

BUSINESS SMS

OPT-IN CONSENT GUIDE

Message Type	Opt-In Type	Definition	Example
Conversational	Implied consent	A customer initiates a text message conversation and you only provide relevant information in response to their inquiries.	Let's say you're a realtor and a customer texts you for the purpose of receiving information about buying or selling a home. If that customer initiates a text message conversation with you and asks for information about your services, you can respond with relevant information without obtaining further permission from the customer.
Transactional	Express consent	A customer agrees to receive text messages about their order via an opt-in message during a transaction.	Suppose you operate a law firm and you want to send appointment reminders and case updates to your clients via text message. To obtain express consent, you include a consent form with your intake paperwork where clients can provide their phone number and agree to receive text messages.
Transactional	Keyword consent	A customer provides consent to receive text messages by texting a specific keyword to a business.	Let's say you operate a pizza restaurant and you want to offer text message coupons and promotions to your customers. You advertise on your website and in-store that customers can receive exclusive deals by texting the keyword "PIZZA" to your designated business phone number.
Promotional	Express written consent	A customer provides consent on paper or electronically, such as through a website form, a recorded verbal agreement, or by selecting a specific key on an inbound call when prompted.	Suppose you run an online store that sells beauty products. A customer visits your website and fills out a form to subscribe to your text message marketing campaign. The form clearly states that by submitting the form, the customer is providing express written consent to receive marketing text messages from your business.
Promotional	Keyword double opt-in consent	A customer provides consent to receive text messages by replying with "YES" after consent had already been given.	Let's say you run a gym and want to offer your customers exclusive promotions and updates via text message. You create a sign-up form on your website that allows customers to submit their name and phone number to join your text messaging list. After submitting the form, customers receive a message asking them to confirm their subscription by replying "YES."