



CAMPAIGN CP103 LAB MANUAL

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CP103.1: IMPORT AN EMAIL FROM HTML

ASSETS REQUIRED: CP103-coursework-assets.zip

Create a new email:

1. Select Editor from the left navigation
2. Right click to create a folder in Editor's tree view
3. Name your folder: Best Moment Contest
4. Click the 'Create new' button
5. Select Email and From HTML
6. Name your email: Best moment invitation
7. Click Create

Configure the file import:

8. In the Import HTML screen, click Add File
9. Locate and open the parana-basic-email.htm file from the coursework zip file
10. If a char-set warning displays, click yes
11. If a link warning displays, click no
12. Switch to the Static Content tab at the top of the import screen
13. Ensure Upload static content is checked, and all images selected in the window below
14. Click Browse to select the upload location
15. Click the Images Folder and OK to select it
16. Click OK at the bottom of the import screen to start the import process
17. Click Close to exit the import progress window

This completes this lab.

CP103.2 UPLOAD & REPLACE AN IMAGE

ASSETS REQUIRED: CP103-lab-assets.zip

Edit the email by replacing an image :

1. Locate the happiness.jpg image file that the coursework zip file
2. To upload , drag and drop it in the Images web folder in the tree view (bottom left)
3. Delete the current image from the email
4. Drag and drop the happiness.jpg image at the same place as the deleted image
5. Place the cursor below the image and hit backspace to delete the line brake

Modify the CSS to ensure image responsiveness:

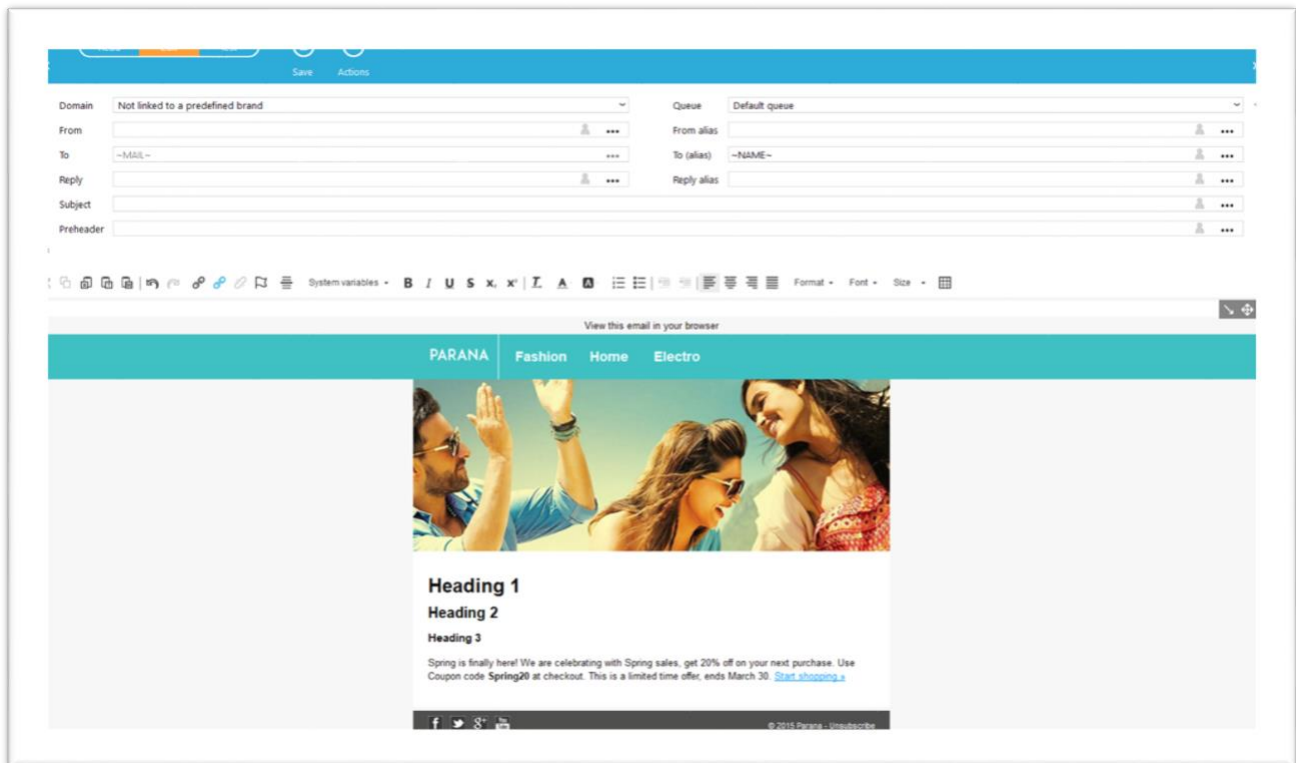
6. Click the Source tab at the bottom
7. Search to locate the image in the source code. Enter "happiness.jpg" in the search box.
8. The search phrase is highlighted in the source code
9. Add styling to the image: `style="border: none; display: inline-block;" class="mobile-100"` to the img-tag

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10. Save your email and go back to the Design tab

From the Design, tab your email should appear as shown below.



