



How to Make Email Campaigns

A guide of the best practices to make effective email campaigns

First page

To: Segment

All email campaigns are sent to users with email addresses from a specific segment. Verify that the correct segment is selected or create a new segment that fits your target audience for this email. After a segment is selected, a list of all email addresses in this segment will appear. Double check to verify that the correct emails are listed.

Campaign Type: Create Email

CHOOSE A DIFFERENT CAMPAIGN

Email Campaign Name

If you do not have any Audience Segments created, you must create one to use with this Email Campaign.

To: Select an Option

Active Accounts
At-risk
At-Risk Accounts
Email Test
Has not seen segments
Inactive Accounts
No login in 2 weeks
Premium Subscription
Small Email Segment
Test text field

Subject and Body

Fill in the appropriate fields with the email subject and the body content of your email campaign. Emails can use HTML, so if the default content editor is lacking, the content's HTML can be manually edited.

Campaign Page

Once the email is created, it can be sent by selecting the SENDING OPTIONS button. If the email is not ready, the email can be edited by clicking the EDIT button. A

preview email can be sent by clicking the SEND PREVIEW button, and typing an email address to receive the test email.

The number of Opens, Clicks, Bounces, Flagged and Spams and Unsubscribes are tracked in the Email Campaigns page.

