

# How to get the most out of your Campaigner trial



## Welcome to Campaigner!

To make sure your email marketing journey is a success, we have prepared the following documentation for you. With these 5 steps, you will have all the knowledge you need to ensure you get the best ROI possible with your email marketing

**STEP 1**

**EMAIL SETUP AND VALIDATION**

**STEP 2**

**CONTACT LISTS AND LIST SEGMENTATION**

**STEP 3**

**EMAIL DESIGN, CONTENT AND AB TESTING**

**STEP 4**

**AUTOMATION**

**STEP 5**

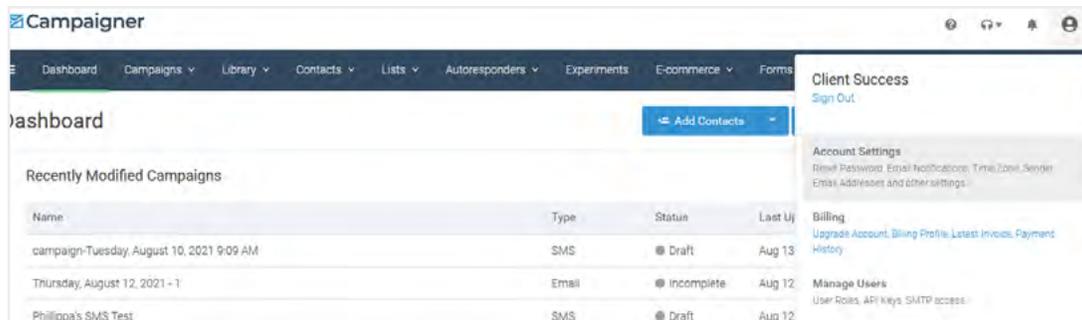
**REPORTING**

**STEP 1**

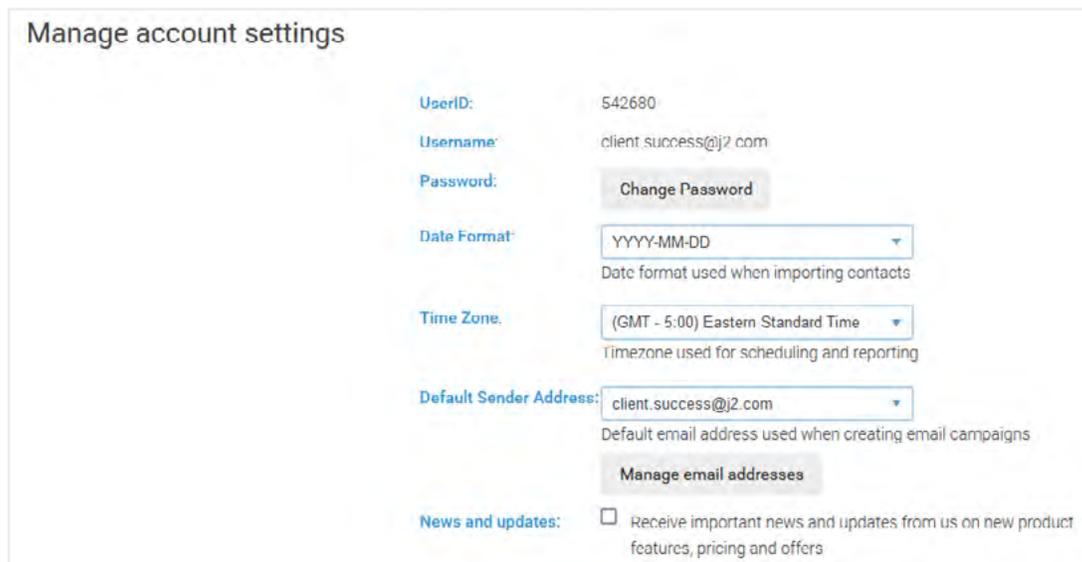
# Email setup and validation

## Add a new sending email address

Your sending email address will, by default, be the one you signed up to Campaigner with. To use a different sending email address, click on the 'Account' icon in the top right and select 'Account Settings'.



Then select 'Manage email addresses', add a new email address and click submit.



A confirmation email will be sent to the email you entered. You will need to confirm it is a valid email address by following the instructions within the email.

## Email validation with SPF, DKIM, and DMARC

Familiarizing yourself with and adopting email validation methods such as DKIM, SPF, and DMARC can help you avoid the spam folder. Let's look at what each means and how to set them up within your account.

### Sender Policy Framework (SPF)

This is used to confirm that Campaigner has permission to send emails using your domain.

#### **Setting up SPF configuration with Campaigner:**

To configure SPF within Campaigner, create or update an existing TXT record for your sending sub-domain. In the TXT record, you must add an entry to point to our SPF subdomain.

**Example:** <yourdomain.exampledomain.com>

**You will include:** v=spf1 include:\_spf.emailcampaigns.net ~all

**Exception:** If you have more than one SPF record on the same domain, use our 'ipv4' address instead of our SPF subdomain

### DKIM Records (Domain Keys)

Domain Keys and DKIM have the same purpose as the SPF Record. Some ISPs/IEPs use these as an additional check of authenticity. These records are checked to verify that Campaigner has your permission to send using their domain.

