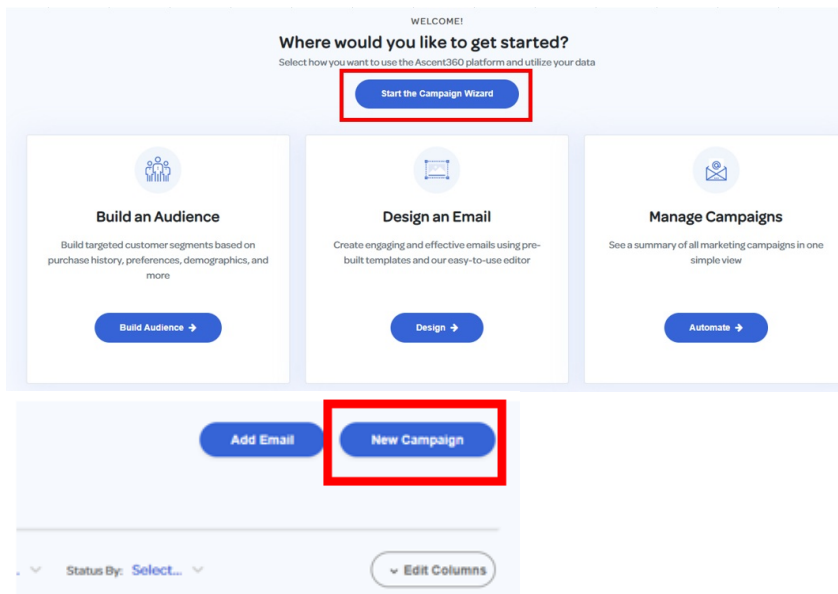


Your browser does not support HTML5 video.

You can use the Ascent360 Campaign Wizard to create and schedule or send a email campaign. The wizard walks you through four steps before an email can be scheduled or deployed.

1. Name Your Campaign
2. Choose Your Audience
3. Select an Email Design
4. View the Send Summary

To navigate to the Campaign Wizard, click Create > Campaign Wizard, use the Campaign Wizard button on the home page, or go to the Manage Campaigns home page card > New Campaign.



Progress Bar

When you enter the Campaign Wizard, you will see a progress bar on the top of the screen showing the steps within the wizard.

Each page will ask you to choose one element of your campaign. Once you are done with the required actions, the Next button will be selectable.

A Previous button and a Save and Exit button will appear as you move through the wizard. The Previous button takes you to the previous step. The Save and Exit button saves your progress and returns you to the Your Campaigns screen. Here you can look for the name of the campaign you just saved and click the "Continue Wizard" button anytime you want to restart this campaign in the wizard exactly where you left off.



Name Your Campaign

On the first screen of the Campaign Wizard you give your campaign a name and choose it's Campaign Category.

You should name your campaign in a way that works best for you to remember it's call-to-action and purpose.

Campaign Categories work as a way to show the strategy of how your campaign is meant to drive revenue. Categories include:

- Lapsed Customer: Re-engage your lapsed customers to win them back
- Post Visit: Generate reviews, brand loyalty and future visits
- Pre-Arrival: Lower cancellations, build brand loyalty and upsell customers prior to their arrival
- Post-Purchase: Build an automated stream to incentivize the next purchase
- Prospect Conversion: Build automated streams to encourage first time or repeat purchases
- Re-engagement: Re-engage customers and drive new purchases
- Renewal: Drive past purchasers to renew products and services

For a full list of campaigns, please speak with your Client Success Manager or contact the Help Desk.

The screenshot shows the 'Name Your Campaign' and 'Categorize Your Campaign' steps of the Campaign Wizard. At the top, a progress bar indicates the steps: Campaign (active), Audience, Design, Summary, and Send. A 'Next' button with a right arrow is in the top right corner.

Name Your Campaign
Enter a name to help you remember what this campaign is all about. Only you will see this.

Below the instruction is a text input field with the placeholder text 'Name your Campaign'.

Categorize Your Campaign
Choose a category to organize and track metrics.

There are six category cards displayed in a 2x3 grid:

- ABANDONED BROWSE** (purple header): Description: Prompt customers to continue browsing your site. Includes an 'Impact' dropdown and a 'Select' button.
- CROSS-SELL** (green header): Description: Use data to drive the next best purchase for your customers. Includes an 'Impact' dropdown and a 'Select' button.
- HIGH VALUE CUSTOMER** (purple header): Description: Retain your best customers by speaking to them differently and increasing their lifetime spend and value. Includes an 'Impact' dropdown and a 'Select' button.
- LAPSED CUSTOMER** (blue header): Description: (partially visible).
- LIFE EVENT** (purple header): Description: (partially visible).
- POST PURCHASE** (green header): Description: (partially visible).

Choose Your Audience

The next step is to select which audience is going to receive your email.

You can:

1. Use the search bar to find your audience by its name
2. Toggle between the Audiences or Complex Audiences tab. The Audiences tab shows all audiences created in the Audience Selector. The Complex Audiences tab shows all audiences created in the Complex Audience Builder.

3. Choose your audience from the picklist. The Contacts column shows how many contactable contacts are in each audience.

Choose An Audience

Select an audience you would like this campaign to send to.

AUDIENCES COMPLEX AUDIENCES

Saved Audiences	Contacts
<input type="radio"/> ((a AND b AND c))	825
<input type="radio"/> ((a NOT b NOT c))	0
<input type="radio"/> ((a NOT b OR c))	2837

Select an Email Design

The third step is choosing an email design. This screen shows email designs in the Draft status, meaning the designs have never been chosen for a previous campaign, email send, or form trigger notification.

Each email's menu has two options:

1. Select – this selects the email you want to use.
2. Preview – this shows a window with a large view of the email.

[← Previous](#) Campaign Audience **Design** Summary [Next →](#)

Choose Your Email

Designs Folders

Order by: Name

Sort: Asc

All Emails

032

04121222

072622

072622 v2

a

adsadasd

FB Testautomation165835936350

FB Testautomation1658410198480

FB Testautomation1658410198480

022422

Draft

Select

Preview

026332aa-69fe-4ea3-a30...

Draft

040622 CFT

01acfc07-bec8-43f4-ae8...

Draft

View the Send Summary

The final step is the Send Summary page.

At the top of the page, you will see the name of the email you chose, along with the name of the selected campaign and its category. The drop-down menu allows you to change which campaign you want to chose in case you have changed your mind.

Summary

022422sfs

X | v

Cross-sell

The middle of the screen has five rows:

1. Send To – View your audience or select a new one. Choose seed or suppression lists.
2. From – Enter the From Name, From Email, and Reply To Email.
3. Properties – Add your email subject line, pre-header, and tracking parameters.
4. Schedule – Set the email to send now or schedule to send later.
5. Preview – Send a test email to any email address you want.

When the five steps are complete, the Send button in the upper right of the screen becomes clickable.

Previous

CampaignAudienceDesignSummarySend

Save and Exit

Summary

022422sfs

X | v

Cross-sell

Your email draft is saved under Campaigns, and you can come back to it any time.

✓ Send To

All subscribed contacts in Audience ((a AND b AND c))

Add Recipients

✓ From

022322 wMnE Campaign info@ascant360.com

Add From

✓ Properties

022322 wMnE Aud - {{{GENDER}}First}}]

Add Properties

✓ Schedule

Set the date and time of your email

Add Schedule

✓ Preview

Preview

After the email is sent you can view it's results on the My Campaigns page or in the Email Sends Report.