



Changes in the Latest Update of SkyDesk Campaigns



February 2018

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Summary

Thank you for using SkyDesk Campaigns. We are planning to introduce new user interface (UI) and improvements in existing features.

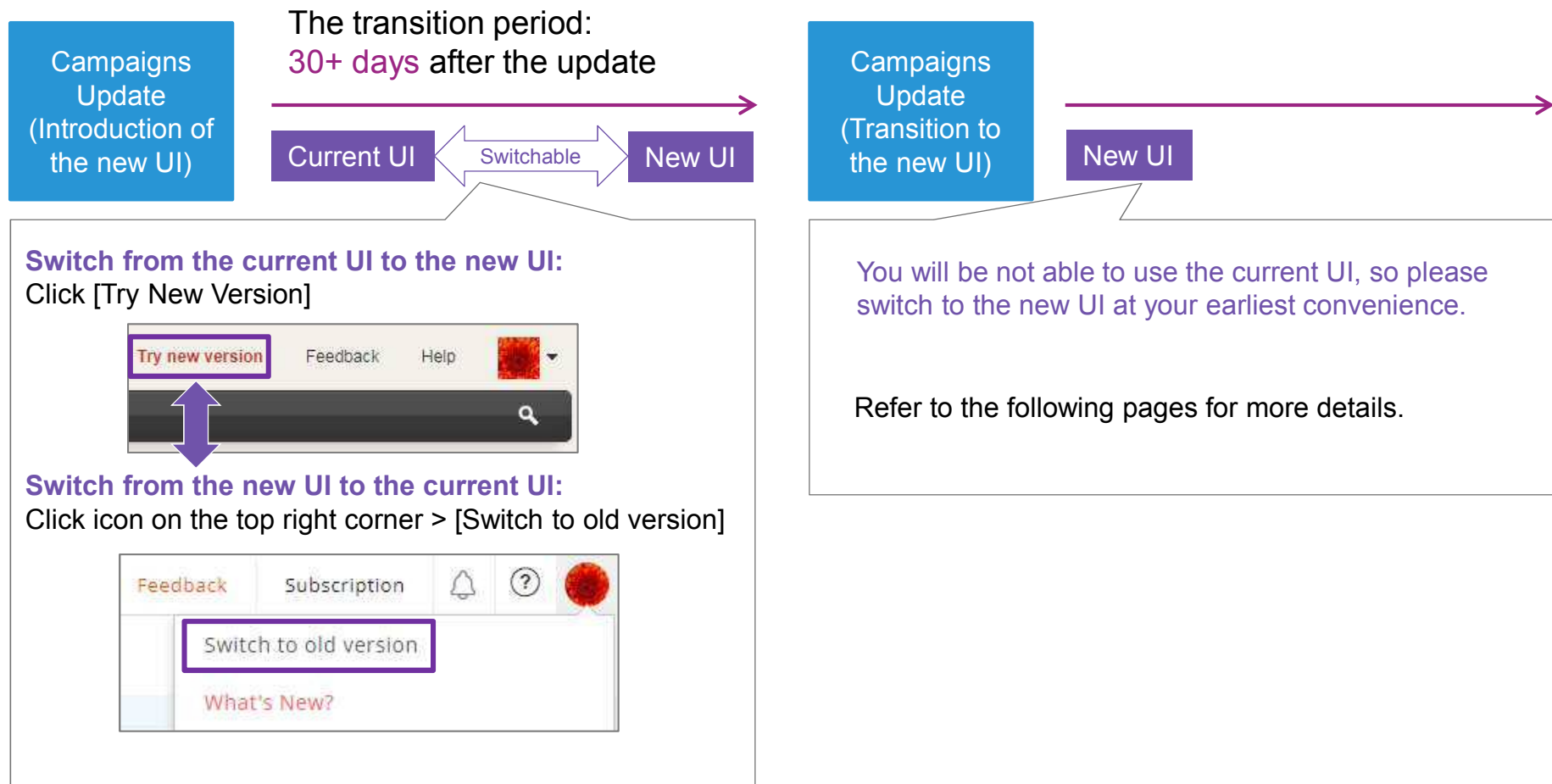
This document explains the important changes to help your transition.