#### Setting up DKIM configuration with Campaigner:

In your domain configuration settings, add a CNAME record using a root or sub-domain. Using the following example, you will replace “YourDomain.com” with your own domain.

```
em._domainkey.yourdomain.com CNAME dkim.emailcampaigns.net
```

**Exception:** Godaddy’s CNAME config for DKIM would look like:  
em.\_domainkey CNAME dkim.emailcampaigns.net

### DMARC Record

DMARC is another email authentication technology that all email marketers should consider. DMARC helps receivers avoid false positives with transient failures in either DKIM or SPF; DMARC only fails if both fail. For assistance in publishing DMARC, please visit <http://dmarc.org>.

#### Setting up DMARC within Campaigner:

The first step is to set up a DKIM domain. You must publish your DMARC information with the exact details that you used for your DKIM. Once the configuration of DMARC/DKIM has been completed on your end, Campaigner will then offer validation services for your DMARC by setting up our sending servers with your domain.

STEP 2

## Contact lists and list segmentation

Email marketing first begins with email address collection. Emails can be collected ongoing from website signups, customer purchases, or other online forms.

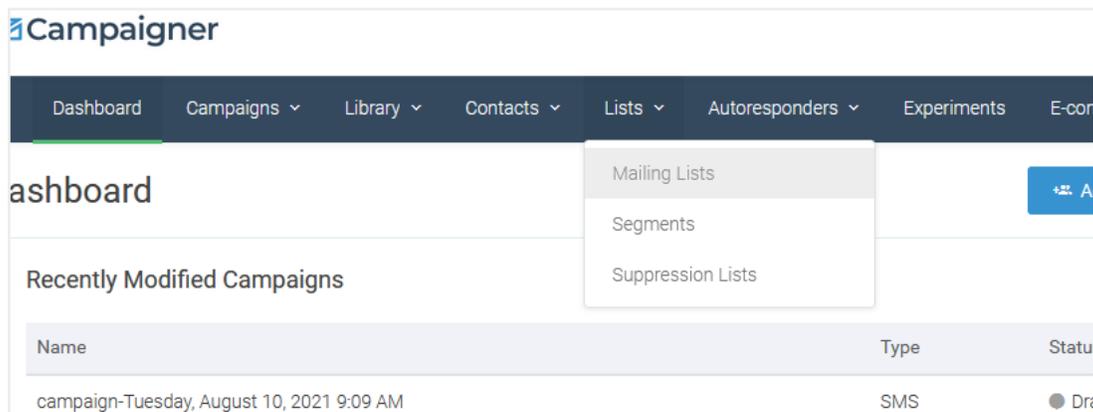
Always remember to only send email messages to people who have opted-in to receive emails from your brand. It is also essential to respect and remove anyone who has unsubscribed from any of your contact lists.

To further improve your campaign results, you can use Campaigner’s list segmentation capabilities. List segmentation enables you to send highly targeted email campaigns. Meaning that you can target a specific audience with highly relevant content.

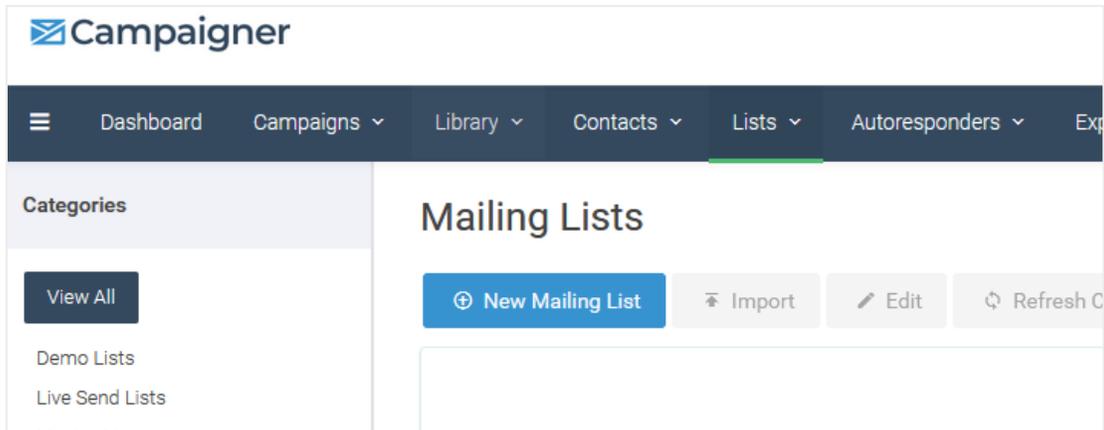
### Contact lists

Follow the next steps to upload your first contact list into Campaigner:

From the top menu bar, select ‘Lists’ and then ‘Mailing Lists’.

