SYNAQ Branding Campaigns Setup – ver 1.1

1. Purpose

The purpose of this document is to detail the steps in setting up SYNAQ Branding Campaigns.

2. Guidelines on Training Branding

2.1.   Setting Branding – Campaigns

In the first document, we stopped at setting up Signatures. The second part is to discuss Campaigns which is an additional item that can be applied to the signature. This can be started by either clicking in the *"Get Started"* Tab via option 2 and clicking on *"Let's do this"*
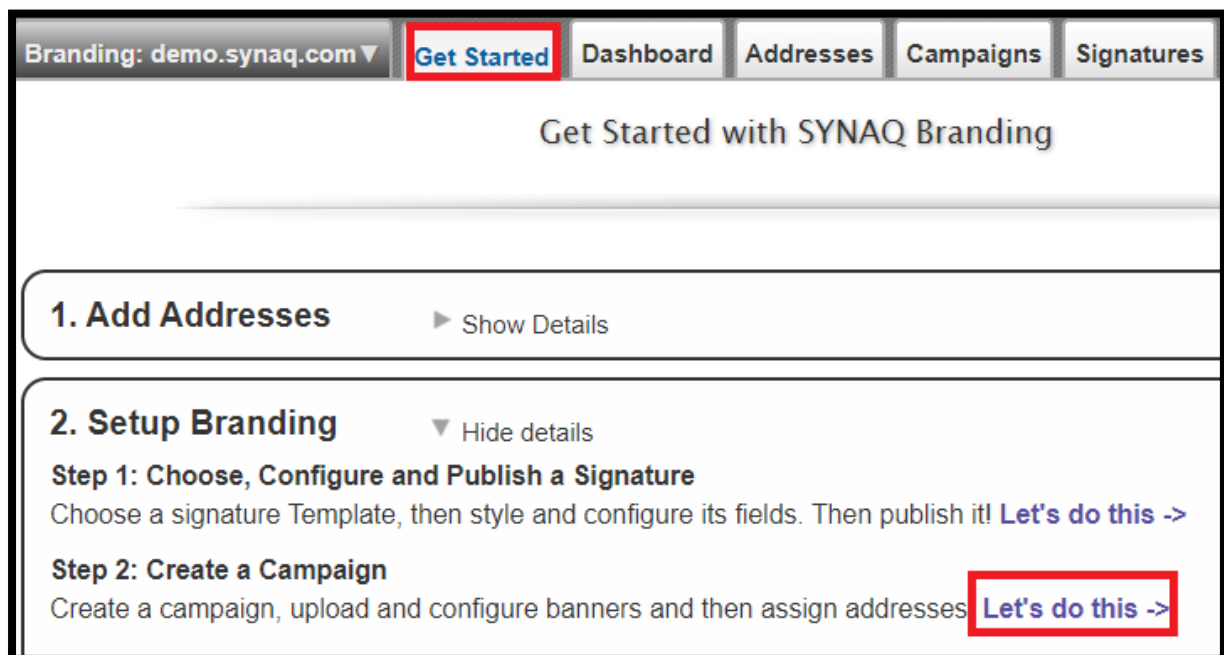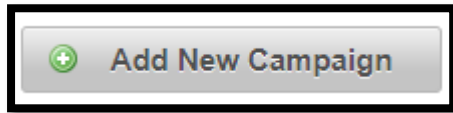

The other method would be to just click on the 4th Tab called *"Campaigns"*
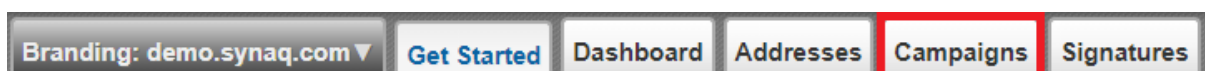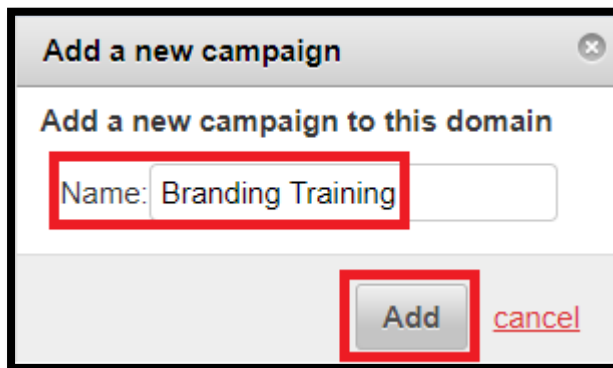
2.2. Creating New Campaign

In the Campaign tab, click on the *"Add New Campaign"* button

You will be shown a pop-up, where you will name the Campaign. In this example, I will name it Branding Training and will click on the *"Add"* button to continue

You will then be placed back at the main page in the Campaigns Tab.

The Campaign that we just created will give us options to:

- Adjust the *Start* and *End* date
- Set Campaigns to *Inactive*

FYI, you can delete the campaign as well. However, it first needs to be inactive before deleting it.

