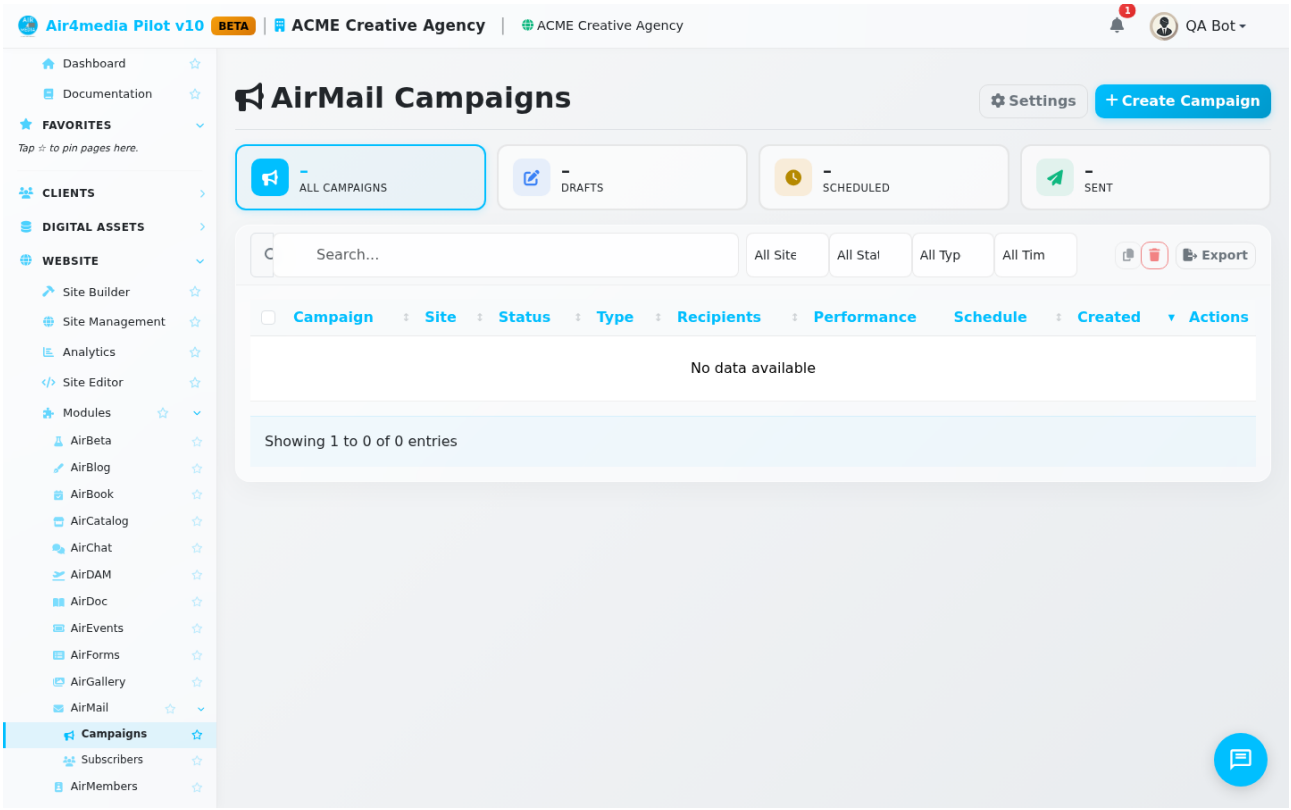

Campaigns

Create, schedule, and send email campaigns to your subscribers. Track opens, clicks, and performance in one place.

Key Features

- **Dashboard Stats**: See total campaigns, how many were sent this month, your average open rate, and how many are scheduled at a glance.
- **Campaign Types**: Organize campaigns by type — Newsletter, Announcement, Welcome Series, Promotion, or Transactional.
- **Flexible Recipients**: Send to all active subscribers, specific subscriber lists, or filter by tags. Recipient counts update live as you change your selection.
- **Personalization**: Insert merge tags — `{{first_name}}`, `{{last_name}}`, `{{email}}`, `{{company}}`, `{{unsubscribe_link}}`, and `{{view_browser_link}}` — into subject lines and content. Use the **Merge Tags** button in the editor toolbar to insert them quickly.
- **Multi-channel Delivery**: Send via email, SMS, or both. SMS messages include a link to the full email and support personalization tags (up to 300 characters).
- **AI Newsletter Generator**: Describe your topic, pick a tone and length, and let AI draft a complete newsletter — including subject line, preview text, and formatted content. Review

and edit everything before applying. Uses 10 credits per generation.