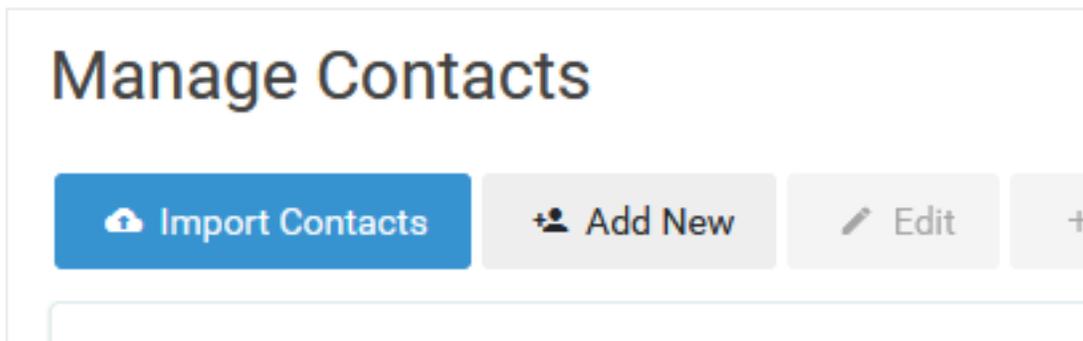


You will then select 'New Mailing List'.

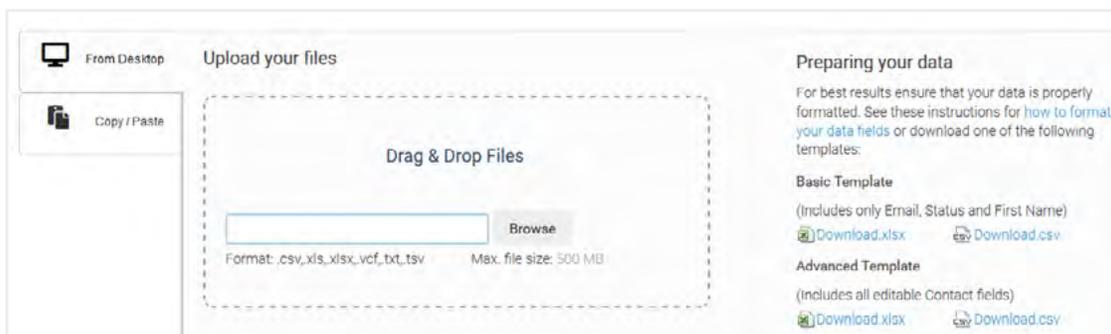


Enter a name for your mailing list and select 'OK'.

Select the mailing list you created, and select 'Import Contacts'.



You can then browse for your mailing list and proceed to upload.

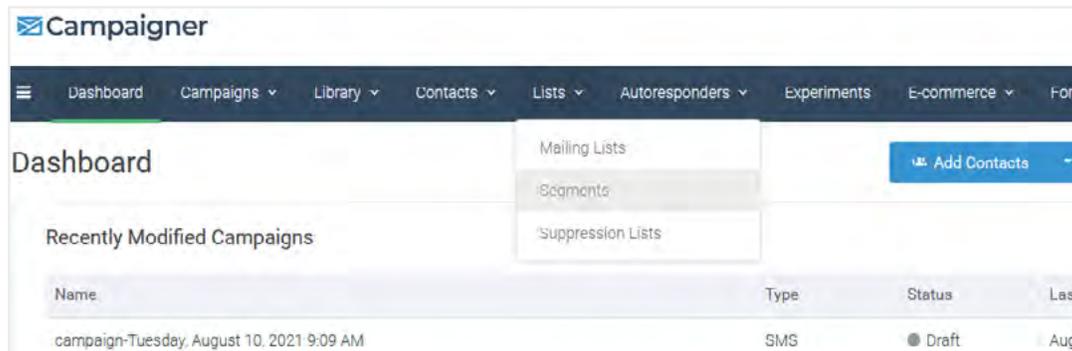


## Segmentation

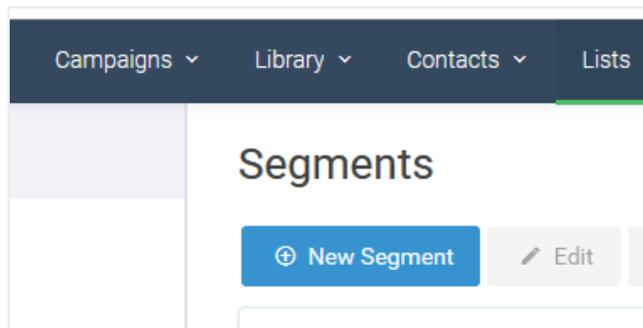
You can create specific lists based on the data you import into Campaigner. Campaigner also collects data based on when an email was last opened, location, and any clicks performed, which can provide you with an abundance of information to help create influential segments. Segments can either be static or dynamic.

An example of Campaigner’s list segmentation capabilities would be creating a simple dynamic segment with contacts who have opened your emails in the last 60 days. Sending to an email segment like this would ensure that you have the best results possible for your next campaign.

