

1. Log In: <http://cloudapps.uh.edu/SendIt> [CougarNet ID and password]

2. Select your Brand > click **Create & Send new campaign**

3. Select the audience and **SendIt!**

Test send this campaign

Test email(s)

Define recipients

Choose your lists & segments

Lists

- 1 - Faculty
- 1 - Staff
- 1 - Students

Segments

- Graduate students

Exclude lists from this campaign?

Recipients: 0 of 100000 remaining
SES sends left: 100000 of 100000

[Schedule this campaign?](#)

Lists vs Segments

Lists are static, uploaded contacts groups

1. Select your Brand > **View all lists**
2. New > Provide a name
3. Import via CSV file or copy and paste via name and email

Segments are subsets of the Lists that are targeted audiences based on the conditions you define.

1. Select the List that has all the contacts you want to create the segment from
2. Click on **Segments > Create new Segment**
3. Create conditions based on the custom fields then save

Templates

Templates help standardize email layouts by making previously approved designs quickly accessible

To create a new template:

1. Select your Brand > **All templates**
2. Create a new template
3. Name the template and fill out the HTML code with your design

To create a new campaign with your template

1. Select your brand > **Create new campaign**
2. Click **Select a template** to choose from the dropdown box

Custom Fields

Custom Field Tags can be used to personalize email campaigns. UIT has created Custom Field Tags that can be used in both Plain Text and HTML versions. They can be referenced within the emails using the following format:

[Country, fallback=anywhere in the world]

Country is the field

fallback is the replacement value if the contact does not have a 'Country' value defined; this can be left blank

Full list of available custom fields:

<http://uh.edu/ecomm-custom-fields>

Campaign Reporting

Campaign reporting allows you to visualize opens, clicks, bounces, and more with charts & data. You can export segments of subscribers from your report for re-targetting.

To create a new template:

1. Select your Brand > **See Reports**
2. Select the campaign name you wish to view
3. Click the  icon to export a list of all recipients who are represented in that metric