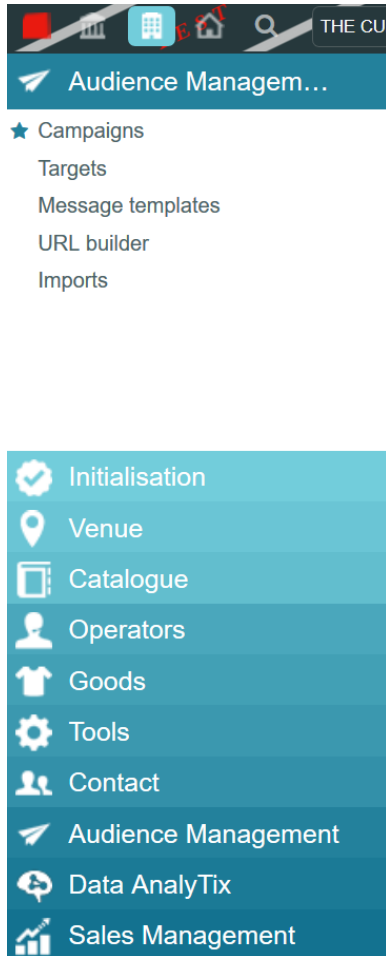


# Marketing: SAM - Secutix Audience Management

Let me introduce you to SAM:

SAM is Secutix' marketing management tool. You'll be able to find it in the [Organization Context](#) , in the [Audience Management](#) module.

**Thanks to the information that you'll input in our software, SAM will be able to segment the contacts, and target them with marketing campaigns that you'll be able to create from scratch:** e-mail templates, audience segmentation, importation of external contacts per e-mail and management and analysis of your campaigns including the creation of traceable URLs.



**SAM is composed of five parts:**

- Campaigns
- Targets
- Message templates
- URL builder
- Imports

However, in order to optimize its results, let's first check the main source SAM draws information from:

**The contact files - [Click here to go to the first SAM training: Concepts and basic principles](#)**

Once those concepts seem clear enough, in the second training unit, you'll be able to explore SAM:


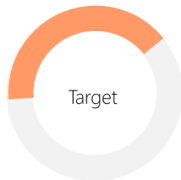

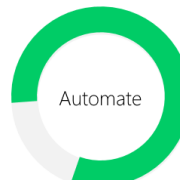

**Creation of targets and Campaign Management - [Second SAM training](#)**

And for the most experienced of you, once you've started testing SAM thoroughly, here's our...

**Advanced targeting training - [Third SAM training \(available soon\)](#)**

At the end of each of these training units you'll find a set of exercises to test what you've learned.

**Here's a comprehensive overview of what you'll be able to manage and achieve after going through this training:**

Contacts	Segmentation	Message	Automation	Results
 Listen	 Target	 Communicate	 Automate	 Measure
The key to success lays in the knowledge of your audience.	The most important step in the campaign process is targeting.	The relevance of your messages includes their customization.	Determine a communication strategy with its target audiences and let SAM operate.	Measurement points to assess and improve your marketing strategies performances.

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