1. Switching to New UI
2. Switching Tabs
3. My Shortcuts Tab: Folders & Favorites
4. New Dashboard
5. Improved Template Editor
6. Scoring
7. Enhanced Autoresponder
8. More Triggers for Workflow
9. Campaign Policy – Email Limits, Content Approval
10. Other Updates

Note: The features described in this document may be changed before the release.

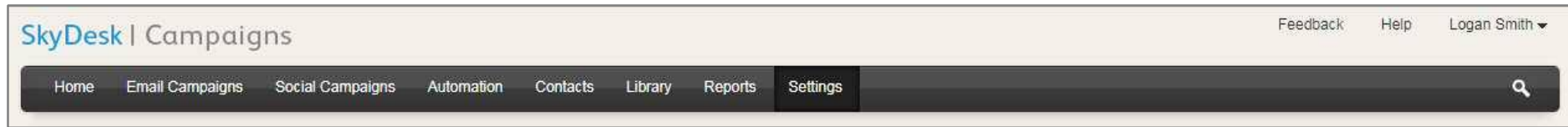
1. Switching to New UI

- We are planning to improve user interface of SkyDesk Campaigns.
- The transition period is provided to switch to the new UI.

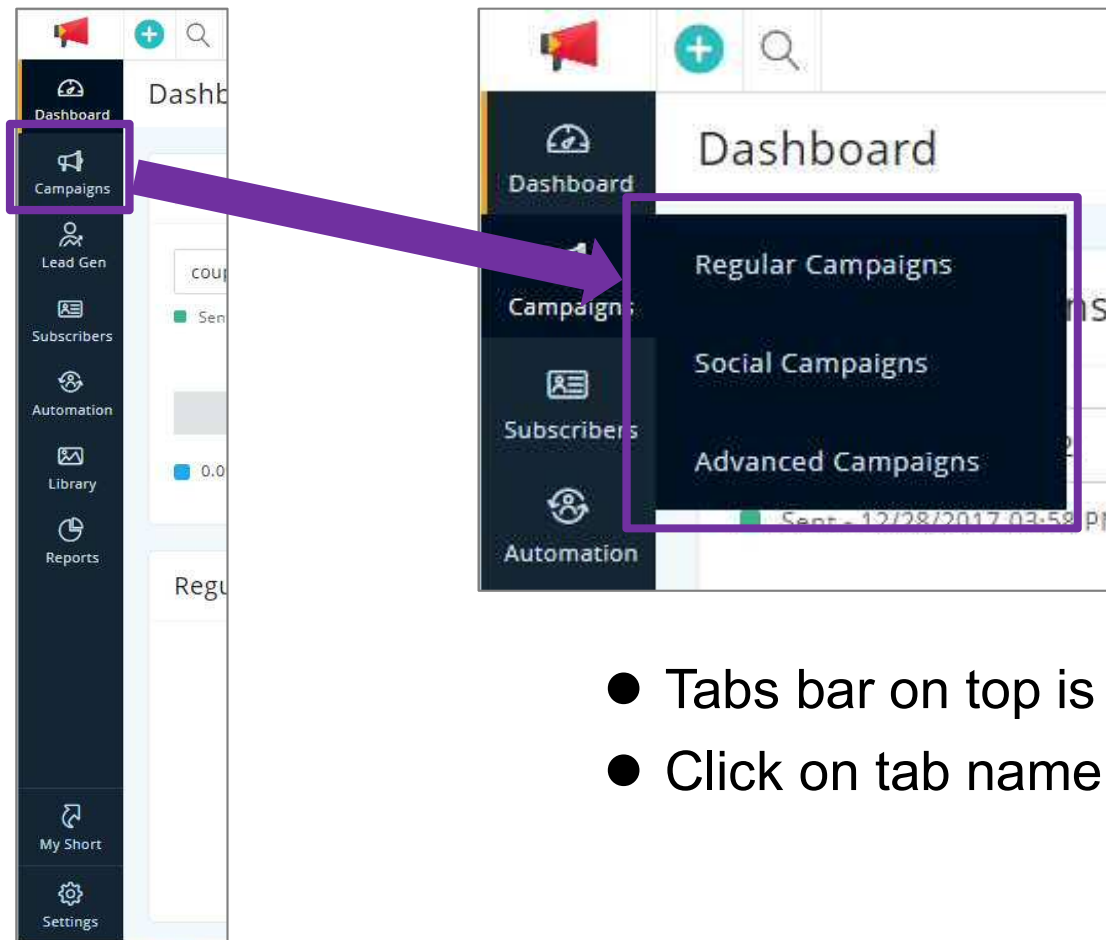


2. Switching Tabs

Current UI:

