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## Set Up

### Ordering a new site

If you are not currently using E-Blast, please contact us by phone or email to organise a quote.

Phone: 03 9938 4567 (select option 2)

Email: [admin@linksmodularsolutions.com](mailto:admin@linksmodularsolutions.com)

We will require the following details for your setup:

1. Names and emails of who you would like to grant access
2. Email address to send SMS running low reminder to
3. Contact email address for the Active Carrot account
4. SMS contact details for the Active Carrot account, including 10 digit/character SMS details and reply emails address
5. Details of your IT contact so as that we can install all necessary Links Plus software

### Configuration & Installation

Once you have received confirmation that E-Blast has been configured for your location, you will need to have the Links export installed on your server by your IT department. The following guide for installation can be followed <http://wiki.linksmodularsolutions.com/Links-Export-Install-Work-Instructions.ashx>

## Overview

E-Blast is an extremely effective internet-based software program that allows marketing and promotional material to be personalised and delivered to the mobile phones and emails of:

- Members
- Visit Pass holders
- Prospects
- POS Customers
- Students
- Families
- Staff

This software provides a major advantage by allowing the development of marketing campaigns and promotions to be automated in advance to make it effortless.

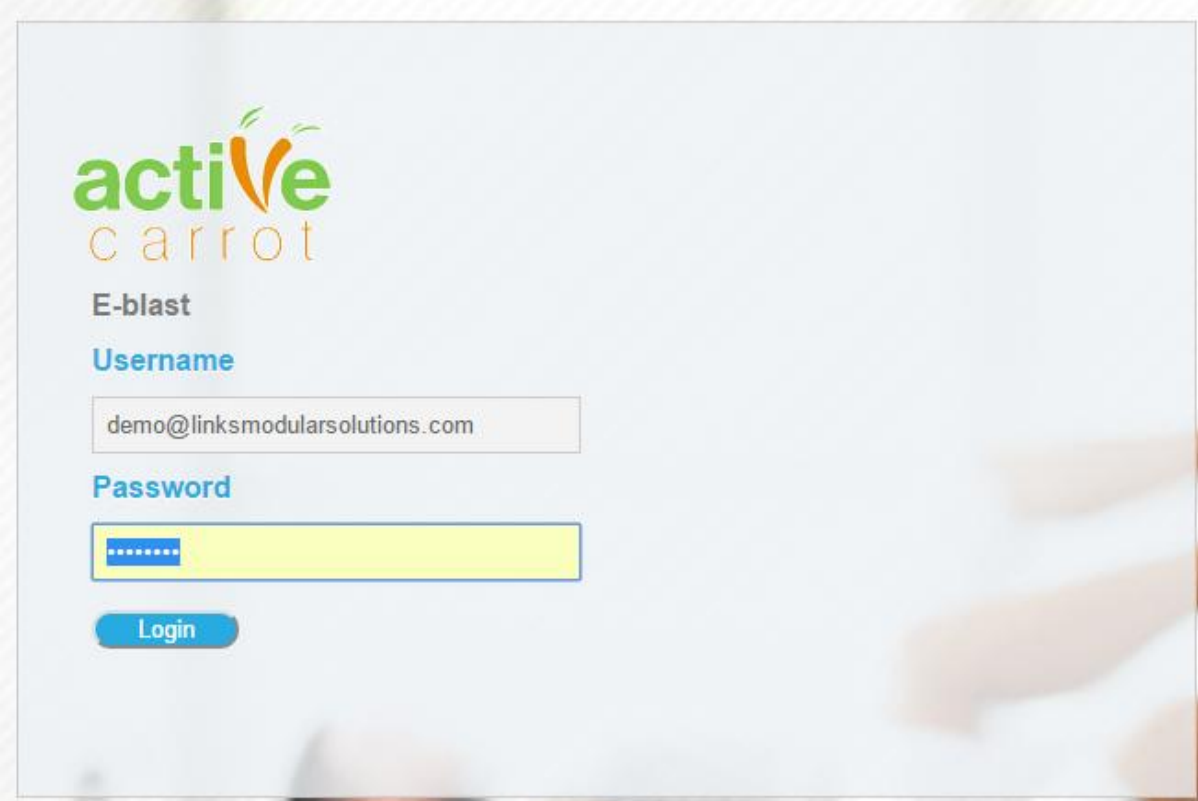
## Features

- Personalise all your communication with built in macros
- Emails have the capability for you to insert images and hyperlinks as well as text
- Automates all of your Marketing
- Multi-Site Capability
- Detailed Reports
- Two Way SMS and Email

## Getting Started

To access E-Blast:

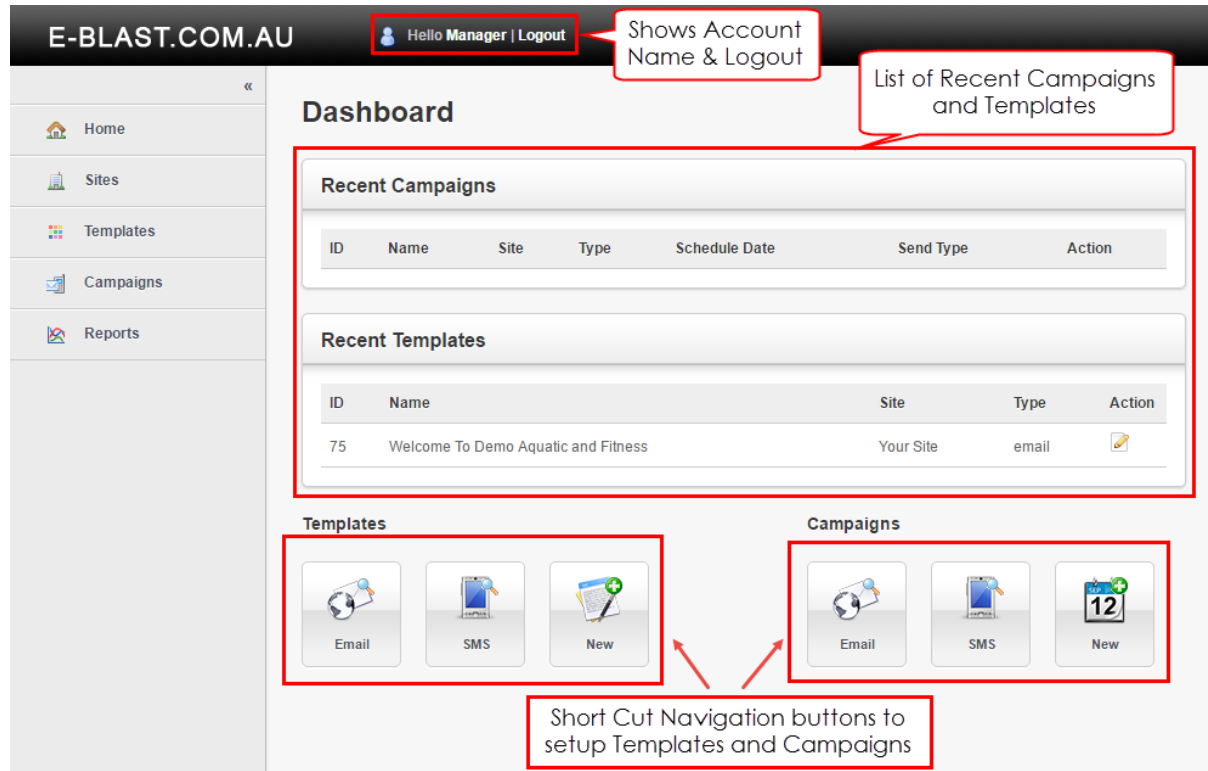
1. Open your internet browser and visit the following web address;<https://eblast.activecarrot.com/login>
2. Type in your 'User Name' and 'Password' then press [Login]



The screenshot shows the login interface for 'active carrot'. At the top left is the 'active carrot' logo, with 'active' in green and 'carrot' in orange. Below the logo is the text 'E-blast'. There are two input fields: 'Username' with the value 'demo@linksmodularsolutions.com' and 'Password' with a masked password '.....'. A blue 'Login' button is positioned below the password field.

## Home Screen

Once you have successfully logged in, your home screen will appear as per below:



**E-BLAST.COM.AU** Hello Manager | Logout Shows Account Name & Logout

List of Recent Campaigns and Templates

### Dashboard

**Recent Campaigns**

ID	Name	Site	Type	Schedule Date	Send Type	Action

**Recent Templates**

ID	Name	Site	Type	Action
75	Welcome To Demo Aquatic and Fitness	Your Site	email	

**Templates**

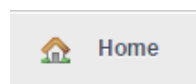
Email SMS New

**Campaigns**

Email SMS New

Short Cut Navigation buttons to setup Templates and Campaigns

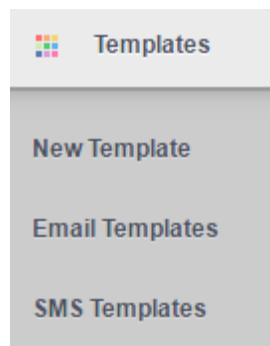
### Icon Usage



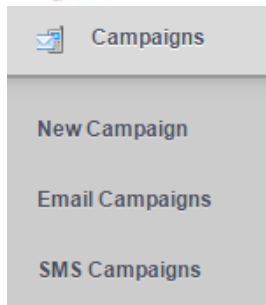
- Navigates to the home screen



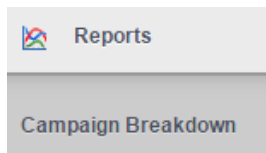
- View and manage available sites
- View and purchase SMS credits
- View customers



- Create new email and SMS templates
- View and edit current email templates
- View and edit current SMS templates

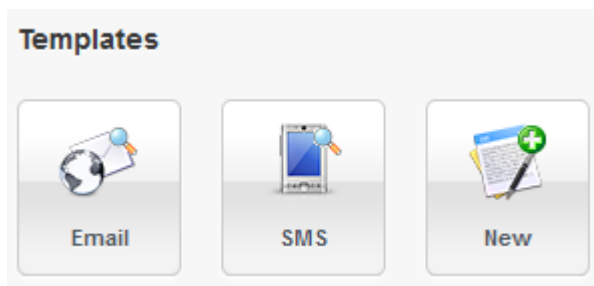


- Create new email and SMS campaigns
- View and edit current email campaigns
- View and edit current SMS campaigns

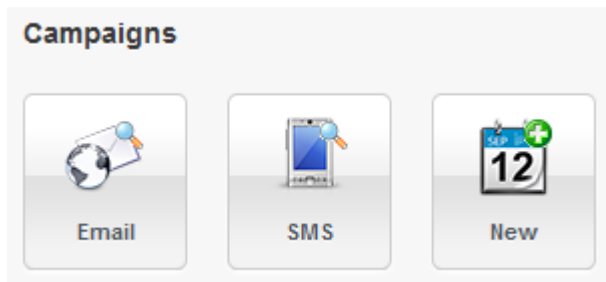


- View reports on sent campaigns

*Short Cut Navigation Buttons*



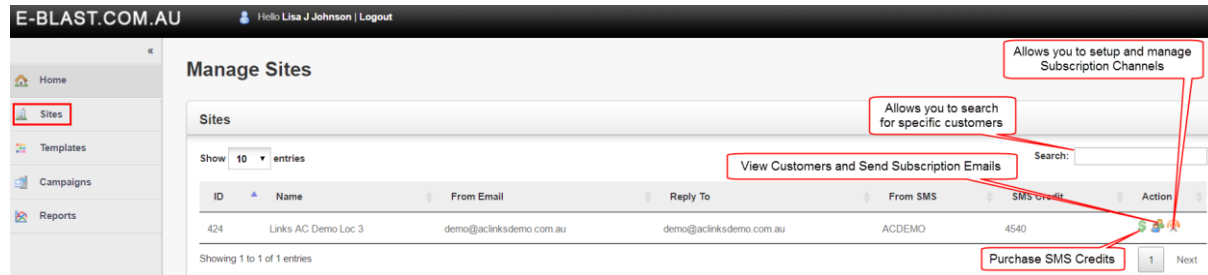
These Email, SMS and New short cut buttons allow for easy navigation to view and edit exiting email or SMS templates or create a new email or SMS template.



The above Email, SMS and New campaign short cut buttons allow you to navigate to view and edit existing email or SMS campaigns or create a new email or SMS campaign.

## Sites

In this menu option, you will see the sites that you have access to, the from &reply email address and the from SMS& number of SMS credits remaining. You can also purchase SMS credits, view your customers &send subscription emails and manage subscription channels.



