





# Connector Adobe Campaign Classic

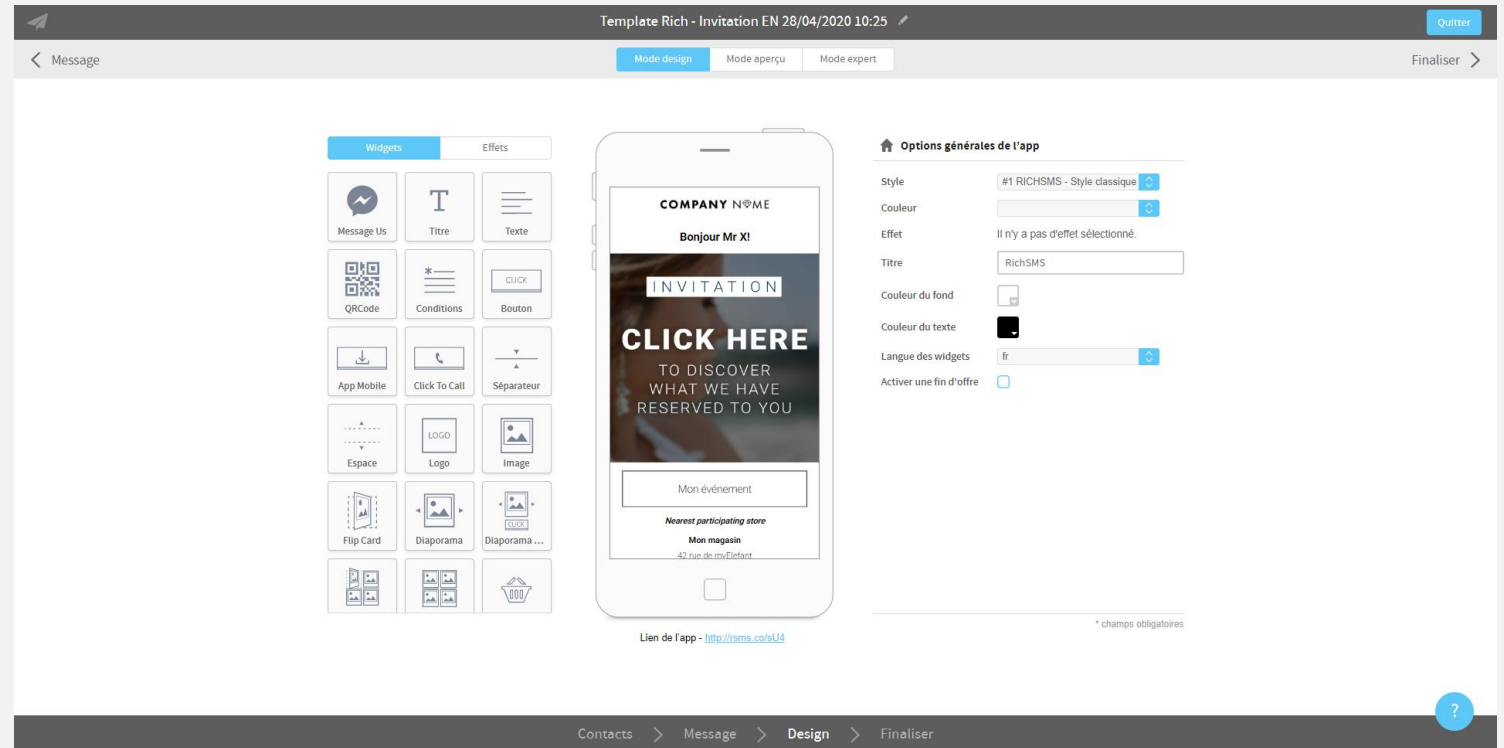
# What are Sinch for Marketing and the Campaign Manager platform?

