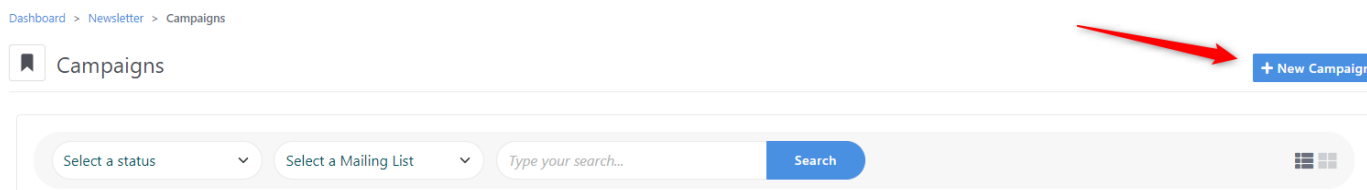


Campaigns

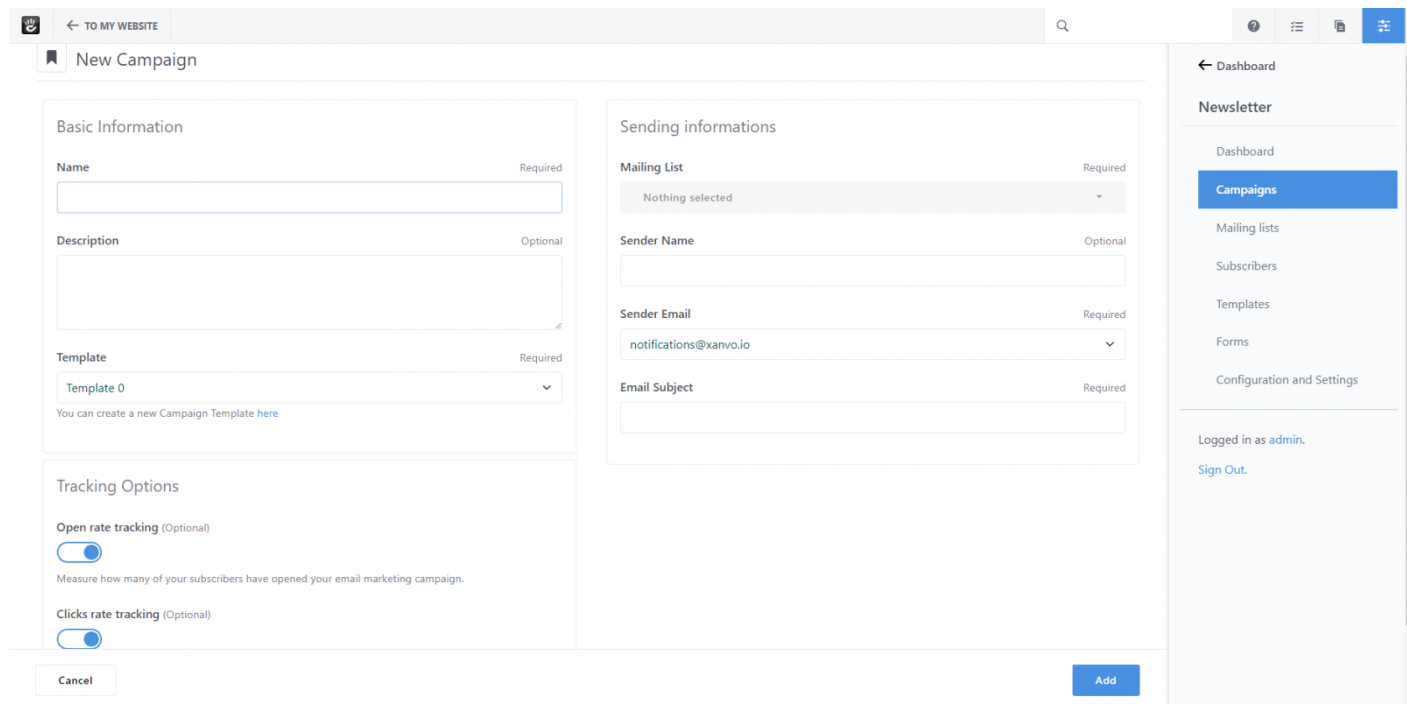
- New
- Design
- Send
- Measure campaign performance
- Campaigns List

New

To create new campaign, click the **"New Campaign"** button in the top right corner.



Where we need to provide the details about the new campaign such as the Name, description, Mailing list(s), Template, Email Subject, Sender Email, Sender Name, and others informations as seen in the image below.



A screenshot of the "New Campaign" form. The form is divided into three main sections: "Basic Information", "Tracking Options", and "Sending informations".

- Basic Information:** Includes fields for "Name" (Required), "Description" (Optional), and "Template" (Required, currently set to "Template 0"). A link below the template field says "You can create a new Campaign Template here".
- Tracking Options:** Includes two toggle switches: "Open rate tracking (Optional)" and "Clicks rate tracking (Optional)", both of which are currently turned on. A note below the first toggle says "Measure how many of your subscribers have opened your email marketing campaign."
- Sending informations:** Includes fields for "Mailing List" (Required, currently "Nothing selected"), "Sender Name" (Optional), "Sender Email" (Required, currently "notifications@xanvo.io"), and "Email Subject" (Required).

At the bottom of the form, there are "Cancel" and "Add" buttons. On the right side of the page, there is a sidebar menu with "Campaigns" highlighted, and a user status bar at the bottom right indicating "Logged in as admin" and a "Sign Out" link.

Basic Information:

Name your campaign and add a description if you would like.

Select the campaign template you want to use and fulfill your requirements.

Sending options:

Select target mailing list(s) to send to.

We will clean duplicate recipients that allow to remove email addresses that appear multiple times in your database, or when you combine multiple mailing lists for a single campaign.

Choose the sender email and sender name you would like to send your newsletters from. Your subscribers will be able to see both pieces of information so choose carefully. Often people use their company name and company email address.

A good starting point for any successful email marketing campaign is the subject line, which plays a crucial role in getting people to open and click your emails. Like the headline on your blog post, an email subject line has to get attention so people want to go further.

Tracking options:

When you create a new campaign, we enable certain tracking options by default. This includes open and click tracking.

