

Campaigns

Campaigns

The **Campaigns Module** in vCX allows businesses to send targeted broadcast messages to groups of users, making it an essential tool for scaling customer engagement and communication.

Campaigns

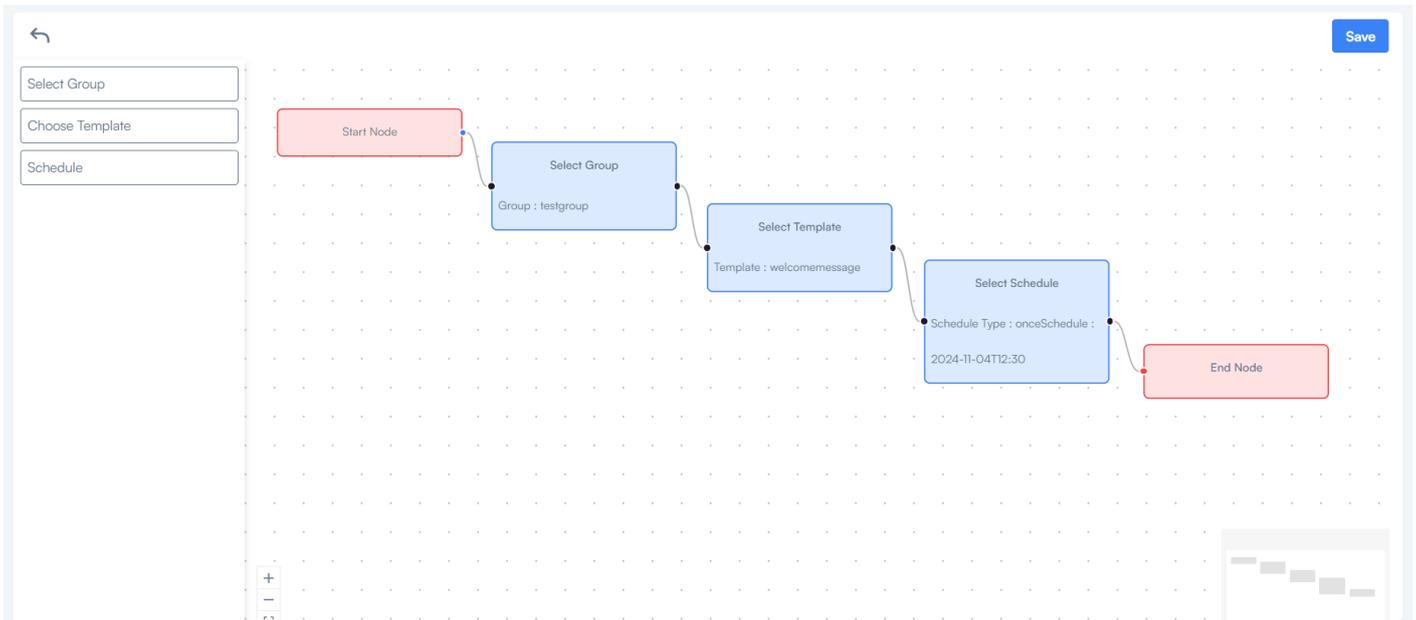
Add Campaign

Name	Created Date	Updated Date	Created By	Schedule Type	Next Schedule Run	Last Run	Status	Total Sent	Actions
effortlesscommunication	2024-11-12	2024-12-13	Contact Us	recurring	--	--	Active	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	