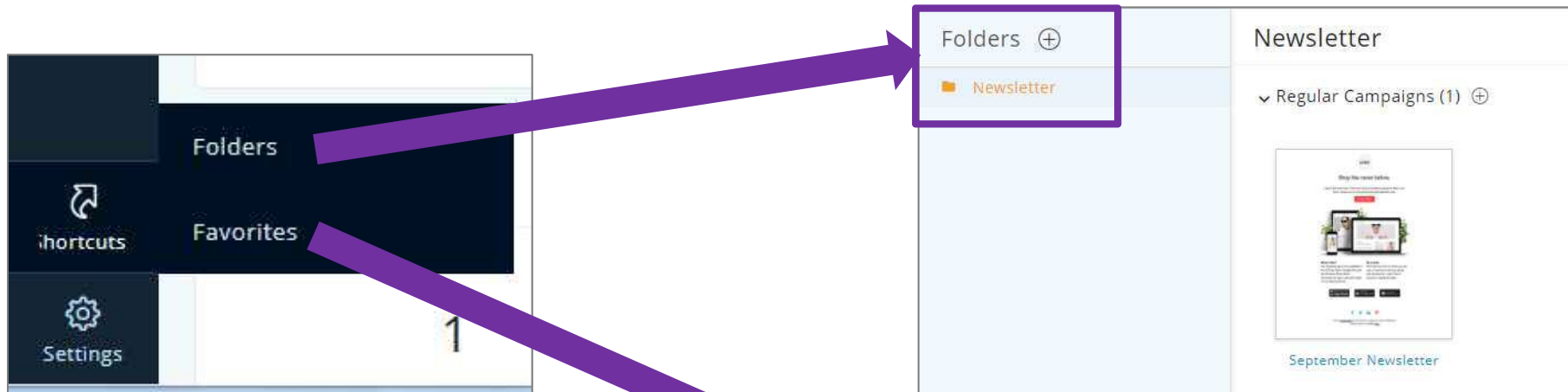


New UI:

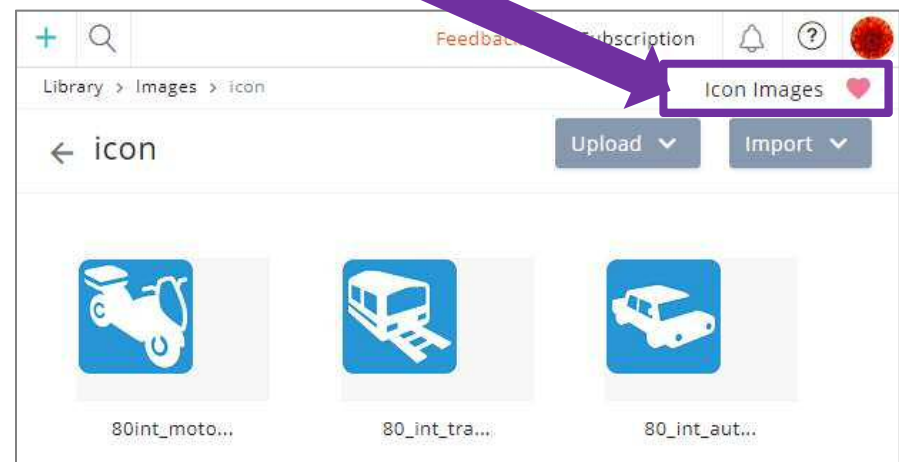


- Tabs bar on top is moved to the left pane.
- Click on tab name to show options.