Open rate tracking:

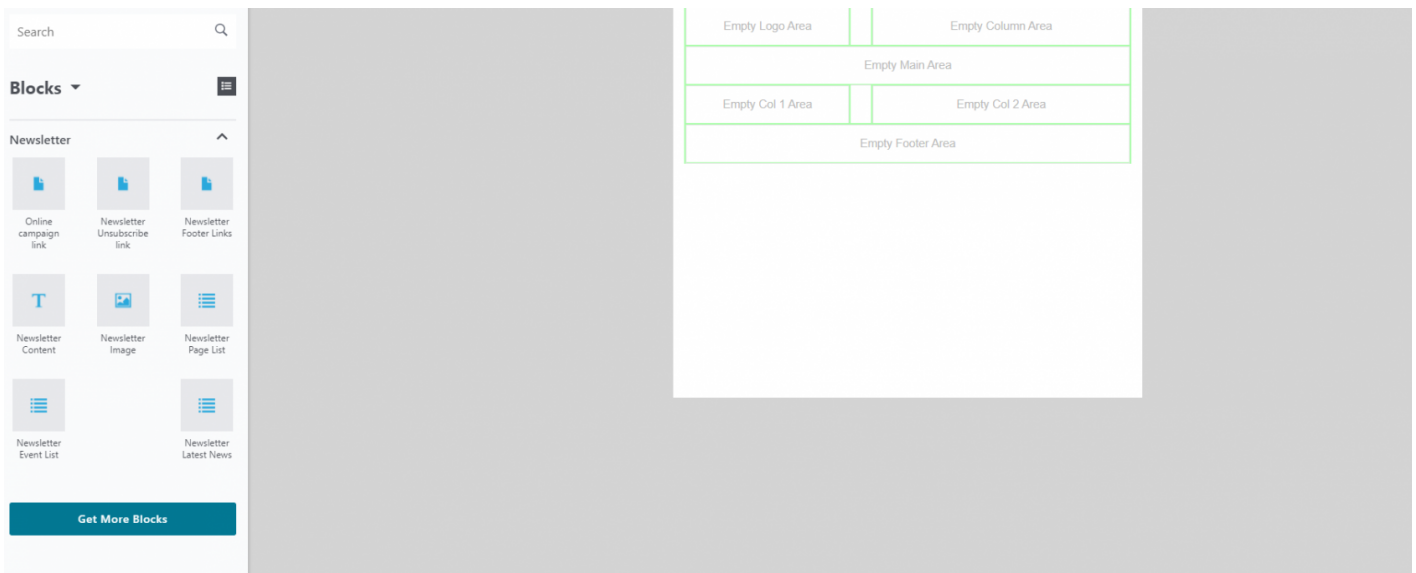
Clicks rate tracking: which logs every time a recipient clicks a link in the email.

Click '**Add**', this will take you to the **Page Editor**, where you'll **design your email**.

Design

Email design matters in any successful email marketing campaign. If your emails look terrible, that reflects badly on you, and can make people stop reading. With more people than ever reading emails on mobile devices, it's important to use a responsive email template so your email resizes automatically whether people are reading it on a phone, tablet, or desktop.

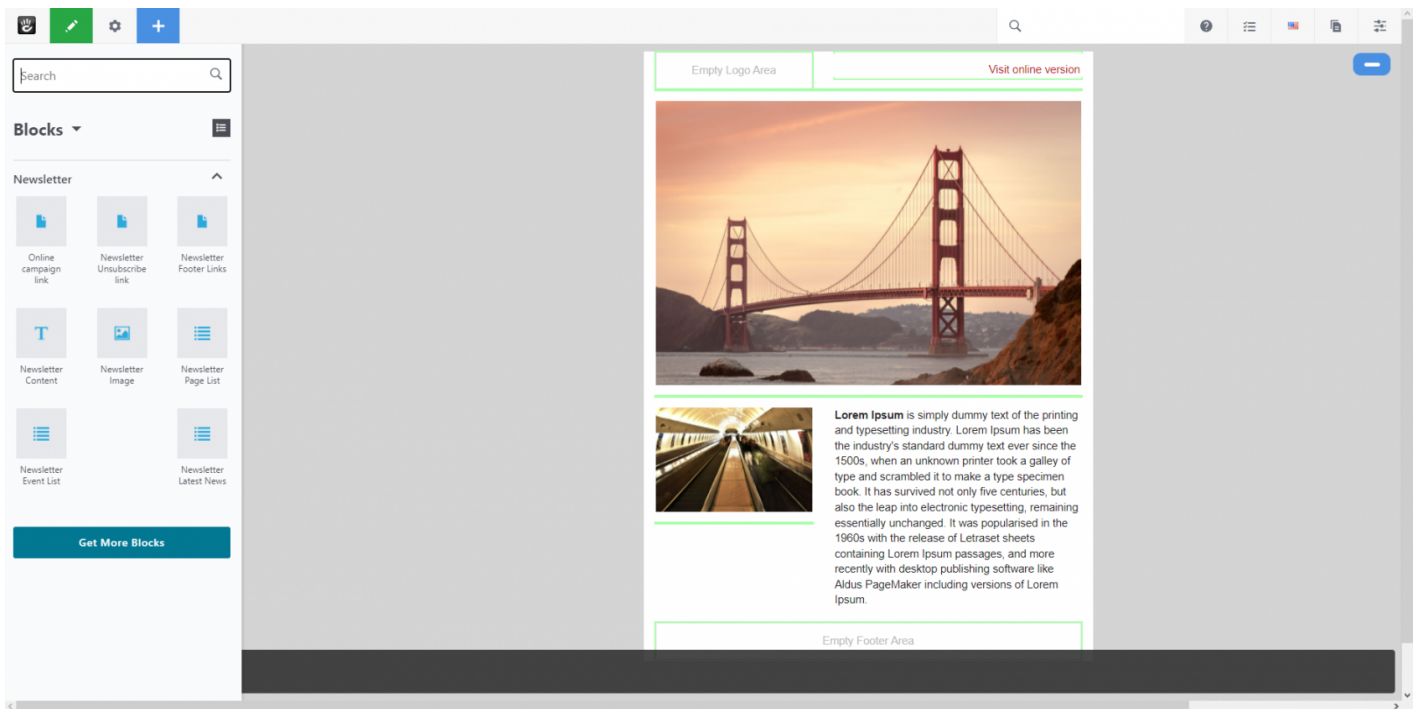
Use the **Concrete CMS Page Editor** to make changes to your design.



To get the desired layout of your email, you'll need to insert multiple Blocks.

Drag & drop any Blocks you want to use from the Blocks right panel

into your template.

