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One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns

E-mail

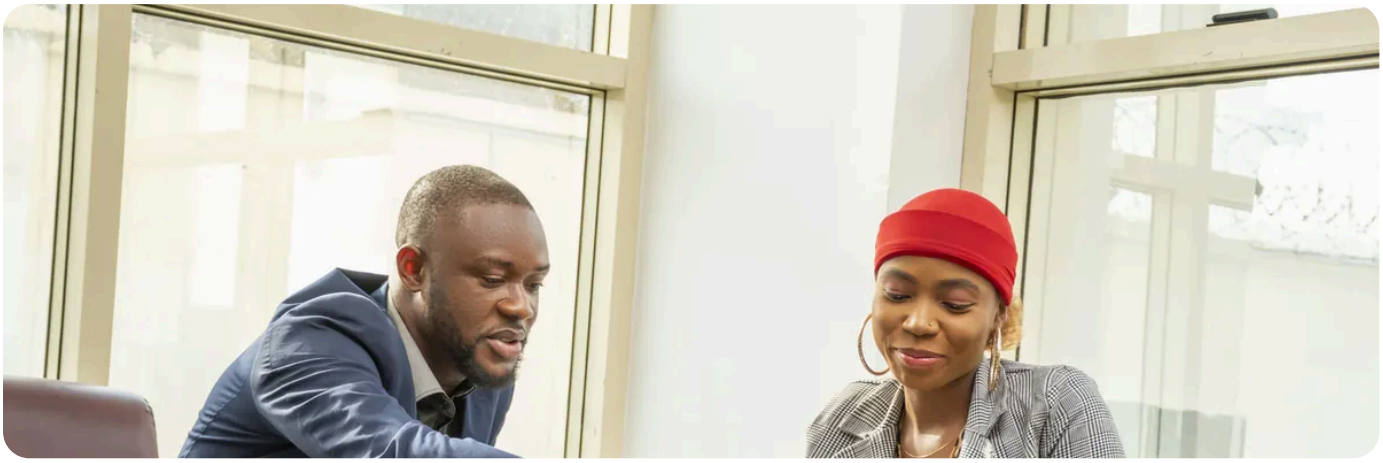
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One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns

E-mail Created on **November 13, 2026** 2 min read



The short answer: there is no need to keep two lists. **Your SMS Center contacts and groups also work for e-mail campaigns**, and you can add contacts who only have an e-mail address. Anyone who unsubscribed **does not get the following campaigns**.

How the list works

Situation	What happens
Contact with phone and e-mail	Can get both SMS and e-mail, in the same groups.
Contact with e-mail only	Goes on the list for e-mail, even without a phone number.
Contact who unsubscribed from e-mail	Stops getting the following e-mail campaigns.
A group you already use for SMS	Can be picked as the audience for an e-mail campaign, without rebuilding it.

Each SMS Center contact has a name, company, phone, e-mail and notes, and can belong to several groups. The campaign uses the e-mail field.

Organising groups with both channels in mind

1. **Fill in the e-mail** of contacts who only have a phone number, when the customer gave it to you and agreed to receive e-mail.

2. **Build groups around what matters**: customers in a city, of a product, of a service. Those groups are your **segments**.

3 **Keep track of who agreed to what.** Having someone's e-mail is not permission to send them promotions.

Agreeing to SMS is not agreeing to e-mail.
If a customer gave their number for order notices, that does not sign them up for the newsletter. Keep a record of when and how each person agreed, as explained in **building a list legally**.

One list for both channels makes mixed campaigns possible:
The e-mail first, then an SMS to those who did not open. See **e-mail and SMS in one campaign**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **Bringing an existing e-mail list into your contacts: what to import and what to leave out** →
- **E-mail campaign segments: sending only to the customers of a city or a product** →
- **E-mail and SMS in one campaign: reaching the customers who do not open the e-mail** →
- **Building an e-mail list legally: consent, sign-up forms and unsubscribing** →

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