

SMS Campaign

Overview

The **SMS Campaign** feature allows you to send bulk SMS messages to your leads. You can target all leads or filter by specific criteria.

SMS Leads Search... **Q**

SMS

Message*

Upload Mobile Numbers **Choose File** | No file chosen
You can leave it empty and use filter below

file must be one column contains all contacts you need to communicate with and insert (2) before each number ex:2011XXXXXXX

If No Categories Selected , A Message Will Be Send To all Of The Leads

Project
Profit Mail
Installment Test
EIO test

Project

Leads ID
PROJECT Z CAMPAIGN/SMILE AGENCY/WP
Project New Cairo/FB
Project New Cairo/IG

Source
Brokers
WhatsApp
Facebook

State

Before You Start

SMS must be configured first in **General Settings**:

Setting	Description
SMS Provider	Your SMS provider name.
SMS Break Line	Ask your provider about this setting.
SMS Sender Name	The name that appears as the sender.
SMS Unifonic appSid	Your Unifonic App ID (if using Unifonic).

How to Send an SMS Campaign

1. Go to **Marketing** → **SMS Campaign**.
2. Fill in the **Message** field — write your SMS content.
3. Choose your recipients:
 - **Upload Mobile Numbers** — upload a file with one number per row, with country code (e.g., for Egypt).
 - **OR use the filters below** to select leads automatically.
4. If no filter is selected, the SMS will be sent to **all leads**.
5. Send.

Recipient Filters

“ The filter options shown here correspond to fields collected on the lead profile. For example, filtering by **Gender** will only work if the Gender field was filled in when the lead was created. Make sure the relevant fields are captured during lead creation or upload to get accurate targeting.

“ **Custom Fields:** If you have created custom fields via **Setup** → **Fields Setup** and set them to appear on the System Form (e.g., a field called "Counter" or "Preference"), these fields will also appear as filter options here. You can target leads based on a specific value in that custom field — for example, send an SMS only to leads where "Counter = 3".

Filter	Description
Project	Filter leads by project.
Leads ID	Filter by specific Lead ID.
Source	Filter by lead source.
State	Filter by current lead state.
Countries	Filter by country.
Rank	Filter by lead rank/segment.
Campaign	Filter by campaign.

Filter	Description
Gender	Filter by gender.
Purpose	Filter by lead purpose.
Salesmen	Filter by assigned salesman.

Key Things to Know

- The mobile number file must have **one column only** with numbers including country code (e.g., `2011XXXXXXXX`).
 - If no category/filter is selected, the SMS goes to **all leads** in the system.
 - Make sure SMS settings are configured in General Settings before sending.
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