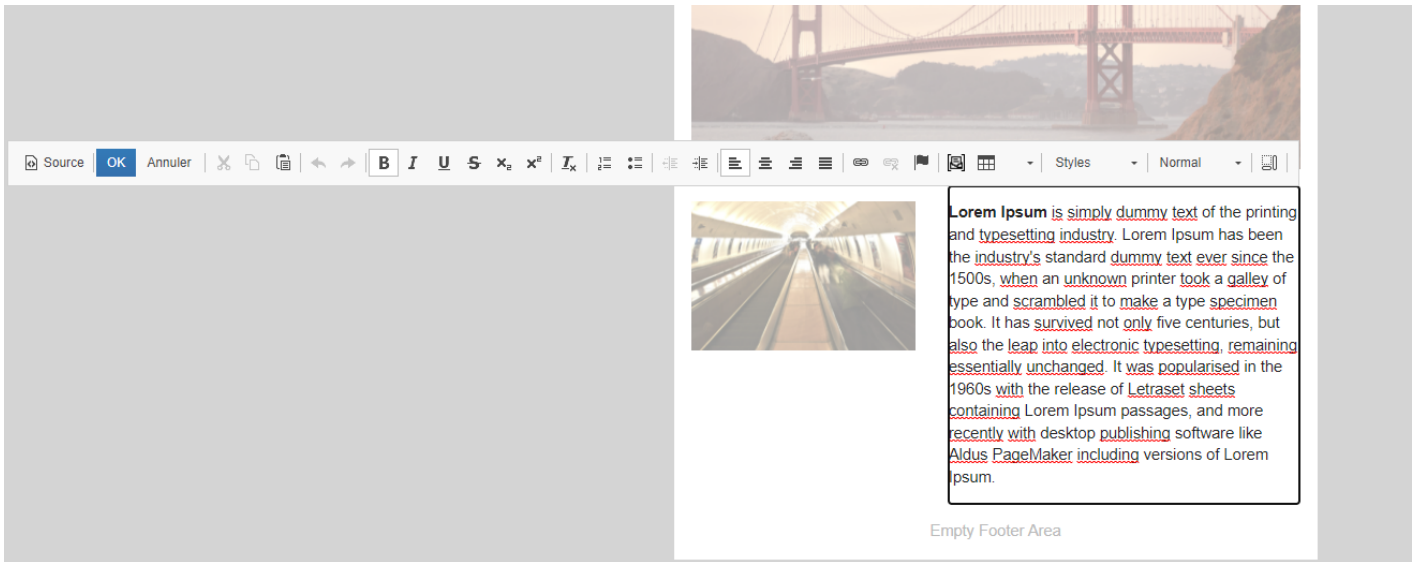


Available Blocks:

Newsletter Content



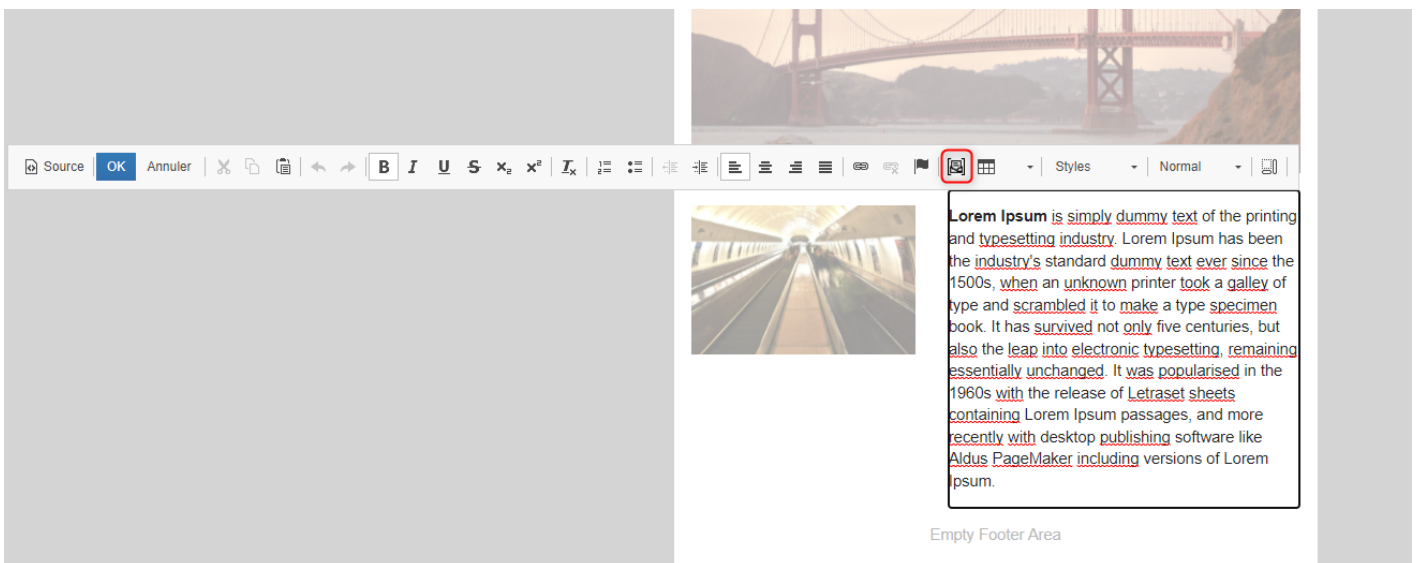
This Block allows you to add text to your newsletter.

