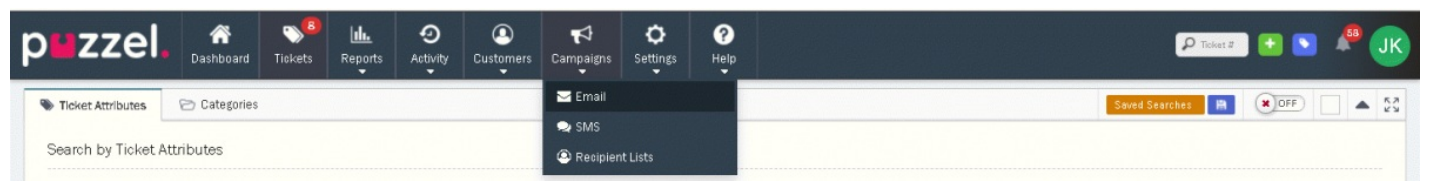# Email Campaigns

Send bulk or mass outbound e-mails to a list of recipients list. To create, view, edit an Email Campaign select the **Email** option under the **Campaigns** tab from the menu bar.

> **Note**
>
> You will only see the Campaigns tab if your User has access permissions under your System Role.

The Campaigns page will show the list of Campaigns you have access to. These are split into Campaigns you have created and Campaigns created by other Users that you can view and edit.
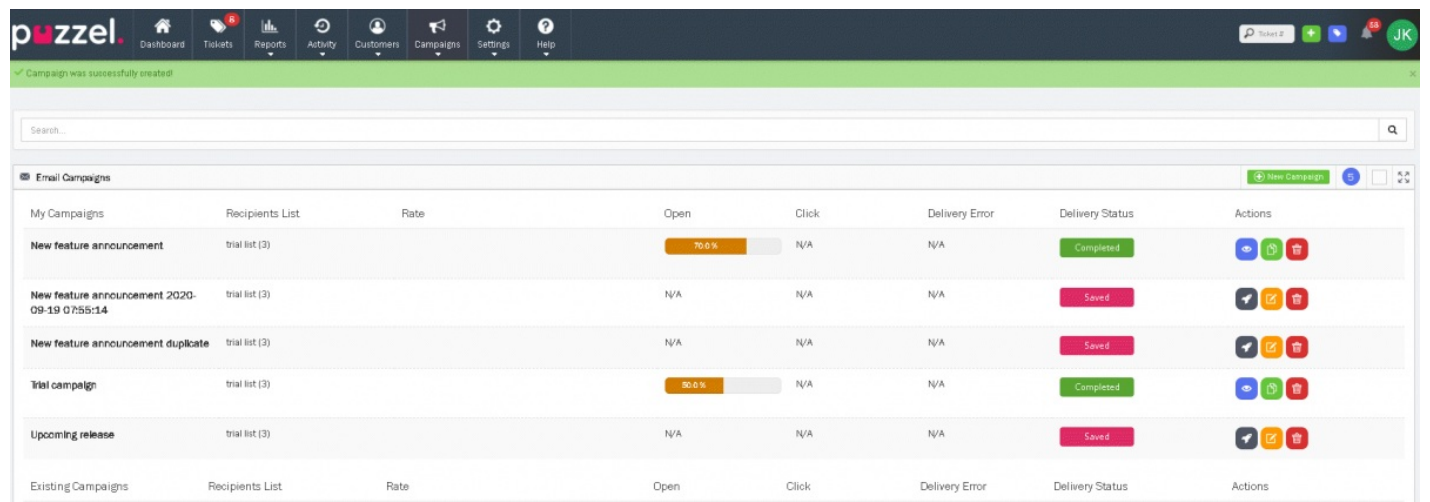
Creating or editing a campaign

To create a new campaign click on the ⊕ New Campaign icon or on 📝 icon to edit the saved campaigns.

> **Note**
>
> Note that you cannot edit the launched campaigns. However, you are allowed to duplicate it if required and relaunch it with same or different criteria.

- Enter the name of the campaign and select the Email Channel you wish to send the mails from.

- Select Recipients list from the drop down, this Campaign should be sent to. ReadRecipients list for more information how to add recipients to the list.

- Enter the subject line for the campaign. Placeholders can be used with the Subject line to include Customer-specific information such as their Name.

- Set the delivery options to either manual delivery or to be sent at a set date and time.

- Set the rate at which the campaign messages should be delivered. By default, this is set to 1,800 per minute. You may want to reduce this to have a better control over the rate of responses you receive.

- Enter the campaign content. This can be done in two ways.

  - Upload via HTML template by selecting the file using the**Browse** button

  - Enter the content directly in the text editor. Select the**Code View** option in the text toolbar to edit the content using HTML code.

- Save and Preview the campaign to see how it looks for each recipient by pressing the**Preview** tab at the top. Any Placeholders will load for the select Recipient from the drop-down.

- Launch the campaign by clicking on the icon against the campaign in the list.

After the Campaign has been launched, a delivery report is made available which shows whether the campaign was Delivered, Bounced or Failed for each recipient as well as the number of Read and Click receipts. To see the delivery status click on the icon against the completed campaign.

> **Note**
>
> The search bar at the top of the Deliveries panel allows you to search for a specific recipient.

You can also duplicate an existing campaign by clicking on the if you wish to relaunch it with similar criteria or change it according to your requirement. To delete a campaign click on the icon against the campaign name.

SUCCESSFUL CAMPAIGN EMAIL DELIVERY:

> **Warning**
>
> Prior to launching your email campaign, it's crucial to authenticate your sending email addresses or to append specific DNS records to your sending domain.
>
> We employ Sendgrid as our primary platform for dispatching campaign emails, necessitating additional validation beyond our standard case management email configuration.
>
> Please initiate a [support ticket](#) before you dispatch your initial email campaign. Additionally, inform our team if your monthly email volume is expected to exceed 5,000 messages. This will help us provide you with the necessary support and ensure optimal delivery of your campaigns.