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SMS campaign statuses: in review, launching, launched, rejected and no messages

WhatsApp & APIs

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The short answer: in the SMS Center History, the **Campaigns** tab lists each campaign with its date, message, progress, scheduled time and status. The statuses are **In review**, **Rejected**, **Launching**, **Launched** and **No messages**. The campaign status tells you whether it started; each message's status, in the Messages tab, tells you what happened to each number.

What each status means

Status	What it means	What to do
In review	The campaign is waiting to be reviewed by our team before it goes out. Credits are only used once it is approved.	Wait. If it has a scheduled time, it goes out at that time after approval.
Rejected	The campaign was not approved and did not go out.	Check the text, the list and consent. If you are unsure why, open a support ticket.
Launching	The messages are being added to the sending queue. It does not take long.	Nothing: the progress appears next.
Launched	The messages are queued or already sent. Progress shows "X of Y sent".	Follow the progress and, at the end, check any failed messages.
No messages	The campaign started but no message made it into the queue.	Check the reason in the notice shown when you confirmed (below).

Why a campaign ends up with "No messages"

When a problem affects the whole list, the SMS Center stops straight away and tells you why when you confirm. The most common reasons:

Reason	How to fix it
Insufficient balance	Buy credits and create the campaign again.
Daily sending limit reached	Schedule the campaign for the next day.
Sender not approved	Pick NETMSG or a Sender ID that is already approved. See **how to request a Sender ID**.
Word not allowed	Rewrite the text without that word.
Every number is on the opt-out list	Check the list you picked. See **the opt-out list**.

The summary you see when you confirm

After you confirm, the SMS Center tells you how many messages were queued and how many were refused, and how many rows were skipped for not having a valid number. Refused messages are, for example, numbers on the opt-out list. If campaigns have a sending window and you confirm outside it, the notice says the messages will go out when the window opens.

From campaign status to message status

In the Messages tab, each number has its own status: In queue, Sending, Sent, Failed or Cancelled. "Sent" means it left for the mobile operator, not that it was read. A message that fails is retried and, if it keeps failing, the credits go back to your balance. The details are in **SMS history and scheduling**.

A scheduled message can still be cancelled.
While it is queued waiting for its time, use "Cancel" in the History and confirm. The credits go back to your balance, or never leave it, because a scheduled send is only charged when it goes out.

RECOMMENDED

Want to follow your campaigns from start to finish? See SMS Marketing.

See the SMS Marketing page →

SEE ALSO

- **SMS history and scheduling: statuses, filters and what happens when a message fails →**
- **How to plan an SMS marketing campaign: list, message, cost and timing →**

SMS campaigns to more than 5,000 numbers: splitting the list and sending in waves

The SMS opt-out list: how unsubscribing works across every send from your account

Measuring an SMS campaign: offer codes, UTM links, redemptions and cost per customer

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