

How to create a campaign?

Detailed guide

Create a campaign

1. In the organization context, click on the "Audience Management" module, then on "Campaigns" in the left menu.
2. This screen allows you to view the list of campaigns.

INTERNAL NAME	TYPE	CREATED ON	EXECUTION	CHANNEL	SALES	CONVERSION	BUDGET	EXPECTED RESULT	TURNOVER	ROI (SAM)
Archeronke mails de 30 ans	Event	01/05/2015 11:04 am	Recurrent	Email	1	0.00%	200.00 €	1.000.00 €	1.300.00 €	1.000.00 € STX_MST
Big de Paul	Other	03/05/2015 11:45 am		Web link	0					THE_BATCH
Cats (verble)	Other	01/05/2015 04:48 pm		Web link	0		50.00 €	400.00 €		STX_MST
avis de mariage	Information	03/05/2015 11:38 am	Recurrent	Email	0	0.00%	200.00 €			STX_MST
Boisjoul & fils	Event	01/05/2015 04:47 pm	Unscheduled	Email	1	0.00%	200.00 €	1.000.00 €	200.00 €	20.00 € STX_MST
Email - Yahoo	Information	03/05/2015 04:29 pm	Unscheduled	Email	0	0.00%				STX_GSR
Email - yahoo2	Information	03/05/2015 04:32 pm	Unscheduled	Email	0	0.00%				STX_GSR
Email Test	Information	03/05/2015 04:21 pm	Unscheduled	Email	0	0.00%				STX_GSR
Justice & Santé	Other	01/05/2015 11:28 am		Web link	0		50.00 €	500.00 €		STX_MST
Newsletter novembre	Information	03/05/2015 03:05 pm	Recurrent	Email	0	0.00%	50.00 €	1.000.00 €		STX_MST
Offre personnalisée -20%	Information	31/05/2015 04:04 pm	Unscheduled	Email	0	0.00%	100.00 €	500.00 €		STX_GSR
Partenaire big de Paul	Other	03/05/2015 10:25 pm		Web link	0					THE_BATCH
SAM URL test	Information	03/05/2015 04:04 pm	Unscheduled	Email	0	0.00%				STX_GSR
import test	Event	03/05/2015 04:35 pm	Unscheduled	Email	0	0.00%				STX_MST
Test campaign	Information	03/05/2015 03:20 pm	Unscheduled	Email	0	0.00%				STX_GSR

3. Click on "New" to create a new campaign.
4. Choose the communication channel (usually email) and the type of campaign you want to create.

Create a campaign > New (CUBE) - Mozilla Firefox

https://cube.val14-pos.secutix.com/tnc/samp/createNewCampaign.htm?action=new&refList:

