



# ***CAMPAIGN CP104 LAB MANUAL***

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## **CP104: CREATE THE INVITATION JOURNEY**

Create a new journey to deploy the contest invitation email:

1. Click the Journey icon in the left navigation
2. Click the Create New button at the top of the Main Window
3. Select blank as the journey type
4. Enter the journey name: Best Moment Invitation
5. Click Create
6. Drag and drop the Contest Audience onto the canvas

Configure the Audience to include loyalty card holders and non-loyalty card holders:

7. Double click the Audience component
8. Click Design to open the Design Filter
9. Select the Segment tab
10. Choose Include from the drop-down menu above the segments
11. Select the No Loyalty Card segment and move it using the >> button
12. Select the Has Loyalty Card segment and move it using the >> button
13. Click OK at the top of the Filter Designer
14. Rename the Audience component: Has LC or Not Requested
15. Click OK to close the Audience component properties

Add and connect the Invitation email to the journey:

16. Drag and drop the Best moment invitation email onto the canvas
17. Select the Connector arrow from the top of the canvas
18. Connect the Start component to the Audience component
19. Connect the Audience component to the Email component
20. Click Save

Add a reporting component to the journey:

21. Connect the Audience component to the Report component
22. Select the Report component
23. Click Counts > Calculate in the top bar

**This completes this lab.**