## Sinch For Marketing :

- Sinch's Marketing focus Entity

## Engage :

- SaaS campaign manager for mobile messaging
- Creation and design of campaigns
- Sending and administration of campaigns

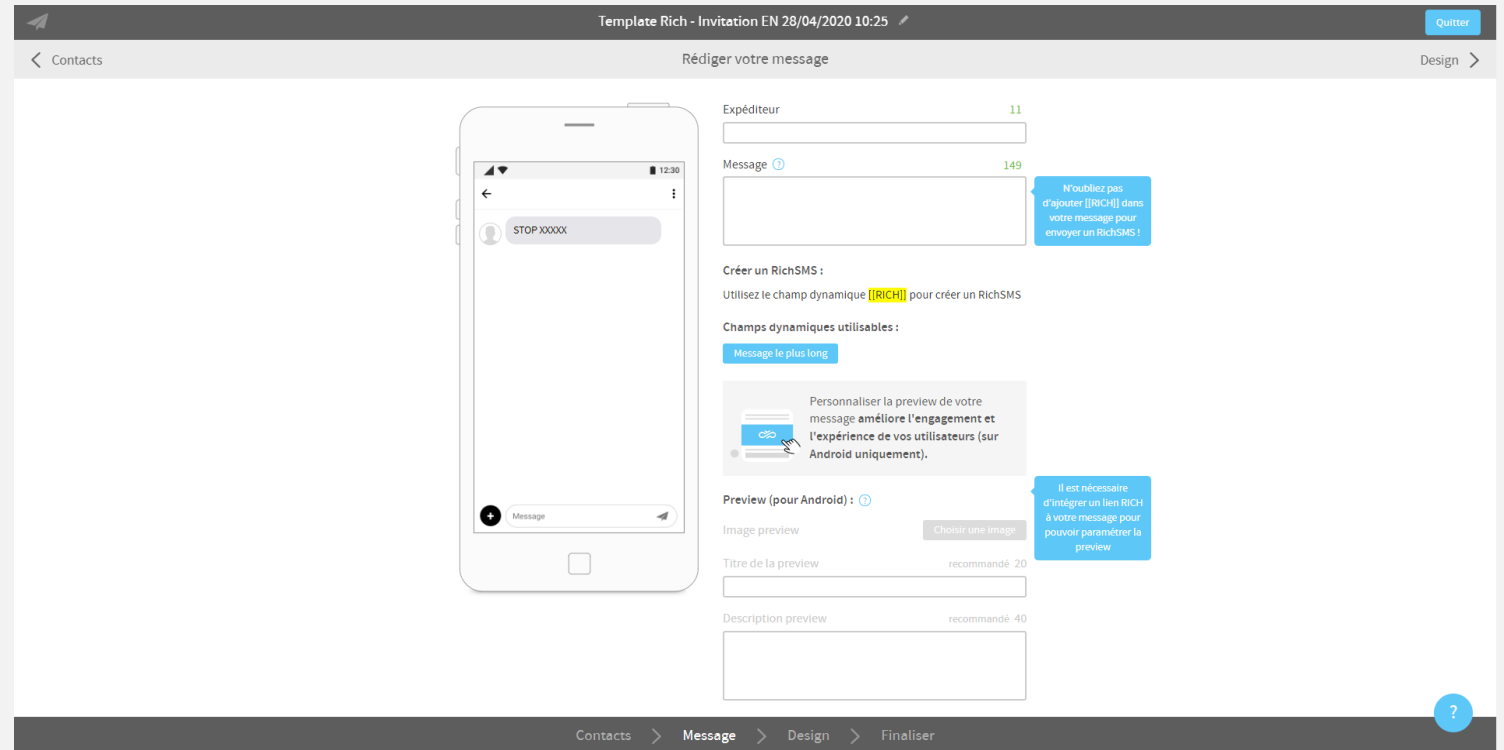


## What is a connection?

- A data flow between the CRM or data tool and the platform