### Purchase SMS Credits

When selecting the [\$] you can choose the amount of SMS credits you wish to purchase.

To purchase additional SMS credits:

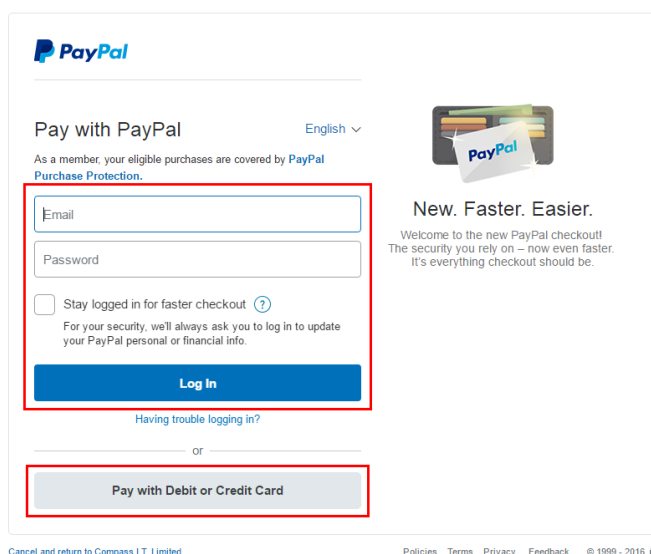
1. Select [\$]
2. From the drop down menu, select the number of SMS credits you wish to purchase

#### Enter how many credits to purchase

Credits

3. Select the [Purchase Credits] button, you will be redirected to the PayPal Login screen
4. Enter your PayPal login details or select [Pay with Debit or Credit Card] to checkout as a guest




Compass I.T. Limited



5. Follow the prompts to make payment with your PayPal Accountor via debit or credit card























## Search for Customers and Manage Subscription Emails

When you select the [People] button  the below screen will appear. You can use the search field to search for a specific customer. If you select the [View Details] button  this will show you the customer's details and the [Email] button  will send them an email to manage their subscription.

The subscription email allows a customer to unsubscribe from all email and/or SMS correspondence made through E-Blast.

Show  entries Allows you to search for specific customers Search:

ID	Links ID	First Name	Last Name	Email	Mobile	Last Updated	Action
1947953	103886	NIK	DONOVAN	103886@aclinksdemo.com.au	0449 256 481	2016-10-16 02:12:26	 
1947954	103885	SAMMY	PT	103885@aclinksdemo.com.au	0449 256 481	2016-10-16 02:12:26	 
1947955	103884	PAIGE	PT	103884@aclinksdemo.com.au	0449 256 481	2016-10-16 02:12:26	 
1947956	1	MATT	HUGHES	1@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:53	 
1947957	48	STEPHANIE	ABBOTT	48@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:53	 
1947958	49	ANNE	ADAMS	49@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:53	 
1947959	55	DES	ALDRIDGE	55@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:54	 
1947960	75	RUSSELL	BEATTY	75@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:55	 
1947961	87	SALLY	BUTZKUEVEN	87@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:56	 
1947962	110	FIONA	BROOKES	110@aclinksdemo.com.au	0449 256 481	2016-10-16 02:01:57	 

Showing 1 to 10 of 9,313 entries Previous  2 3 4 5 ... 932 Next

The following will be displayed when you view a customer's details:

### Customer

First Name	ANNE
Last Name	ADAMS
Email	49@aclinksdemo.com.au
Mobile Number	0449 256 481
Start Date	2004-03-15
Date of Birth	
Expiry Date	2008-04-16
Total Visits	0
Last Visit Date	
Bounce Total	0
Subscribed Email	1
Subscribed SMS	1
Date Created	2014-01-20 09:58:33
Date Modified	2016-10-16 02:01:53
Links ID	49

### Subscription Channel's

Subscription Channels allow you to market to specific customer groups. When a customer chooses to unsubscribe from E-Blast, they will see a list of your subscription channels and they can pick and choose which channels specifically they wish to be removed from.


**Click to unsubscribe communications from Links AC Demo Loc 3**





Aquatics   
 Informational   
 Learn To Swim   
 Personal Training

Or

All Correspondence

**unsubscribe**

When you select the [Subscription Channels] button  you will see a list of your current subscription channels.

Site Subscription Channels <span style="float: right;">Create Channel</span>			
ID	Category Name	Active	Action
5	Informational	✓	
6	Learn To Swim	✓	
7	Personal Training	✓	
9	Aquatics	✓	

To create a new channel:

1. Select the [Create Channel] button

**Create Site Subscription Channel**

Channel Name

Active

**Create Subscription Channel**

2. Enter a 'Channel Name' and select the tick box to activate
3. Select the [Create Subscription Channel] button

To deactivate an active channel:

1. Select the [Edit Channel] button 
2. Unselect the 'Active' tick box and select the [Create Subscription Channel] button

**Create Site Subscription Channel**

Channel Name

Active

**Create Subscription Channel**

*Note: Channels which have been deactivated are displayed in the Site Subscription Channel screen and are indicated by a red 'x' in the Active column.*

## Setting up Templates

Before you can create a campaign and start sending, you will first need to setup a template for your desired electronic marketing.

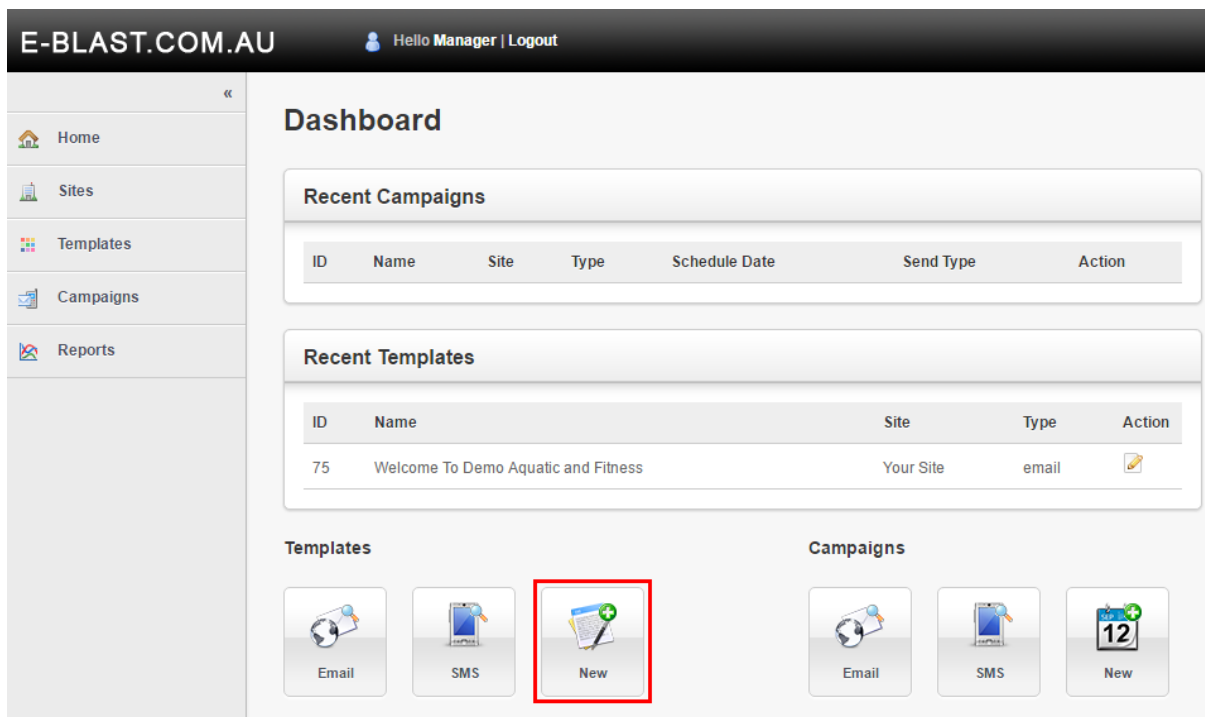
The following will show you how to setup an email and/or SMS template.

There are two ways you can create a new template:

1. Using the short cut buttons
2. Using the navigation bar

### Option 1 Using the Short Cut Buttons

From the home screen click on the [New] templates short cut button on the bottom of the screen.



The following should appear on your screen:

### Campaign Details

#### Select Site and Type

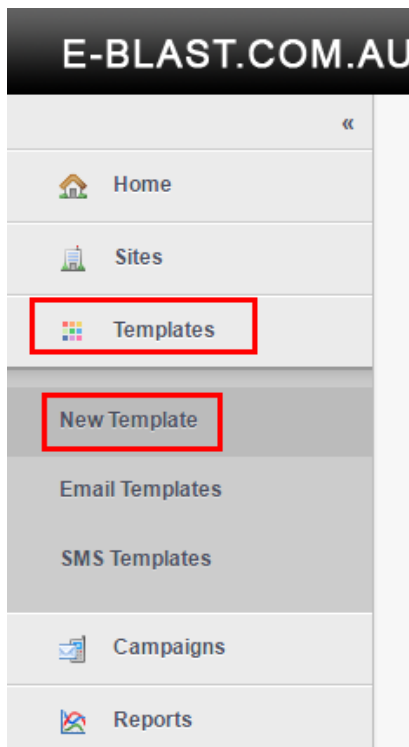
Campaign Site:

Template Type:  Email  Sms  Mms

Template Name:

## Option 2 Using the Navigation Side Bar

From the home screen click the [Templates] button and then click on [New Template].



The following should appear on your screen:

### Campaign Details

#### Select Site and Type

Campaign Site

Template Type  Email  Sms  Mms

Template Name

Follow the steps below to finish creating your email or SMS template.



## Creating an Email Template

Note: A Template Glossary has been included in this User Guide for more details of each element.

1. Start a new template from the instructions above:
  - a. Using the short cut buttons
  - b. Using the navigation bar

**Campaign Details**

**Select Site and Type**

Campaign Site: Your Site ▼

Template Type:  Email  Sms  Mms

Template Name: Welcome To Demo Aquatic and Fitness

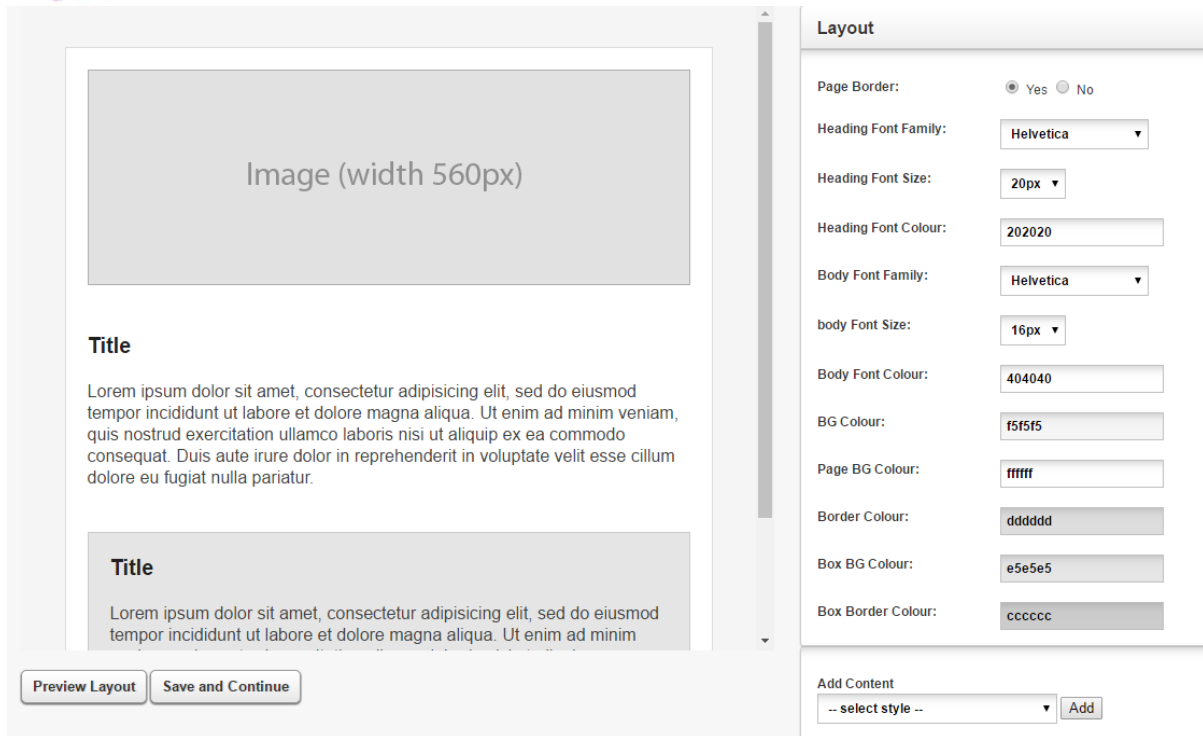
**Campaign Details**

**Create Template**

Method:  Theme Builder  Upload HTML

**Create Template**

2. Select the 'Campaign Site' from the drop down, for which you would like the template to be used for
3. Select the 'Template Type' as Email (SMS will be covered in the next section of this document)
4. Enter a 'Template Name' so you know which template to select when creating your campaign
5. Select your 'Template Method', use the 'Theme Builder' to design your own template from scratch or use the 'Upload HTML' option to insert HTML coding
6. If you have chosen to upload HTML coding, copy and paste this into the text box provided
7. Select [Create Template]:
  - a. If using Theme Builder the below will then be displayed
  - b. If using Upload HTML, please go straight step 13