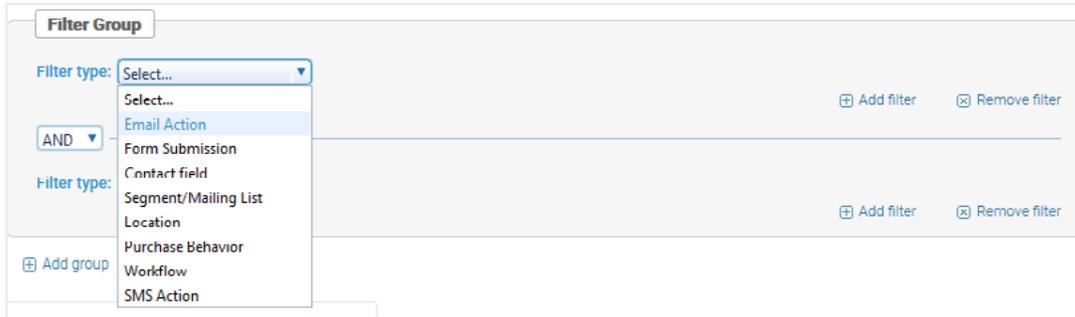
To create a segment like this, select ‘Lists’ from the menu bar, and then select ‘Segments’.



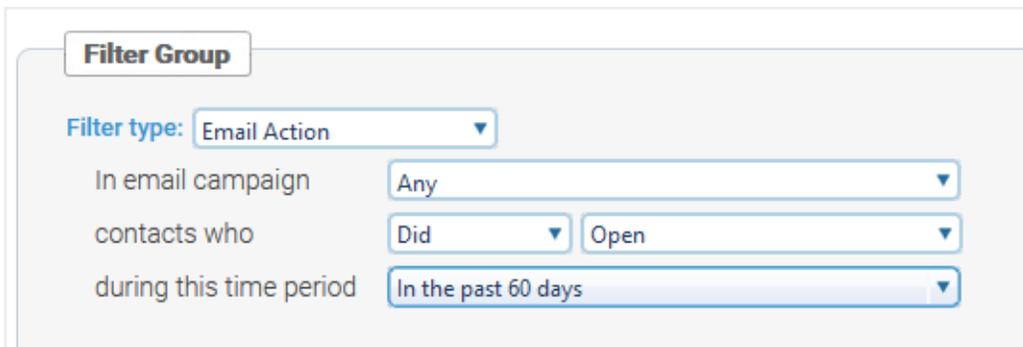
Next, select ‘New Segment’.



For the filter type, select 'Email action' from the drop-down menu.



Select 'In the past 60 days' from the drop-down menu next to 'during this time period'.



Click 'Next' and give the segment a name, ensure that you have selected 'Dynamic' as the segment type, and save.

**STEP 3**

# Email design, content and ab testing

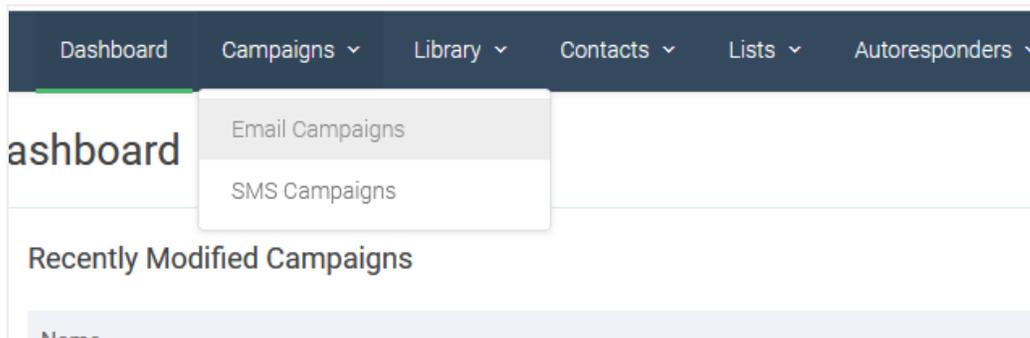
## Design and content

To be a successful email marketer, you must have emails that appeal to the subscribers receiving the emails. To accomplish this, you should send them content that is relevant to their interests. For instance, if you own an eCommerce store, you would most likely send subscribers relevant information based on similar products they may have purchased from you before.

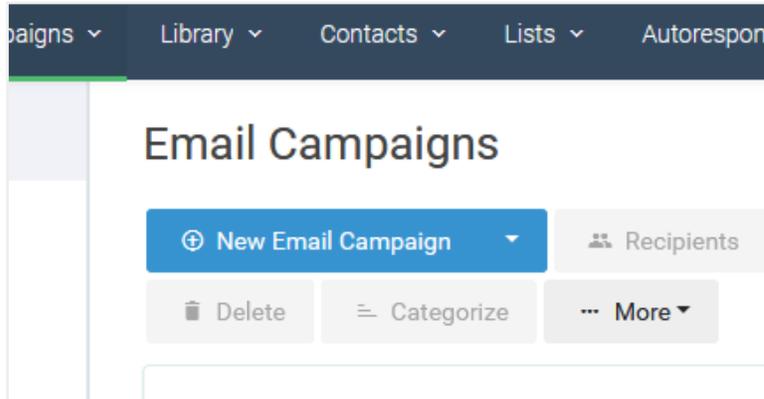
Having the right content to send to your contacts is just the first step in creating a successful email campaign. It is also important to include clear CTAs and ensure your email is optimized for mobile devices.