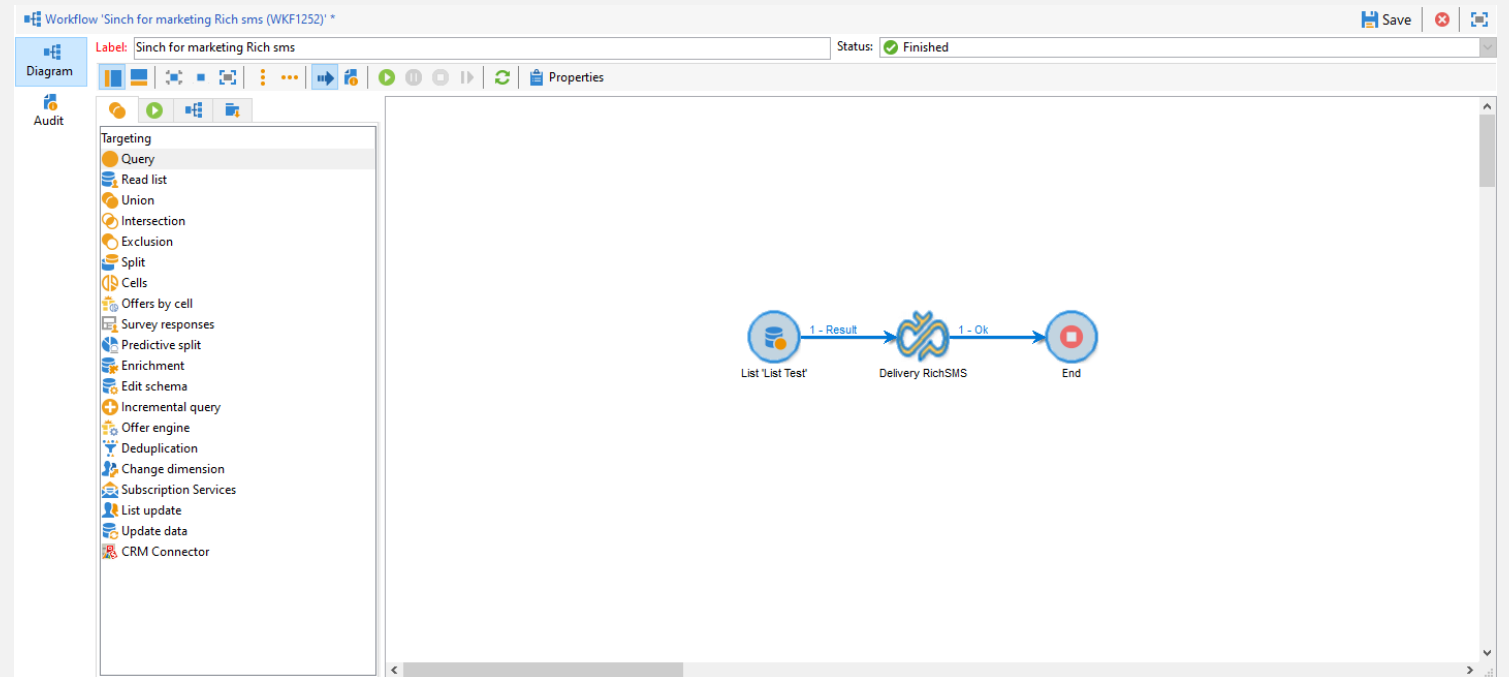
## Benefits of being connected?

- Security of data flows
- Ease of use for the teams
- Automation of campaigns (birthdays,...)
- Integration of campaigns in workflows
- Campaign performance statistics directly in the client tool (stops, npai, rich data,...)