2.3. Assigning Banners to Newly Created Campaign

2.3.1. Banner

While the newly campaign is highlighted, click on the sub-tab called *"Banners"* to access the page assign and manage banners.

Remember to advise, that just like the Signatures Images, Campaign banners also have restrictions in the size and format used.

To upload a banner, click on *"Choose File"* and upload the image saved on your PC.
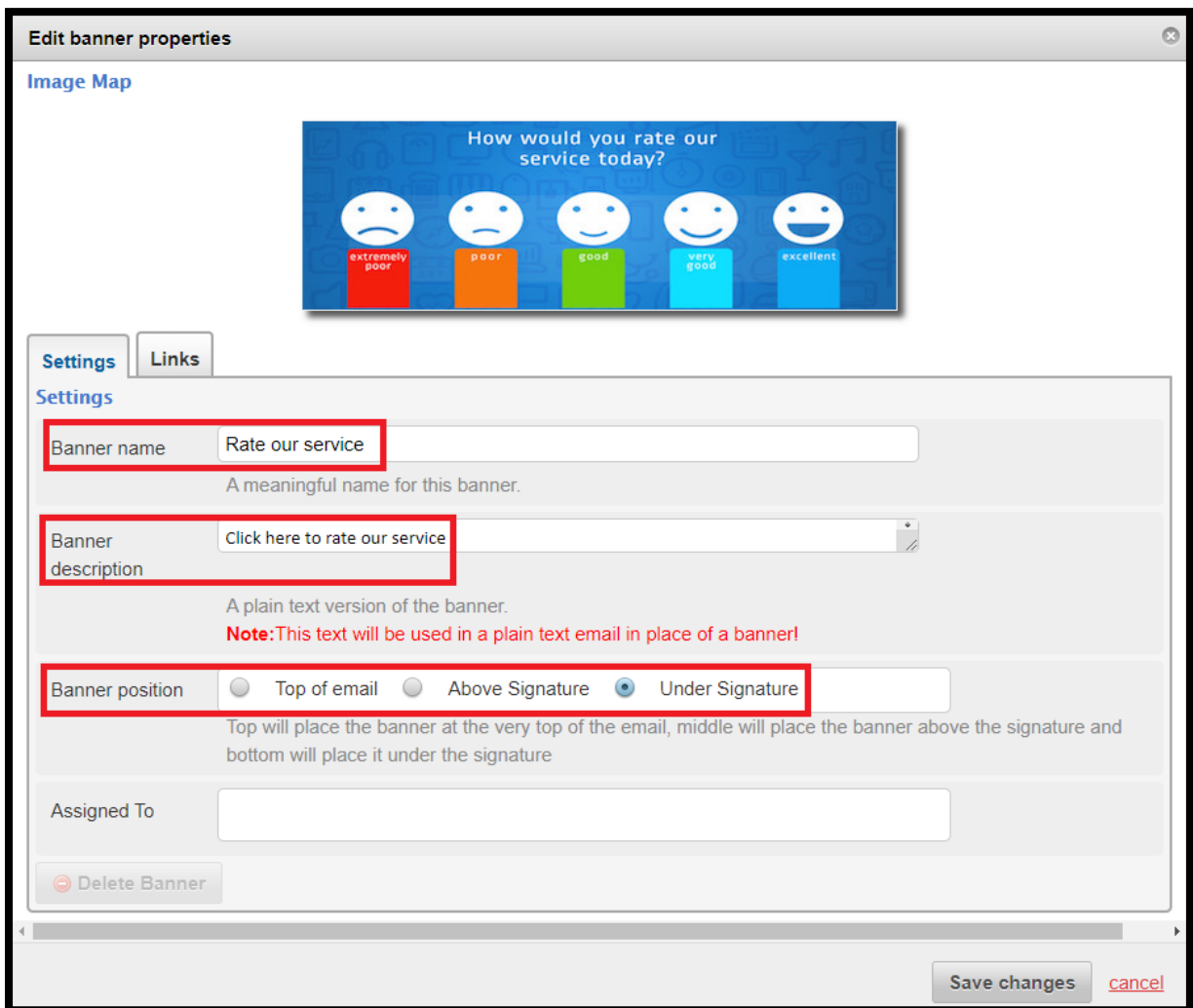
Once you upload the image of the banner, you will automatically be shown the banner with two tabs available:

2.3.2. Settings and *Links*

In the Settings tab you will be need to fill in the:

- Banner Name
- Banner Description
- Banner Position

In the Links tab, you will be using a tool to place specific clickable markers that can redirect users to different URL's

- Setting up Clickable Location on Banner

You will start off with a blank link page and you can add as many links as you need.

In this banner sample there are 5 sections that can be clicked on to rate the sender's service.

Click in the open section of URL to start editing the banner clicking location.

Place your mouse curser over the section highlighted above with the *Circle*, this will allow you to shrink or expand the orange area to the specific size needed.