You can easily create great-looking emails using Campaigner’s drag and drop email editor.

To get started, click ‘Campaigns’ from the top menu bar, then select ‘Email Campaigns’.

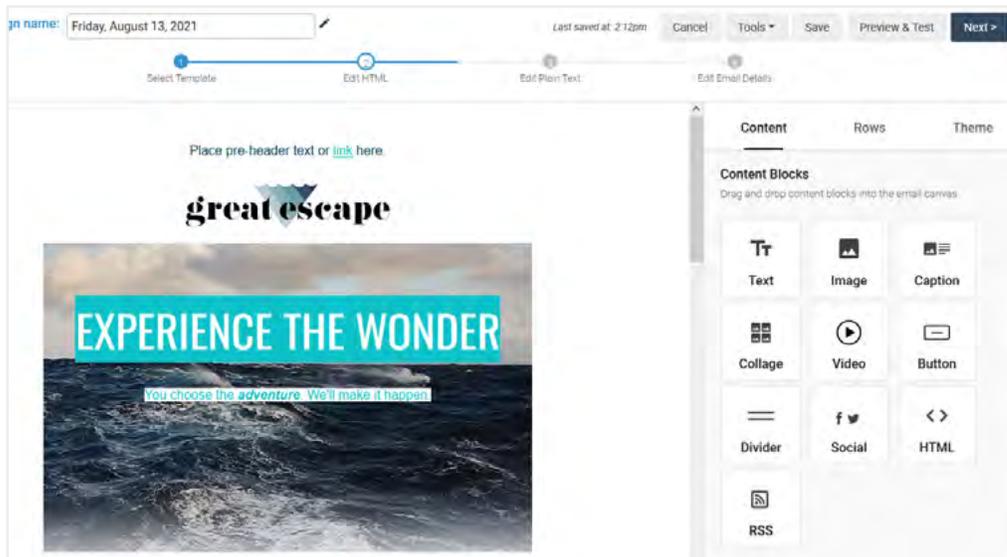


Next select 'New Email Campaign' to begin your campaign.

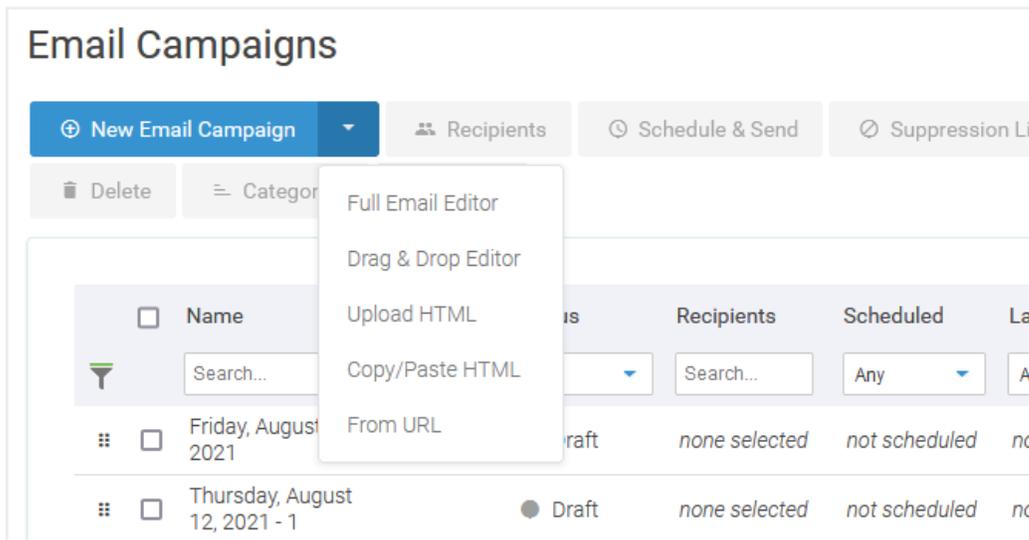


Select one of Campaigner's many pre-built email templates, which can be edited as needed or start from a blank email. Once you have made your selection, click 'Next' to proceed.

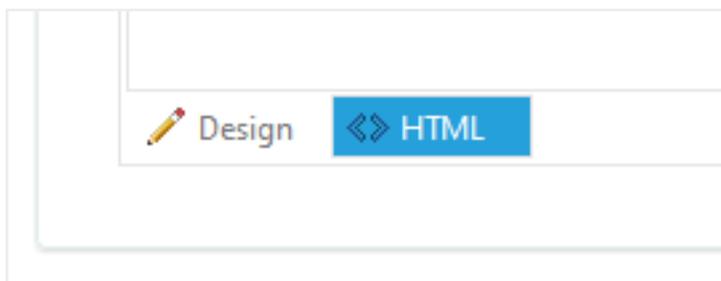
On the editor screen, you can add content such as images and links. The tool section on the right provides you with various options to add to any email template.