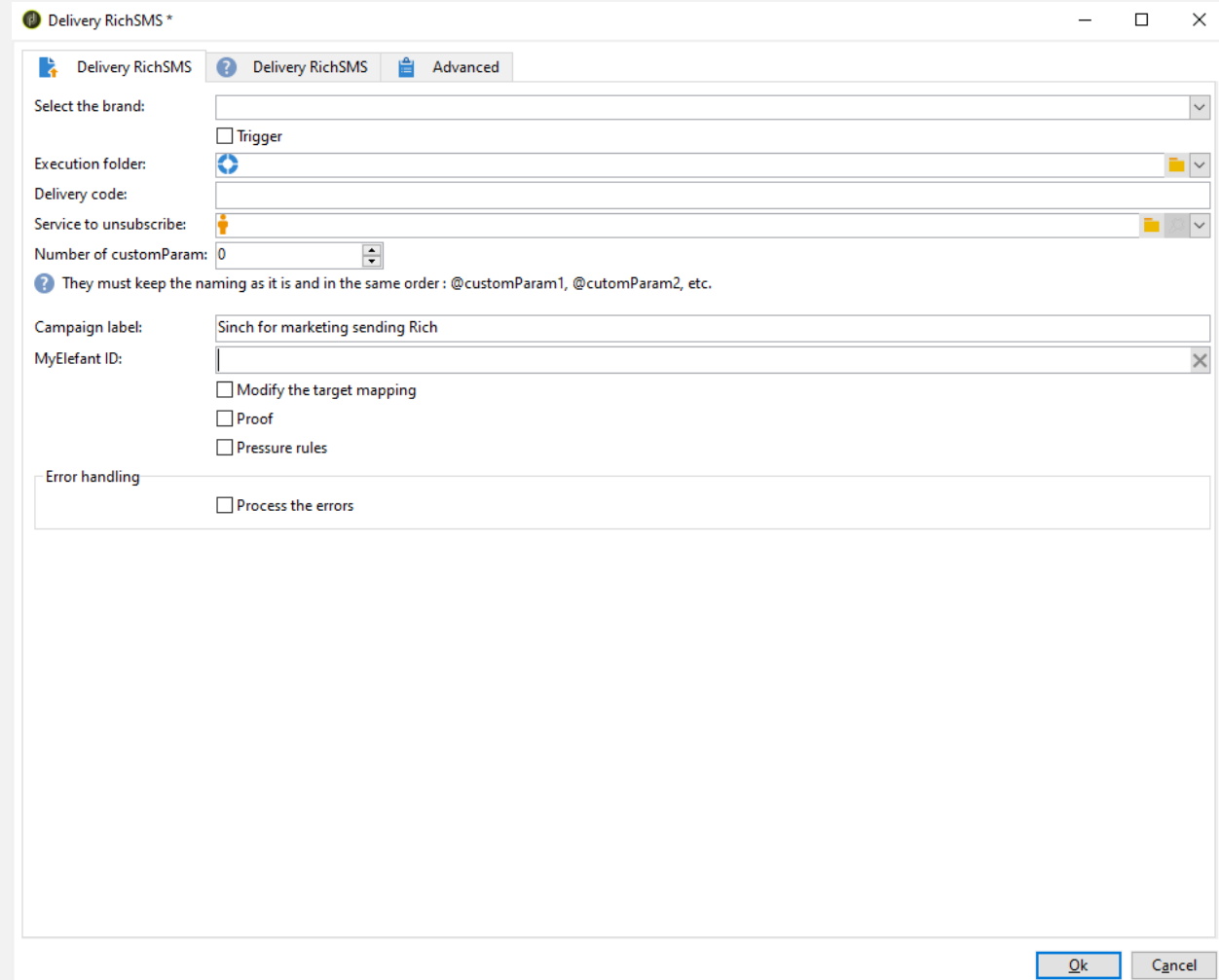
## Set up a sending workflow

- Use a query to select your contacts
- Set the SFM delivery to follow
- Close the workflow



## Set up a sending workflow

- Set up the RichSMS delivery
- Enter a campaign label
- Copy and paste the id of the campaign to send directly from the platform



The screenshot shows a configuration window titled "Delivery RichSMS \*". It has three tabs: "Delivery RichSMS", "Delivery RichSMS", and "Advanced". The "Delivery RichSMS" tab is active. The window contains the following fields and options:

- Select the brand:** A dropdown menu.
- Trigger
- Execution folder:** A dropdown menu with a refresh icon.
- Delivery code:** A text input field.
- Service to unsubscribe:** A dropdown menu with a refresh icon.
- Number of customParam:** A spinner box set to 0.
- Help:** A question mark icon with the text: "They must keep the naming as it is and in the same order : @customParam1, @cutomParam2, etc."
- Campaign label:** A text input field containing "Sinch for marketing sending Rich".
- MyElefant ID:** A text input field with a clear button (X).
- Modify the target mapping
- Proof
- Pressure rules
- Error handling:** A section containing  Process the errors.

At the bottom right, there are "Ok" and "Cancel" buttons.

