Campaigns

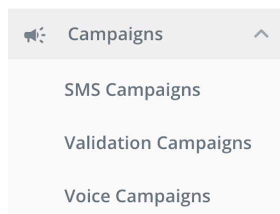
1. Overview

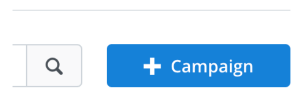
A campaign is a method of sending standard communications to a list of recipients. Campaigns are distributed using a Recipient List that you can upload to the Campaign system. Based on this list, you can create a message template that will allow you to personalise the campaign message to each of your recipients. Once you launch your campaign, Yabbr provides reporting on the rate of distribution and engagement.

You can capture the responses from your Recipient List by distributing your Campaign using a Virtual Number that is linked to Yabbr Chat. This gives you the ability to message live with Recipients after they respond to your Campaign.

Campaigns are very scalable, and can be used to send a uniform message to 3 people, or 3 million!

2. Create a Campaign



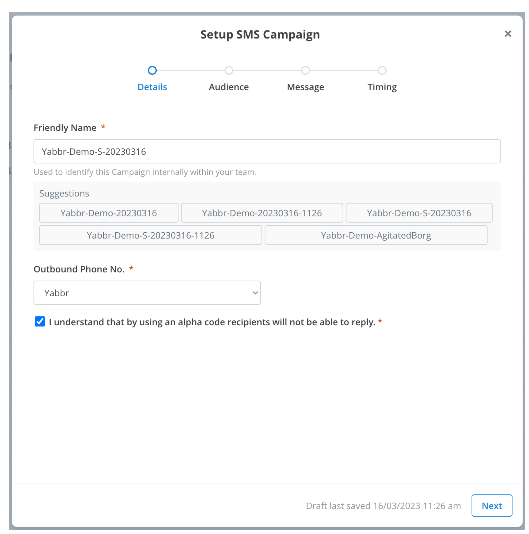


In the navigation bar, open the “***Campaigns***” sub-menu and select either “SMS Campaigns” or “Voice Campaigns”.

Click the “**+ *Campaign***” button to create a new Campaign.

3. New Campaign Overview

Step 1: Details



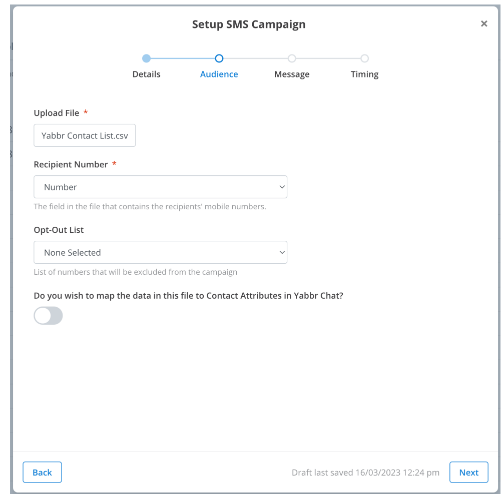
Enter a **Name** for your Campaign. We provide a few suggested names if you are sending many Campaigns and want to keep to a naming regime.

Select the **Outbound Phone number**. This is one of the Virtual Numbers on your Yabbr account that will be used to distribute the Campaign or one of your approved Alpha Codes.

For SMS: If you want to be able to engage with the responses to this Campaign, the Virtual Number must be linked to Yabbr Chat (See the Guide for Chat for more information).

Alternatively, you can use an Alpha Code which is Letters, Numbers and Spaces up to 11 characters. They are limited to 1-way outbound communications, so a recipient isn't able to respond. Alpha Codes can be created via the navigation bar under "Channels".

To add a new Virtual Number to be able to send messages from, navigate to "Channels" and click on "Virtual Numbers".

