Your GLM Integrated Phone Number

Laura Gibson - 2026-10-13 - Onboarding & New Users

Kilo provides an **integrated phone number** with voice and SMS capabilities for most **Gym Lead Machine (GLM)** accounts, depending on location.

Why Does My Phone Number Need to Be Registered?

Businesses in the USA, Canada, and the UK must be registered and approved before using a phone number for marketing purposes. Registration happens in two parts:

1. **Brand approval**: Our team initiates the registration process immediately upon receiving your questionnaire. This approval typically takes about one week.

2. **Campaign approval**: This step can only begin after your Kilo website is launched. Approval may take up to three weeks.

Why Isn't SMS Working Right After My Website Launches?

In the days to weeks following your website launch, your GLM-connected phone line will have voice capabilities but will not yet support SMS due to regulatory approval timelines.

We monitor the approval process closely and liaise with Twilio, our phone provider, to ensure prompt action whenever additional information is required.

How Many SMS Segments Are Included Each Month?

Kilo's Terms of Service include 1,200 SMS segments per month.

An SMS segment is not the same as one text message. Learn more about what counts as a segment in this Twilio article.

What Happens If I Go Over My Monthly SMS Limit?

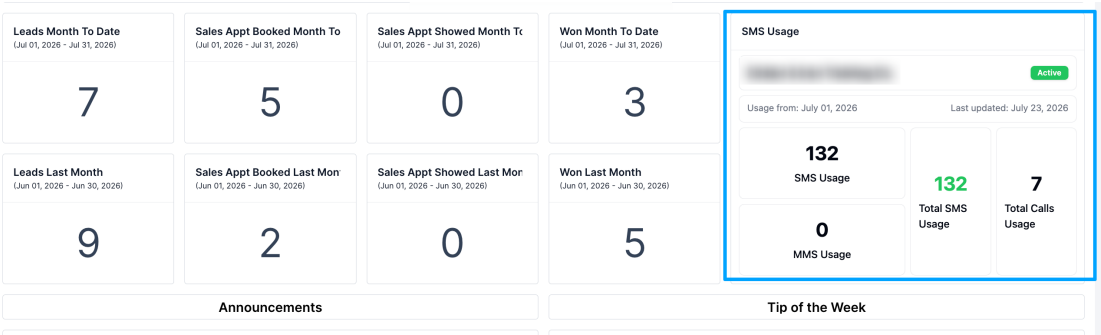
If you send more than 1,200 SMS segments in a month, overage fees apply to the additional segments. Overage fees are calculated on the 1st of the following month and charged for the previous month's usage.

- For most gyms: $15 for every 500 segments over the 1,200 limit
- For gyms in the UK: $30 for every 500 segments over the limit, due to higher local message rates

You'll receive an alert when you exceed your limit and a charge is applied.

How Can I Monitor My SMS Usage?

For easy accessibility, your SMS usage meter is found right on your GLM Dashboard.



Helpful Tips

- **Keep it personal**: Use SMS for one-on-one communication to keep messages personal and targeted.
- **Keep messages concise**: Shorter messages use fewer segments.
- **Limit emojis**: Use only one emoji per message to conserve segments.
- **Calculate before bulk sends**: Bulk text messages can quickly accrue overages. Use the SMS segment calculator to estimate how many segments one message will use, then multiply by the number of recipients to determine your total usage.

If you have questions about your integrated phone number in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags

- Gym Lead Machine