



# iMail Branding Campaigns Setup – ver 1.1





## 1. Purpose

The purpose of this document is to detail the steps in setting up iMail 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”

Branding: demo.synaq.com ▾ **Get Started** Dashboard Addresses Campaigns Signatures

Get Started with SYNAQ Branding

**1. Add Addresses** ▶ Show Details

**2. Setup Branding** ▼ Hide details

**Step 1: Choose, Configure and Publish a Signature**  
Choose a signature Template, then style and configure its fields. Then publish it! **Let's do this ->**

**Step 2: Create a Campaign**  
Create a campaign, upload and configure banners and then assign addresses **Let's do this ->**

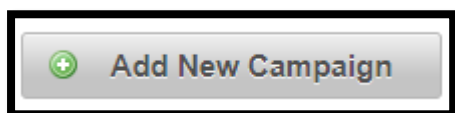
The other method would be to just click on the 4<sup>th</sup> Tab called “Campaigns”

Branding: demo.synaq.com ▾ Get Started Dashboard Addresses **Campaigns** Signatures

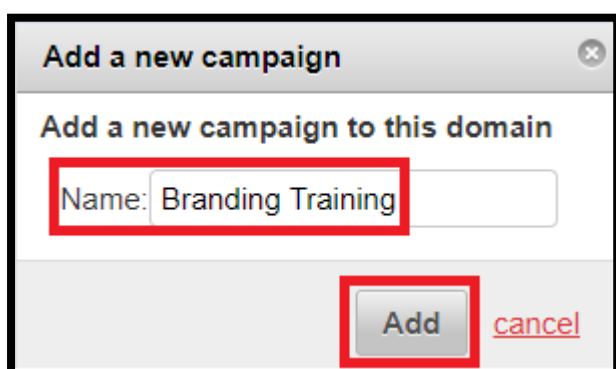


## 2.2. Creating New Campaign

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.

Campaigns | Addresses ( 0 ) | **Banners ( 0 )** | Targets ( 0 )

Hint: Remember to assign addresses and banners to the campaign.

find a campaign name

View All Active Inactive Ended 1 of 18

**Branding Training**

CAMPAIGN DETAILS: RUNNING ACTIVE

Name Branding Training

Start date 2021-10-19 (Required)

End date (Optional)

Campaigns | Addresses ( 0 ) | **Banners ( 0 )** | Targets ( 0 )

Begin adding Banners to your Campaign by uploading one.

**Assigned Banners:**  
These are the assigned banners.  
Click an assigned banner to edit its details.

**Available Banners:**  
Click a banner to assign it to this campaign.  
Or upload a new banner image.

Choose File No file chosen  
Max file size 100KB. Image formats supported are PNG, JPG or GIF. Min size 40x40. Max size 900x900

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

**Edit banner properties**

**Image Map**

How would you rate our service today?

extremely poor poor good very good excellent

**Settings** | **Links**

**Settings**

**Banner name** Rate our service  
A meaningful name for this banner.

**Banner description** Click here to rate our service  
A plain text version of the banner.  
**Note:** This text will be used in a plain text email in place of a banner!

**Banner position**  Top of email  Above Signature  Under Signature  
Top will place the banner at the very top of the email, middle will place the banner above the signature and bottom will place it under the signature

Assigned To

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 cursor 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 be used when a user clicks on that section of the banner. Example would be <https://www.iMail.com/excellent>

- Tracking User Clicks

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

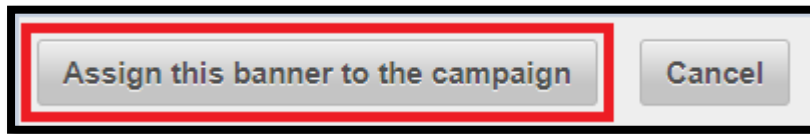
This is managed on each URL link you have added into the banner as per below

