

























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

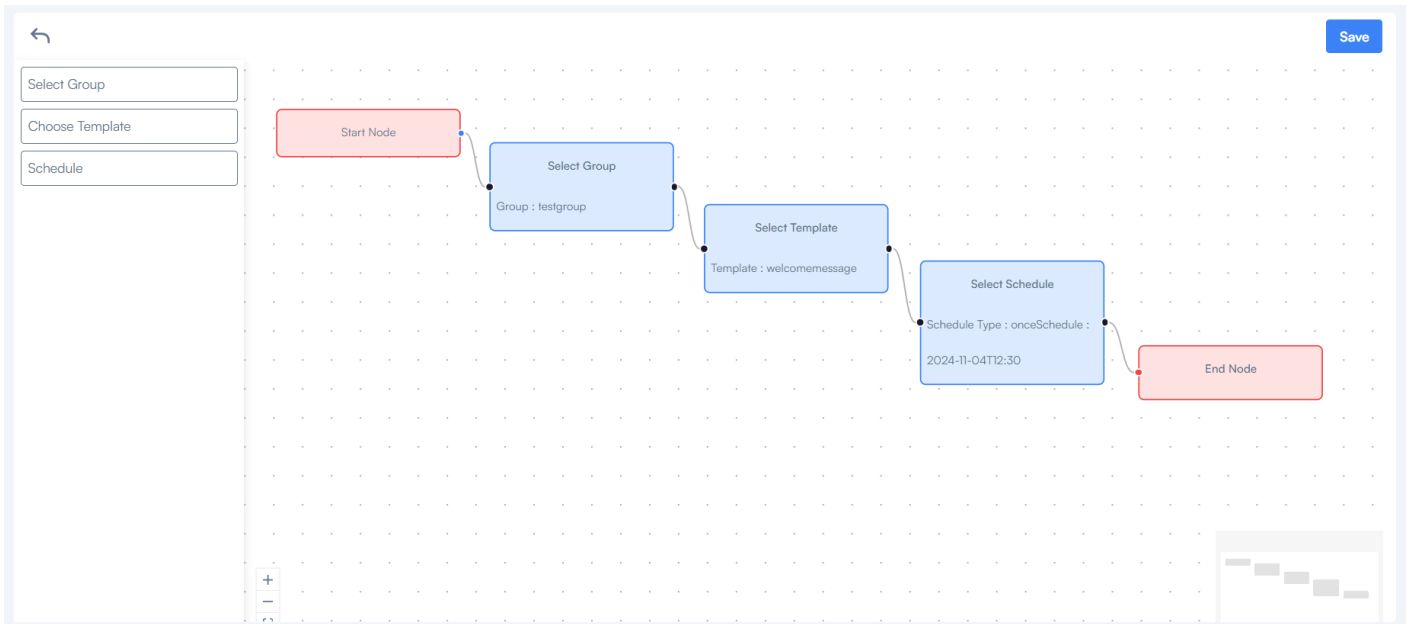
Add Campaign

| 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 | -- |   |

Types of Campaigns

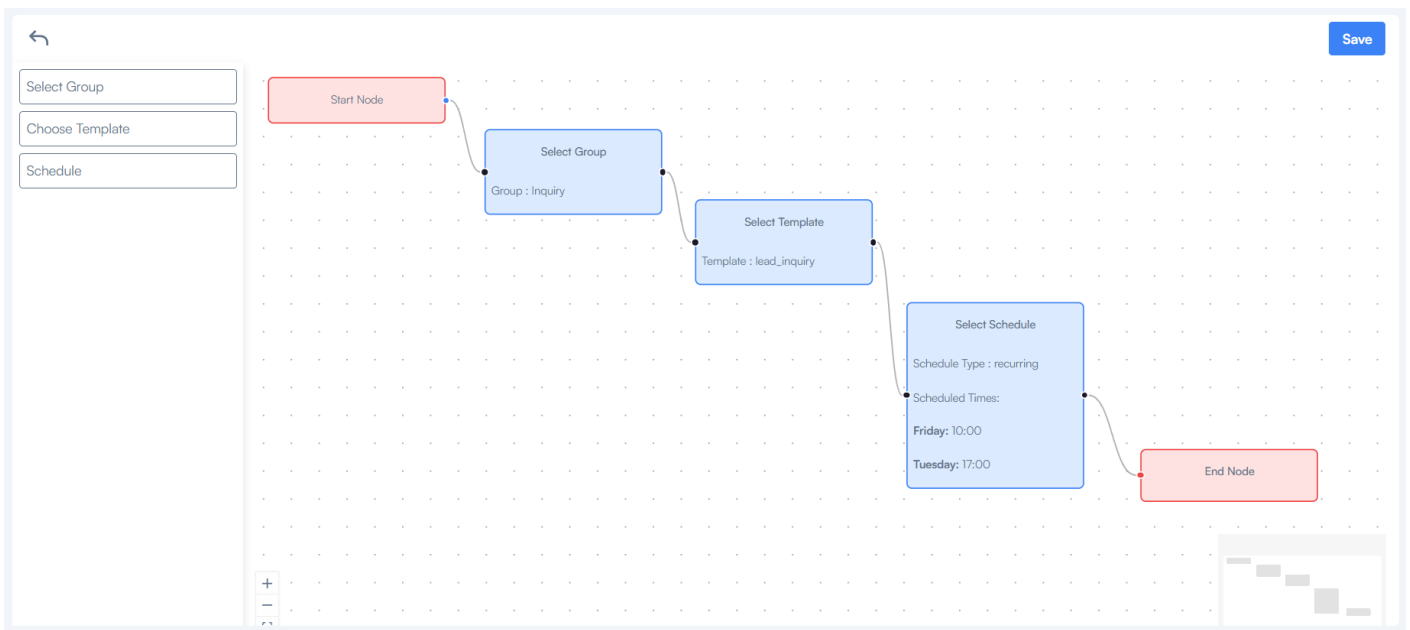
1. Single Send Campaign

- 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.
-

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.
-

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

Created 17 December 2024 10:16:08 by Admin

Updated 17 December 2024 10:26:07 by Admin