8. Setup your layout as required by selecting:

- a. Page Border
- b. Heading Font Family
- c. Heading Font Size
- d. Heading Font Colour
- e. Body Font Family
- f. Body Font Size
- g. Body Font Colour
- h. BG Colour
- i. Page BG Colour
- j. Border Colour
- k. Box BG Colour
- l. Box Border Colour

9. Add any additional sections as required using the Add Content drop down

10. Edit your template by adding text, images, macros, buttons and hyperlinks as required

11. You can use the [Preview Layout] button to see a preview of your template

12. Once you have completed your template select [Save and Continue]

Image (width 560px)

**Title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**Title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

Preview Layout
Save and Continue

**Layout**

Page Border:  Yes  No

Heading Font Family:

Heading Font Size:

Heading Font Colour:

Body Font Family:

body Font Size:

Body Font Colour:

BG Colour:

Page BG Colour:

Border Colour:

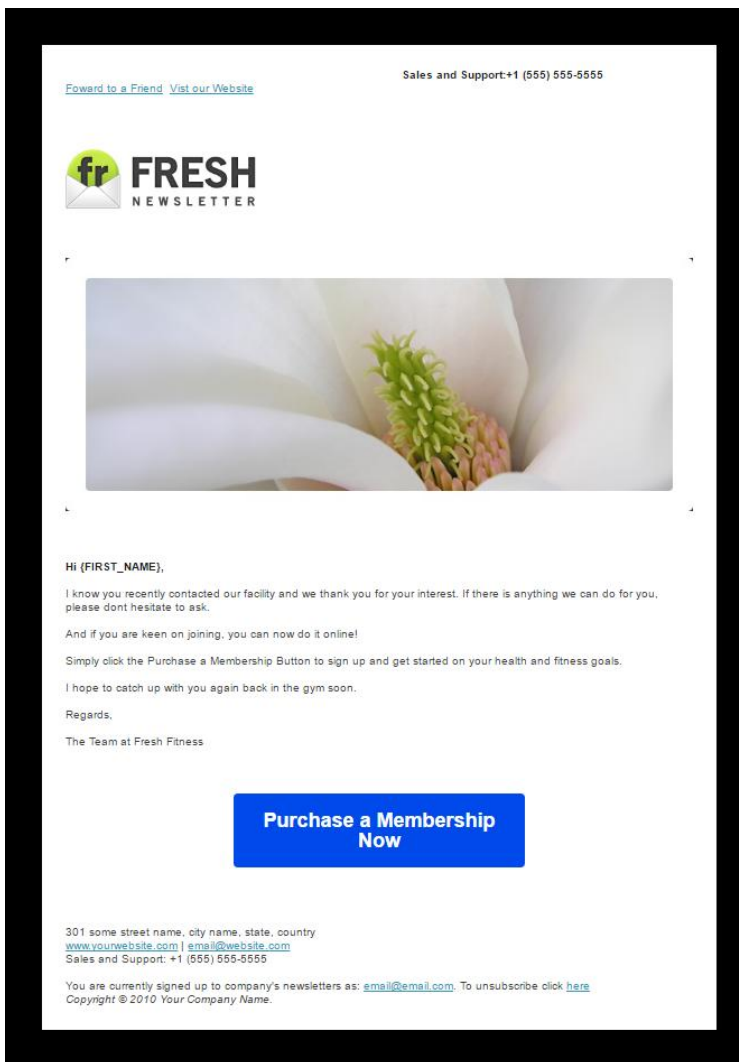
Box BG Colour:

Box Border Colour:

Add Content

13. You are now ready to create a campaign. Please see the 'Setting up Campaigns' section of this User Guide

*Example Email Template*



## Creating an SMS Template

*Note: A Template Glossary has been included in this User Guide for more details of each element.*

1. Start a new template from the instructions above:
  - a. Using the short cut buttons
  - b. Using the navigation bar

**Campaign Details**

**Select Site and Type**

Campaign Site: Links AC Demo Loc 3 ▼

Template Type:  Email  Sms  Mms

Template Name: Free Coffee

---

**Campaign Details**

**Create Template**

M

Sms Message: 
 {FIRST\_NAME} Demo Aquatic can see you have been training hard over the past 6 months. Show this message at the cafe when you visit today for a FREE Coffee

\* 153 Characters per credit

Create Template

1. Select the 'Campaign Site' from the drop down, for which you would like the template to be used for
2. Select the 'Template Type' as SMS
3. Enter a 'Template Name' so you know which template to select when creating your campaign
4. Enter your SMS content, including any macros as required
5. Once you have completed select [Create Template]
6. You are now ready to create a campaign. Please see the 'Setting up Campaigns' section of this User Guide



## Theme Builder

### Editing Tiles

Tiles are the sections of your template where various content is displayed. This could be headings, basic text, images or buttons and hyperlinks.

To edit parts of a file, you must first select the file which you wish to edit.

### Editing an Image

1. Select the file on your template that you wish to display an image on
2. For images, you have the option to enter a web URL or upload an image
  - a. If you are using a URL (web address), enter the URL in the 'Link URL' box
  - b. To upload an image select the [Choose file] button and browse for your image and select, once selected click on the [Upload] button



### Editing a Tile Title and Content

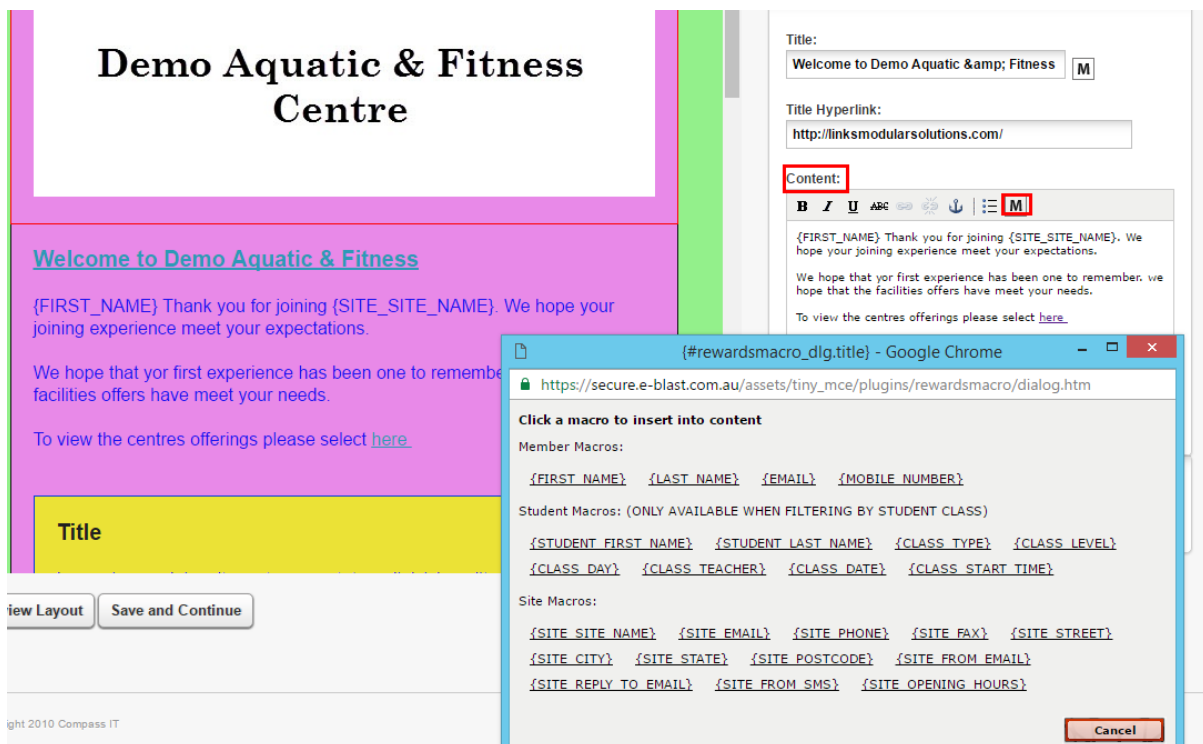
1. Select the tile on your template you wish to update
2. Enter your title in the Title text box; if you wish to use a macro then use the [M] button and select the desired macro




3. If required; add a title hyperlink into the Title Hyperlink text box (a hyperlink means that when the title is clicked the customer will be redirected to a specific web page. Hyperlinks are displayed in blue and are underlined)

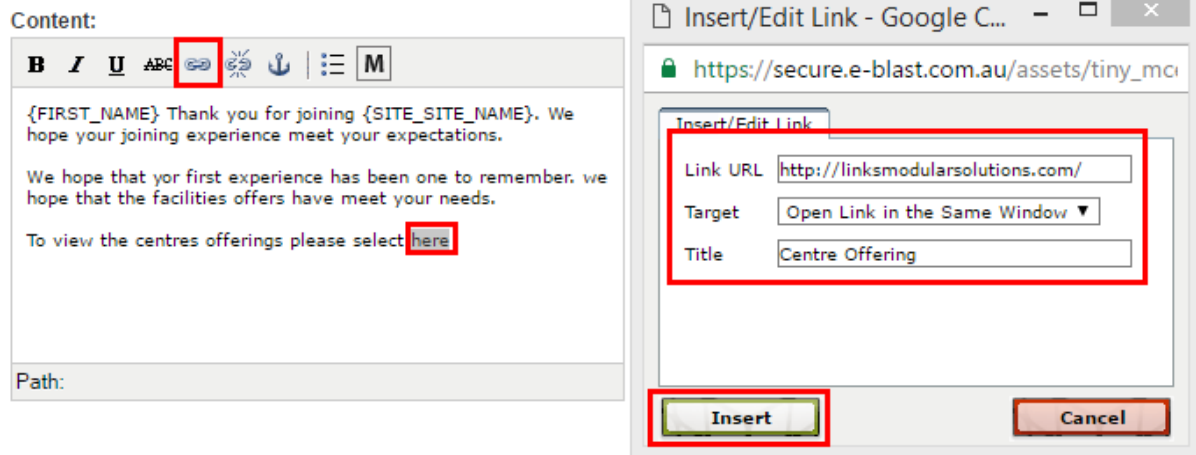


4. Edit your content into the Content text box as applicable, using the [M] button to insert any merge fields as you go



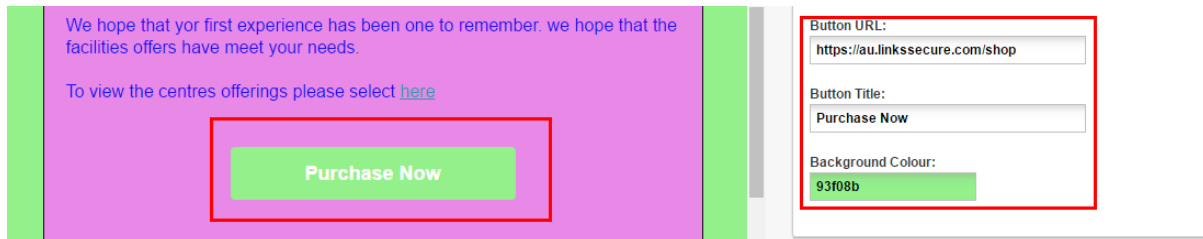
### Adding a Hyperlink

1. Select the tile on your template you wish to add the hyperlink to
2. Write the wording and highlight
3. Select the [Link] button 
4. Add the web URL, target (how the link will open) and a title for the hyperlink
5. Once completed select the [Insert] button



