

Unsubscribe from SMS Invites

When you [send a survey invite via SMS](#), the recipients of your text messages will be able to unsubscribe from receiving further messages from any campaigns in your account (this will include email messages sent via [Email Campaigns](#) if the contact has an associated email address).

Learn all about [unsubscribing via Email Campaign messages](#).

How Does a Contact Unsubscribe via SMS?

In order to unsubscribe from your SMS campaign, a contact will need to reply to one of your SMS messages (invite, reminder, or thank you) with one of the following key words:

- STOP
- STOPALL
- UNSUBSCRIBE
- CANCEL
- END
- QUIT

Only single word messages with one of the above key words will trigger an unsubscribe. For example, the following message would successfully unsubscribe a contact:

```
UNSUBSCRIBE
```

Whereas the following message would not unsubscribe the contact:

```
Please UNSUBSCRIBE me from this campaign.
```

How Does a Contact Resubscribe via SMS?

If a contact has previously unsubscribed via SMS, they have the option of resubscribing by replying with one of the below keywords:

- START
- YES
- UNSTOP

We recommend including instructions in your message letting your respondents know how they can unsubscribe from receiving further SMS messages from you. For example, you might say *Reply "STOP" to unsubscribe.*

A Note Regarding Test Messages

If a contact replies to one of your [test messages](#) with one of the above unsubscribe key words, they will be unsubscribed from receiving further test messages and will also be unsubscribed from any live campaign that they have been added to.

SMS Compliance

SMS campaigns may be subject to various legal compliance requirements depending on the nature of your SMS campaign, the location from where you are sending your text messages, and the location of your recipients. You should consult with your legal counsel to ensure that your SMS campaign meets all applicable legal compliance requirements.

Related Articles