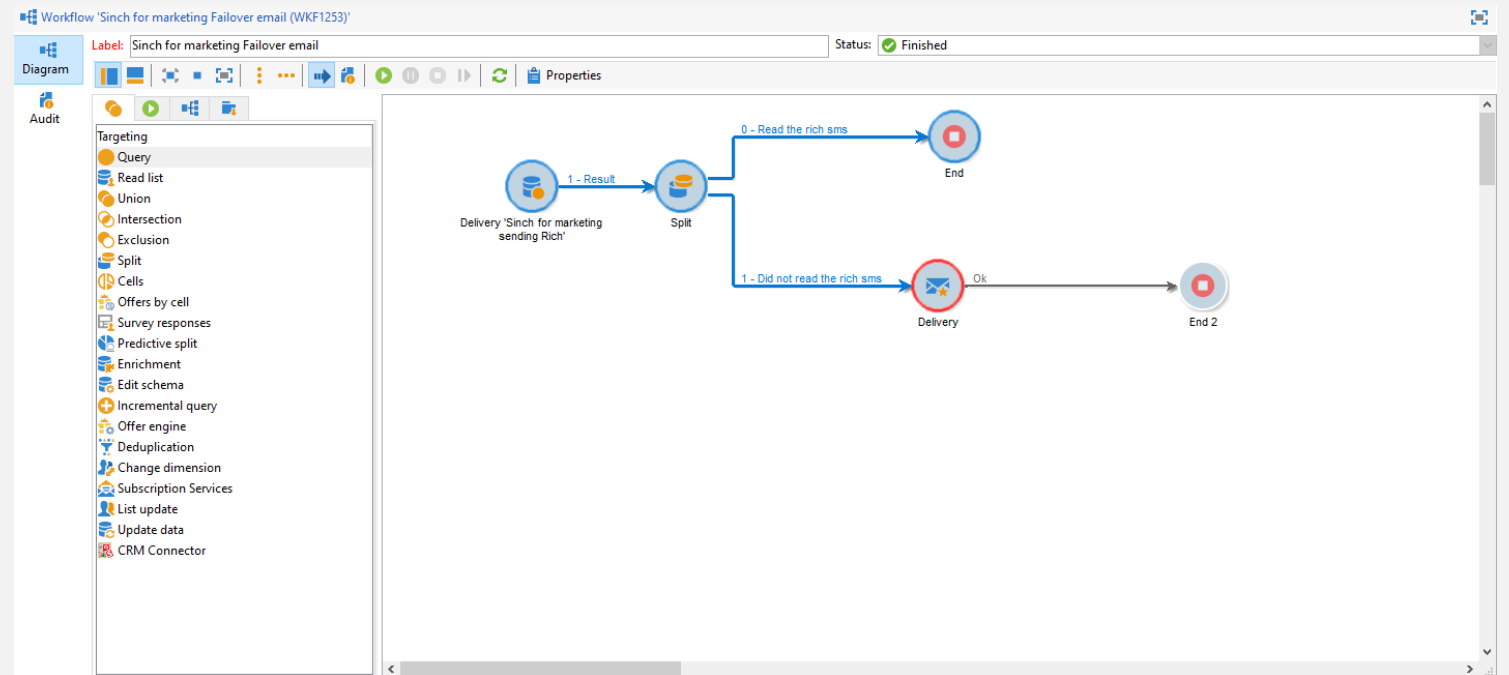
- Launch the Workflow and the campaign will be sent.
- Once sent, you will find all the information about this sending in the delivery
- You can collect the "stop", "npai" or re-send the message to people who did not open it.

