

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

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

**Create new campaign**

Campaign title: [ Set Title ]  
 Format: yyyyymmdd - subject (details) [editable]

Subject: [ Set a title for this campaign? ]  
 From name: [editable]  
 From email: [uhcomm@uh.edu]  
 Reply to email: [editable]

Plain text: [ Plain text of this email Required for ADA compliance ]

Query string: [ Optionally append a query string to all links in your email newsletter. A good use case is Google Analytics tracking. Don't include '?' in your query string. ]

HTML code: [ Save and switch to HTML editor ]

Click to toggle between Preview and HTML/Code views

Essential tags (HTML only):  
 Webversion link: `<webversion>View web version</webversion>`  
 Unsubscribe link: `<unsubscribe>Unsubscribe here</unsubscribe>`

Personalization tags:  
 Name: `[Name, fallback=]`  
 Email: `[Email]`  
 Two digit day of the month (eg. 01 to 31): `[currentdaynumber]`

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

**Test send this campaign**

Test email(s): [ mrosanes@uh.edu ]

**Define recipients**

Choose your lists & segments

**Lists**  
 1 - Faculty  
 1 - Staff  
 1 - Students

**Segments**  
 Graduate students

Exclude lists from this campaign?

Recipients: 0  
 SES sends left: 100000 of 100000

## Lists vs Segments

**Lists** are static, uploaded contacts groups

1. Select your Brand > **View all lists**
2. New > **Add a new list** > 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 & send new campaign**
2. Select a template option 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-targeting.

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