

## CAMPAIGN CP105 LAB MANUAL

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## CP105.1: DUPLICATE & EDIT AN EMAIL

Duplicate the invitation email and edit the content to be used as a reminder:

- 1. Right click the Best moment invitation email, select Duplicate
- 2. Right click the duplicated email, select Rename
- 3. Rename the email: Best moment reminder
- 4. In Editor, change the subject line of the email to: Don't forget to share your best moment with Parana!
- 5. Change the first sentence of the email to: Don't forget to share your best moment with Parana products.

Duplicate the invitation email and edit the content to be used as a confirmation:

- 6. Right click the Best moment invitation email, select Duplicate
- 7. Right click the duplicated email, select Rename
- 8. Rename the email: *Best moment confirmation*
- 9. In the Editor, delete the first sentence and enter: Thank you for sharing your best moment.
- 10. Delete and enter the following content in the Dynamic section for contacts without a loyalty card: Below is link to register for a loyalty card and have a chance to win 500 points for your contest entry. You'll get 500 points just for registering.

## Request a loyalty card

- 11. Select the Register for a loyalty card" text, click the Link button in the Editor
- 12. Configure the Link to send the contact to the external URL: https://paranasolution.selligent.com/shop
- 13. Delete and enter the following content in the Dynamic section for contacts with a loyalty card: You have a chance to win 500 points on your loyalty card for entering the contest. You'll receive 100 points on your card just for participating.
- 14. Delete the Share your moment link and enter the following content in the bottom text area: *When the contest ends, we will inform you if you've been selected as the winner.*
- 15. Enter a new subject line: Thanks for sharing your best moment with Parana

From the Design, tab your email should appear as shown below.

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This completes this lab.



## CP105.2 DUPLICATE & MODIFY A JOURNEY

Duplicate the invitation journey and modify it to be used as a reminder:

- 1. Right click the Best Moment Invitation journey and select Duplicate
- 2. Click NO when the pop up asks if you want to duplicate related emails and pages
- 3. Right click the duplicated journey. Rename it: Best Moment Reminder

Apply a filter to only include contacts who have not entered the contest:

- 4. In your new journey, double click the Audience component.
- 5. Click Design in the image below to open the Filter Designer
- 6. Select the existing filter and click Delete.
- 7. Click the History tab
- 8. Set the operator to exclude
- 9. Open the journey tree until you find the Best Moment journey and its invitation email
- 10. Select the event "Clicked Share your moment"
- 11. Click the » button to move it to the right side
- 12. Click OK to close the Filter Designer
- 13. Rename the Audience component to: Contest Reminder
- 14. Click OK

Change out the invitation email for the the reminder email:

- 15. Double click the Email component to edit its properties.
- 16. Click the 3-dots button behind Message.
- 17. Select the Best moment reminder email
- 18. Rename the component: Best moment reminder email
- 19. Click OK when done

This completes this lab.