Create an Automated Email Campaign

Build a sequence of emails with delays between each message.

What is a campaign?

- A campaign is a series of emails. Contacts receive the emails after they are subscribed to that campaign, according to the delays and sending conditions you configure.

Step by step

1. Open **Emails > Campaigns** and click **Create**.
2. Give your campaign a clear internal name, select a sender address and add a description, then **Save**.
3. Open the campaign and click **Create** to add the first email.
4. Enter its subject, sender name, sender address and editor choice. Write the email and save it.
5. Return to the campaign list. Open the email's three-dot menu and select **Activate**.
6. Configure when the email should send, including its delay and, if needed, allowed sending times or days.
7. Add subsequent emails. For each one, select the preceding email under **This email will be sent after**, then set the delay.
8. Test your emails and confirm the sequence is ordered correctly before subscribing real contacts.

Important to know

- Inactive emails may appear at the top of the list until activated. All configured delay, day and time conditions must be satisfied before an email is sent.
- Adding a new step to an active campaign does not retrospectively send it to contacts who have already passed that point.