3. My Shortcuts Tabs: Folders & Favorites

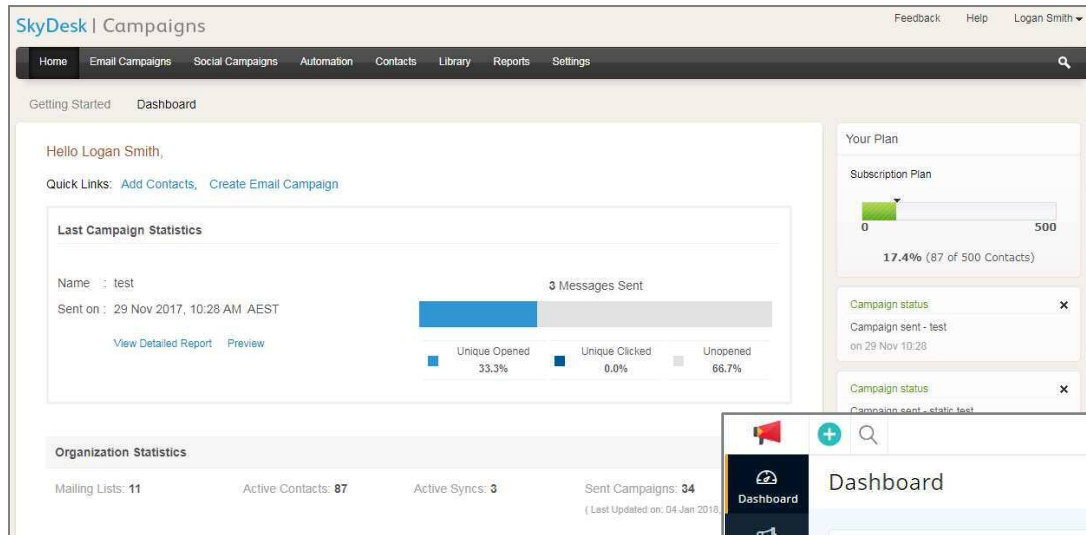


- My Shortcuts tab is added.
- You can now create and arrange items by folders.
- Favorite any page for easy access.

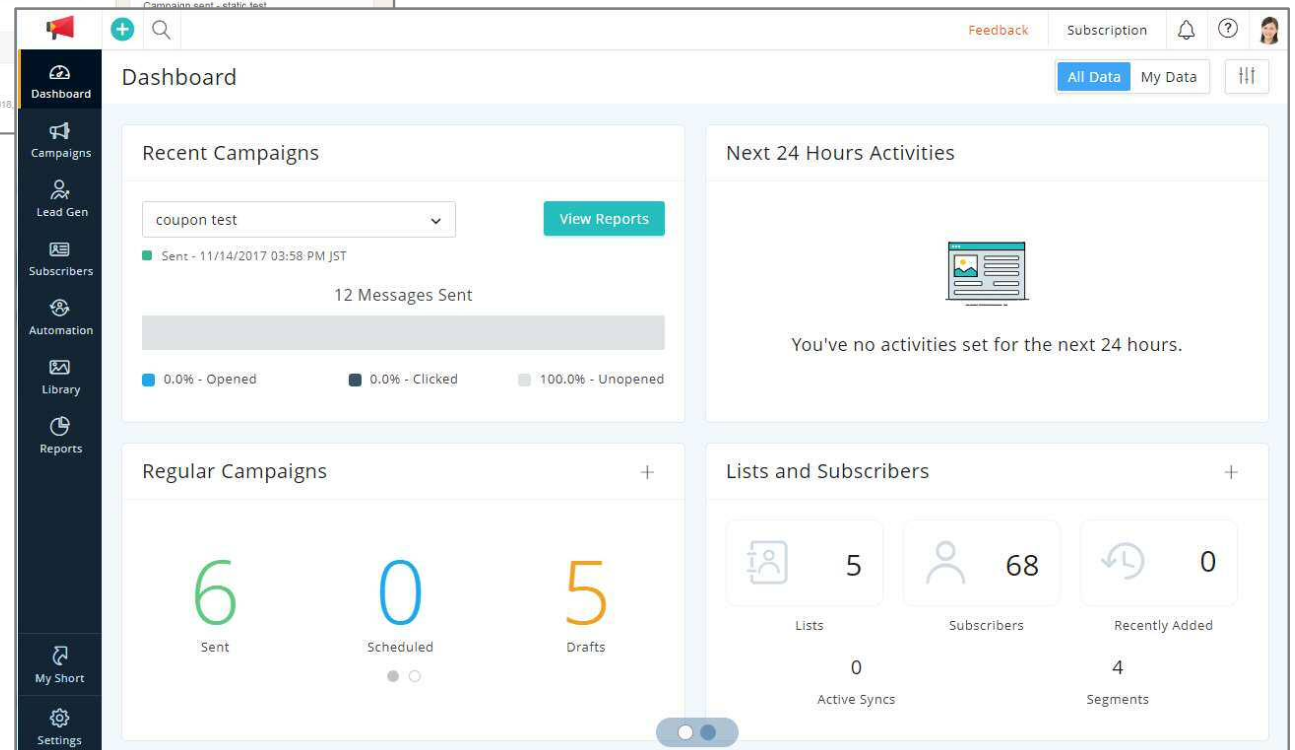
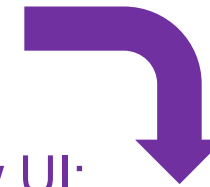


