

THE CAMPAIGN PROCESS WITH CONNEXT

At Connext, we take pride in each and every campaign we run. Whether it's email or a digital campaign across multiple platforms, our team is ready to help you and your business achieve marketing success.

Our team made this comprehensive list of what the campaign process looks like with our help!

Step 1: Getting To Know Your Campaign Goals

Every campaign is different. They have different creatives, different verticals and target audiences, and different end goals. The first step is sending us an email including all the information needed to launch a successful campaign. This includes (but is not limited to) an order form with pertinent campaign information such as subject lines, preheader text, from line, desired audience quantity, and data instructions or any segmentation details. Some other necessary components would be the final version of creatives, seed lists, desired reporting dates, and suppression file(s).

Step 2: The Testing Process

Our team will get started on the testing process as soon as you submit your campaign. Tests will come out within approximately 24-48 hours of confirmation of your order. Our team checks your creatives for any glaring concerns and will provide feedback to you and your team along the way. Once the creatives are ready to be tested, you will be able to review and make revisions, if necessary, during the testing process.

Step 3: Data Processing, Verification, and Hygiene

Your data is strategically processed by our data experts to ensure that it is as up to date and valuable as possible. We can match your data file to our robust database while also running against our hygiene and verification solutions. We make sure to apply your suppression files along with opt outs we collect on our end to stay CAN SPAM compliant.

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Step 4: Time To Deploy!

It's now time to deploy! Your campaign is approved after testing and your data is ready to go. Our team will deploy your campaign to your audience. During an email deployment you will be able to see your campaign right in your inbox as your customer would see it. We will watch and monitor your campaign in real time.

Step 5: Reporting and Analytics

Reporting can be supplied to your team at any interval you choose but we recommend 2 and 10 business days after deployment to allow your campaign to run the ample amount of time for trackable results. Response data metrics are also available upon request. This can include specific KPIs such as delivered records, opens, clicks, and unsubscribes.

Throughout this whole process we are here to help and assist you with your campaign and its specific requirements. We know things don't always go according to plan and we are more than happy to be flexible. Our goal is to be of service to our clients and eliminate any worries you may have to ensure your campaign goes out as desired.

Our Digital Client Success Managers are passionate about email and digital marketing and are eager to help you and your business run the best and most effective campaigns possible. Ready to get started? Contact our team today!