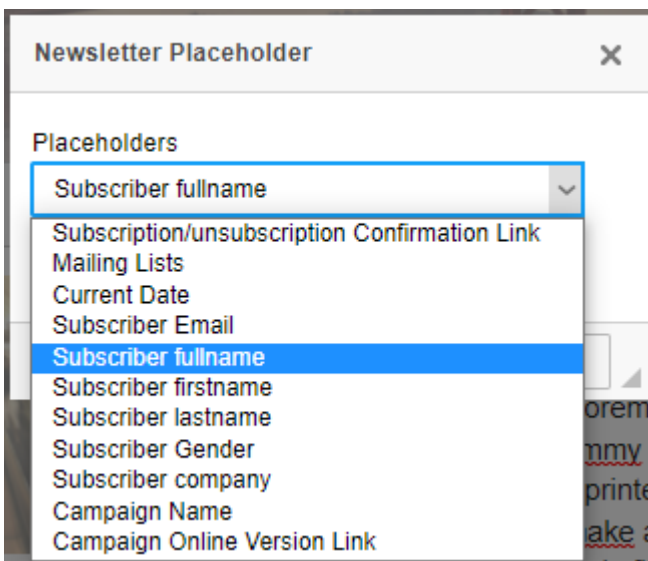
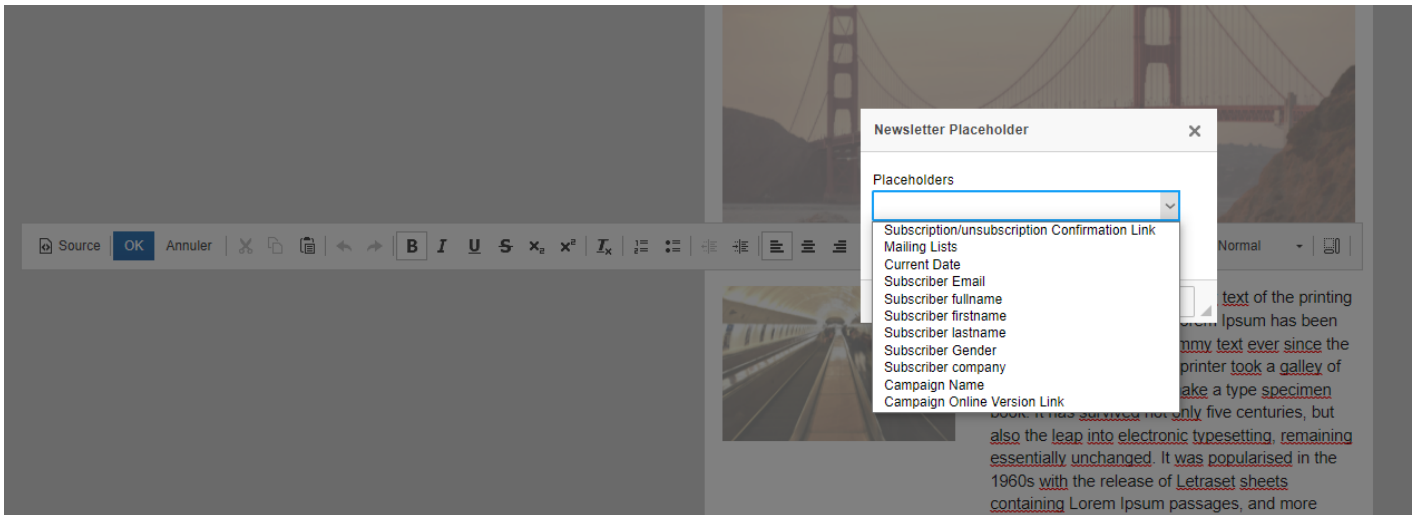


You can customize the text in many ways via the text editor toolbar.

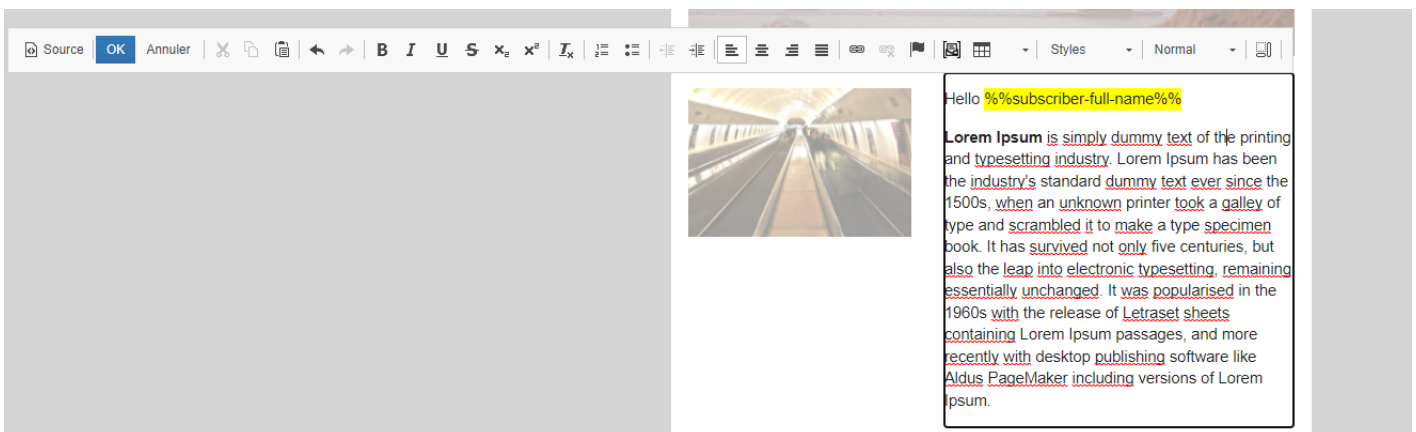


Easily add personalized text (Placeholders) to your email campaigns by clicking on the “Newsletter Placeholder” dropdown and selecting the required placeholder.

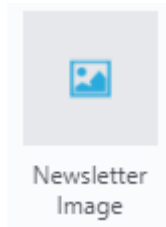




If you add personalized content to a certain section of your email message like subscriber's full name, first name, last name and email, then [Newsletter package](#) automatically uses subscriber information in that section, if it exists for the subscriber receiving the email.

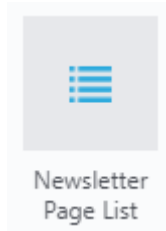


Newsletter Image



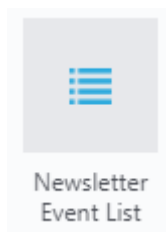
This Block lets you add images to your emails. You can easily choose from uploaded images as well as directly upload new images in your Concrete CMS site file manager.

Newsletter Page List



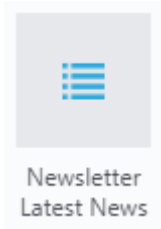
You can easily add your Concrete CMS site Pages to your campaign template.

Newsletter Event List



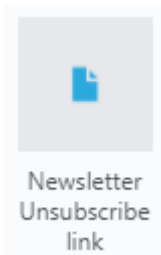
This Block enable you adding Events selected from your Concrete CMS site Calendars.

Newsletter Latest news



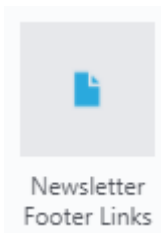
Add your site pages by selected Page Types

Newsletter Unsubscribe Links



Include an opt-out / unsubscribe link in your campaign email (required by law in some countries)

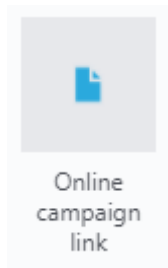
Newsletter Footer Links



Include site links in the footer, add your contact page, imprint page

and social media links to the bottom of every email.

Newsletter Campaign Links



Activate a web page version of this campaign gives recipients another way to view an email if they're having issues.

Emails are only sent in the language that you write them in and aren't automatically translated. You can create mailing list and campaign to target a specific audience of your subscribers based on language.

Consider the campaign design your organization needs. If you are consistently creating the same design of campaigns, you should consider making those campaigns into templates. Templates are an easy way to speed up your campaign design process.

Send

As an email marketer, one of the worst, most stomach turning moments is realizing you sent an email out to thousands of subscribers with a mistake in it or left out a crucial piece of information or you send to the wrong mailing list.

