

What is an A360 Campaign?

An A360 Campaign can be a couple of different things. Most generally, it is a way of grouping specific messages together to more easily track revenue and performance of those messages.

Where in the Platform can Campaigns be found?

Campaigns can be found by navigating to Execute > A360 Plays.

What are the types of Campaigns?

Most commonly, a Campaign is a series of automated messages that is sent to a specific audience or segment of customers.

Alternately, a specific Segment of customers that are communicated with on a regular basis, but not necessarily in an automated fashion can be considered a Campaign. This allows to track performance of the communications to that segment in total, rather than message by message.

What is Mapping a Campaign?

Mapping a campaign refers to the process that is done by Ascent360 on the backend of the platform to tie together the schedule from Ascent360, the Audience, and the emails from the ESP.

Who creates a Campaign?

A campaign can be created in collaboration with a client and Ascent360.

- **Audience Creation for Each Touchpoint** – Client or Ascent360
- **Touchpoint Creative** – Client would create the ad creative whether it is an email, a Facebook ad or Google Ad.
- **Campaign Automation/Schedule in Ascent360** – Client or Ascent360 can create this.
- **Automation of Email Delivery** – This is done in the client's ESP and is most commonly set-up by the client. Ascent360 can support this as well.
- **Mapping the Campaign** – Ascent360 maps Campaign on the backend, so clients must notify Ascent360 when they have created touchpoints and schedules for a Campaign.

How many Campaigns can a client have?

There is no limit to the number of Campaigns a client can have as long as they are unique.

Is there a cost to Campaigns?

Flash360 Clients get 3 Campaigns as part of their subscription. Additional Campaigns can be purchased. New

Campaigns are charged at our hourly rate of \$165 per hour to set-up.

How is Revenue Attributed to Campaigns?

Revenue is attributed through our standard attribution model which can be found in detail in [Flash360 Revenue Attribution 2020](#)

What Campaigns are available?

There are numerous Campaigns available, and new ones added regularly based on feedback from our clients. The full list can be found in the Platform in Execute > [Available Campaigns](#).

Can a client have more than one of the same type of Campaign active at the same time?

Yes, more than one of the same type of Campaign can be running at the same time. You can differentiate with the Campaign Subtitle. So, for example, there can be a replenishment Campaign for “Energy Bars” and there can be another replenishment Campaign for “Recovery Drinks” running at the same time to unique audience and on unique schedules. However, if you’d like to track all replenishment together in one Campaign, each product could be set-up as a touchpoint rather than a different Campaign.

How long is Campaign Revenue available?

Campaign Revenue will be attributed as long as a Campaign is running. If a Campaign is de-activated, the Campaign will remain in the A360 Campaigns section forever for tracking and reporting purposes.

Can one touchpoint be attributed to multiple Campaigns?

No, a touchpoint has to be unique to a Campaign and cannot be attributed to multiple Campaigns.

How are emails that are not part of Campaigns handled?

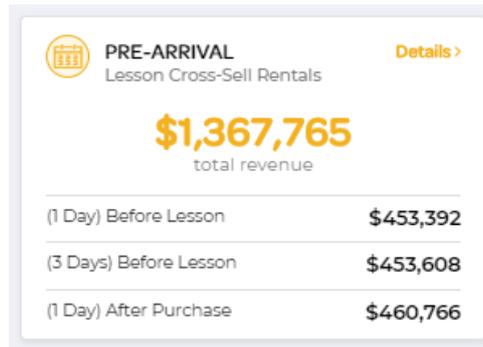
Emails that are not part of Campaigns still have revenue attributed to them and they can be found under Ad hoc in the Execute section.

Definition of Terms:

- Campaign: A series of touchpoints to a specific audience or segment.
- Touchpoint: One of several individual communications to a specific audience or segment that is part of a Campaign. 1 email is a touchpoint, 1 Facebook ad is a touchpoint
- Audience: The customers that receive the communication.
- Segment: Created by applying specific criteria that narrows the audience down to a smaller portion of customers.

Marketing Campaign Example:

Pre-arrival series of 3 emails:



- The Campaign is the entire series of 3 email communications that are automated to send at specific times. In this example, the "Pre Arrival" Campaign is used, with the subtitle "Lesson Cross-Sell Rentals"
 - Each of the 3 emails is a **Touchpoint**. In this example, the touchpoints are named "(1 Day) Before Lesson", "(3 Days) Before Lesson" and "(1 Day) After Purchase"
 - **Audience** is comprised of any of the customers that received the communication.
 - The **Segment** is created by adding the parameters such as Arrival Date is 3 days from today or Arrival Date is 10 days from today.
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