If you have a pre-built email template that you wish to upload, simply switch to the Full Email Editor by selecting 'Campaigns' > 'Email Campaigns' from the top menu and selecting the drop-down arrow next to 'New Email Campaign'.



You have the option to copy/paste, upload a file containing the HTML, or select the 'Full Email Editor' and paste your code on the HTML tab.



### Preview and test

Be sure to take advantage of Campaigner's Preview & Test feature located in the top right, where you can send a copy of the email to yourself. Test on a desktop and a mobile device to see how it will look for your recipients before it is actually sent out.

## Experiments (AB Testing)

Campaigner Experiments (also known as AB testing) will allow you to test specific elements of your email to see what resonates with your subscribers.

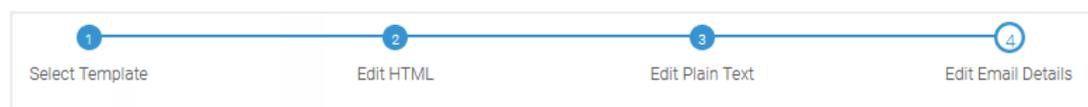
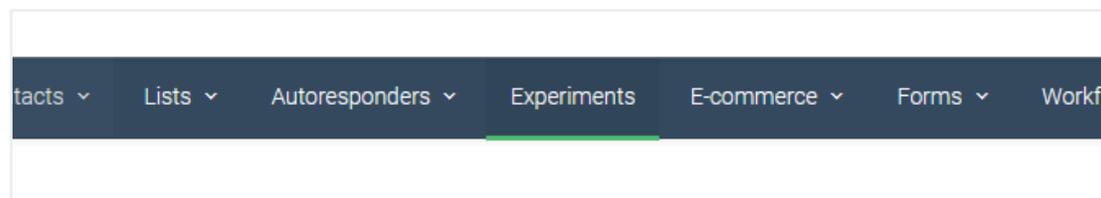
The test is performed on a small part of your email list where different variables compete against each other for an amount of time determined by you. The winning factor is also determined by you, whether it be unique opens, unique clicks, total clicks, or unique clicks on a specific link.

Run experiment for   before determining the winner.

Use the following metric to determine the winner:

- Unique opens
- Unique clicks
- Total clicks
- Unique clicks on a specific link

To create an AB test, select 'Experiments' from the top menu or select 'Experiment' on the final step of email edit.

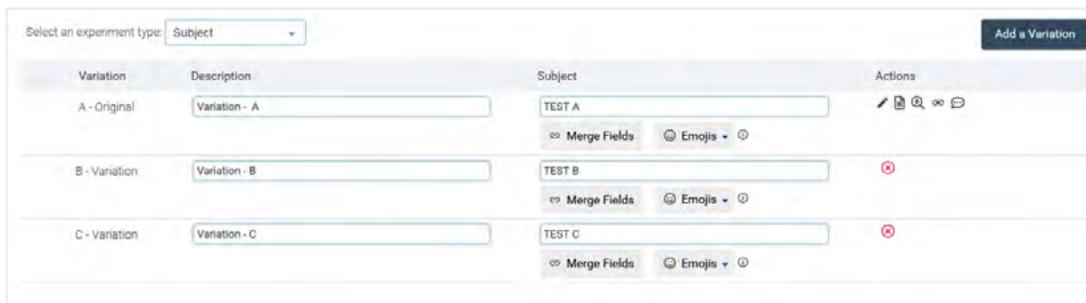


The screenshot shows the configuration interface for an email experiment. It includes fields for Subject, Preheader, From Name, and From Email, each with an 'Experiment' icon. Below these are 'Merge Fields' and 'Emojis' buttons. A second section, titled 'Subject A', contains a 'Cancel' icon and a 'Start Experiment' button. It also includes a checkbox for 'Leave a copy of this campaign' and a legend indicating that an asterisk (\*) denotes required fields.

With Experiments, you can test subject line, pre-header, from name, from email, or email design.

This screenshot shows a dropdown menu for selecting an experiment type. The selected option is 'Subject'. Other options listed include 'Preheader', 'From Name', 'From Email', and 'Design'. The background shows a table with columns for 'Variation' and 'Variation - B'.

You can add as many variations as you like. We recommend at least three to get the best range of results.



AB testing with Campaigner's Experiments feature ensures the right content is being sent to your subscribers. The data you receive from any tests will provide you with all the information you need to run more successful campaigns in the future.

STEP 4

# Automation

Email automation can nurture customer leads, perform effective onboarding experiences, send abandoned cart emails, and more straightforward tasks such as purchase thank you's and welcome letters.