That means testing everything: design and layout, subject lines and mailing lists. Consider testing emails with different test mailing lists and experimenting with email send times, too.

We recommend sending a test email of the campaign to yourself . This way, you can double-check your campaign and be 100% sure that it's ready to go to your contacts.

Click on '**Overview**' button in the campaign toolbar menu to see an overview of the campaign.

The screenshot displays a list of email campaigns in a management interface. Each campaign row includes the campaign name, status, date, category tags, recipient count, and a toolbar with action icons. The 'Concrete CMS V9 features' campaign is highlighted in green and marked as 'Sent'. Its toolbar menu is open, showing options: Overview (highlighted with a red box), Preview, Settings, Edit, Send, Clone, and Delete.

Campaign Name	Status	Date	Category	Recipient Count	Toolbar
March Townhall	Draft	Monday, March 14, 2022	Events & Webinars	414 Subscribers	[Edit] [Send] [More]
Concrete 8.5.5	Draft	Monday, March 14, 2022	Developer Update	428 Subscribers	[Edit] [Send] [More]
Concrete CMS V9 features	Sent	Monday, March 14, 2022	Developer Update, Events & Webinars, Themes & Add-ons Update	620/620 Recipients	[Edit] [Send] [More] (Menu open)

- Overview
- Preview
- Settings
- Edit
- Send
- Clone
- Delete

Concrete 8.5.5 Draft Monday, March 14, 2022 Send Edit ...

From E-Mail XXXXXXXXXXXX@XXXXXXXXXX **Creator** admin

From Name Xanweb **Created at** 3/14/22, 4:04 PM

Subject Concrete 8.5.5 is now available! 📧

Mailing Lists Developer Update

Subscribers 428

While the **Page Editor** screen gives you a good indication of what your email will look like, it's good to check your email in the preview mode before sending. Preview mode also gives you a view of what your email will look like on a phone. You can activate the preview mode by click on '**Preview**' button in the campaign toolbar menu.

March Townhall Draft Monday, March 14, 2022	Events & Webinars	414 Subscribers	Edit Send ...
Concrete 8.5.5 Draft Monday, March 14, 2022	Developer Update	428 Subscribers	Edit Send ...
Concrete CMS V9 features Sent Monday, March 14, 2022	Developer Update Events & Webinars Themes & Add-ons Update	620/620 Recipients	Overview Preview Settings Edit Send Clone Delete

Visit online version

+ New Campaign








414 Subscribers

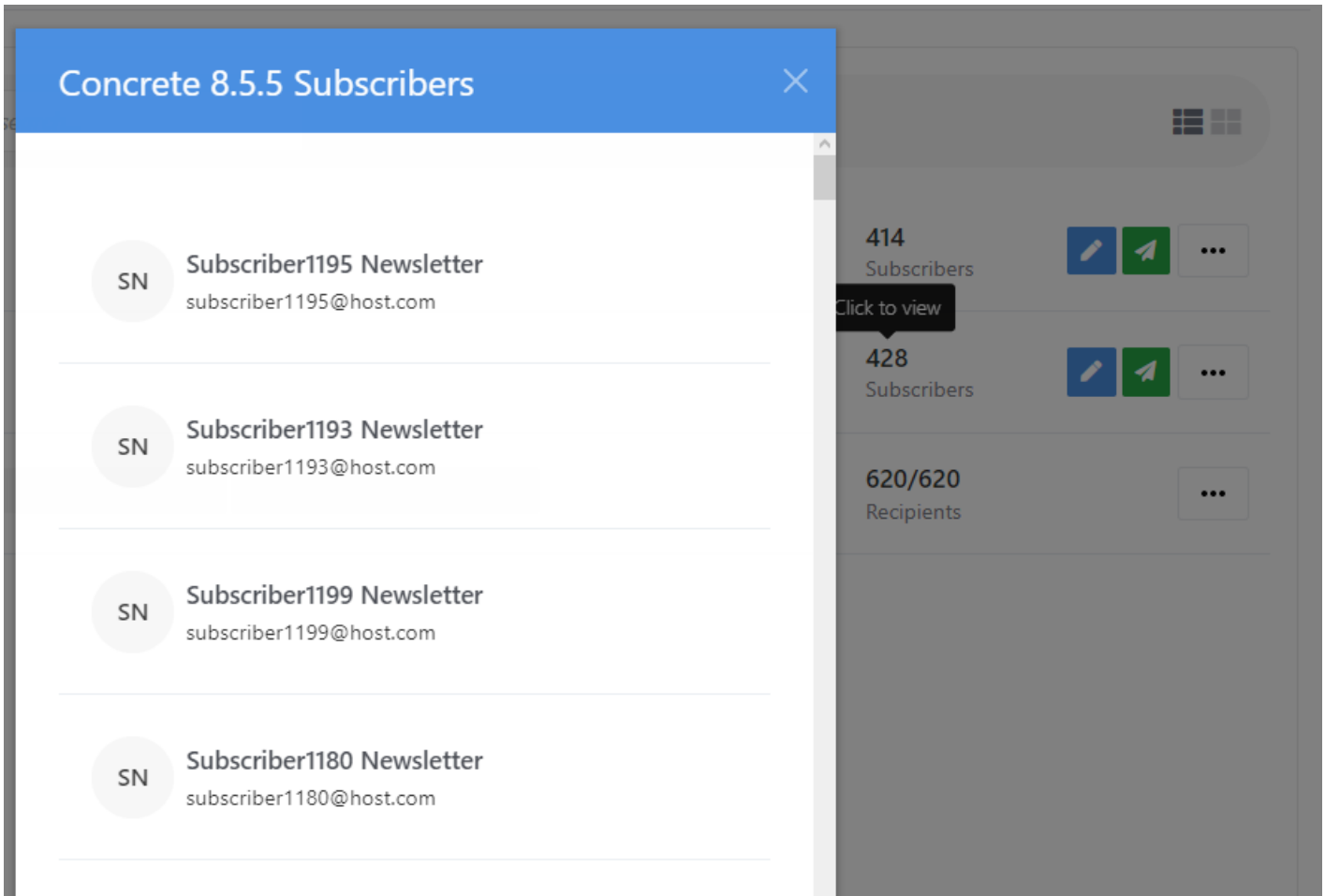
428 Subscribers

620/620 Recipients

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

To view which subscribers were included or excluded from the campaign , click **subscriber number** included in the campaign displays line.