## Send the campaign



## Set up a workflow using return data

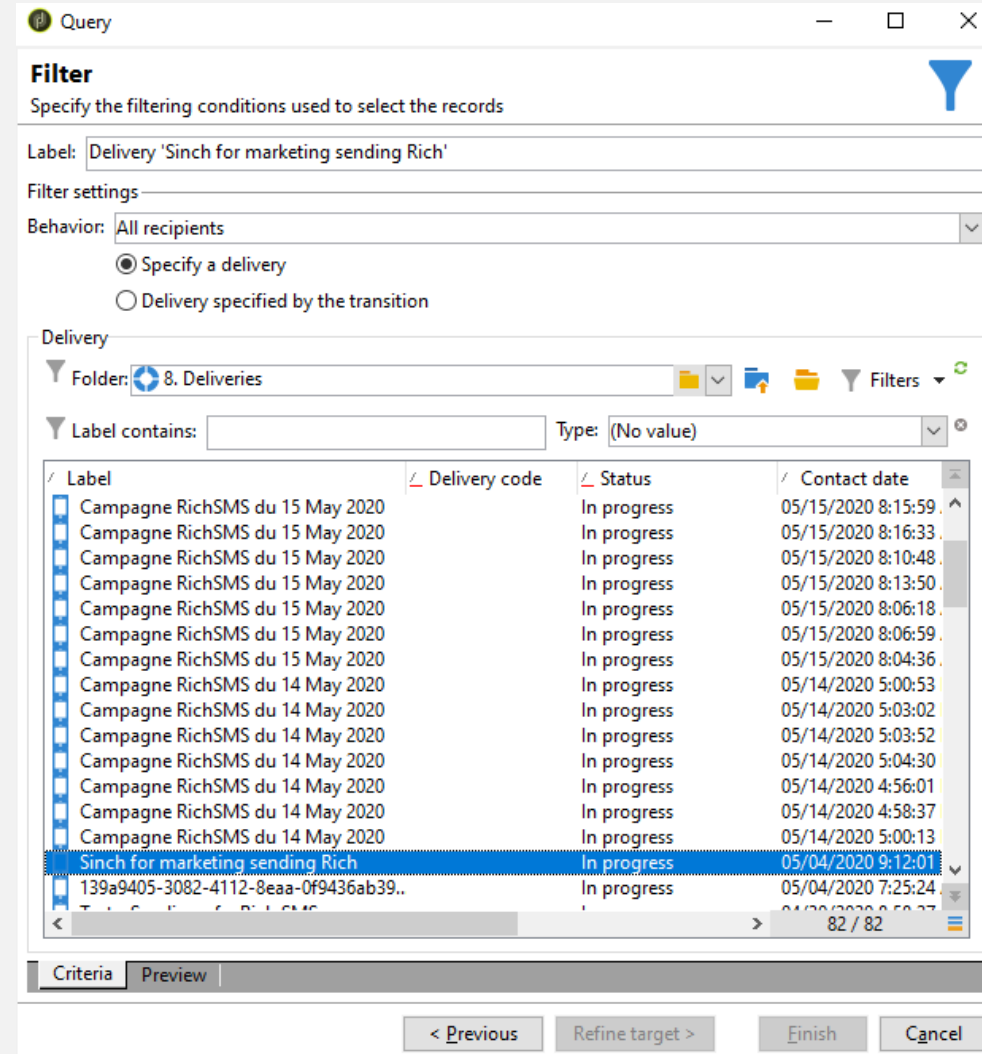
- Use a query to select your contacts from the previous delivery
- Use a split entity to segment the list of contacts according to criteria
- Define the behavior to be adapted according to the branch browsed