### Editing a Button Link and Title

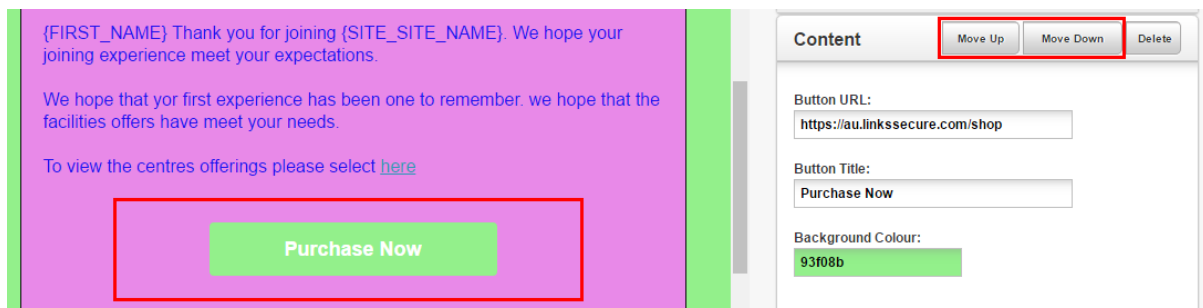
1. Select the tile containing the button on your template
2. Select the button



3. Add the button web URL (this is the web page a customer will be redirected to whenever the button is selected)
4. Edit the button title
5. Select the background colour (colour of the button) by typing in a colour code or selecting a colour from the chart

### Moving Tiles on your Template

1. Select the tile you wish to move
2. Use the [Move Up] and [Move Down] buttons as required



### Deleting a Tile from your Template

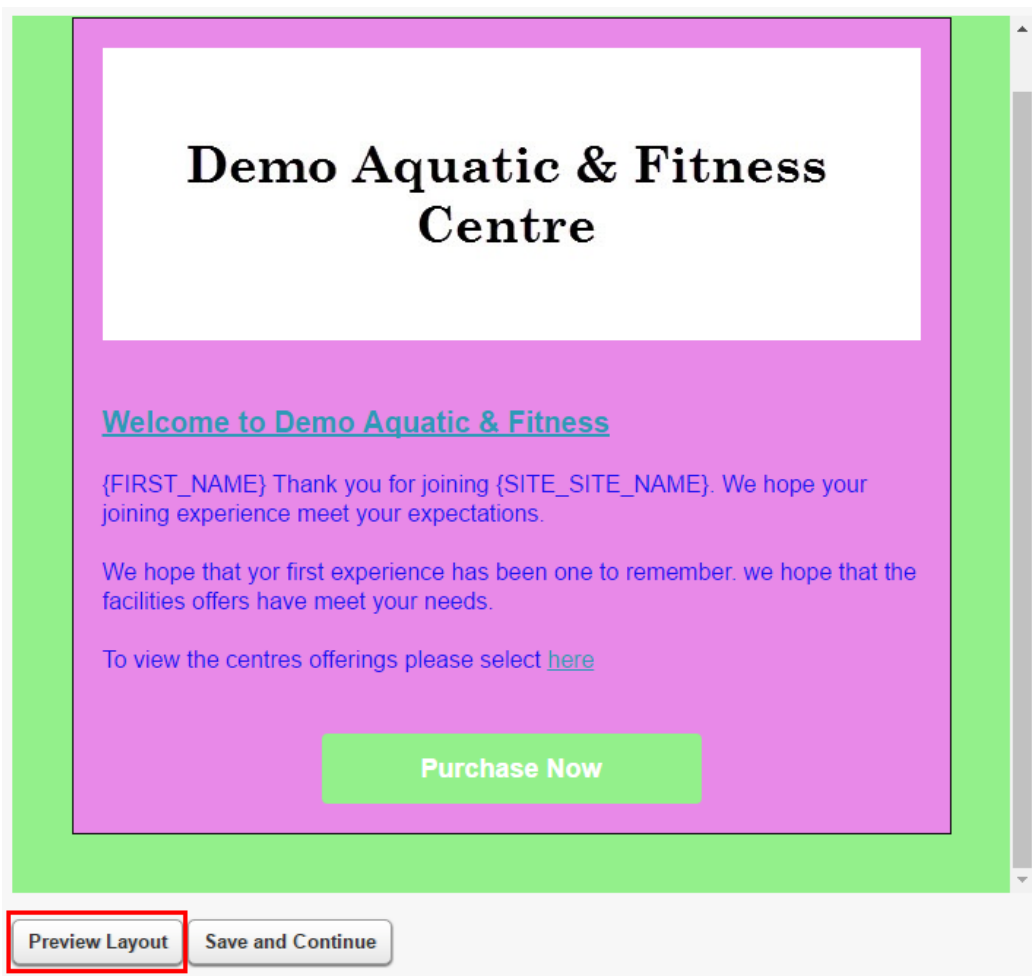
1. Select the tile you wish to delete
2. Select the [Delete] button



The screenshot shows a web editor interface. On the left is a preview of a button with a green background and white text that says "Purchase Now". The button is highlighted with a red rectangular border. On the right is a configuration panel titled "Content". At the top of this panel are three buttons: "Move Up", "Move Down", and "Delete", with the "Delete" button highlighted by a red border. Below these are three input fields: "Button URL:" with the value "https://au.linkssecure.com/shop", "Button Title:" with the value "Purchase Now", and "Background Colour:" with the value "93f08b".

### Previewing your Template

To preview your template select the [Preview Layout] button and a preview will open in a new window.



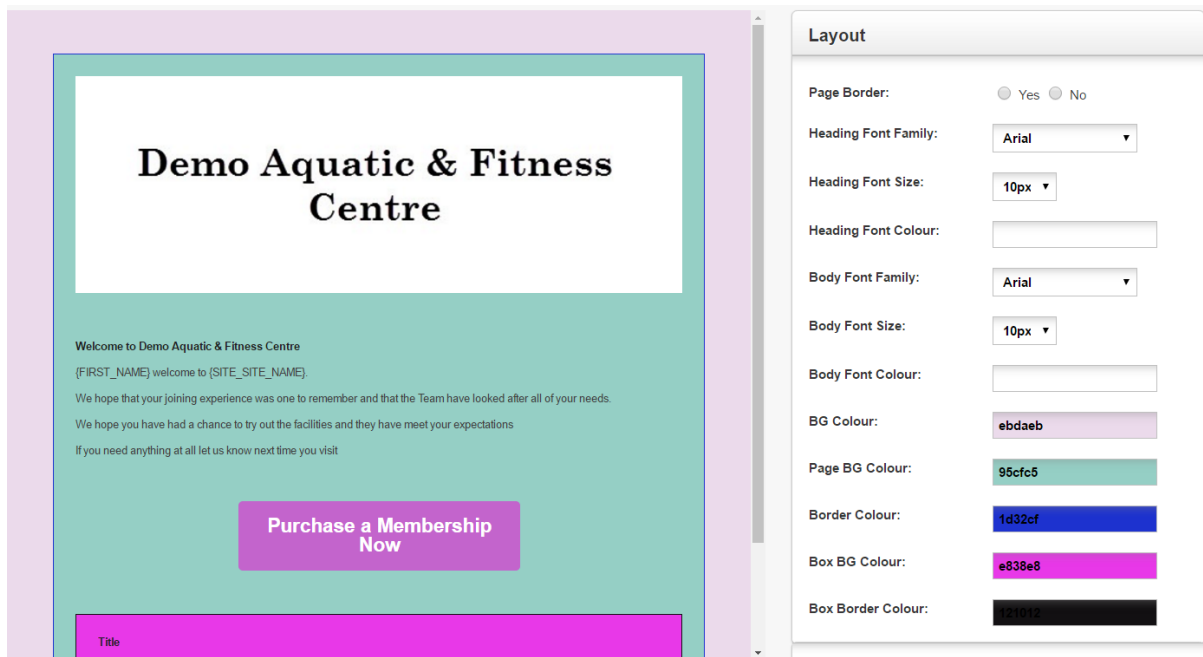
The screenshot shows a preview window for a template. The main content area has a white background with a purple border. At the top, it says "Demo Aquatic & Fitness Centre" in a large, bold, black serif font. Below this is a purple section with white text: "Welcome to Demo Aquatic & Fitness" (underlined), followed by a personalized message: "{FIRST\_NAME} Thank you for joining {SITE\_SITE\_NAME}. We hope your joining experience meet your expectations.", then another line: "We hope that yor first experience has been one to remember. we hope that the facilities offers have meet your needs.", and finally: "To view the centres offerings please select [here](#)". At the bottom of this purple section is a green button with white text that says "Purchase Now". Below the preview area are two buttons: "Preview Layout" (highlighted with a red border) and "Save and Continue".

## Template Glossary

### Email Templates

#### Layout Options

Page Border	Border around your template
Heading Font Family	Font to be used for titles/heading
Heading Font Size	Size of the font for titles/headings
Heading Font Colour	Colour of the font for titles/headings
Body Font Family	Font to be used for content
Body Font Size	Size of the font for content
Body Font Colour	Colour of the font for content
BG Colour	Background colour for page border
Page BG Colour	Page background colour
Border Colour	Colour of the border between the page border and page
Box BG Colour	When using a tile with a background, the box background colour
Box Border Colour	When using a tile with a background, the border colour around the box



The screenshot shows a preview of an email template for 'Demo Aquatic & Fitness Centre'. The preview includes a header with the title, a welcome message with placeholders for first name and site name, a paragraph of text, and a 'Purchase a Membership Now' button. Below the preview is a 'Layout' settings panel with the following options:

- Page Border:  Yes  No
- Heading Font Family:
- Heading Font Size:
- Heading Font Colour:
- Body Font Family:
- Body Font Size:
- Body Font Colour:
- BG Colour:
- Page BG Colour:
- Border Colour:
- Box BG Colour:
- Box Border Colour:

1 column with title

**Title**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

1 column with title and background

**Title**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

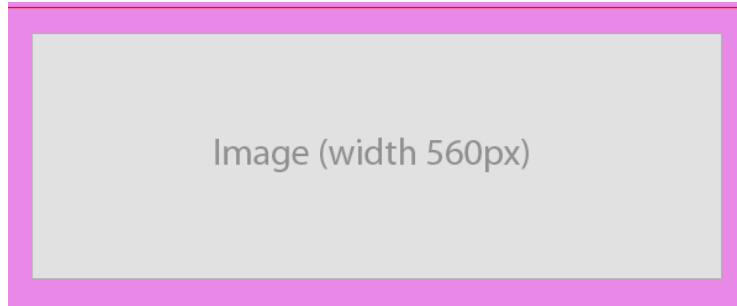
2 column with title

<p><b>Left Column</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>	<p><b>Right Column</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>
--	---

2 column with title and background

<p><b>Left Column</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>	<p><b>Right Column</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>
--	---

Full width image



2 half width images



Image left 1 third

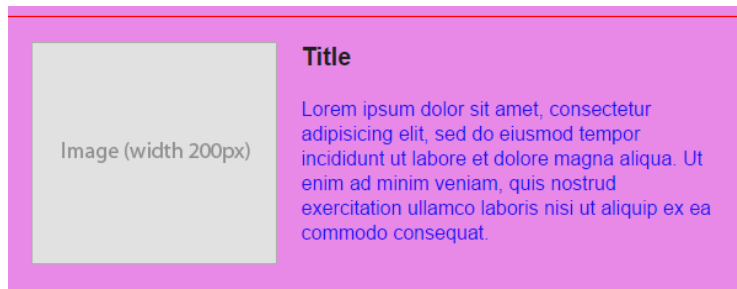
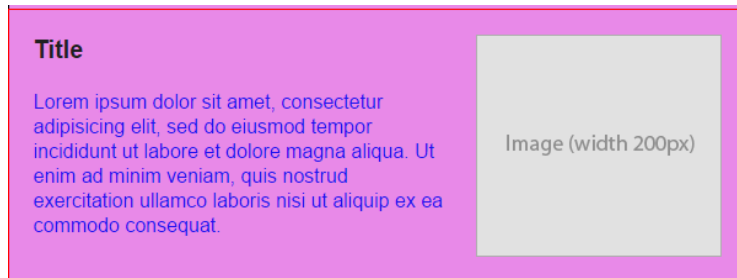
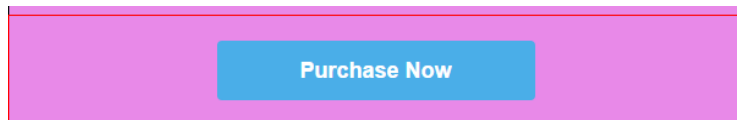


Image right 1 third



Styled button link



## Macros

A Macro is information that is represented in an abbreviated format. When inserted into a template it allows personalised information to be pulled from your Links database. This personalised information then displays in place of the abbreviated macro in all electronic communication. Thus giving you the ability to have up to date information communicated to your members. There are many member, student and site specific macros that can be used in E-Blast. Please see below to view how they appear and their meaning.