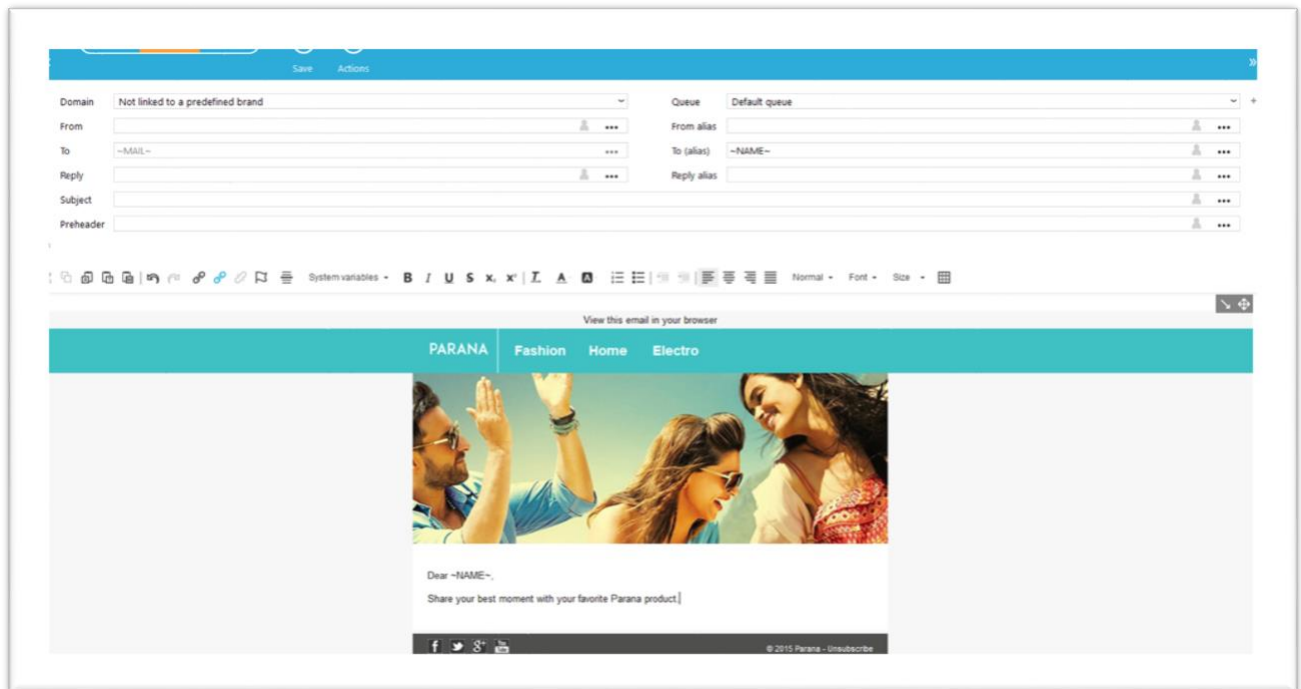
This completes this lab.

CP103.3 ADD PERSONALIZATION TO AN EMAIL

Personalize the email with the contact's name:

1. In the Design view, select and delete all the text
2. After deleting the text, make sure the formatting is set to normal
3. Type: Dear ~NAME~,
4. On a new line, enter the text: *Share your best moment with your favorite Parana product.*

From the Design, tab your email should appear as shown below.



This completes this lab.

CP103.4 ADD DYNAMIC SECTIONS

Add a new Dynamic section to hold directions for loyalty card holders:

1. Drag and drop a new Dynamic section component below the current one
2. Enter the following text in the Dynamic section:
Write a small anecdote and have a chance to win 500 points on your loyalty card. You'll get 100 points just for participating.
3. Open the Constraint editor, select the Advanced tab. In the Constraint box, enter:
LOYALTY.LOYALTYCARD=1
4. Click OK when done

Add another Dynamic section to hold directions for non-loyalty card holders:

5. Drag and drop a new Dynamic section component below the current one
6. Enter the following text in the Dynamic section:
Write a small anecdote when you sign up for our loyalty card program and have a chance to win 500 points on your loyalty card. You'll get 100 points just for participating.
7. Open the Constraint editor, select the Advanced tab. In the Constraint box, enter:
LOYALTY.LOYALTYCARD=NULL
8. Click OK when done

This completes this lab.

CP103.5 CREATING LINKS

Add a link to the contest form page:

1. Click Add new content below the second Dynamic section
2. Below the dynamic section, type: Share your moment
3. Select the text and click the Link button in the formatting bar
4. Select the radio button Define reaction in the journey
5. Click OK when done

Add a link to the web version of the email:

6. Click the text "View this email in your browser"
7. Click the Untracked Link button
8. Select send the contact to an external URL
9. As URL, type: ~PROBE(0)~
10. Click OK when done

Add an unsubscribe link:

11. Click the text "Unsubscribe" in the footer
12. Select URL from the dropdown menu
13. Select http:// protocol from the second dropdown menu
14. Enter the URL: parana.selligent.com/shop
15. Click OK

This completes this lab.

CP103.6 SYSTEM VARIABLES

Update the copyright to rely on the system variable of year:

1. Select the text “2015” in the email footer
2. In the formatting bar at the top, click SYSTEM_YEAR from the System variables dropdown

This completes this lab.

CP103.7 EMAIL HEADER & TEXT-ONLY VERSION

Complete the email header details for the email:

1. Enter the reply address: *reply@aca.emsecure.net*
2. For the From and Reply aliases, enter: *Parana*
3. For the To alias, enter: *~NAME~*

Create a text-only version of your email:

1. Click the Actions button and select Extract text version
2. Click the Text tab at the bottom of the Main Window
3. Fix links, by choosing the Links panel on the right
4. Highlight link text
5. Right click the appropriate link and select Insert Link

This completes this lab.

CP103.8 TESTING EMAILS

Preview and test your email on different devices:

1. Select Test from the top bar
2. On the right side, select the Contest Audience from the lists in the preview panel
3. Select a test contact
4. At the bottom, select Desktop, Tablet, Mobile to test the email for different devices
5. At the bottom, select Text to test the text version of the email
6. On the right, select the Send testmails tab
7. Select a contact shown, then the Send testmails now button

This completes this lab.