The *Square* highlighted section will allow you to move the orange section around the image and place it in the correct position below

In the URL section now place the URL link that will used when a user clicks on that section of the banner. Example would be https://www.synaq.com/excellent

- Tracking User Clicks

Branding Admins can choose whether to *Track* or *Not Track*, the clicks done on a banner.

This is managed on each URL link you have added into the banner as per below
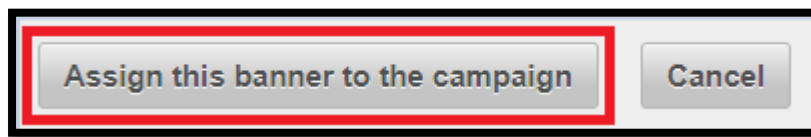

If the URL link has been set to *Track,* then when a user clicks on the banner section, it will first navigate to the Branding API to take down the details of the recipient for reporting purposes. Then navigate to the original web page.

Finally, "*Assign this banner to the campaign*"

FYI, a campaign can have up to 5 banners assigned. The Branding API will know to rotate the banners on each mail sent.

2.3.3. Targets

Banners assigned to a campaign with targets, will only be applied to outgoing email when the recipient matches a configured target. This target can be a recipient email address (john@example.com) or a recipient email domain (example.com).

Running Non-Targeted Campaigns and Targeted Campaigns at the same time
If you have targeted and non-targeted campaigns running in parallel, the non-targeted banners will NOT be applied to outbound emails if the outbound mail recipients match targets in a Targeted Campaign. By doing this, we ensure that targeted banner application remains restricted to their configured targets.
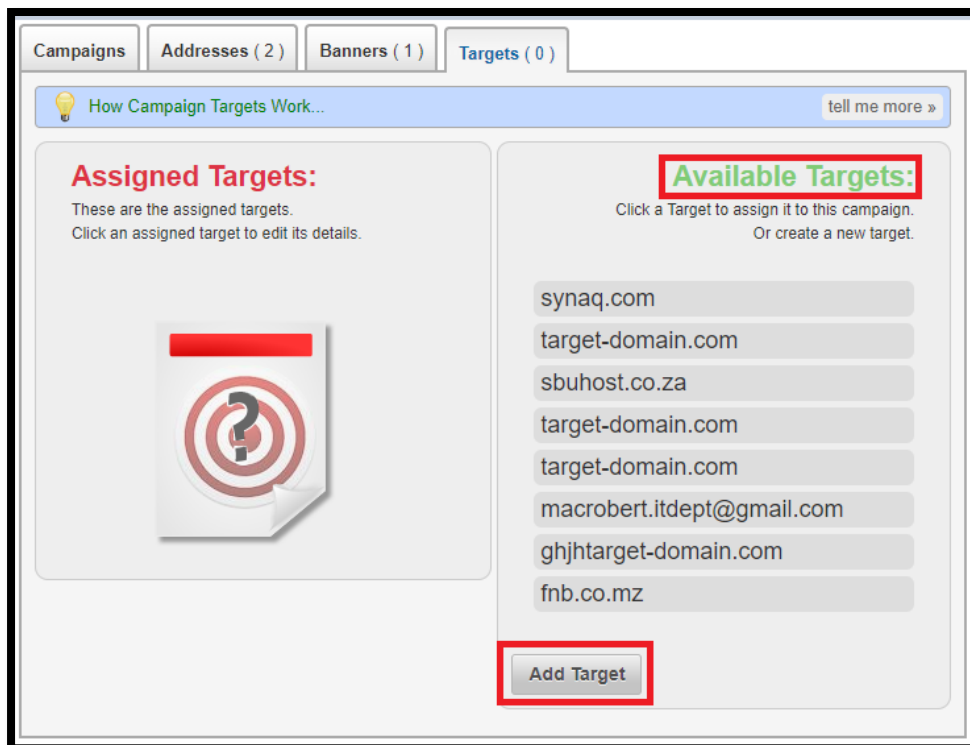
Onec you have added a domain as a target click on the domain to get this pop-up screen to configure it further.
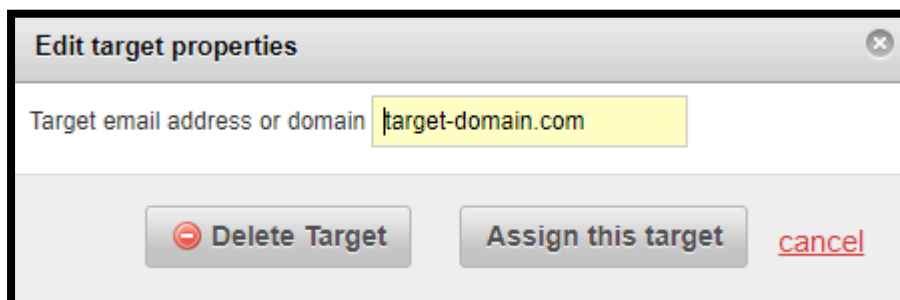
Click on *"Assign this target"* where it will link the branding campaign you have created and only attach that campaign to the target recipient.