



KEYWORD MATCHING CHEAT SHEET

Type your keywords and the messages customers send, and see which ones would start your automation, typos and accents included.

Updated October 16, 2026 · chatinflow.com/free-tools/keyword-tester

HOW DO KEYWORD TRIGGERS WORK IN DM AUTOMATIONS?

A keyword trigger starts an automation when a message matches one of your words. ChatinFlow has five ways to match: contains, is exactly, starts with, matches a pattern and any message. The tester runs those same rules on the messages you type, so you see which ones start the flow before customers do.

THE FIVE WAYS A KEYWORD CAN MATCH

Mode	Starts the flow when	Example with price
Contains a keyword	the word is anywhere in the message	how much is the price?
Is exactly	the whole message is the word	price
Starts with	the message begins with the word	price of the hoodie?
Matches a pattern	a pattern you write fits	pric(eling)
Any message	anything at all arrives	hello

TEST WITH REAL MESSAGES

Customer message	Should it start the flow?	Did it?

USE THE FREE KEYWORD TESTER

- 1 **Add your keywords.** Type each word and press Enter, then pick how they should match.
- 2 **Paste real messages.** One per line, the way customers really write, typos included.
- 3 **Read the matches.** Each message shows the keyword it hit, or that nothing matched. Adjust until only the right ones start the flow.

QUESTIONS PEOPLE ASK

What happens when two automations match the same message?

When two automations match the same message, only the most specific one answers: exact before starts with, starts with before contains, and a longer keyword before a shorter one.

Are keywords case sensitive?

Not by default. Upper and lower case are ignored unless you turn that option off.

Does it catch typos and missing accents?

Catch typos also accepts "lnik" for "link" or a word typed without accents. An exact match still wins.

DO IT IN SECONDS, FREE

Free in your ChatinFlow account: the Keyword Tester, every other free tool and the automations that answer your DMs.

chatinflow.com/free-tools/keyword-tester