Types of Campaigns

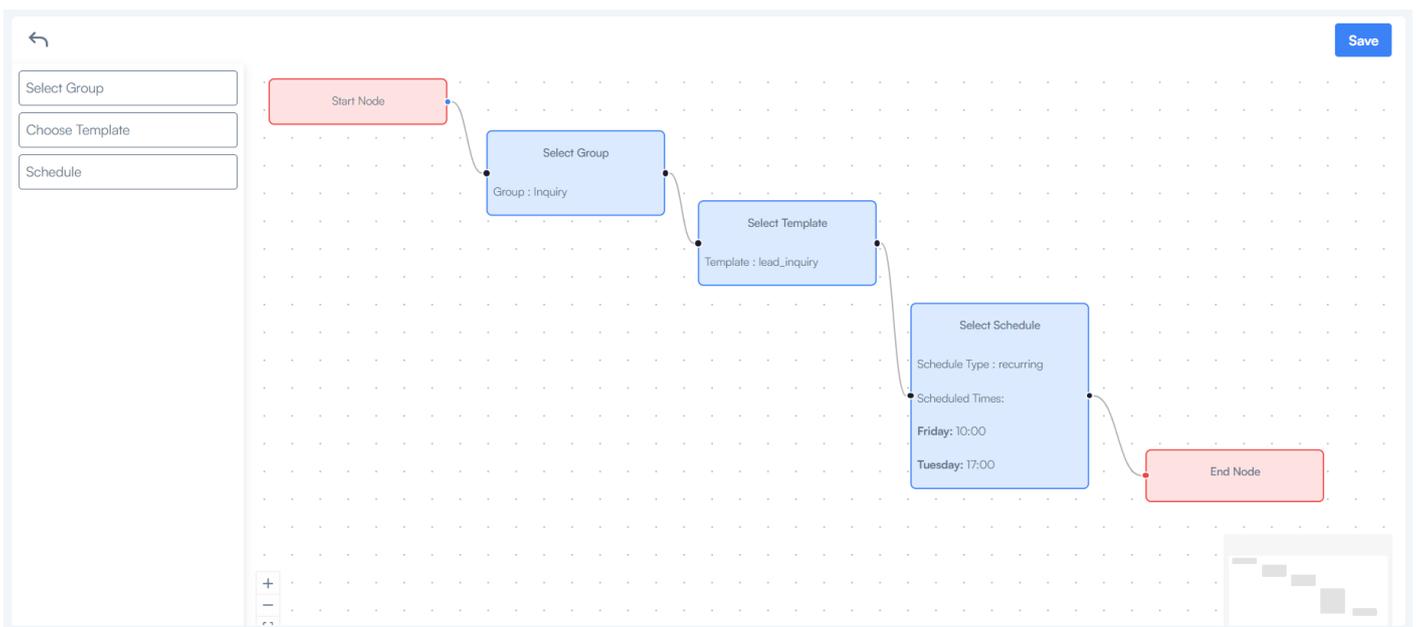
1. Single Send Campaign

- Used to send a one-time broadcast message to a selected group.
- Ideal for promotions, announcements, or immediate updates.



1. Multi-Send Campaign

- Designed to **schedule campaigns** that run repeatedly based on a defined schedule.
- Perfect for regular updates, reminders, or periodic promotional messages.



Key Features

1. Drag-and-Drop Campaign Designer

- Build and customize campaigns easily with an intuitive drag-and-drop interface.
- No coding skills required—anyone can design and launch a campaign in minutes.

2. Template Integration

- Attach **pre-approved templates** to campaigns for fast and compliant messaging.
- Choose from **Marketing, Utility, or vSecure** templates depending on the campaign goal.

3. **Dynamic Group Targeting**

- Send messages to **specific groups** created in the Contacts Module.
- Leverage **dynamic segmentation** to ensure targeted and relevant broadcasts.

4. **Scheduling Flexibility**

- Schedule campaigns to run **once** (Single Send) or **repeatedly** (Multi-Send) based on your business needs.
 - Automate recurring campaigns to save time and maintain consistency.
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How to Launch a Campaign

1. **Design the Campaign:**

- Use the drag-and-drop interface to create your campaign flow.

2. **Attach a Template:**

- Select a pre-approved template to use as the message content.

3. **Choose the Target Group:**

- Select the group of users to whom the broadcast will be sent.

4. **Set the Schedule:**

- For **Single Send**, define the date and time for a one-time broadcast.
- For **Multi-Send**, set up a schedule for recurring broadcasts.

5. **Launch and Monitor:**

- Launch the campaign and track its delivery and engagement metrics.
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Benefits of vCX Campaigns

- **Scalable Outreach:** Send messages to a large number of users with ease.
 - **Targeted Messaging:** Leverage group segmentation to ensure relevance and higher engagement.
 - **Efficiency:** Automate recurring broadcasts with Multi-Send campaigns.
 - **Quick Deployment:** Attach pre-approved templates for fast and compliant communication.
 - **User-Friendly Design:** Create campaigns effortlessly with the drag-and-drop interface.
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The **Campaigns Module** in vCX empowers businesses to reach the right audience at the right time with the right message, ensuring seamless and scalable communication.

Revision #1

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