Macros can be added throughout all templates using the [M] button.



**Member Macros:**

[{FIRST NAME}](#)   [{LAST NAME}](#)   [{EMAIL}](#)   [{MOBILE NUMBER}](#)

**Student Macros: (ONLY AVAILABLE WHEN FILTERING BY STUDENT CLASS)**

[{STUDENT FIRST NAME}](#)   [{STUDENT LAST NAME}](#)   [{CLASS TYPE}](#)   [{CLASS LEVEL}](#)  
[{CLASS DAY}](#)   [{CLASS TEACHER}](#)   [{CLASS DATE}](#)   [{CLASS START TIME}](#)

**Site Macros:**

[{SITE SITE NAME}](#)   [{SITE EMAIL}](#)   [{SITE PHONE}](#)   [{SITE FAX}](#)   [{SITE STREET}](#)  
[{SITE CITY}](#)   [{SITE STATE}](#)   [{SITE POSTCODE}](#)   [{SITE FROM EMAIL}](#)  
[{SITE REPLY TO EMAIL}](#)   [{SITE FROM SMS}](#)   [{SITE OPENING HOURS}](#)

### Member Macros

*Note: A reminder that a member is anyone who has held a membership contract in Links.*

{FIRST NAME}	This macro allows you to personalise your communication by automatically pulling the member's first name out of your Links database
{LAST NAME}	This macro allows you to personalise your communication by automatically pulling the member's last name out of your Links database
{EMAIL}	This macro allows you to personalise your communication by automatically pulling the member's email address out of your Links database
{MOBILE NUMBER}	This macro allows you to personalise your communication by automatically pulling the member's mobile out of your Links database





### *Student Macros*

*Note: A reminder that a student is anyone who has been booked into a class within the Classes Module.*

- {STUDENT FIRST NAME} This macro allows you to personalise your communication by automatically pulling the student's first name out of your Links database
- {STUDENT LAST NAME} This macro allows you to personalise your communication by automatically pulling the student's last name out of your Links database
- {CLASS TYPE} This macro allows you to personalise your communication by automatically pulling the student's Class Type out of your Links database
- {CLASS LEVEL} This macro allows you to personalise your communication by automatically pulling the student's class level name out of your Links database
- {CLASS DAY} This macro allows you to personalise your communication by automatically pulling the student's class day out of your Links database
- {CLASS TEACHER} This macro allows you to personalise your communication by automatically pulling the student's teacher out of your Links database
- {CLASS DATE} This macro allows you to personalise your communication by automatically pulling the student's class date out of your Links database
- {CLASS START TIME} This macro allows you to personalise your communication by automatically pulling the student's class start time out of your Links database

### *Site Macros*

These macros are pulled from the information input in the database from Admin> Site> Site Details and Admin> Site> Setup Locations/Other Site Parameters

- {SITE SITE NAME} This macro allows you to automatically insert your site's name into your communication without having to type it every time you create a new template
- {SITE EMAIL} This macro allows you to automatically insert your site's email address into your communication without having to type it every time you create a new template
- {SITE PHONE} This macro allows you to automatically insert your site's phone number into your communication without having to type it every time you create a new template



- {SITE FAX} This macro allows you to automatically insert your site's fax number into your communication without having to type it every time you create a new template
- {SITE STREET} This macro allows you to automatically insert your site's street address into your communication without having to type it every time you create a new template
- {SITE CITY} This macro allows you to automatically insert your site's city into your communication without having to type it every time you create a new template
- {SITE STATE} This macro allows you to automatically insert your site's state into your communication without having to type it every time you create a new template
- {SITE POSTCODE} This macro allows you to automatically insert your site's postcode into your communication without having to type it every time you create a new template
- {SITE FROM EMAIL} This macro allows you to automatically insert your site's email address into your communication without having to type it every time you create a new template
- {SITE REPLY TO EMAIL} This macro allows you to automatically insert your site's reply email address into your communication without having to type it every time you create a new template
- {SITE FROM SMS} This macro allows you to automatically insert your site's mobile number (if applicable) into your communication without having to type it every time you create a new template
- {SITE OPENING HOURS} This macro allows you to automatically insert your site's opening hours (if applicable) into your communication without having to type it every time you create a new template

## Setting up Campaigns

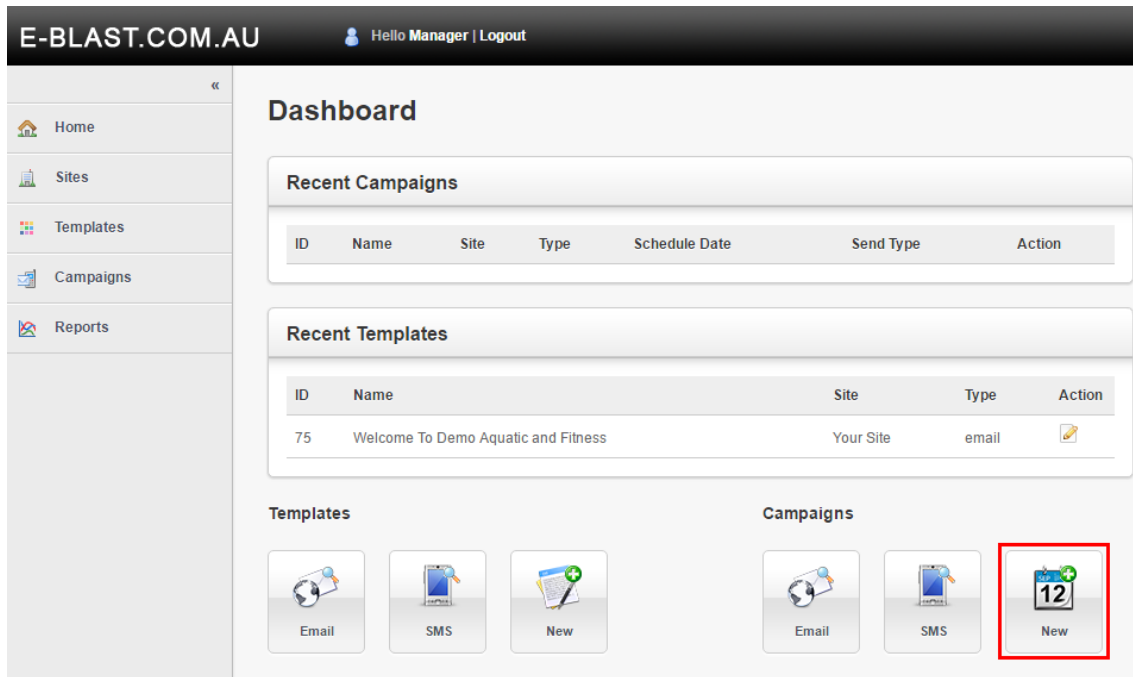
The following will show you how to setup email and SMS campaigns.

There are two ways you can navigate your way into creating a new campaign:

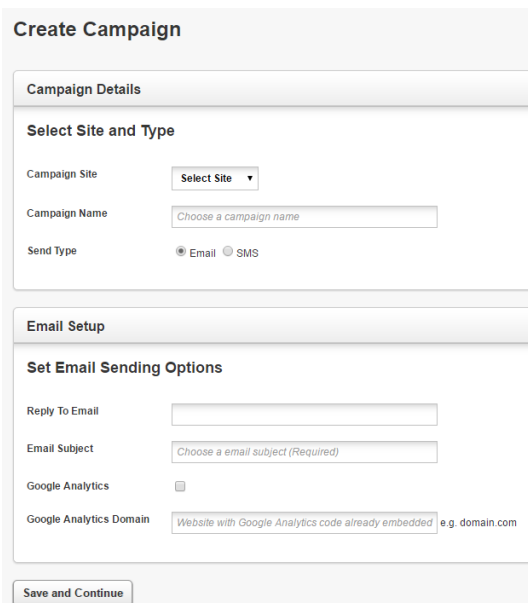
1. Using the short cut buttons
2. Using the navigation bar

### Option 1 Using the Short Cut Buttons

From the home screen click on the [New] campaigns short cut button on the bottom of the screen.



The following should appear on your screen:



The 'Create Campaign' form is divided into two main sections: 'Campaign Details' and 'Email Setup'.

**Campaign Details**

**Select Site and Type**

Campaign Site:

Campaign Name:

Send Type:  Email  SMS

---

**Email Setup**

**Set Email Sending Options**

Reply To Email:

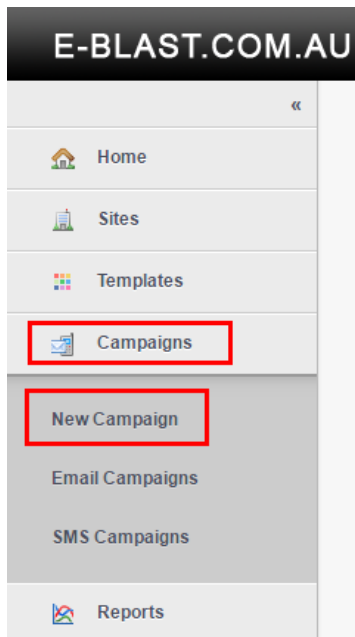
Email Subject:

Google Analytics:

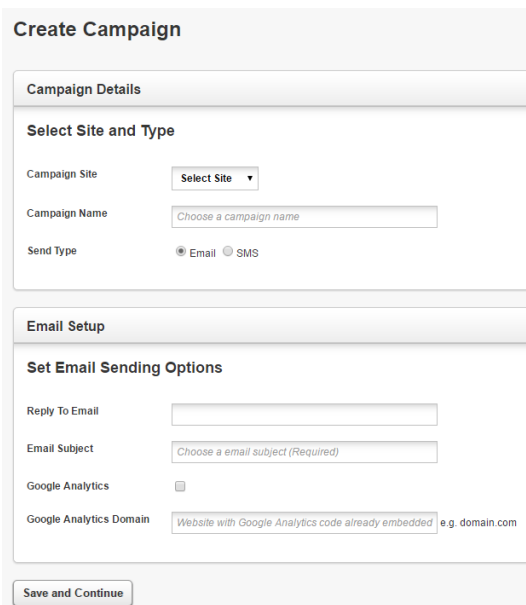
Google Analytics Domain:  e.g. domain.com

## Option 2 Using the Navigation Side Bar

From the home screen click the [Campaigns] button and then click on [New Campaign].



The following should appear on your screen:



The screenshot shows a 'Create Campaign' form. The form is divided into two sections: 'Campaign Details' and 'Email Setup'. The 'Campaign Details' section includes fields for 'Campaign Site' (a dropdown menu), 'Campaign Name' (a text input field), and 'Send Type' (radio buttons for 'Email' and 'SMS'). The 'Email Setup' section includes fields for 'Reply To Email' (a text input field), 'Email Subject' (a text input field with a required note), 'Google Analytics' (a checkbox), and 'Google Analytics Domain' (a text input field with a placeholder and example). A 'Save and Continue' button is located at the bottom of the form.

Follow the steps below to finish setting up your email or SMS campaign.

## Creating an Email Campaign

Note: A Campaign Glossary has been included in this User Guide for more details of each element.

