipient number can text in "YES" to the account's Keap Marketing Number
2. The opt-in message will be sent out preceding the first text message broadcast or automated text message asking the contact to opt-in. Once opt-in is received, the content text message will be delivered.

Additional opt-in methods (such as on a form) are currently under development and will be shared as they are released.

Can I customize my opt-in messages?

Yes. Your opt-in must contain your business name in order to comply with law, but additional changes can be made to personalize the message. Legally required verbiage will automatically be added to your opt-in message.

What happens if a contact opts out?

If a recipient contact opts-out of your Keap Marketing Number, the system will automatically prevent future messages from sending to that user. The contact record will also show that the number is unsubscribed from your Marketing Number.

Can a contact opt back in?

Yes. The contact can text "START" or "UNSTOP" into the Keap Marketing Number and they will be opted back into the user's Keap Marketing Number. (The word to opt back in is different based on the recipient's handset.

How can I add opt-in on my web forms, lead forms or landing pages?

You can add a [text opt-in checkbox on our public forms](#). When contacts who complete the public form with this box checked are sent a text message broadcasts and text message automation, they will no longer be sent the opt-in text, but will just get the marketing text message you created.

If a contact opts out from text message broadcasts or automated text messages are they also being opted out to my email campaigns?

No. Opt-in or opt-out status between text message broadcasts or automated text messages and email are unrelated and handled independently within your Keap app.

How do I know if a contact is opted in or out of my Keap Marketing Number for texts?

The status is listed under each phone number on the contact record. If the contact is opted in “Opted in to Keap Marketing Number messages” will display under the phone number.

Mobile

(608) 555-5555

Opted in to your Marketing Number

If a contact has opted out “Opted out of Keap Marketing Number messages” will display under the phone number.

Work

(608) 555-4454

Opted out of your Marketing Number

Message deliverability

What would cause my messages to not be sent?

The most common reasons a message is not sent are due to errors in the automation setup or there is no phone number on the contact. If you have validated the automation or other trigger for the user is correct and the contact has a phone number, then please submit a technical support request.

What would cause my messages to not be delivered?

The most common reasons a message is not delivered are the user has opted out of the Keap Marketing Number texts, the phone number on the account is a non-mobile number such as a landline or fax line, or because a message was otherwise prevented from delivery by the carrier.

What is carrier filtering?

Carrier filtering is when the cellular service provider blocks a message from reaching its recipient for various reasons. The reasons can vary based on the country and carrier. This means messages may appear as sent from your Keap account, but they are blocked or prevented from delivering to the destination/recipient.

How/when could I be blocked or filtered by Keap?

If Keap identifies your account is being used to spam or is not in compliance with our Terms and Conditions, your account may be blocked, filtered, or even suspended.

How/when could I be blocked or filtered by a mobile carrier?

Each mobile carrier is different and we often don't know exactly when a number is blocked or filtered. It's not always possible to know when one of your business texts has been filtered.

General overview of laws pertaining to text message marketing

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Sending a message to the wrong person at the wrong time may not only affect your customer's experience but could also put your business at risk of legal action. While the laws are complicated in this area, it is good practice to ensure that **people should only receive text message communications they want to receive from businesses or organizations.**

Before messaging contacts, it's imperative to **obtain appropriate consent for the type of messages you're going to send.** When requesting a contact's phone number, always tell them exactly what they are signing up to receive and who they will receive the message from, along with other required disclosures. **Consumers must consent clearly to all text messages with special requirements for recurring messages; simply entering a mobile phone number does not necessarily constitute compliant consent.** If a consumer has not opted in and provided the required consent for the message you send, you are in violation of the TCPA, and TCPA violations carry a penalty of \$500 to \$1,500 for each message in violation.

Be sure to send an opt-in confirmation message when you send your first message. For recurring messages programs, confirmation messages must include clear opt-out instructions. Messages should also remind consumers from time to time that they are still enrolled.

Always offer contacts the choice to opt out at any time and you should respect and acknowledge all opt-out requests.