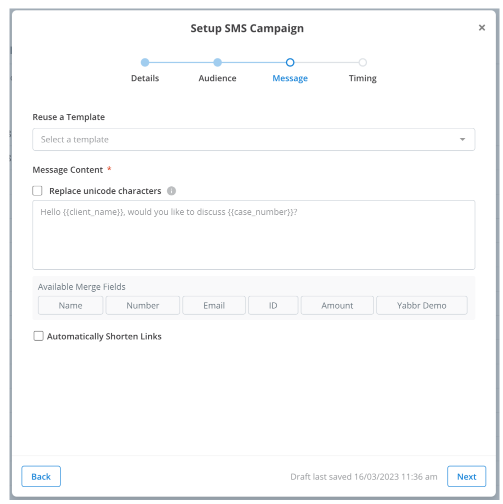


Step 2: Audience

Upload a CSV or XLS file of your **Recipient List**.

Here you can also map the data to the Contact Info in Yabbr Chat.

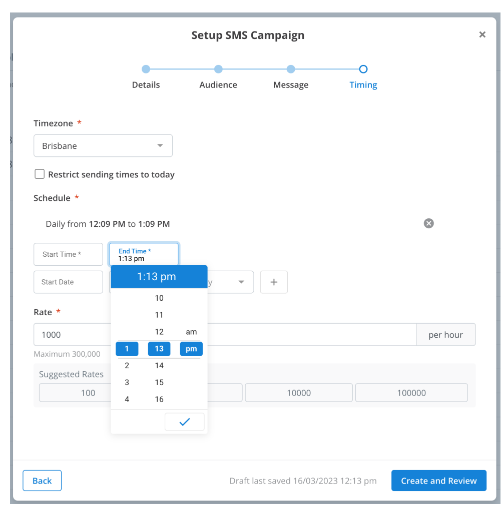
More details below.



Step 3: Message

Select one of the templates you have created, or write a custom message - which can include placeholders for the fields in the uploaded CSV.

Use the merge buttons below the message to easily add in placeholders for the fields found in your data file.



Step 4: Timing

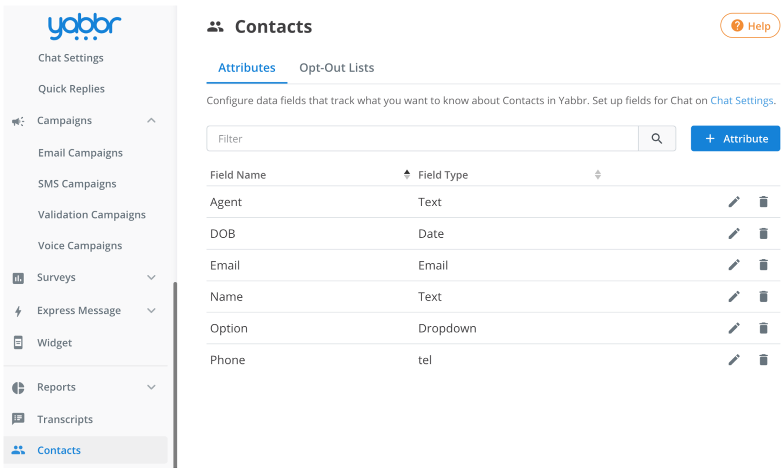
Build a schedule that will determine when messages can be sent. You can select the Timezone the timing is for, and multiple windows of time the Campaign will be active for (e.g. 10 am to 11 am, then again at 2 pm to 4 pm)

Finally, enter the Rate at which the messages are sent per hour.

Prerequisites

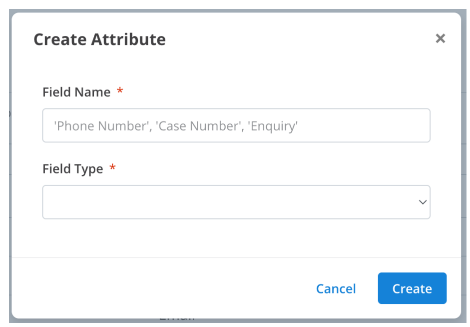
Add a Contact Attribute

To map the columns in your Contact List CSV, a Contact Attribute needs to be created. Click on the "**+ *Attribute***" button in the top right. This allows us to create a one-to-one mapping between the CSV's columns and the Contact Attributes for all the fields to be interpreted correctly.



