What have you automated using Campaigns? Open Discussion

- A Alain
- **Forum naam:** #Let's talk!

What are some of the automations you have implemented in deployteq using campaigns, that have made your life easier?

We have automated the import process, so contacts are automatically important into their respective group and, therefore, profile. This has cut down on time and mitigated risk in setting up each import separately.

Reacties (3)

D **Daniel**
1 jaar geleden
Automated email flows after purchasing a product, for example. But also campaign flows to place buyers of a specific product in a group. In this way, creating and calculating profiles that contain buyers of a specific product is a lot easier and faster.
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We have implemented activity flows to see if customers received emails or were active in emails. We use these groups and segments for other automations to target the right customers that are engaged. For example a flow that ads people to a group "received a campaign mailing within 48 hours" and after 48 hours automatically removes somebody from the group. That way we make sure people are not spammed with our emails. Also to know if customers where active in our emails / on our platform for +2 weeks ago/ +4 weeks go / +8 weeks ago
Also using campaigns to remove empty records from the datamodel for products for example.
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1 jaar geleden
One example that I love is a campaign that checks how many e-mails are sent within our automated campaigns, this helps us monitor our campaigns and detect issues. We have created baseline profiles using historical "send email" data and the campaign compares them against real-time customer counts in active campaign flows. If the number of emails being sent falls below expected thresholds, the team receives an alert. This proactive approach helps us identify and address (delivery) problems before they significantly impact our campaigns.