1. Start a new campaign from the instructions above:
  - a. Using the short cut buttons
  - b. Using the navigation bar

### Create Campaign

**Campaign Details**

**Select Site and Type**

Campaign Site:

Campaign Name:

Send Type:  Email  SMS

**Email Setup**

**Set Email Sending Options**

Reply To Email:

Email Subject:

Google Analytics:

Google Analytics Domain:  e.g. domain.com

2. Select the 'Campaign Site' from the drop down, for which you would like to run the campaign for (this must match the template site you are choosing)
3. Enter a 'Campaign Name'
4. Select the 'Send Type' as Email (SMS will be covered in the next section of this document)
5. Enter a 'Reply to Email' this is the email address that will received replies to your email (if no email is entered, two way email will not be activated, therefore customers can not respond)
6. Enter an 'Email Subject' (this is what your customers will see)
7. If required, select 'Google Analytics' and enter the 'Google Analytics Domain'
8. Select [Save and Continue]

## Define Layout



### Layout Details

#### New Layout

Method

Theme Builder  Upload HTML

Save and Continue

#### Existing Layout



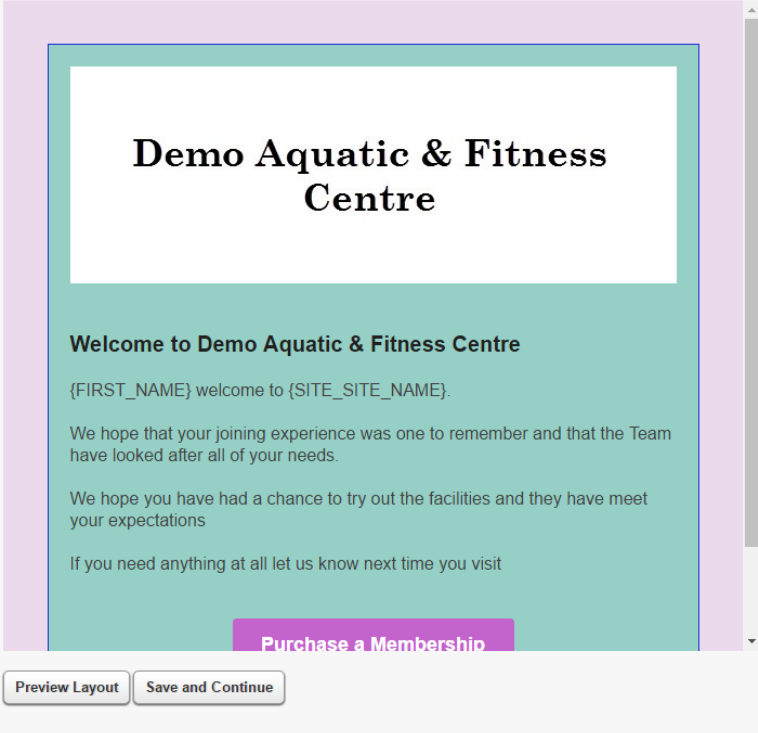
Standard

Theme Builder

Welcome to AC Trial Site 3

9. Define which layout you would like to use for your campaign. You can either:
  - a. Create a new template on the fly
  - b. Select an existing template

In the example below we have selected an existing layout. For more information regarding setting up a new layout, please refer to the Setting up Templates section of this User Guide.



**Demo Aquatic & Fitness Centre**

**Welcome to Demo Aquatic & Fitness Centre**

{FIRST\_NAME} welcome to {SITE\_SITE\_NAME}.

We hope that your joining experience was one to remember and that the Team have looked after all of your needs.

We hope you have had a chance to try out the facilities and they have meet your expectations

If you need anything at all let us know next time you visit

[Purchase a Membership](#)

Preview Layout   Save and Continue

#### Layout

Page Border:  Yes  No

Heading Font Family:

Heading Font Size:

Heading Font Colour:

Body Font Family:

body Font Size:

Body Font Colour:

BG Colour:

Page BG Colour:

Border Colour:

Box BG Colour:

Box Border Colour:

Add Content

-- select style --

10. Review your template and select [Save and Continue]

**Campaign Recipients Filter**

Campaign  Layout  Recipients  Schedule

Select a subscription channel

Subscription Channel

---

Choose a pre-saved filter or create a new one

**Use Existing Filter**

Choose Filter

**OR Create New Filter**

Save Filter

Filter Type

11. If applicable, select a 'Subscription Channel'
12. Apply filters (this is where you define your audience), choose from either:
  - a. Existing Filter
  - b. Create New Filter

For information regarding creating filters, please see the Setting up Campaign Filters section of this User Guide.

**Campaign Recipients Filter**

Campaign  Layout  Recipients  Schedule

Select a subscription channel

Subscription Channel

---

Choose a pre-saved filter or create a new one

**Use Existing Filter**

Choose Filter

**OR Create New Filter**

Save Filter

Recipient Filter Name

Filter Type

---

**Filter**

**Member filters**

Days before/after start

Add A filter



13. Once you have selected your required 'Filters' and 'Subscription Channels' select [Save and Continue]

**Define Recipient List**

Campaign    Layout    Recipients    Schedule

Define Send Time

When would you like to send this campaign?

Send it now   

Schedule for later   

Recur   

Confirmation Email   

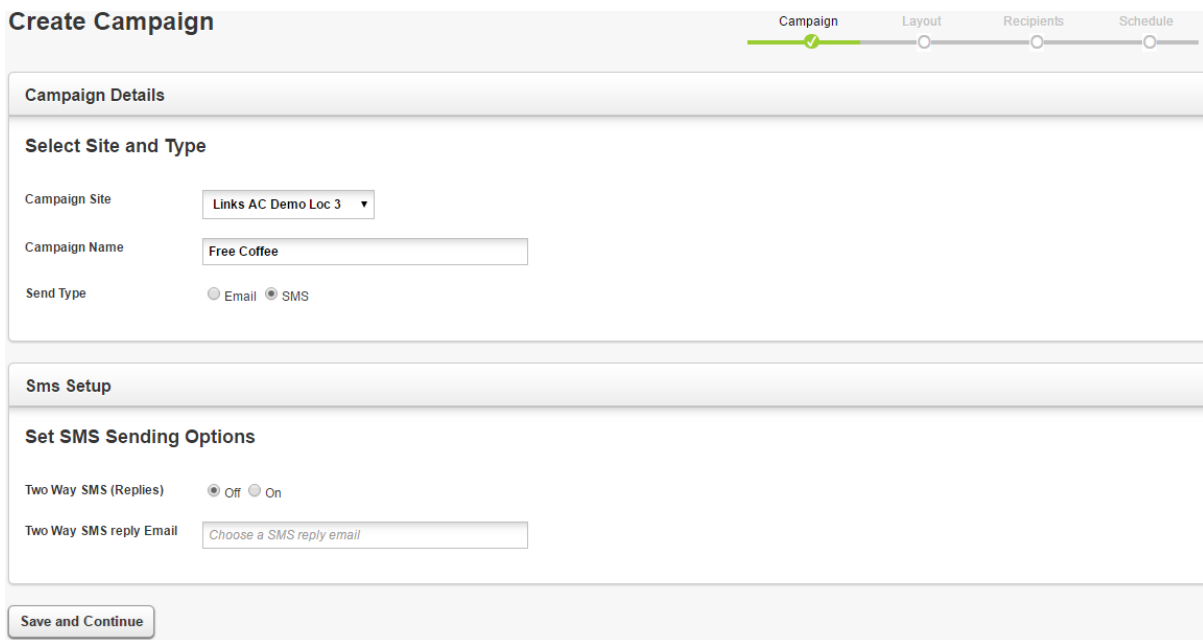
14. Now choose when the campaign will be sent, choose from either:
  - a. Send it now (start the campaign now)
  - b. Schedule for later (select date for the campaign to start)
15. Now choose how frequently the campaign will 'Recur'. This refers to how frequently E-Blast will look for new recipients which match the campaign criteria to send to:
  - c. Once
  - d. Hourly
  - e. Day/s
  - f. Week/s
  - g. Month/s
16. Enter an 'Until Date' (if left blank this campaign will be ongoing, otherwise select a date that this campaign will end)
17. Update 'Confirmation Email' as required  
*Note: This is an email address that will be sent an automatic campaign summary upon completion of each scheduled campaign.*
18. Select the [Send or Schedule] button to start the campaign, if scheduled to start later the campaign will only start when the date specified has passed



## Creating a SMS Campaign

Note: A Campaign Glossary has been included in this User Guide for more details of each element.

1. Start a new campaign from the instructions above:
  - a. Using the short cut buttons
  - b. Using the navigation bar



**Create Campaign**

Campaign    Layout    Recipients    Schedule

**Campaign Details**

**Select Site and Type**

Campaign Site: Links AC Demo Loc 3

Campaign Name: Free Coffee

Send Type:  Email  SMS

**Sms Setup**

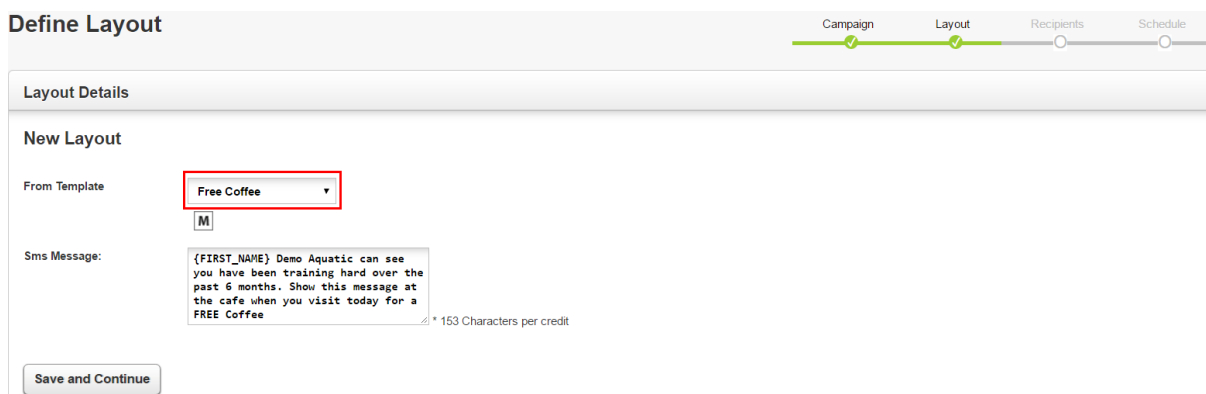
**Set SMS Sending Options**

Two Way SMS (Replies):  Off  On

Two Way SMS reply Email: Choose a SMS reply email

Save and Continue

2. Select the 'Campaign Site' from the drop down, for which you would like to run the campaign for (this must match the template site you are choosing)
3. Enter a 'Campaign Name'
4. Select the 'Send Type' as SMS
5. Select if you want 'Two Way SMS (Replies)' on or off, if on, enter 'Two Way SMS Reply Email' (this is an email address where replies to your SMS campaign will be sent)
6. Select [Save and Continue]



**Define Layout**

Campaign    Layout    Recipients    Schedule

**Layout Details**

**New Layout**

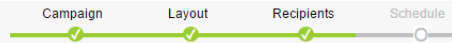
From Template: Free Coffee

Sms Message: {FIRST\_NAME} Demo Aquatic can see you have been training hard over the past 6 months. Show this message at the cafe when you visit today for a FREE Coffee \* 153 Characters per credit

Save and Continue

7. Choose your template from the 'From Template' drop down
8. Select the [Save and Continue] button

## Campaign Recipients Filter



**Select a subscription channel**

Subscription Channel

---

**Choose a pre-saved filter or create a new one**

**Use Existing Filter**

Choose Filter

**OR Create New Filter**

Save Filter

Filter Type

9. If applicable, select a 'Subscription Channel'
10. Apply filters (this is where you define your audience), choose from either:
  - a. Existing Filter
  - b. Create New Filter

For information regarding creating filters, please see the Setting up Campaign Filters section of this User Guide.

## Campaign Recipients Filter



**Select a subscription channel**

Subscription Channel

---

**Choose a pre-saved filter or create a new one**

**Use Existing Filter**

Choose Filter

**OR Create New Filter**

Save Filter

Filter Type

---

**Filter**

**Member filters**

Duration as member  (in days)

Add A filter

11. Once you have selected your required 'Filters' and 'Subscription Channels' select [Save and Continue]

**Define Send Time**

When would you like to send this campaign?

Send it now   

Schedule for later   

Recur   

Confirmation Email   

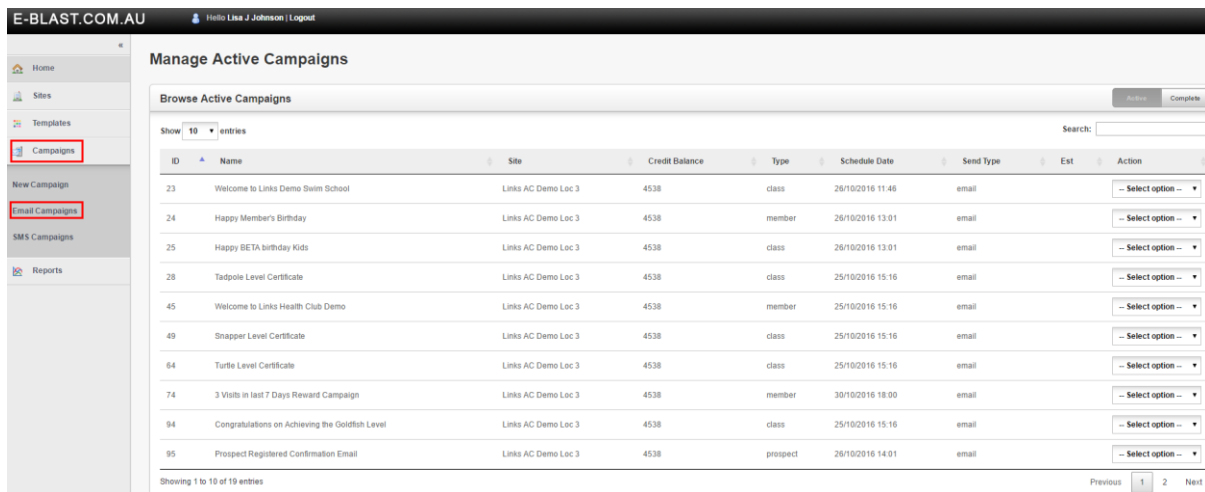
12. Now choose when the campaign will be sent, choose from either:
  - h. Send it now (start the campaign now)
  - i. Schedule for later (select date for the campaign to start)
13. Now choose how frequently the campaign will 'Recur'. This refers to how frequently E-Blast will look for new recipients which match the campaign criteria to send to:
  - j. Once
  - k. Hourly
  - l. Day/s
  - m. Week/s
  - n. Month/s
14. Enter an 'Until Date' (if left blank this campaign will be ongoing, otherwise select a date that this campaign will end)
15. Update 'Confirmation Email' as required  
*Note: This is an email address that will be sent an automatic campaign summary upon completion of each scheduled campaign.*
16. Select the [Send or Schedule] button to start the campaign, if scheduled to start later the campaign will only start when the date specified has passed

## Actions for Current Campaigns

From your home screen you can see a list of recent campaigns.