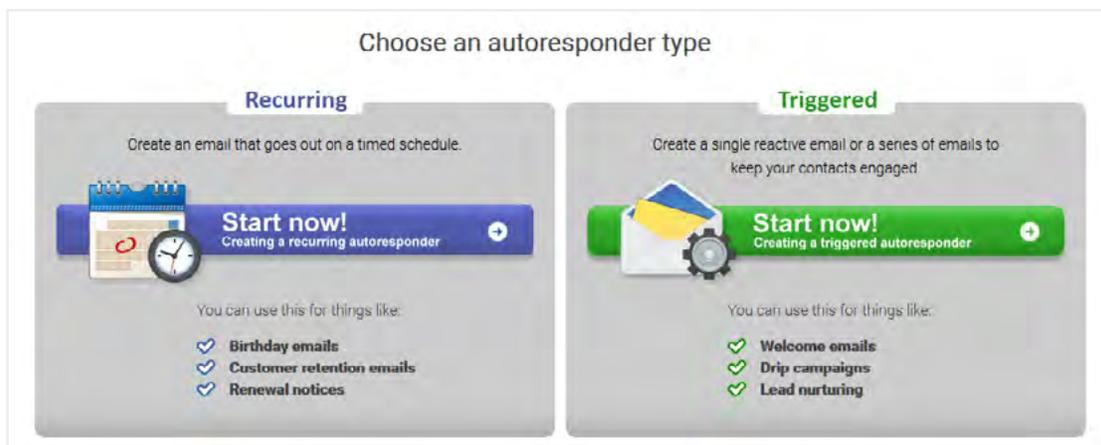
Campaigner has two options for email automation which are both located in the top menu labelled as 'Autoresponders' and 'Workflows'.



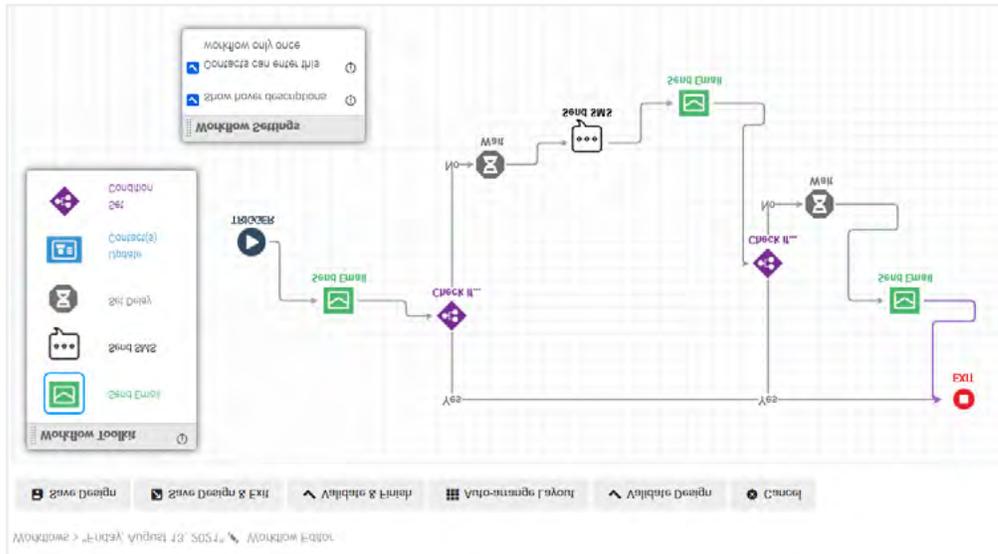
In both cases, your automations can be set on a timer or triggered by an action. For instance, we can periodically check if a new email address has been added to any given list and send to all new addresses or send to them as soon as they enter the new list.

You will simply select which segment or list you wish to send emails to in both cases and program the actions accordingly.

Campaigner Autoresponders are for more straightforward actions which have a trigger, and then an email send action.



Campaigner Workflows allow for much more complex designs, including both SMS and emails in one workflow. You can set delays, perform actions based upon previous workflow actions, and update contact information all within the workflow.



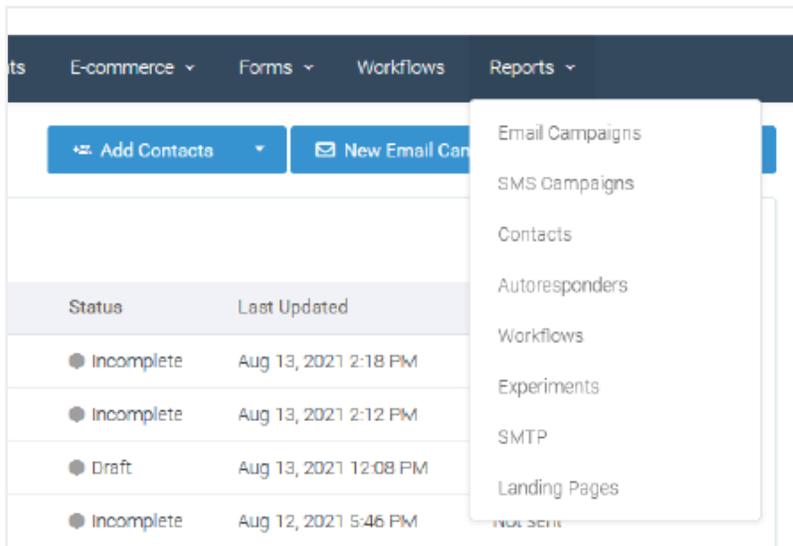
Workflows, when appropriately used, can be a powerful tool for any marketer. Not all of your contacts will be in the same phase of their journey with your brand. Individually nurture your subscribers towards becoming customers by sending emails to match every stage of their journey.