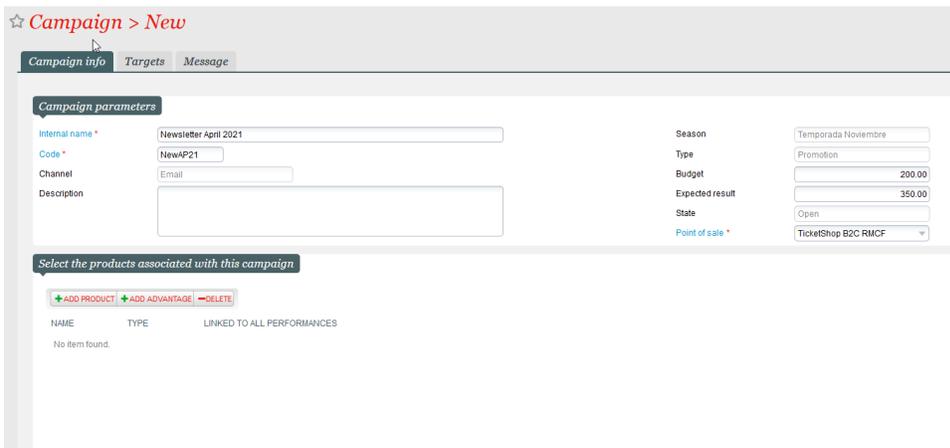
☆ Create a campaign > New

What type of campaign do you want to create *

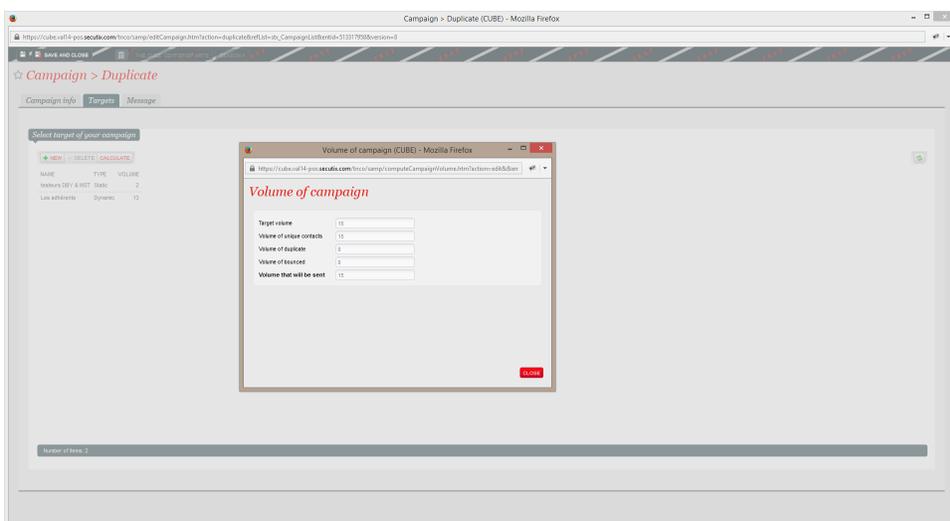
Which channel are you going to communicate on *

NEXT CANCEL

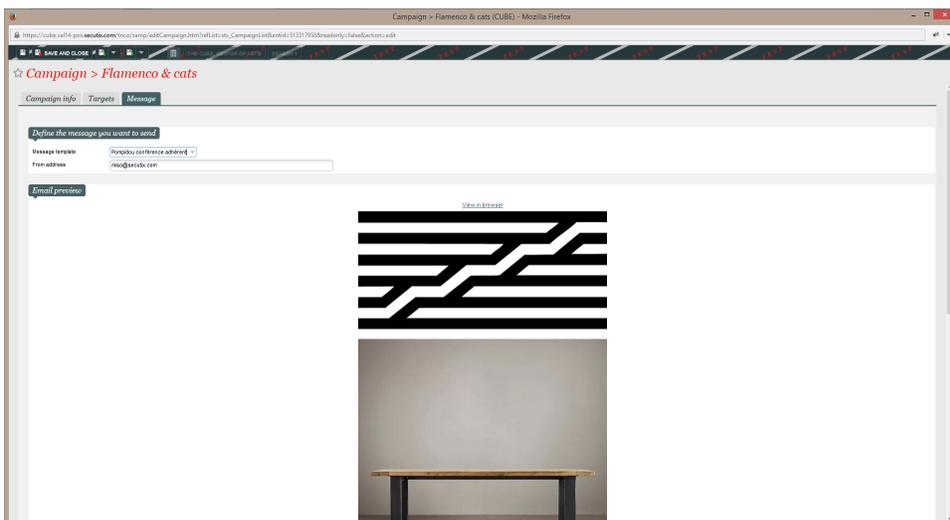
1. Enter the parameters relating to your campaign
 - a. Entering the budget and expected result information allows you to have ROI calculated in addition to the concept of revenue generated by the campaign.
 - b. In SAM: $ROI = \text{Revenue generated} - \text{Budget}$.
 - c. Finally, don't forget to fill in the *Point of sale* field. In order to track the URLs of your campaign, SecuTix needs to link it to a point of sale. This is also what will determine the ticket shop for the page displayed in case of unsubscription.



2. In the tab 'Targets', select the target of your campaign.
 - a. It is possible to have several targets per campaign, SAM automatically makes the deduplication of contacts in order to avoid sending the same communication to a contact present in 2 targets.
 - b. By clicking on the "Calculate" button, you can see the actual number of communications that will be sent as part of your campaign.



