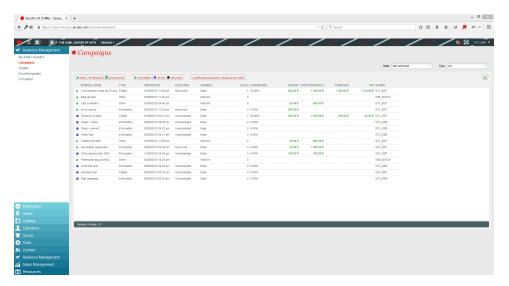
How to create a campaign?

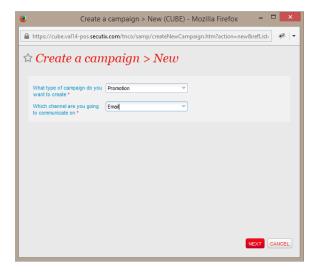
Detailed guide

Create a campaign

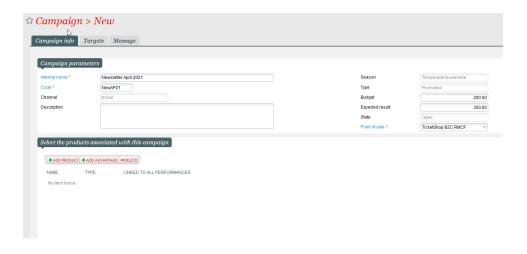
- In the organization context, click on the "Audience Management" module, then on "Campaigns" in the left menu.
- 2. This screen allows you to view the list of campaigns.



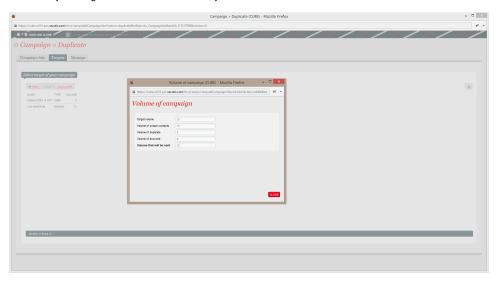
- 3. Click on "New" to create a new campaign.
- 4. Choose the communication channel (usually email) and the type of campaign you want to create.



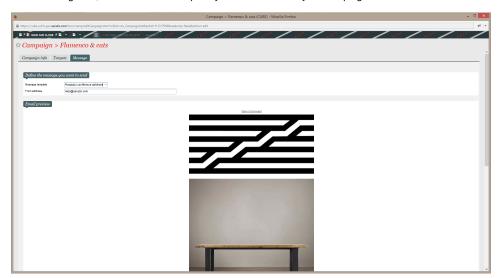
- ${\bf 1}.$ Enter the parameters relating to your campaign
 - a. Entering the budget and expected result information allows you to have ROI calculated in addition to the concept of revenue generated by the campaign.
 - b. In SAM: ROI = Revenue generated Budget.
 - c. Finally, don't forget to fill in 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.



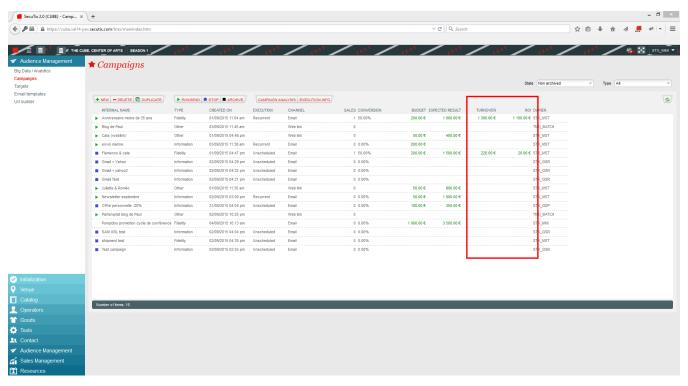
3. In the Message tab, select the email template you want to use for your campaign.



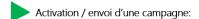
- 4. Save the campaign.
- 5. The campaign is now on the list of campaigns. Just click on 'Run/Send' to launch the campaign.



- 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 (<u>learn more about recurrent campaigns</u>).
- 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



- 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:

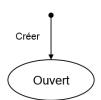
- Description
- Nom
- Budget
- Résultat attendu

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.



► ACTIVER/ENVOYER

