Configure SMS re-engagement

SMS Funnels · https://funneler.ai/guide/configure-sms-re-engagement/

Follow up with eligible leads after a period of inactivity, or use a separate group campaign for a planned send.

On this page

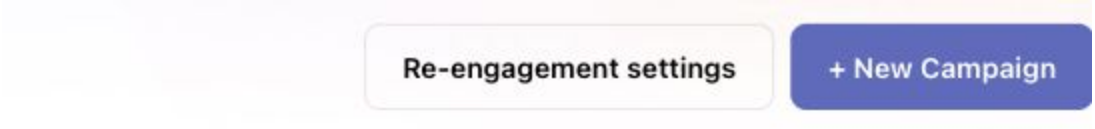
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Before you start

- Confirm access to SMS in your plan and role, and verify the sender.
- Use an opted-in audience and exclude contacts who have opted out.

Set up re-engagement

1. Open **SMS Funnels → SMS Campaigns → Re-engagement settings**. Review the agent sender number and the approval-before-send option.
2. Keep automation off while you prepare the settings. Set the number of days since the lead’s last activity and the intended funnel URL.
3. Write the message template. Use `{lead_name}` and `{funnel_link}` where appropriate. Review the business name, support phone and support email used for AI replies.
4. Check the sender, template, destination and approval choices before applying or enabling automation. Review the workspace’s **Quotas**.



SMS Campaigns has separate controls for re-engagement settings and a new group campaign.

Create a separate group campaign

1. From **SMS Campaigns**, select **+ New Campaign**. At **Target group**, enter a campaign name and select the intended CRM lead group.
2. Review consent and any send or approval details displayed in the subsequent campaign steps before advancing. Use **Pending approval**, **Active** and **Completed** to track campaigns.

Review replies in Inbox

- Open **SMS Funnels → Inbox** to review conversation history. Use **Show archived** or **Refresh list** when needed.

If an SMS control is unavailable

- Ask the workspace owner to check your plan, SMS capacity and permissions. For a toll-free sender, check the number’s messaging verification status.

Check your setup

- Recheck the consented audience and message link before enabling automation or scheduling a campaign.
- Use the campaign list for send, delivery and reply information when it appears.

Related guides

- Connect Twilio and verify a toll-free number for SMS
- Creating and managing groups
- Managing email notifications
- Billing & Quotas