

# 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	OWNER
Announcement email de 35 ans	Fixed	01/08/2015 11:34 am	Recurrent	Email	1	10.00%	200.00 €	1 000.00 €	1 300.00 €	1 100.00 €	STX_BATCH
Blog de Paul	Other	03/08/2015 11:45 am		Web link	0						THE_BATCH
Cats (webSite)	Other	01/08/2015 04:48 pm		Web link	0		50.00 €	400.00 €			STX_BATCH
avis de décès	Information	03/08/2015 11:38 am	Recurrent	Email	0	0.00%	200.00 €				STX_BATCH
Flancon 3 ans	Fixed	01/08/2015 04:47 pm	Unscheduled	Email	1	10.00%	200.00 €	1 000.00 €	220.00 €	20.00 €	STX_BATCH
Gmail - Yahoo	Information	02/08/2015 04:29 pm	Unscheduled	Email	0	0.00%					STX_BATCH
Gmail - yahoo2	Information	02/08/2015 04:32 pm	Unscheduled	Email	0	0.00%					STX_BATCH
Gmail Test	Information	02/08/2015 04:21 pm	Unscheduled	Email	0	0.00%					STX_BATCH
Jules & Marie	Other	01/08/2015 11:38 am		Web link	0		50.00 €	400.00 €			STX_BATCH
Newsletter septembre	Information	02/08/2015 03:05 pm	Recurrent	Email	0	0.00%	50.00 €	1 000.00 €			STX_BATCH
Offre personnelle -20%	Information	31/08/2015 04:04 pm	Unscheduled	Email	0	0.00%	100.00 €	500.00 €			STX_BATCH
Partenariat blog de Paul	Other	02/08/2015 10:25 pm		Web link	0						THE_BATCH
SAD URL test	Information	02/08/2015 04:04 pm	Unscheduled	Email	0	0.00%					STX_BATCH
Import test	Fixed	02/08/2015 04:35 pm	Unscheduled	Email	0	0.00%					STX_BATCH
Test campaign	Information	02/08/2015 02:35 pm	Unscheduled	Email	0	0.00%					STX_BATCH

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

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.

☆ Campaign > New

Campaign info Targets Message

**Campaign parameters**

Internal name \* Newsletter April 2021

Code \* NewAP21

Channel Email

Description

Season Temporada Noviembre

Type Promotion

Budget 200.00

Expected result 350.00

State Open

Point of sale \* TicketShop B2C RMCF

**Select the products associated with this campaign**

+ ADD PRODUCT + ADD ADVANTAGE - DELETE

NAME	TYPE	LINKED TO ALL PERFORMANCES
No item found.		

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.

Campaign > Duplicate (CUBE) - Mozilla Firefox

☆ Campaign > Duplicate

Campaign info Targets Message

**Select target of your campaign**

+ ADD + DELETE + CALCULATE

NAME	TYPE	VOLUME
Reserva DRY & REST	Static	2
Los administrativos	Dynamic	13

Number of items: 2

**Volume of campaign (CUBE) - Mozilla Firefox**

Volume of campaign

Target volume 15

Volume of unique contacts 13

Volume of duplicate 2

Volume of excluded 0

Volume that will be sent 15

Close

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

Campaign > Flamenco & cats (CUBE) - Mozilla Firefox

☆ Campaign > Flamenco & cats

Campaign info Targets Message


**Define the message you want to send**

Message template Flamenco conference scheduled

From address info@samca.com

**Email preview**

View in browser



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

Campaign > Run/Send (CUBE) - Mozilla Firefox

https://cube.val14-pos.secutix.com/tncp/samp/runCampaign.htm?action=new&refList=stx\_CampaignList&entid=513422996&version=1

## Campaign > Run/Send

☐ Send now  
☐ Send later  
 Send date time \* 04/09/2015 10:14 am  
☐ Set a recurrence

NEXT CANCEL

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.

SecuTix 2.0 (CUBE) - Camp... x

https://cube.val14-pos.secutix.com/tncp/mainIndex.htm

THE CUBE. CENTER OF ARTS. SEASON 1

Audience Management

Big Data / Analytics

Campaigns

Targets

Email templates

Url builder

## Campaigns

State: Non archived Type: All

+ NEW | - DELETE | DUPLICATE | RUN/SEND | STOP | ARCHIVE | CAMPAIGN ANALYSIS | EXECUTION INFO

INTERNAL NAME	TYPE	CREATED ON	EXECUTION	CHANNEL	SALES	CONVERSION	BUDGET	EXPECTED RESULT	TURNOVER	ROI	OTHER
Anniversaire moins de 35 ans	Fidelity	01/09/2015 11:04 am	Recurrent	Email	1	50.00%	200.00 €	1 000.00 €	1 300.00 €	1 100.00 €	STX_MST
Blog de Paul	Other	03/09/2015 11:45 am		Web link	0						THE_BATCH
Cats (weblink)	Other	01/09/2015 04:48 pm		Web link	0		50.00 €	400.00 €			STX_MST
envoi marine	Information	03/09/2015 11:36 am	Recurrent	Email	0	0.00%	200.00 €				STX_MST
Flamenco & cats	Fidelity	01/09/2015 04:47 pm	Unscheduled	Email	1	50.00%	200.00 €	1 500.00 €	220.00 €	20.00 €	STX_MST
Gmail - Yahoo	Information	02/09/2015 04:29 pm	Unscheduled	Email	0	0.00%					STX_QSR
Gmail - yahoo2	Information	02/09/2015 04:32 pm	Unscheduled	Email	0	0.00%					STX_QSR
Gmail Test	Information	02/09/2015 04:21 pm	Unscheduled	Email	0	0.00%					STX_QSR
Juliette & Roméo	Other	01/09/2015 11:30 am		Web link	0		50.00 €	800.00 €			STX_MST
Newsletter septembre	Information	02/09/2015 03:00 pm	Recurrent	Email	0	0.00%	50.00 €	1 000.00 €			STX_MST
Offre personnelle -20%	Information	31/08/2015 04:04 pm	Unscheduled	Email	0	0.00%	100.00 €	350.00 €			STX_QOP
Partenariat blog de Paul	Other	02/09/2015 10:25 pm		Web link	0						THE_BATCH
Pompidou promotion cycle de conférence	Fidelity	04/09/2015 10:13 am		Email	0	0.00%	1 000.00 €	3 500.00 €			STX_MMI
SAM URL test	Information	02/09/2015 04:04 pm	Unscheduled	Email	0	0.00%					STX_QSR
shipment test	Fidelity	02/09/2015 04:35 pm	Unscheduled	Email	0	0.00%					STX_MST
Test campaign	Information	02/09/2015 02:55 pm	Unscheduled	Email	0	0.00%					STX_QSR

Number of items: 16

Initialization  
 Venue  
 Catalog  
 Operators  
 Goods  
 Tools  
 Contact  
 Audience Management  
 Sales Management  
 Resources

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.