Clicking on the "**+ *Attribute***" button provides us with a modal where each column corresponding to the CSV can be created.

1. Provide a **Field Name**.
2. Choose a **Field Type** from the list of available options.



4. Creation Form - Audience

Upload Contact List

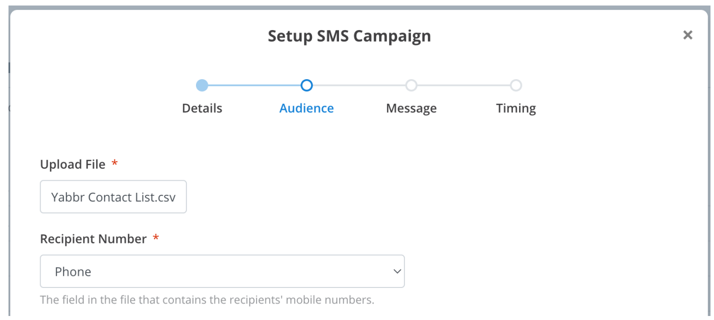
The CSV or XLS file you upload must have named columns, with each row representing a separate recipient.

A	B	C	D
ID	Name	Number	Amount
1	Luke	61400000000	$50
2	Bob	61400000001	$100

Numbers can be in any format, as long as it's a valid number e.g. 0400000000, +61400000000. The file can contain mixed formats. Spaces and other special characters will be removed.

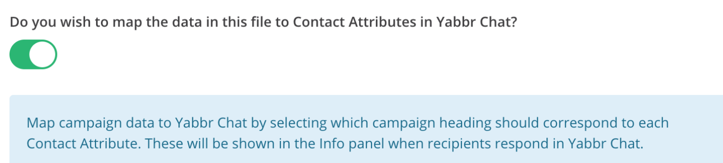
The only requirement is that one of the columns contains the recipients' mobile number.

The Recipient Number will be set to the "Number" field.

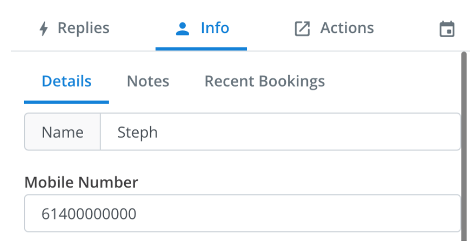


Mapping CSV columns with Contact Attributes

Once you've uploaded a CSV, enable the "Do you wish to map the data in this file to Contact Attributes in Yabbr Chat?" toggle button.



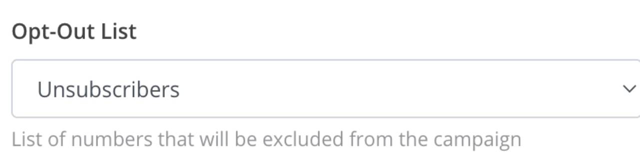
When the toggle button is **enabled**, Contact Attributes will be displayed. This allows you to create a one-to-one mapping between the CSV's column headings and the Contact Info fields in Yabbr Chat.



You can configure fields for Yabbr Chat via "Yabbr Chat" in the navigation bar, click on "Chat Settings" then click on "Contact Menu" in the sub-menu.