- **Email Templates**: Start from a built-in layout — Basic Newsletter, Announcement, or Welcome Email — via the **Templates** button in the editor toolbar.
- **Media Assets**: Upload and insert images or videos from your media library directly into the email editor. Edit titles, descriptions, and metadata from within the campaign editor.
- **Content Tabs**: Switch between the visual HTML editor, plain text version, raw source code, and preview — all in one place.
- **Preview Modes**: Preview your campaign in desktop or mobile view before sending.
- **Test Emails**: Send a test to one or more comma-separated addresses to review the email in a real inbox.
- **Performance Stats**: After sending, view opens, clicks, bounce rate, top-clicked links, delivery timeline, and geographic engagement for each campaign.

How to Use

Create a Campaign

1. Click **Create Campaign** in the top right.
2. Select a site, enter a campaign name, and choose the type.
3. Write your subject line — use `{{first_name}}` to personalize it.
4. Optionally add preview text (the short line shown after the subject in email clients).
5. Choose a delivery channel: Email, SMS, or both.
6. Select your recipients: all subscribers, specific lists, or by tags.
7. Write your content in the HTML editor. Use **AI Newsletter** to generate content automatically, or **Media Assets** to insert images or videos.
8. Check the **Preview** tab to see how it looks on desktop and mobile.
9. Send a test email to review it in your inbox.
10. Choose to **Send Immediately**, **Schedule for Later**, or **Save as Draft**.
11. Click **Save Campaign**.

Send an Event by Email

To announce an event or remind people about it, you do not need to write the email from scratch.

1. Click **Create Campaign**.
2. In **Start from**, choose **An event**, then pick the event.
3. The email is written for you: the event's name, when and where it takes place, its tagline,

and a button that opens the event's page. Choose **Full edition and link** to include the event's description too.

4. Edit the text as you like, choose your recipients, send yourself a test, then send or schedule as usual.

The button always goes to the right place: the event's dedicated page when it has one, otherwise the event's own address. An email about an event can only be sent once the event is published. Nothing is sent until you send or schedule the campaign.

Use the AI Newsletter Generator

1. Click **AI Newsletter** in the editor toolbar.
2. Describe what your newsletter is about.
3. Optionally add keywords, then choose a tone (Professional, Casual, Creative, Funny, or Persuasive) and length.
4. Click **Generate Newsletter** — generation takes 15–30 seconds.
5. Review and edit the generated subject line, campaign name, and preview text.
6. Click **Apply All & Close** to fill in the campaign form, or **Regenerate** to try again.

Send or Schedule a Campaign

- Campaigns in **Draft** or **Scheduled** status can be edited or sent.
- Click **Send** on any draft to open a confirmation — review the recipient count, check the confirmation box, and click **Send Campaign**.
- Active campaigns can be **paused** and resumed later.
- To reschedule, edit the campaign and update the scheduled date and time.

View Campaign Stats

- After a campaign is sent, click **Stats** to view open rates, click rates, bounce rate, top-clicked links, delivery timeline, and geographic engagement.

Manage Campaigns

- Use the **search bar** to find campaigns by name or subject.
- Filter by site, status, type, or date range using the filter dropdowns.
- Select multiple campaigns to **Duplicate** or **Delete** them in bulk.

Tips

- Save early as a draft while you work — you can always come back to edit before sending.
- Always send a test email before sending to your full list.
- Use the AI Newsletter Generator when you need a quick starting point — you can edit all generated details before applying.
- Preview text significantly affects open rates — always fill it in.
- SMS delivery requires subscribers to have a phone number on file.