CAMPAIGN CP105 LAB MANUAL

CP105.1: DUPLICATE & EDIT AN EMAIL

Duplicate the invitation email and edit the content to be used as a reminder:

1. Right click the Best moment invitation email, select Duplicate
2. Right click the duplicated email, select Rename
3. Rename the email: *Best moment reminder*
4. In Editor, change the subject line of the email to: *Don't forget to share your best moment with Parana!*
5. Change the first sentence of the email to: *Don't forget to share your best moment with Parana products.*
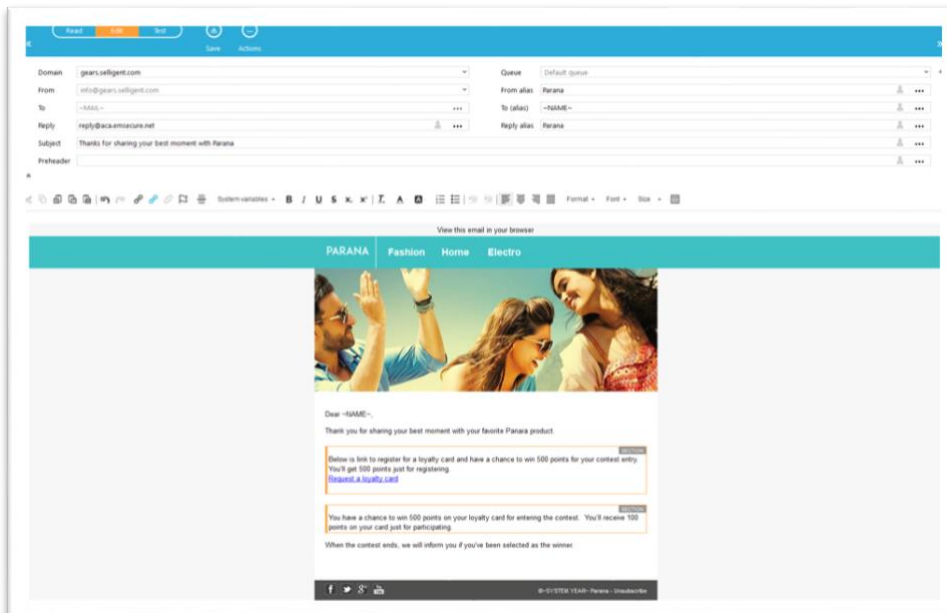
Duplicate the invitation email and edit the content to be used as a confirmation:

6. Right click the Best moment invitation email, select Duplicate
7. Right click the duplicated email, select Rename
8. Rename the email: *Best moment confirmation*
9. In the Editor, delete the first sentence and enter: *Thank you for sharing your best moment.*
10. Delete and enter the following content in the Dynamic section for contacts without a loyalty card:
    Below is link to register for a loyalty card and have a chance to win 500 points for your contest entry. You'll get 500 points just for registering.

    Request a loyalty card
11. Select the Register for a loyalty card" text, click the Link button in the Editor
12. Configure the Link to send the contact to the external URL: https://paranasolution.selligent.com/shop
13. Delete and enter the following content in the Dynamic section for contacts with a loyalty card:
    You have a chance to win 500 points on your loyalty card for entering the contest. You'll receive 100 points on your card just for participating.
14. Delete the Share your moment link and enter the following content in the bottom text area:
    When the contest ends, we will inform you if you've been selected as the winner.
15. Enter a new subject line: *Thanks for sharing your best moment with Parana*

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

This completes this lab.

CP105.2 DUPLICATE & MODIFY A JOURNEY

Duplicate the invitation journey and modify it to be used as a reminder:

1. Right click the Best Moment Invitation journey and select Duplicate
2. Click NO when the pop up asks if you want to duplicate related emails and pages
3. Right click the duplicated journey. Rename it: *Best Moment Reminder*

Apply a filter to only include contacts who have not entered the contest:
4. In your new journey, double click the Audience component.
5. Click Design in the image below to open the Filter Designer
6. Select the existing filter and click Delete.
7. Click the History tab
8. Set the operator to exclude
9. Open the journey tree until you find the Best Moment journey and its invitation email
10. Select the event "Clicked Share your moment"
11. Click the » button to move it to the right side
12. Click OK to close the Filter Designer
13. Rename the Audience component to: *Contest Reminder*
14. Click OK

Change out the invitation email for the the reminder email:
15. Double click the Email component to edit its properties.
16. Click the 3-dots button behind Message.
17. Select the Best moment reminder email
18. Rename the component: Best moment reminder email
19. Click OK when done

This completes this lab.