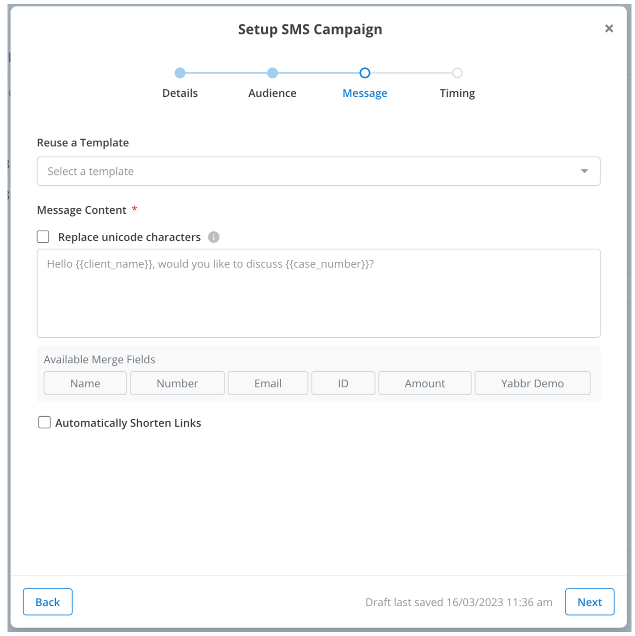
Select Opt-Out List

Select an Opt-Out List - This is a list of numbers that will not be sent a message. See more details below on Creating an Opt-Out List.



5. Creation Form - Message

In the 'Message' section, the **Message Template** is what the recipient will see in the SMS.



Merge Fields

The column data from your Recipient List can be used to populate the Message Template and is represented by 'Placeholders' of the column names.

For example:
"Hello {{*Name*}}. You currently have an outstanding amount of {{*Amount*}}. Let us know if you are able to make payment soon."

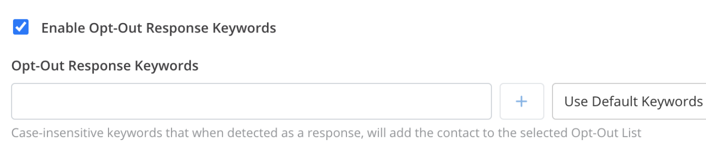
Opt-Outs

Opt-Out Link

You can use the {{opt-out}} merge field in your Message Content text that will generate a special opt-out link in the sent message.

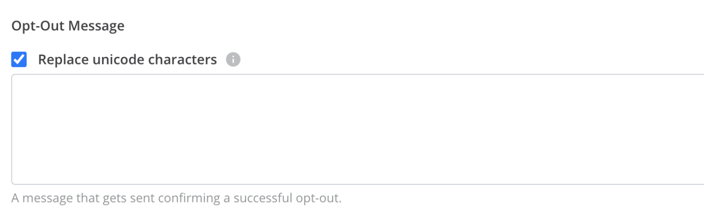
Opt-Out Response Keywords

You can enable Opt-Out Response Keywords that the recipient can respond with to unsubscribe.



Opt-Out Confirmation Message

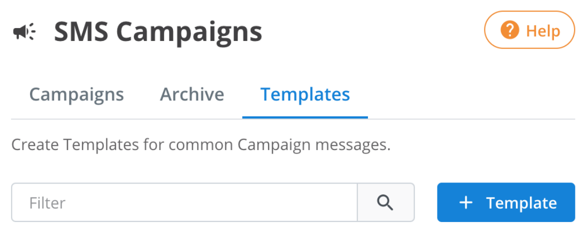
Enter the confirmation message that gets sent to the recipient confirming a successful opt-out.



6. Creating Campaign Templates

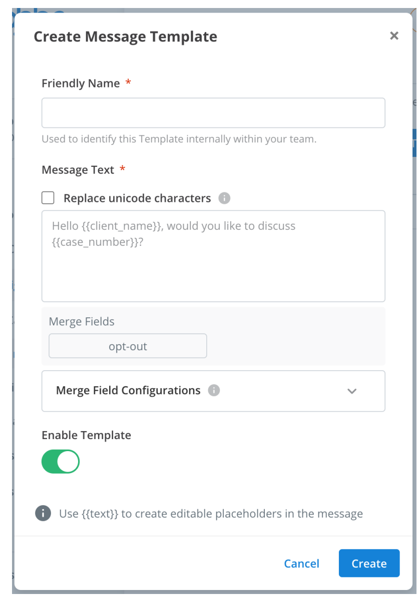
Existing or new templates can be used for Campaign content.

Create a New Template



In the sub-menu, select the “Templates” tab. Click the “**+ *Template***” button.

Fill in the Create Message Template screen.