Recent Campaigns						
ID	Name	Site	Type	Schedule Date	Send Type	Action
316	Non Attendance 30 days	Links AC Demo Loc 3	member	25/10/2016 14:41	sms	-- Select option --
315	14 Day Non Attendance	Links AC Demo Loc 3	member	25/10/2016 14:38	email	-- Select option --
307	Trampoline Certificate	Links AC Demo Loc 3	class	25/10/2016 15:01	email	-- Select option --
301	free coffee	Links AC Demo Loc 3	member	25/10/2016 16:31	sms	-- Select option --
293	Welcome to Demo Location	Links AC Demo Loc 3	member	25/10/2016 15:01	email	-- Select option --

If you go to [Campaigns] and [Email Campaigns] you will see a list of your current and completed campaigns.



**E-BLAST.COM.AU** Hello Lisa J. Johnson | Logout

**Manage Active Campaigns**

Browse Active Campaigns Active Complete

Show 10 entries Search:

ID	Name	Site	Credit Balance	Type	Schedule Date	Send Type	Est	Action
23	Welcome to Links Demo Swim School	Links AC Demo Loc 3	4538	class	26/10/2016 11:46	email		-- Select option --
24	Happy Member's Birthday	Links AC Demo Loc 3	4538	member	26/10/2016 13:01	email		-- Select option --
25	Happy BETA birthday Kids	Links AC Demo Loc 3	4538	class	26/10/2016 13:01	email		-- Select option --
28	Tadpole Level Certificate	Links AC Demo Loc 3	4538	class	25/10/2016 15:16	email		-- Select option --
45	Welcome to Links Health Club Demo	Links AC Demo Loc 3	4538	member	25/10/2016 15:16	email		-- Select option --
49	Snapper Level Certificate	Links AC Demo Loc 3	4538	class	25/10/2016 15:16	email		-- Select option --
64	Turtle Level Certificate	Links AC Demo Loc 3	4538	class	25/10/2016 15:16	email		-- Select option --
74	3 Visits in last 7 Days Reward Campaign	Links AC Demo Loc 3	4538	member	30/10/2016 18:00	email		-- Select option --
94	Congratulations on Achieving the Goldfish Level	Links AC Demo Loc 3	4538	class	25/10/2016 15:16	email		-- Select option --
95	Prospect Registered Confirmation Email	Links AC Demo Loc 3	4538	prospect	26/10/2016 14:01	email		-- Select option --

Showing 1 to 10 of 19 entries Previous 1 2 Next

## Email Actions Available

The following is a list of actions you can complete for email campaigns:

Preview Email	Allows you to send a preview of the email to a specified email address
Edit Details	Allows you to edit the details of the campaign, from the campaign name, email subject, reply toemail and Google Analytics details
Edit Layout	Allows you to edit the layout and content of the email template
Edit Recipient	Allows you to edit the filters on who the campaign will be sent to
Edit Schedule	Allows you to edit how this campaign sends
View Report	Allows you to view the report on this campaign
Deactivate	Allows you to deactivate this campaign



Create Follow Up                      Allows you to create a follow up campaign from the current campaign

**SMS Actions Available**

The following is a list of actions you can complete for SMS campaigns:

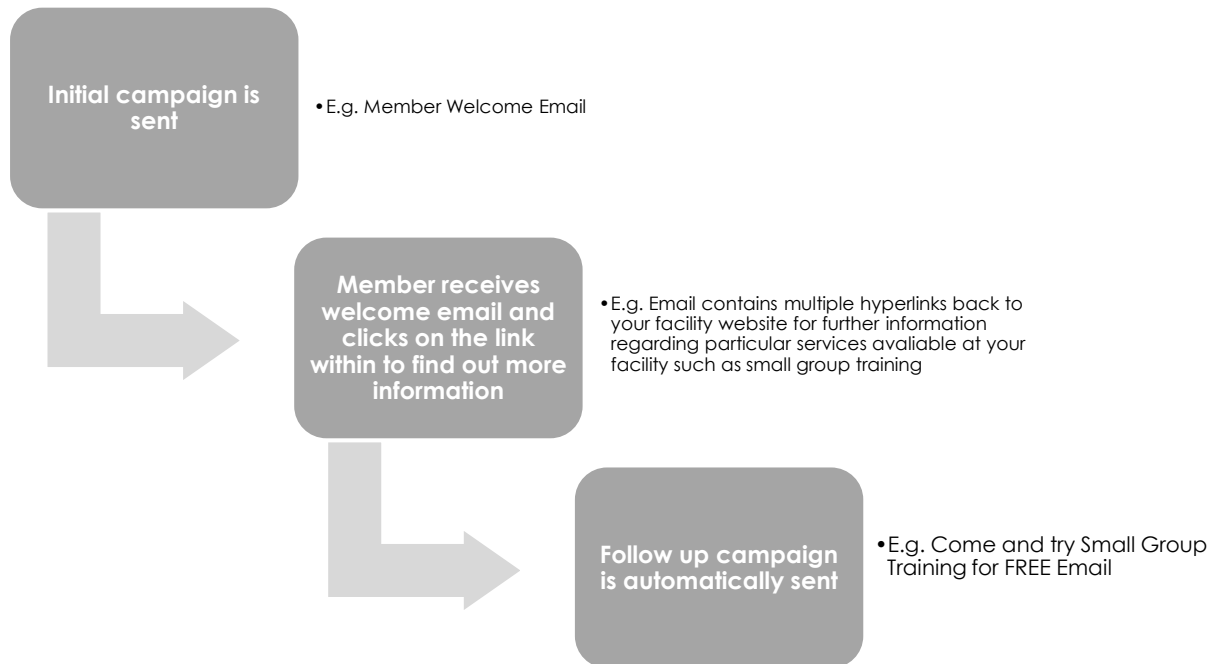
- Preview SMS                              Allows you to send a preview of the SMS to a specified mobile number
  
- Edit Details                                Allows you to edit the details of the campaign, from the campaign name, two way SMS and two way SMS reply email
  
- Edit Layout                                Allows you to edit the content of the SMS
  
- Edit Recipient                            Allows you to edit the filters on who the campaign will sent to
  
- Edit Schedule                            Allows you to edit how this campaign sends
  
- View Report                                Allows you to view the report on this campaign
  
- Deactivate                                 Allows you to deactivate this campaign

## Follow Up Campaigns

Follow up campaigns functions by creating a new campaign for a customer when they click a hyperlink embedded within the original campaign.

For example:

If an email template has several hyperlinks built within relating to different services and/or programs on offer at your facility such as; memberships, visit-passes, court hire and group fitness bookings. Each hyperlink can then have a 'follow-up' campaign created. This follow up campaign will receive all its recipients based on email clicks. This allows for specific campaigns to be send to a customer once they have shown interest in an item in the email.

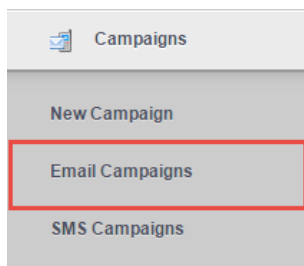


### Setting up Follow Up Campaigns

The following will show you how to setup follow up campaigns.

To setup a follow up campaign:

From the home screen click the [Campaigns] button and then click on [Email Campaign].



The following should appear on your screen:

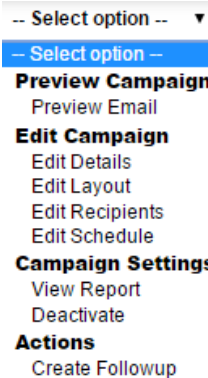
## Manage Active Campaigns

Browse Active Campaigns								
ID	Name	Site	Credit Balance	Type	Schedule Date	Send Type	Est	Action
23	Welcome to Links Demo Swim School	Links AC Demo Loc 3	4410	class	28/11/2016 12:46	email		-- Select option --
24	Happy Member's Birthday	Links AC Demo Loc 3	4410	member	28/11/2016 13:01	email		-- Select option --

Follow the steps below to finish setting up your follow up campaign.

### Creating Email Follow Up Campaigns

1. From the 'Manage Active Campaigns' screen, locate the initial campaign from the list which you would like to create a follow up campaign
2. Select 'Create Followup' from the Actions drop down menu next to the initial campaign that you located in step 1



3. You will be automatically redirected to the 'Create Campaign' screen below:

### Create Campaign

#### Campaign Details

**Select Site and Type**

Campaign Site:

Campaign Name:

Send Type:  Email  SMS

#### Email Setup

**Set Email Sending Options**

Reply To Email:

Email Subject:

Google Analytics:

Google Analytics Domain:

4. Complete steps 3-18 of the Creating an Email Campaign above

## Creating SMS Follow Up Campaigns

Note: While a follow up campaign can be via SMS, the initial campaign must always be by email.

1. From the 'Manage Active Campaigns' screen, locate the initial campaign from the list which you would like to create a follow up campaign
2. Select 'Create Followup' from the Actions drop down menu next to the initial campaign that you located in step 1

-- Select option -- ▾

-- Select option --

**Preview Campaign**  
Preview Email

**Edit Campaign**  
Edit Details  
Edit Layout  
Edit Recipients  
Edit Schedule

**Campaign Settings**  
View Report  
Deactivate

**Actions**  
Create Followup

3. You will be automatically redirected to the 'Create Campaign' screen below:

### Create Campaign

**Campaign Details**

**Select Site and Type**

Campaign Site:

Campaign Name:

Send Type:  Email  SMS

---

**Email Setup**

**Set Email Sending Options**

Reply To Email:

Email Subject:

Google Analytics:

Google Analytics Domain:  e.g. domain.com

4. Complete steps 3-16 of the Creating a SMS Campaign above



## Campaign Glossary

### Campaign Filters

There are two levels of filters available. Listed below are the filters and the additional filters available. You can have one or all additional filters.

