

Campaign

1. A window will open when a user clicks on the Campaign tab/icon. It consists of 3 tabs (**All Campaigns, Template and Performance**).

1.1- By default “All Campaigns” Tab will open, it will show past/draft campaigns and its stats (Refer [Image 1](#)).

1.2- At the top right “**Create Campaign**” button will be there.

This Month (4)					
<input type="checkbox"/>	ARCS Social Post - Instagram and Twitter Published Thu, June 4th 7:56 PM Published	53 Reach	58 Impressions	4 Engagements	View Report
<input type="checkbox"/>	powercenter Social Post - Instagram and Twitter Published Thu, June 4th 7:53 PM Published	47 Reach	51 Impressions	1 Engagements	View Report
<input type="checkbox"/>	ARCS new Regular - 2k Oracle Cloud Sent Fri, June 5th 7:31 PM to 1K recipients by you Sent	656 Opens	10 Clicks		View Report
<input type="checkbox"/>	All EPM Regular - 2k Oracle Cloud Sent Thu, June 4th 7:35 PM to 1K recipients by you Sent	18.4% Opens	1.0% Clicks		View Report

Past Month (9)

1.3- When user clicks on campaign name it will show the email preview.

1.4- When user clicks on “**View Report button**” it will show campaign stats in detail. Refer below link.

https://docs.google.com/document/d/1Z86YHQ67L3OTcSwGICd4_g8Pv8YKDGj0tmYlxtFE7M8/edit?usp=sharing

1.5- When we click on create campaign button it will redirect to new page.(refer [image1.1](#))

Campaign

XYZ
Edit name

Save Schedule Send

To
Select recipients from database/contacts [Add recipients](#)

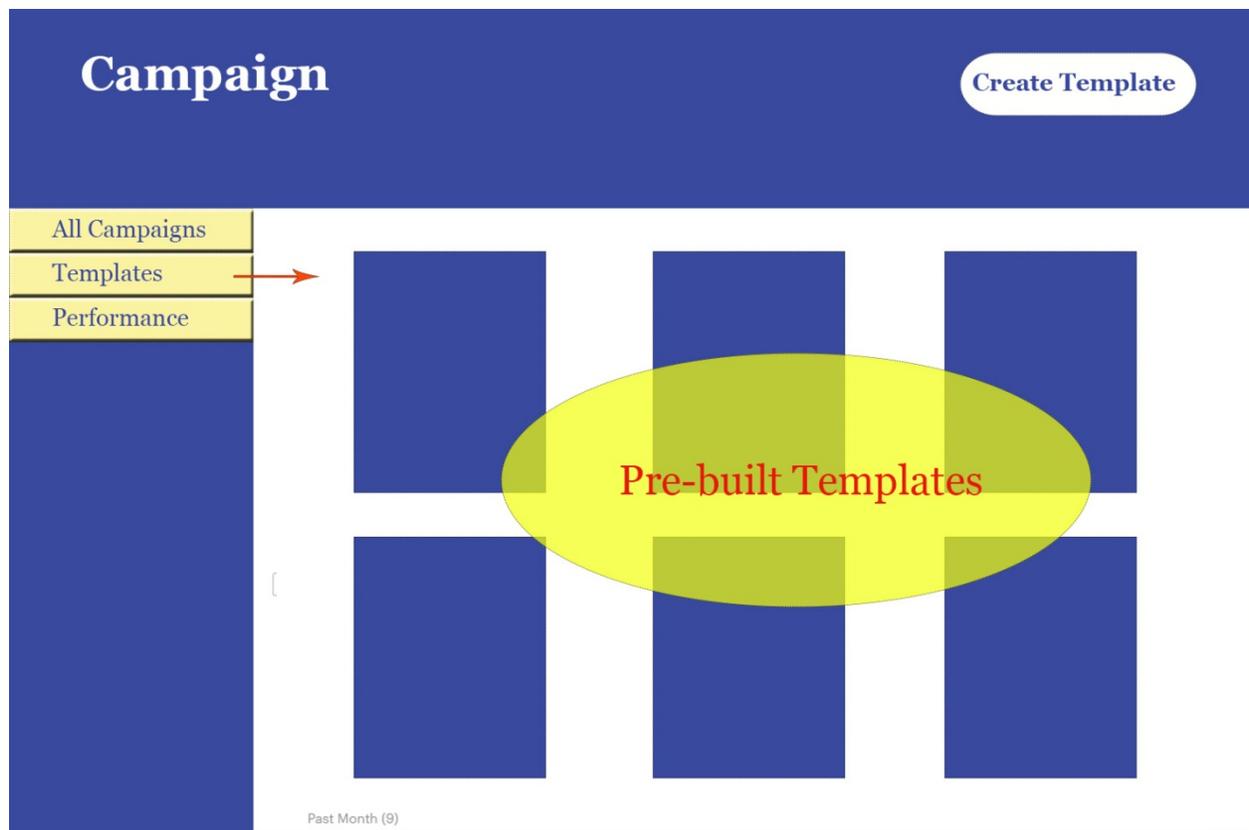
From
Who is sending this campaign? [Add From](#)

Subject
Who is sending this campaign? [Add Subject](#)

Content
Design the content for your email. [Design Email](#)



2. When user clicks on “**Templates**” tab, below window will appear which consist of Pre-built Email templates (Refer [Image 2](#))



2.1- At the top right corner “**create Template**” button will be there. Once user clicks on Create Template button it will redirect to a new page which consist of various Template editor (refer Image 2.1)

Templates



Saved Templates

Use templates that you've saved previously.



Pre-designed Templates

Use our pre-designed templates, personalize the content, and send emails quickly.



Basic Templates

Pick one of our plain and simple layouts and add just text and images to your content.



HTML Code Editor

Create your campaign content by manually adding HTML codes



Plain Text Editor

Create and send a simple email without any image or logo.



Import/Upload HTML

Import/upload your HTML and CSS files, and use them for your content.



Recently Sent

Use the template from a recently sent campaign.

Will provide more details later about these templates

3. When user clicks on **"Performance"** tab it will open a window which consists of the overall campaign performance (week, month, Qtr, year wise). It is yet to be finalized.

Campaign

All Campaigns

Templates

Performance



This tab will show overall
performance of campaign
Week, month, year wise

Will provide more details later