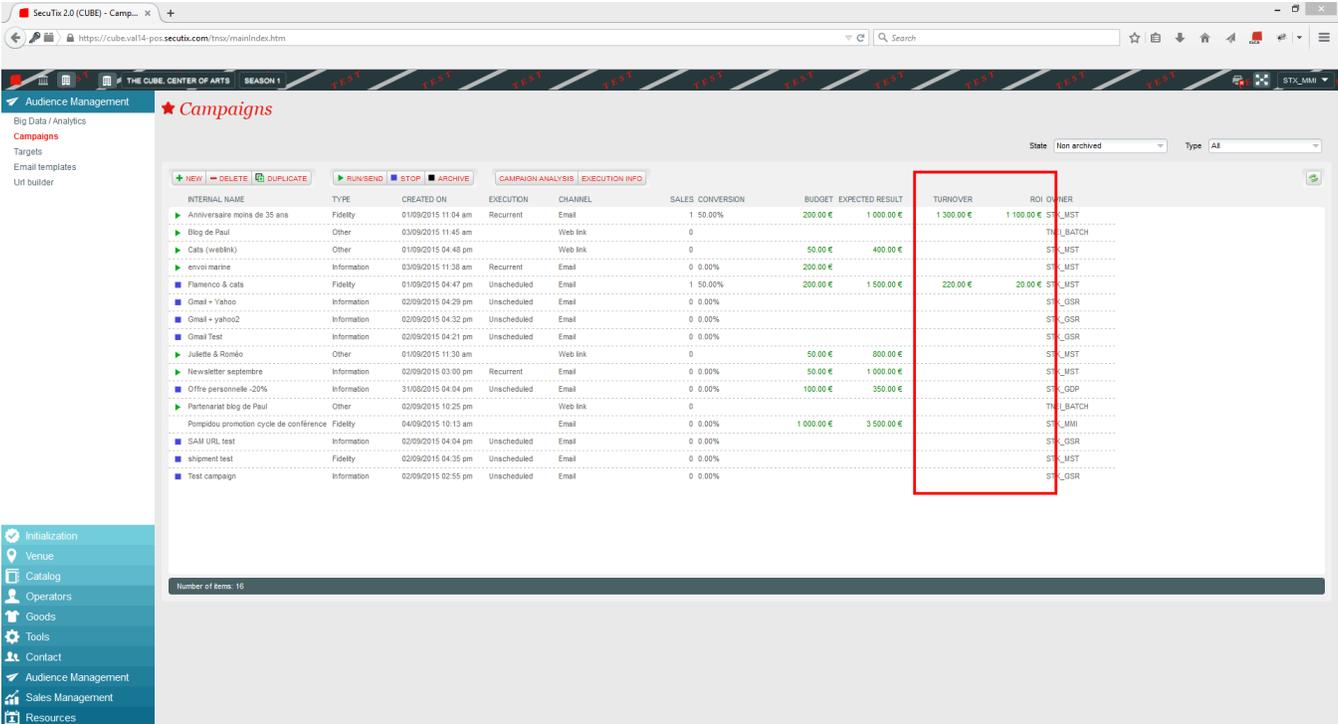
3. In the Message tab, select the email template you want to use for your campaign.



4. Save the campaign.
5. The campaign is now on the list of campaigns. Just click on 'Run/Send' to launch the campaign.



- 6. A campaign can be activated in the following 3 modes:
 - a. Send now: launch the campaign immediately.
 - b. Send later: launch the campaign at the date/hour chosen.
 - c. Set a recurrence: automatic sending of emails to your dynamic target according to the frequency of your choice ([learn more about recurrent campaigns](#)).
- 7. Choose 'Send now'.
- 8. In a few hours/days, you will be able to consult the campaign analysis report by clicking on the 'Campaign Analysis' button. This report allows you to obtain an overview of your campaign with a few important metrics (opening rate, click rate, conversion rate, revenue generated, ROI, etc.).
- 9. Some of these metrics are also available on the Campaign List screen. This screen is a real dashboard and management tool of your marketing program.



The cycle of life of a SAM campaign

► Activation / envoi d'une campagne:

- **Campagne avec envoi unique immédiat:** ne peut être ré-activée, il faut la dupliquer.
- **Campagne avec envoi unique planifié dans le futur:** modification de la date d'envoi possible après *arrêt*.
- **Campagne récurrente:** peut être *arrêtée* puis *activée* à nouveau.

Quand une campagne est active, seuls certains champs peuvent être modifiés:

- Description
- Nom
- Budget
- Résultat attendu

■ Arrêt d'une campagne

- Une **campagne avec un envoi unique** se met automatiquement à l'état «Arrêté» une fois que l'envoi a été exécuté.
- Une **campagne récurrente** s'arrête automatiquement après la fin du dernier envoi planifié.
- Une **campagne arrêtée** continue de calculer le revenu et les autres performances.

■ Archivage d'une campagne

L'archivage d'une campagne se fait manuellement. Une fois archivée, la campagne disparaît de l'écran de contrôle des campagnes. Une campagne archivée peut être dupliquée.