4. New Dashboard

Current UI:



New UI:



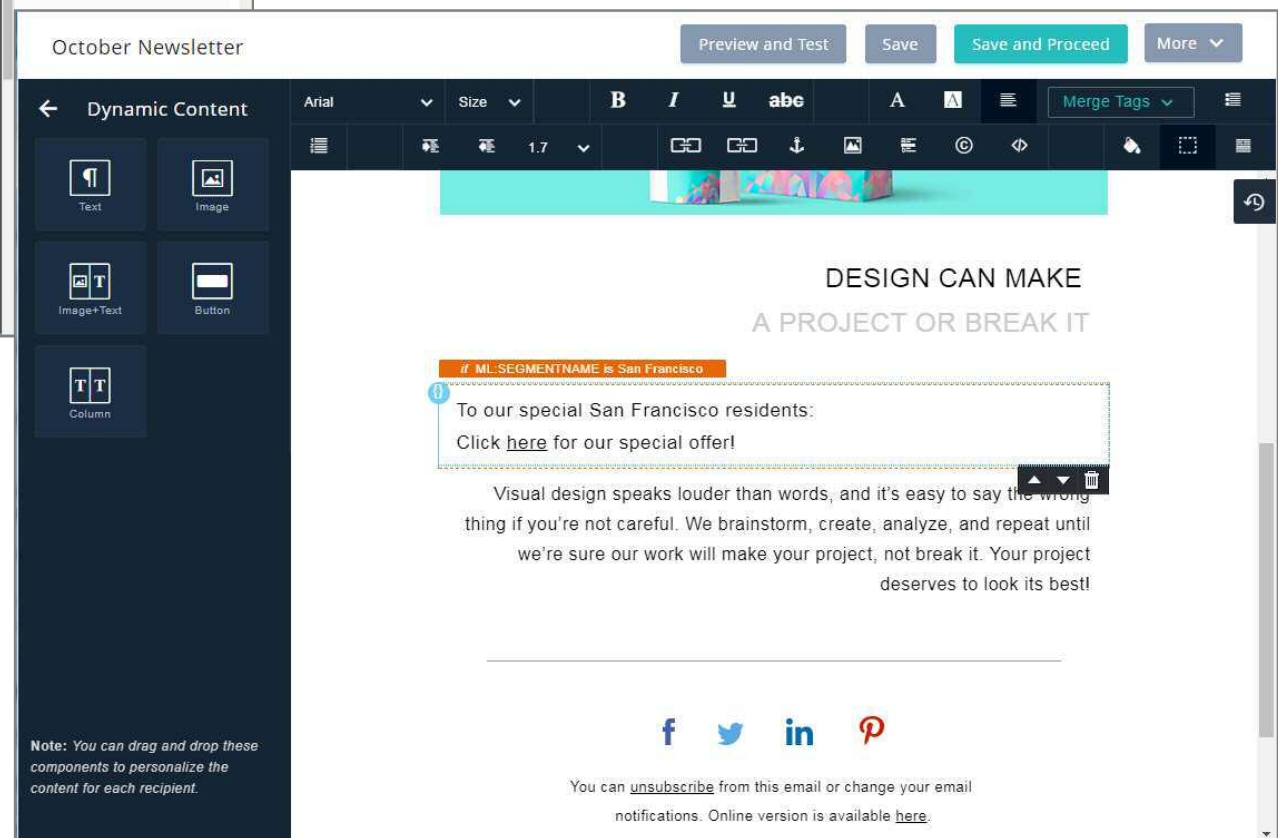
- The new dashboard brings everything to the forefront in an easy-to-read display.
- Customize your widgets and create your own dashboard to maximize efficiency.

5. Improved Template Editor

Current UI:



New UI:



- Drag-and-drop interface with menu on the left.
- More features added, such as attaching files and adding dynamic content (personalization of emails based on the subscribers' information).