## Set up a workflow using return data

- Set up the query by selecting the delivery

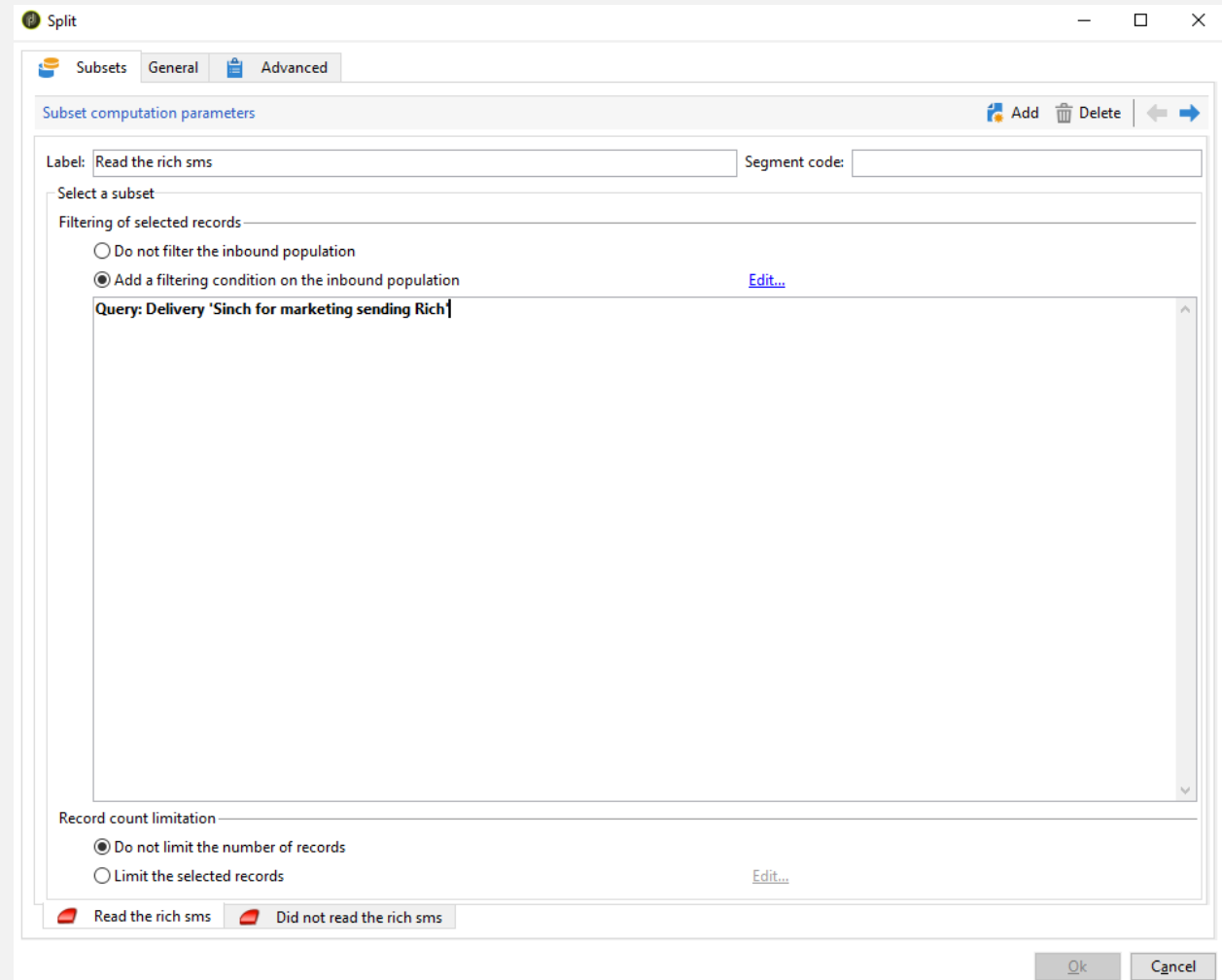


The screenshot shows the 'Query' window in the Sinch interface. The 'Filter' section is active, with the label 'Delivery 'Sinch for marketing sending Rich'' and 'Behavior' set to 'All recipients'. Under 'Delivery settings', 'Specify a delivery' is selected. The 'Delivery' section shows a folder '8. Deliveries' and a table of results. The table has columns for Label, Delivery code, Status, and Contact date. The row 'Sinch for marketing sending Rich' is highlighted in blue.

Label	Delivery code	Status	Contact date
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:15:59
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:16:33
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:10:48
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:13:50
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:06:18
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:06:59
Campagne RichSMS du 15 May 2020		In progress	05/15/2020 8:04:36
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 5:00:53
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 5:03:02
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 5:03:52
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 5:04:30
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 4:56:01
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 4:58:37
Campagne RichSMS du 14 May 2020		In progress	05/14/2020 5:00:13
<b>Sinch for marketing sending Rich</b>		<b>In progress</b>	<b>05/04/2020 9:12:01</b>
139a9405-3082-4112-8aaa-0f9436ab39..		In progress	05/04/2020 7:25:24

# Set up a workflow using return data

- Set up the split



The screenshot shows a window titled "Split" with three tabs: "Subsets", "General", and "Advanced". The "Subsets" tab is active, displaying "Subset computation parameters".

At the top right of the "Subsets" tab, there are icons for "Add", "Delete", and navigation arrows.

The main configuration area includes:

- Label:** "Read the rich sms" (text input field)
- Segment code:** (empty text input field)
- Select a subset:** A section containing:
  - Filtering of selected records:** Two radio buttons: "Do not filter the inbound population" (unselected) and "Add a filtering condition on the inbound population" (selected). An "Edit..." link is to the right.
  - Query:** "Delivery 'Sinch for marketing sending Rich'" (text area)
- Record count limitation:** Two radio buttons: "Do not limit the number of records" (selected) and "Limit the selected records" (unselected). An "Edit..." link is to the right.

At the bottom, there are two preview cards: "Read the rich sms" and "Did not read the rich sms".

At the bottom right, there are "Ok" and "Cancel" buttons.



Thank you