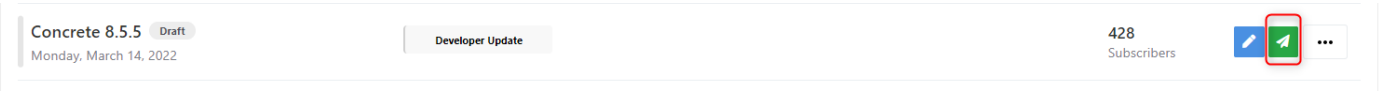
<p>March Townhall Draft</p> <p>Monday, March 14, 2022</p>	<p>Events & Webinars</p>	<p>414 Subscribers</p>	<p>  </p>
<p>Concrete 8.5.5 Draft</p> <p>Monday, March 14, 2022</p>	<p>Developer Update</p>	<p>428 Subscribers</p>	<p>  </p>
<p>Concrete CMS V9 features Sent</p> <p>Monday, March 14, 2022</p>	<p>Developer Update</p> <p>Events & Webinars</p> <p>Themes & Add-ons Update</p>	<p>620/620 Recipients</p>	<p></p>



Make note of the expected recipient count : this estimate removed duplicate emails, excluded subscribers, and suppressions.

Now that you've created your email, tested it, revised it, and double-checked everything, it's finally time to send!

Click the send icon in the right.



This will start sending the campaign email to all mailing lists subscribers.

You'll want to make sure that you're sending at the most optimal time.

If you are sending a large number of emails it's best to use the **Rate limiting** feature. This will send your message over a period of minutes/hours and will help protect your Sender Reputation.

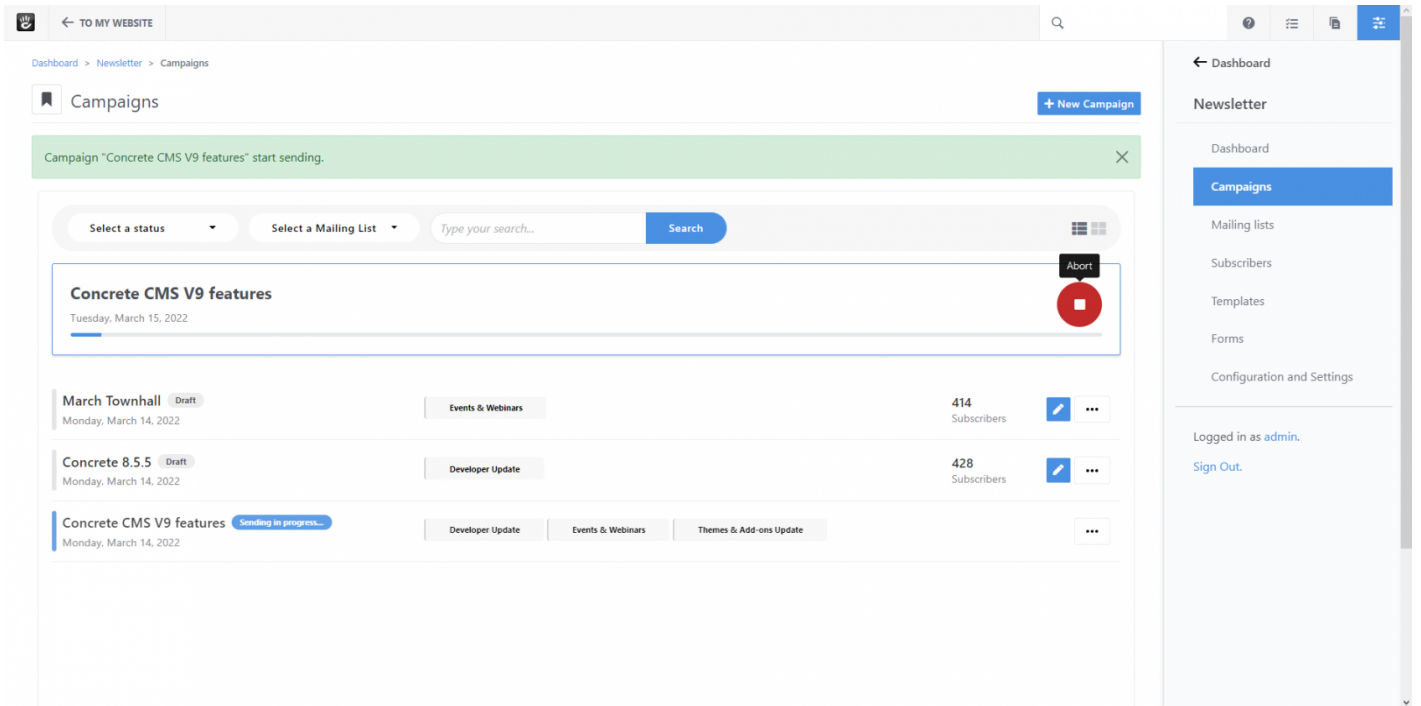
After the campaign is start sending , you can see a real-time progress of the email's sending.

The screenshot displays a dashboard for managing email campaigns. At the top, there's a navigation bar with 'TO MY WEBSITE' and a search icon. Below it, the breadcrumb trail reads 'Dashboard > Newsletter > Campaigns'. The main heading is 'Campaigns' with a '+ New Campaign' button. A green notification banner states 'Campaign "Concrete CMS V9 features" start sending.' Below this, there's a search and filter section with 'Select a status', 'Select a Mailing List', and a search input field. The main content area shows a list of campaigns:

Campaign Name	Status	Category	Subscribers	Actions
Concrete CMS V9 features	Tuesday, March 15, 2022		14/620	
March Townhall	Draft	Events & Webinars	414 Subscribers	✎ ⋮
Concrete 8.5.5	Draft	Developer Update	428 Subscribers	✎ ⋮
Concrete CMS V9 features	Sending in progress...	Developer Update, Events & Webinars, Themes & Add-ons Update		⋮

The right sidebar contains a navigation menu with 'Dashboard', 'Newsletter', 'Campaigns', 'Mailing lists', 'Subscribers', 'Templates', 'Forms', and 'Configuration and Settings'. It also shows 'Logged in as admin.' and a 'Sign Out.' link.

Your email can be stopped after it's sent. you have the option to '**Abort**' sending for emails after they've begun sending.



You can measure the success of your email by opening the campaign overview and viewing the campaign details. Here you will see the statistics on how many people opened your email and clicked on the links.