URL:	<input type="text" value="https://www.synaq.com/good"/>	<input checked="" type="checkbox"/> Track	Name: <input type="text" value="Good"/>
<small>Required. eg. http://www.yourdomain.com (Select this to edit the link area)</small>			
URL:	<input type="text" value="https://www.synaq.com/excellent"/>	<input type="checkbox"/> Dont	Name: <input type="text" value="Excellent"/>

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

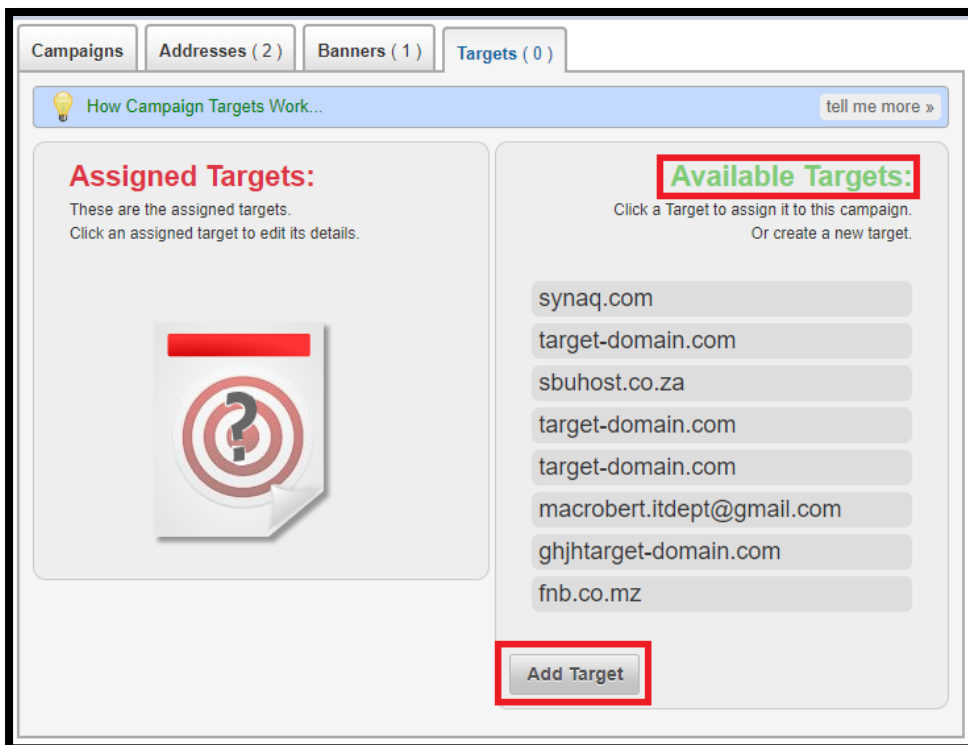
Banners assigned to a campaign with targets, will only be applied to outgoing email when the recipient matches a configured target. This target can be a recipient email address (john@example.com) or a recipient email domain (example.com).



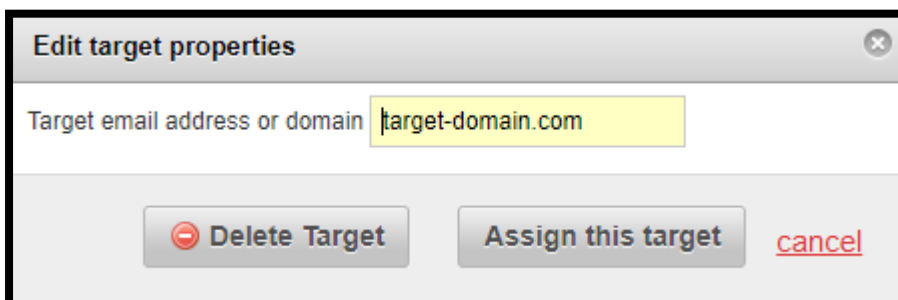


## Running Non-Targeted Campaigns and Targeted Campaigns at the same time

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.



Once 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.