#### Members

Gender	When selected allows you to choose between male or female members
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060
Birthday	When selected allows you to choose how many days before or after the member's birthday
Age	When selected allows you to choose between an age bracket i.e. 20-40 years
Membership Types	When selected allows you to choose specific membership type/s to send to
Duration as Member	When selected allows you to choose a number of days the member has held their membership for
Membership Status	When selected allows you to choose between someone who holds a current membership or members with expired contracts
Membership Expiry	When selected allows you to either choose between members already expired or expiring in so many days
Membership Last Attended	When selected allows you to choose the numbers of days the member has not attended the facility for
Days Until Suspension Finishes	When selected allows you to choose the number of days until the member comes off suspension
Days Until Suspension Starts	When selected allow you to choose the number of days until the member's suspension starts
Suspended Memberships	When selected allows you to choose between members who are either not currently suspended or who are currently suspended
Future Contract	When selected allows you to choose between members with a current, future or expired contract
Visit Frequency	When selected allows you to select a number of visits in a given period that a member has visited/achieved
Membership Start Date	When selected allows you choose the number of days after a member starts a contract



### *Visit Pass Holders*

Gender	When selected allows you to choose between male or female visit pass holders
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060
Birthday	When selected allows you to choose how many days before or after the visit pass holder's birthday
Age	When selected allows you to choose between an age bracket i.e. 20-40 years
Visit Pass Start Date	When selected allows you to choose how many days from the customer starting the visit pass
Visit Pass Expiry	When selected allows you to choose between customers already expired or expiring in so many days
Number of Visits Remaining	When selected allows you to enter the number of visits remaining
Visit Pass Type	When selected allows you to choose specific visit pass type you wish to send to
Visit Pass Status	When selected allows you to select if you wish to choose current visit pass holders or expired visit pass holders
Future Contract	When selected allows you to choose either customers with a visit pass starting in the future or those customers who don't have a future visit pass

### *POS Customers*

Spend Date Range	When selected allows you to choose the date range that the customer has spent money
Gender	When selected allows you to choose between male or female customers
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060
Birthday	When selected allows you to choose how many days before or after the customer's birthday
Age	When selected allows you to choose between an age bracket i.e. 20-40 years
Total Spend	When selected allows you to enter a range of money spent as a customer

*Prospects*

Gender	When selected allows you to choose between male or female prospects
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060
Birthday	When selected allows you to choose how many days before or after the prospect's birthday
Age	When selected allows you to choose between an age bracket i.e. 20-40 years
Date Created	When selected allows you to choose between a range of dates when the prospect was created
Days Since Created	When selected allows you to select the number of days since the prospect was added

*Staff*

Gender	When selected allows you to choose between male or female staff
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060
Birthday	When selected allows you to choose how many days before or after the staff member's birthday
Age	When selected allows you to choose between an age bracket i.e. 20-40 years
Teacher Status	When selected allows you to choose staff that are teachers or are not a teacher
Sale Staff Status	When selected allows you to choose staff that are sales staff or are not a sales staff
Staff Roles	When selected allows you to choose staff that have specific staff roll

*Student*

Recipient Type	Needs to be selected and will allow you to send to the responsible person or student
Gender	When selected allows you to choose between male or female students
Postcode	When selected allows you to choose between a range of postcodes i.e. 2000 – 2060



Birthday	When selected allows you to choose how many days before or after the student's birthday
Age	When selected allows you to choose between an age bracket i.e. 2-11 Months
Class Type	When selected allows you to choose a specific class type
Teacher	When selected allows you to choose a specific teacher
Level	When selected allows you to choose a specific class level
Days	When selected allows you to select specific days a student is enrolled in
Start Date	When selected allows you to select so many days before or after a student starts in a class
Start Time	When selected allows you to select between a range of class times
Class Attendance Status	When selected allows you to select so many days since a student was absent, attended or cancelled
Makeup/Casual/Trial	When selected allows you to select a student whose booking was a makeup, casual or trial class
First Class Ever	When selected allows you to select so many days after the student's first class ever
Cancelled Class	When selected allows you to select between a date range a student was cancelled from a class
Days Since Cancelled	When selected allows you to select how many days after a student's class was cancelled
Level Completed	When selected allows you to select so many days after a student has completed a specific level
Class Status	When selected allows you to choose between students with a current class booking or students with no current bookings
Outstanding Balance	When selected allows you to choose the age of the outstanding balance and the minimum balance to include
<i>Family</i>	
Outstanding Balance	When selected allow you to choose the age of the outstanding balance and the minimum balance to include



## *Import*

- Import allows you to upload your own selected list of customers. To complete this upload a .csv file that only contains a list of Links customer ID's in the first column. There is an example available for download from the 'Define Recipients' page when building a campaign.

## Frequently Used Campaign Filters

The following campaign filters are suggestions only and may need to be modified for suitability to your facility.

### Members

#### *Welcome Email/SMS*

A welcome email/SMS can be sent to members welcoming them to your facility and introducing them to other services and/or programs that are on offer.

- Membership Start Date Filter
  - Enter x of days after joining

#### *Birthday Promotion*

Wish members a happy birthday each year and reward them with a special birthday present i.e. free coffee, or 10% off at the café when they show the SMS.

- Birthday Filter
  - Enter x of days before/after birthday

#### *One Year Anniversary*

Congratulate members who have shown you continuous loyalty over one year. Make them feel appreciated with a small reward i.e. 20% off your next merchandise purchase.

- Duration as Member filter
  - Enter x of days in duration
- Membership Type
  - Select only those Membership Types which are direct debit

#### *Non Attendance*

Send a "we miss you" email/SMS to your member's who haven't registered an attendance in over 14 days.

- Membership Last Attended
  - Enter x days since last visit

#### *Membership Expiry*

Reminder upfront members that their expiry date is approaching. Offer renewal discount if they renew before their expiry date.

- Membership Expiry
  - Select expiring in x days
- Membership Type
  - Select only those Membership Types which are upfront

#### *Upcoming Suspension Reminder*

Send a email reminder to member's that they have a scheduled suspension about to start.



- Days Until Suspension Starts
  - Select x days prior to suspension commencement

#### *Coming Off Suspension*

Remind member's that their membership suspension is coming to an end, access to the facility will be restored and payments recommence if paying via direct debit.

- Days Until Suspension Finishes
  - Select x days prior to suspension end
- Membership Type (optional)
  - Select only those Membership Types which are direct debit

#### **Visit Pass Holders**

##### *1 Visit Remaining*

Notify visit pass holders when they have one remaining visit.

- Number of Visits Remaining
  - Enter 1 into visits remaining field

##### *Visit Pass is about to Expire*

Send a quick reminder when a visit pass is out to expire.

- Visit Pass Expiry
  - Select expiring in and enter x of days

#### **POS Customers**

##### *Spent Over \$x Last Quarter Promotion*

Reward customers with a free drink bottle who have spent over \$x during the period.

- Enter date range (month, quarter, year)
- Total Spend
  - Enter from \$x to \$x in the total spend range

#### **Prospects**

##### *\$0 Joining Fee*

Send a simple SMS offering prospects \$0 joining fee if they join within 48 hours of receiving the message.

- Days Since Created
  - Enter x days since the prospect was created

#### **Staff**

##### *Staff Training Reminder*

Send a reminder email to all your Learn to Swim teachers that they have an upcoming staff training session this Saturday. This scenario requires the use of Staff Roles.



- Staff Roles
  - Select Swim School Instructor from the list

#### *Staff Social Event Upcoming*

Notify all active staff of an upcoming social BBQ.

- Active
  - Select 'Only Active' from the drop down menu

#### **Student**

##### *First Class Survey*

Provide a link to an online survey that customers can complete providing feedback on their first lesson experience.

- First Class Ever
  - Select x days since first class

##### *Replacement Teacher Notification*

Notify responsible person's that their regular teacher will be away and who the replacement teacher will be.

- Teacher
  - Select teacher that will be away
- Days
  - Selects days the teacher will be away that week for
- If required add additional filters of Time, Level and Class Type

#### **Family**

##### *Outstanding Balance Reminder*

Send a friendly reminder to families with money owing.

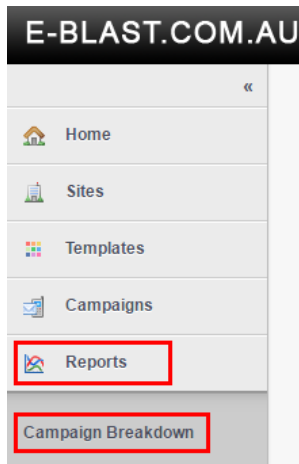
- Outstanding Balance



## Reports

The following will show you how to run reports in E-Blast to keep track of your electronic marketing campaigns.






From the home screen click on the [Reports] button and then click on [Campaign Breakdown].




The following will then be displayed:

### Campaign Breakdown

**Campaign Summary**

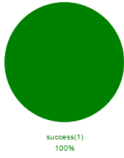
ID	Name	Site	Type	Schedule Date	Send Type	Sent	Opens	Clicks	Unsubscribe	Action
302	60 Day non attendance	Links AC Demo Loc 3		Perpetual	email	0	0	0	0	
301	free coffee	Links AC Demo Loc 3	member	25/10/2016 16:31	sms	0	0	0	0	
300	6month mark	Links AC Demo Loc 3	member	Perpetual	sms	0	0	0	0	
299	High Octopus Level Attained	Links AC Demo Loc 3	staff	Perpetual	email	0	0	0	0	
298	Birthday MMS	Links AC Demo Loc 3		Perpetual	sms	0	0	0	0	

### Viewing Campaign Reports

1. From the list, locate the campaign which you would like to view the reports for
2. Click on the [View Report] button  the following screen will be displayed:

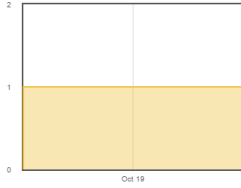
### Campaign Breakdown

#### Success Rate



success(1)  
100%

#### Breakdown



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#### Clicks

Title	Hyperlink	Total Clicks
Purchase a Membership Now	<a href="https://secure.activecarrot.com/public/contract/application/479">https://secure.activecarrot.com/public/contract/application/479</a>	0


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#### Breakdown By Membertype

Membertype	Total Completed	Total Bounced	Total Opens	Total Clicks	Total Unsubscribes
Gold Fitness Membership Weekly	1	0	0	0	0

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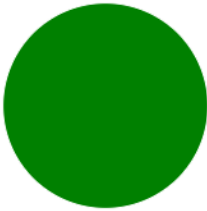
#### Breakdown By Date

Completed Date	Total Completed	Total Bounced	Total Opens	Total Unsubscribe	Action
19/10/2016	1	0	0	0	

### Success Rate

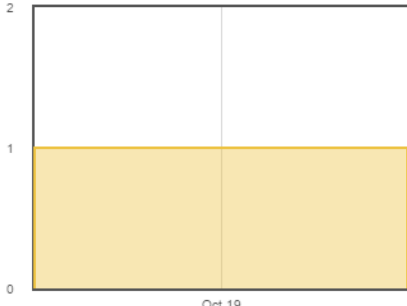
Pie and bar graphs will indicate the success rate of the selected campaign.

#### Success Rate



success(1)  
100%

#### Breakdown



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Clicks section show below will list any hyperlinks that were included in the campaign and the total number of recipients that clicked on each specific hyperlink.

#### Clicks

Title	Hyperlink	Total Clicks
Purchase a Membership Now	<a href="https://secure.activecarrot.com/public/contract/application/479">https://secure.activecarrot.com/public/contract/application/479</a>	0



### Breakdown by Membership Type

Email:

Breakdown of the campaign by membership type for email, total completed (sent), total bounced, total opened, total clicks within and total which unsubscribed.

#### Breakdown By Membertype

Membertype	Total Completed	Total Bounced	Total Opens	Total Clicks	Total Unsubscribes
SILVER 6 MONTHS	1	0	1	0	0
Gold Fitness Membership Weekly	1	0	0	0	0

SMS:

Breakdown of the campaign by membership type for SMS, total completed (sent) and total failed.

#### Breakdown By Membertype

Membertype	Total Completed	Total Failed
Tennis Only Membership	9	0
TENNIS MEM YEARLY	8	0
TENNIS MEM YEAR CONC	1	0

### Breakdown by Date

Email:

Breakdown of the campaign by date for email, total completed (sent), total bounced, total opened, and total which unsubscribed.

#### Breakdown By Date

Completed Date	Total Completed	Total Bounced	Total Opens	Total Unsubscribe	Action
22/10/2016	1	0	1	0	
19/10/2016	1	0	0	0	

SMS:

Breakdown of the campaign by date for SMS, total completed (sent), total failed and total unsubscribed.

#### Breakdown By Date

Completed Date	Total Completed	Total Failed	Total Unsubscribe	Action
19/10/2016	286	0		



Click on the  button of a particular date to see a further breakdown.

For Email this will show you the customer's ID, member's name, if it bounced, the email address it was sent to, the email subject, the status, the date and time sent and if it was opened.

Members								
ID	First Name	Last Name	Member Bounces	To Address	Subject	Status	Date Completed	Opens
103214	BEN	COOPER	0	103214@aclinksdemo.com.au	Welcome to Demo Aquatic & Fitness	complete	22/10/2016 14:50:04	1

For SMS this will show you the customer's ID, member's name, the mobile number it was sent to, the message sent, the status, the date and time sent and if there were any replies (only if it was a 'two way SMS').

Members								
ID	First Name	Last Name	To Mobile	Message	Status	Date Completed	Replies	
49	ANNE	ADAMS	61449256481	Anne Demo Aquatic can see you have been training hard over the past 6 months. Show this message at the cafe when you visit today for a FREE Coffee	complete	19/10/2016 14:35:04	0	
348	MARY	MADDOCK	61449256481	Mary Demo Aquatic can see you have been training hard over the past 6 months. Show this message at the cafe when you visit today for a FREE Coffee	complete	19/10/2016 14:35:04	0	