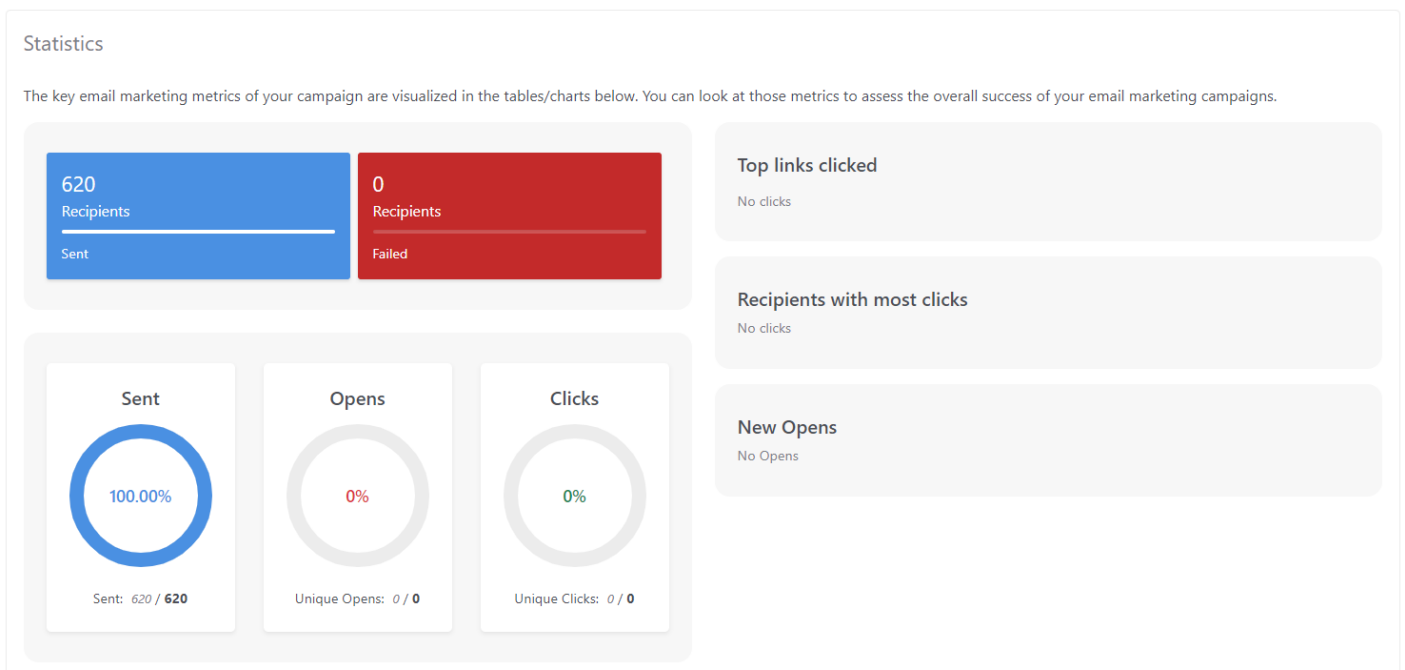
Here's some more information about Measure campaign performance.

Measure campaign performance

Finally, sending your email is just the first step in achieving email marketing success. To really nail it, you've got to collect data to improve future campaigns.

In a few days' time, you'll have enough data about the performance of your marketing campaign.

Analyze the results and find out how you did! Measure your actual performance against your goals and collected data to determine whether it was a success.



[Newsletter package](#) provides a comprehensive overview of campaign activity and performance.

The dashboard uses metrics such as email opens, clicks, sending statistics and more so that you can easily compare the performance of your emails.

Sent	The percentage of sent email messages that have been sent successfully to a subscriber's inbox. (Total delivered / total sent) * 100
------	--

Unique
open
rate

The
percentage
of
subscriber
who
opened
one
of
your
email
campaign,
where
subscriber
that
open
the
same
email
campaign
twice,
only
count
as
one.
(Total
unique
opens
/
total
sent
) *
100

The percentage of subscriber who opened and clicked a link in one of your email campaign, where subscribers that

Uniqueclick
click
rate

more than one link in the same email campaign only count as one.

(Total unique

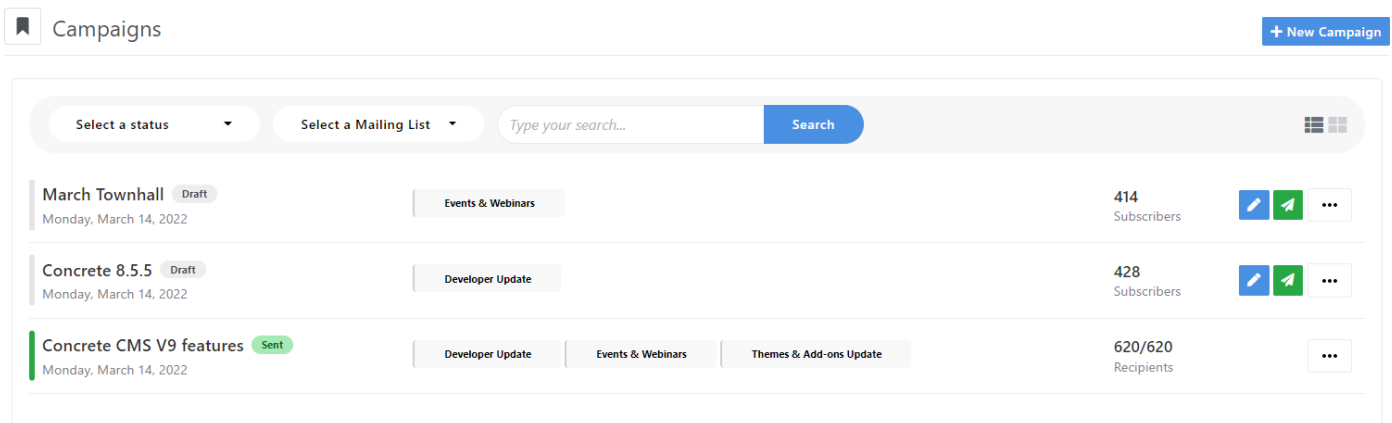
Campaigns List

A campaign is a marketing message that you share through email.

[Newsletter package](#) enables you to easily craft and send beautiful and engaging campaigns to keep your subscribers informed about your business or products...

[Newsletter package](#) offers many tools to manage your campaigns : from search and filter, to create and edit, to essentials actions like deletion, cloning, previewing and so on.

[Newsletter package](#) guides you through the process of managing ,creating and sending your email campaigns.