STEP 5

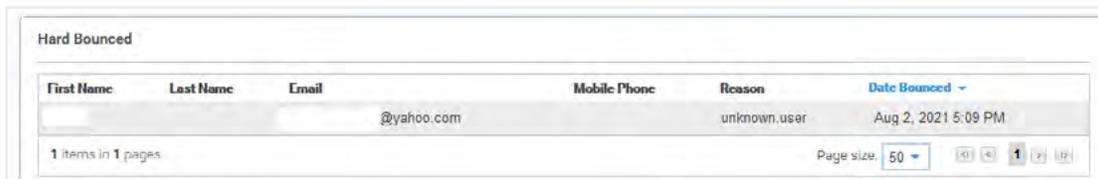
# Reporting

Last but certainly not least, it is essential to study the results of your email campaigns. Campaigner has reporting capabilities for all of the various types of email campaigns created within the platform.

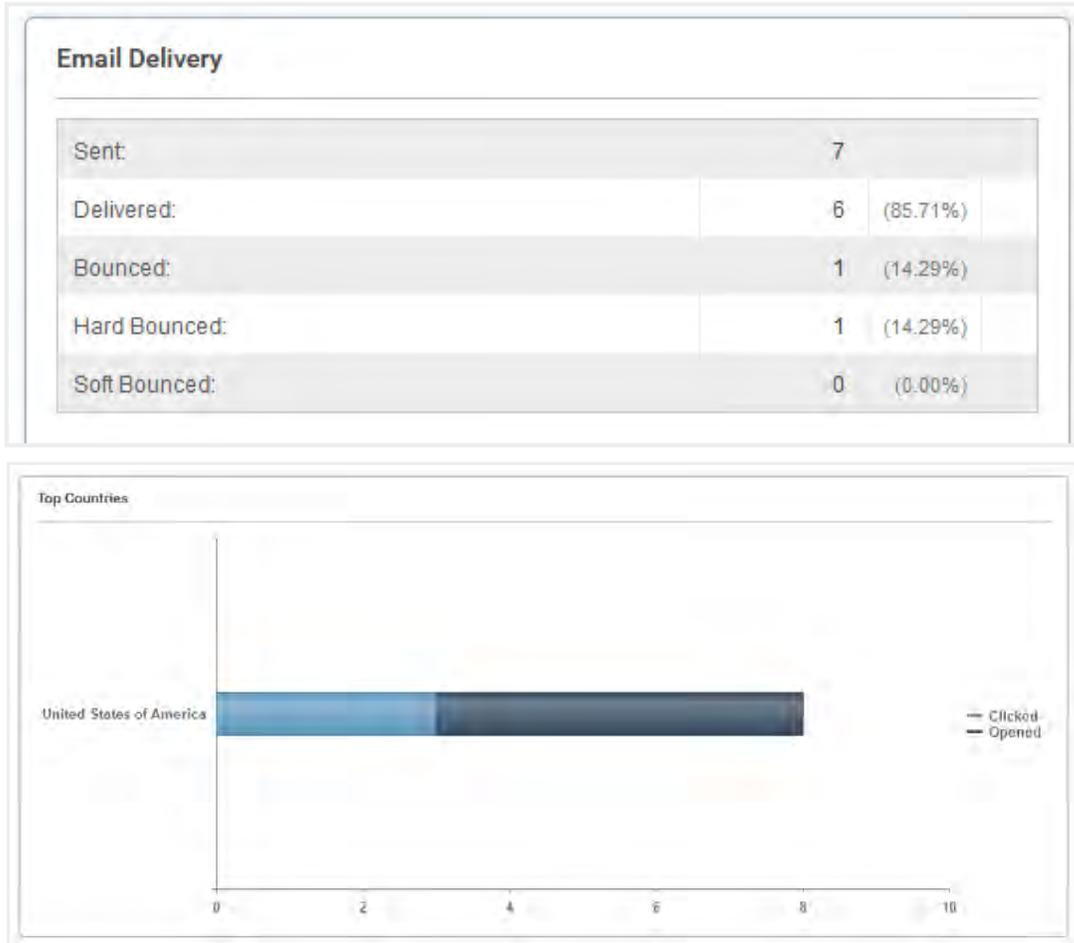
Select 'Reports' from the top menu bar and select which one you wish to view to study campaign results.



For email campaigns, we provide valuable information such as complaints, unsubscribes, hard bounces and soft bounces. These learnings will allow you to spend some time cleaning your list if needed.



It's also possible to see if a contact has clicked on mobile versus desktop, where within the email they have mostly clicked, and any location data that Campaigner has collected.



Following these quick steps can help you get your email marketing efforts off the ground. From account setup to reporting, we ensure you have all the tools necessary to help you increase your business' bottom line. **We are happy to be working with you and excited for your journey with Campaigner!**

If you have any questions, please do not hesitate to contact our support team: [support@campaigner.com](mailto:support@campaigner.com)