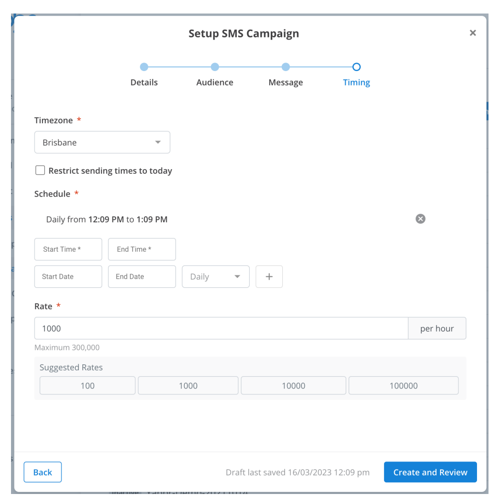
Friendly Name: This is the name given to this template.

Message Text: The content of the template.
If a suggested Merge Field doesn’t exist for this template, manually add it in the body of the Message Text by typing two curly brackets around the name of the Merge Field: {{example}}

Enable Template: This is to ensure the template is active and able to be displayed where it needs to be.

Click “***Create”***.

7. Creation Form - Timing / Pacing



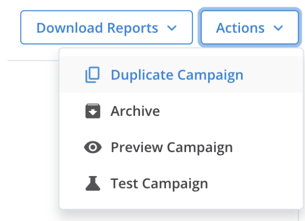
You can set a Timezone and schedule multiple windows of time the Campaign will be active for (e.g. 10 am to 11 am, then again at 2 pm to 4 pm).

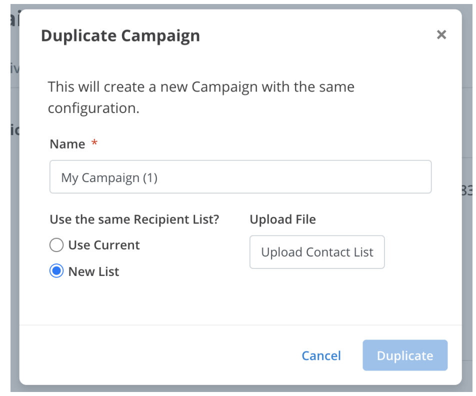
The Rate element of this section solely refers to the rate at which you want SMS messages to be sent out to the recipients.

E.g. You have a list of 10,000 recipients and you select 1000 messages per hour, the Campaign will take 10 hours to send messages to all recipients. This Pacing feature allows you to stagger the responses from your Recipients so that you can fine-tune it to the size of your team.

8. Upload New Recipient List - Duplicate Campaign

To edit an uploaded Recipient CSV file after the Campaign has gone live, you will need to duplicate the Campaign.





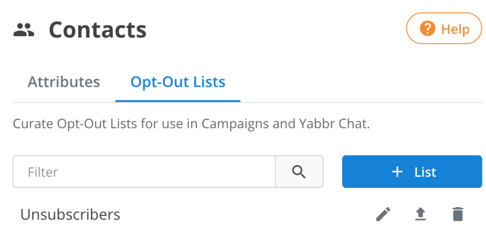
Click on the Campaign, and click “Duplicate Campaign” via the “Actions” dropdown. You will be prompted to use the existing Recipient List or select a new one.

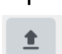
To edit a Recipient CSV file for an inactive campaign, simply edit the campaign and upload a new CSV on the “Audience” form.

9. Creating an Opt-Out List

You can create and manage a set of Opt-Out Lists in the platform. You may be required to provide an Opt-Out function if your business sends marketing messages or is otherwise required to by the ACMA.

To manage your Opt-Out Lists, click on “Contacts” in the Navigation bar, then click on the “Opt-Out Lists” tab in the menu-bar.



If you’re starting with an existing list, after you’ve created your list, you can upload your current Opt-Out list by clicking the upload button (). Choose and upload your file that has the recipients (phone numbers, email addresses, etc), and it will add these recipients to this list.

Updating the List

To manually add or remove items from your list individually, click the edit button (pencil icon), and here you can choose the mode (Add or Remove from the list), and then choose the type of destination (Phone or Email). Enter the destination you’d like to add to the list or remove from the list (depending on the mode you selected).