6. Scoring

The image shows two screenshots from a marketing software interface. The top-left screenshot is titled "Campaign-specific scoring" and shows a table of default scoring criteria. The top-right screenshot shows the configuration for a specific campaign, where "Opens in US" is set to a score of 5. The bottom screenshot shows a subscriber profile for Sonya Anderson with a highlighted "Subscriber Score" of 40.

Subscriber Activity	Score
Unique Open	10
Multiple Open	20
Unique Click	20
Multiple Click	25
Optin	15
Tell-a-Friend	40

Subscriber Activity	Score	Status
Opens in US	5	<input checked="" type="checkbox"/>

Subscriber Profile: Sonya Anderson
works at Skyterior
Joined on Dec/28/2017 01:23 PM, Added by me
Modified Dec/28/2017 03:00 PM

Subscriber Score: 40
Note: Subscriber score is calculated based on the subscriber's activities.

- Define score based on the subscriber's activities
- Manage and analyze subscribers using Subscriber Score

The bottom screenshot shows a subscriber profile for Sonya Anderson. The "Subscriber Score" is highlighted in a purple box and is 40. Below the profile, there are sections for "Recent Activities" and "Campaign Summary".

Recent Activities:

- Opened September Newsletter. On 28 December 2017
- SHIZUOKA, JAPAN
- Received November Newsletter 5 days ago
- 33.33% Open Rate, 99.99% Click-to-Open Rate (CTOR)

Campaign Summary:

3	1	1	0
Received	Opened	Clicked	Comments

7. Enhanced Autoresponder

Automation > Autoresponders

← Create Autoresponder

What type of autoresponder would you like to create?

- Signup**
Welcome your new subscribers and target them with follow-ups.
- Date-field**
Remind your customers of a subscription renewal or wish them a happy birthday.
- Closed Group**
Send a series of messages to a fixed list of subscribers.
- Calendar**
Send out promotional messages for annual events and seasonal holidays.
- Email-action**
Send messages to subscribers based on how they interact with your emails.
- Smart Series**
Add subscribers to the autoresponder without starting newcomers from the beginning.
- Cyclic**
Send out recurring campaigns to get in contact with your subscribers at a set interval.

- 2 types of autoresponders introduced

- Smart Series: Can subscribe to series from the date of subscription
- Cyclic: Send emails with periodic intervals - daily, weekly, monthly, yearly

8. More Triggers for Workflow

The screenshot shows a workflow automation interface with a sidebar on the left containing navigation items: Dashboard, Campaigns, Subscribers, Automation, Library, Reports, and My Short. The main workspace is titled 'Automation > Workflow > Send email to those who have clicked Checkbox'. It features two main sections: an 'if' trigger and a 'then' action block. The 'if' trigger is labeled 'A subscriber is present in the mailing list' with a dropdown menu set to 'Newsletter'. Below it is an 'and' connector, followed by a filter condition: 'Meets the following condition' with a list of criteria: '1. Checkbox is true true'. The 'then' action block is labeled 'Perform the following actions' and has a dropdown menu open, listing the following actions: 'Remove subscribers from list', 'Add subscribers to a list', 'Send email', 'Push data to CRM', 'Update fields', 'Add score', and 'Add Webhook'. A purple box highlights this dropdown menu.

- More actions available for workflow actions

9. Campaign Policy – Email Limits, Content Approval

Settings > Campaign Policy > Email Limits

Campaign Policy

Email Limits Content Approval

Set limits on the number of emails being sent out for various recurring schedules.

Email-Sending Policy

Time	Value
Weekly Email Limit	1 email
Monthly Email Limit	4 ema...
Interval Between Emails	5 days

[Save](#)

- Can limit number of emails sent
- Can add process to approve contents before sending

October Newsletter 2
Draft

Campaign Preview HTML Text

Can't read or see images? [View this email in a browser](#)

Company Logo About Contact

Design with love
Because design is thinking made visible.

[See Our Work](#)

This campaign is waiting for your approval. Please review it and post your comments, if any.

[Approve](#) [Hold](#)

Please go ahead and send this.

[Post](#)

10. Other Updates

- Supports emoji in Subject line
- Supports Webhooks (for mailing lists and campaigns)
- Supports integration with SkyDesk Docs (import subscribers and contents)
- Supports integration with SkyDesk Reports (import subscribers)

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