The screenshot shows a user interface for managing email campaigns. At the top left, there is a 'Campaigns' header with a bookmark icon. At the top right, there is a '+ New Campaign' button. Below the header, there is a search bar with a 'Search' button and a 'Type your search...' placeholder. There are also two dropdown menus: 'Select a status' and 'Select a Mailing List'. The main content is a table of campaigns:

Title	Status	Mailing List	Subscribers	Actions
March Townhall	Draft	Events & Webinars	414	✎ ↗ ⋮
Concrete 8.5.5	Draft	Developer Update	428	✎ ↗ ⋮
Concrete CMS V9 features	Sent	Developer Update Events & Webinars Themes & Add-ons Update	620/620	⋮

Campaigns are grouped according to status:

- **Draft:** Campaigns that have not yet been sent and are scheduled to be sent later.
- **Sent:** Campaigns that have been sent.
- **In progress:** Campaigns that are currently being sent.
- **Stopped:** Campaigns that have been stopped and the send process has not completed.
- **Failed:** Campaigns that have been failed in sending and the send process has not

completed.

To search for campaigns, use the '**Search**' bar at the top of campaign list.

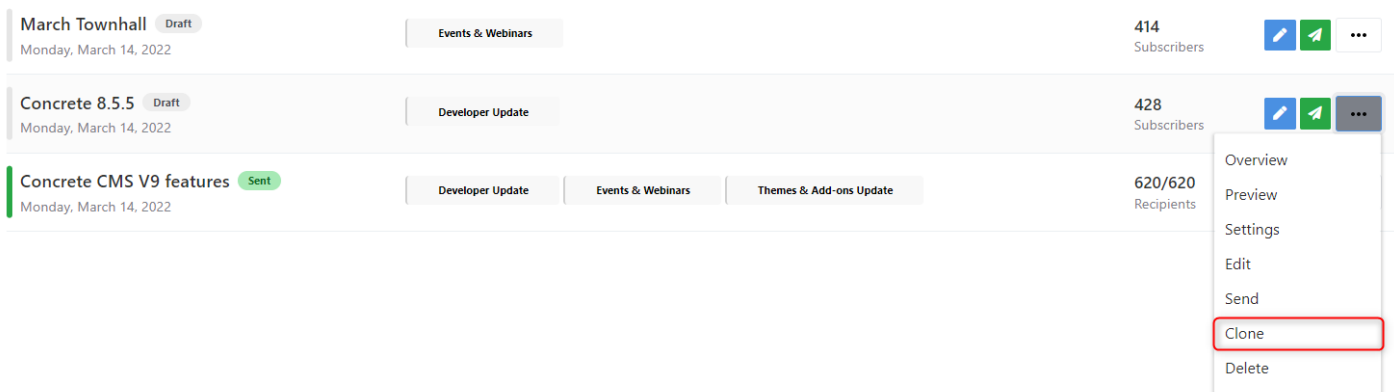


Select the status of interest (for example, Draft) to display the associated list of campaigns.

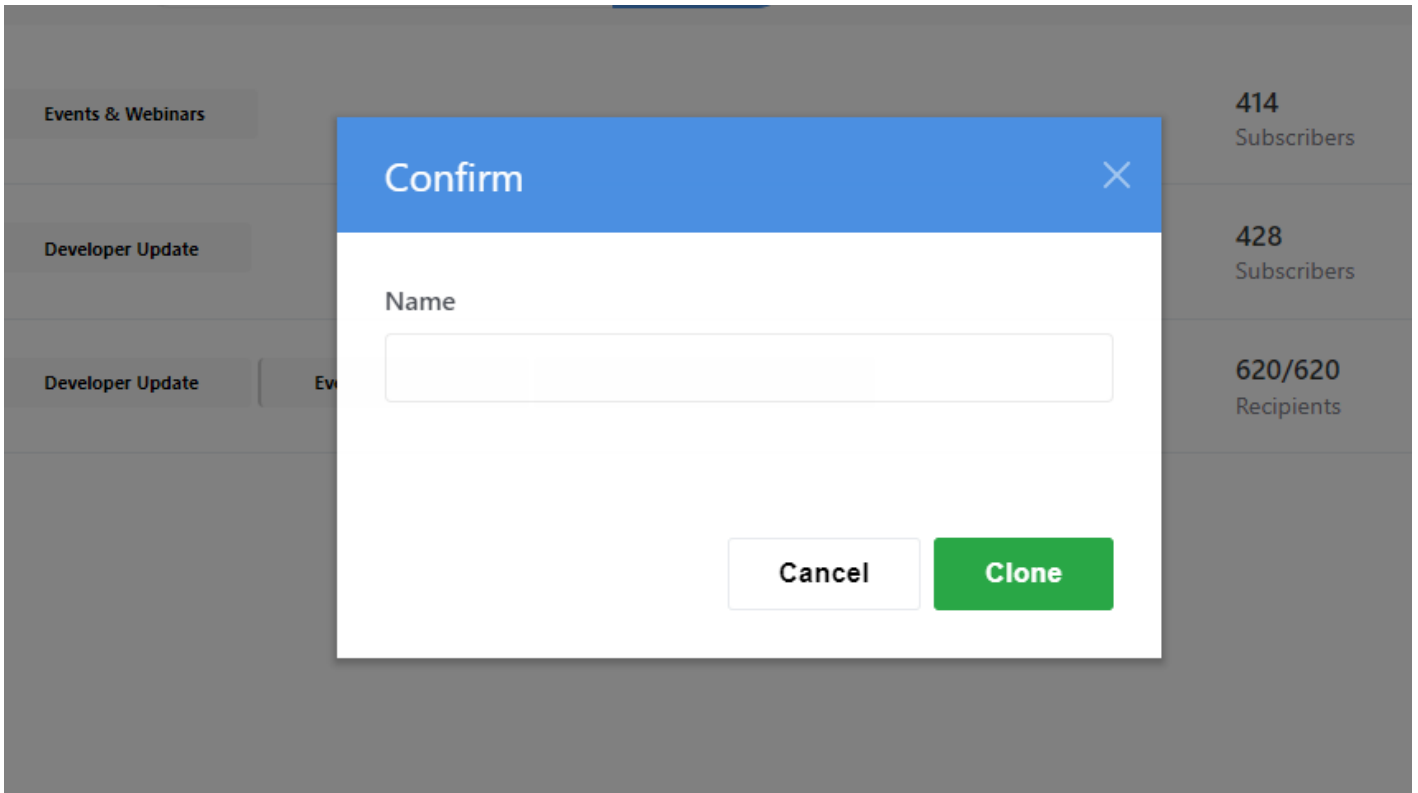
To search for a campaign, enter a search term in the search field

You can use a previous campaign that you sent as a starting point. You can then change the campaign for your needs. When you copy it, we copies almost all the campaign's settings. After you make a copy, you'll want to open it and make sure you configure it for your current needs.

1. Navigate to **Campaigns**.
2. Search for the campaign you want to copy.
3. Select **Clone** button in campaign toolbar menu.



Make sure you rename the campaign



To delete the entire campaign record, click on the campaign toolbar menu and then click on the '**Delete**' button.

