

campaign engagement filter

boost your campaign engagement with new filters

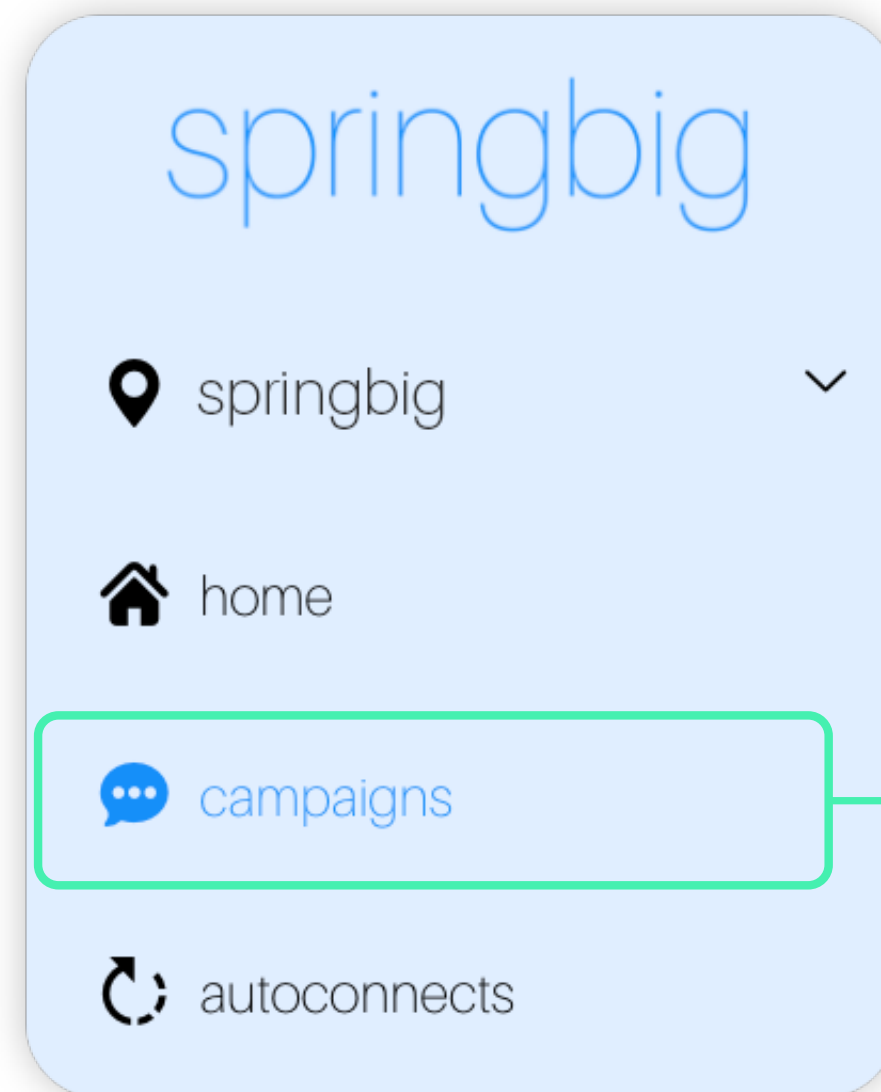
springbig



campaign engagement filter

springbig's **campaign engagement filter** allows you to target members based on their interactions with your previous campaigns. you can send campaigns to select members based on how many times they have clicked on your previous campaigns or how many times they have visited your store after your previous campaigns

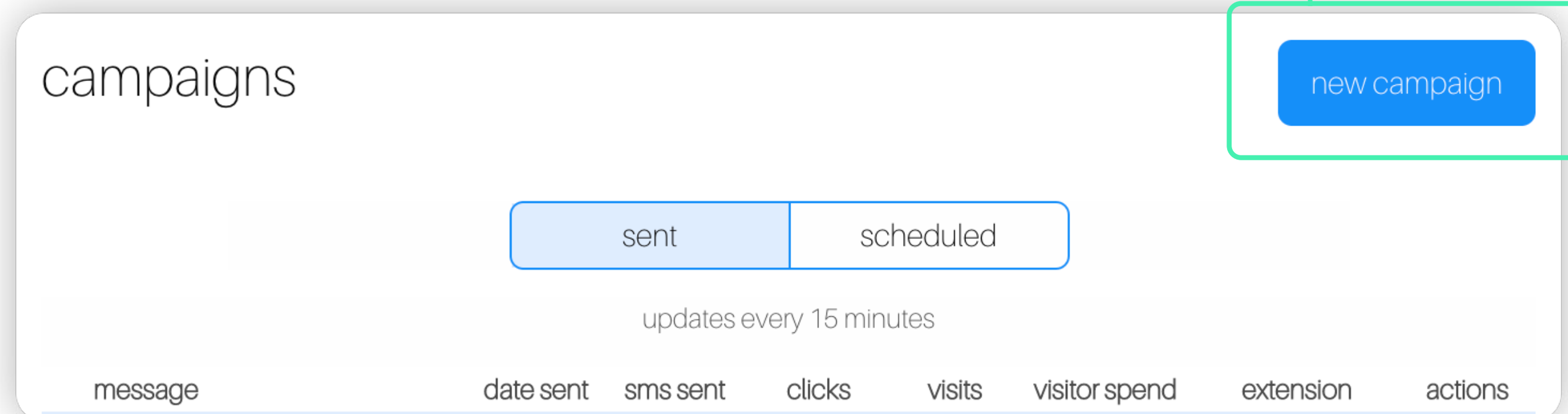
to get started using the **campaign engagement filter**, you must login to your **springbig** account and begin creating a new campaign

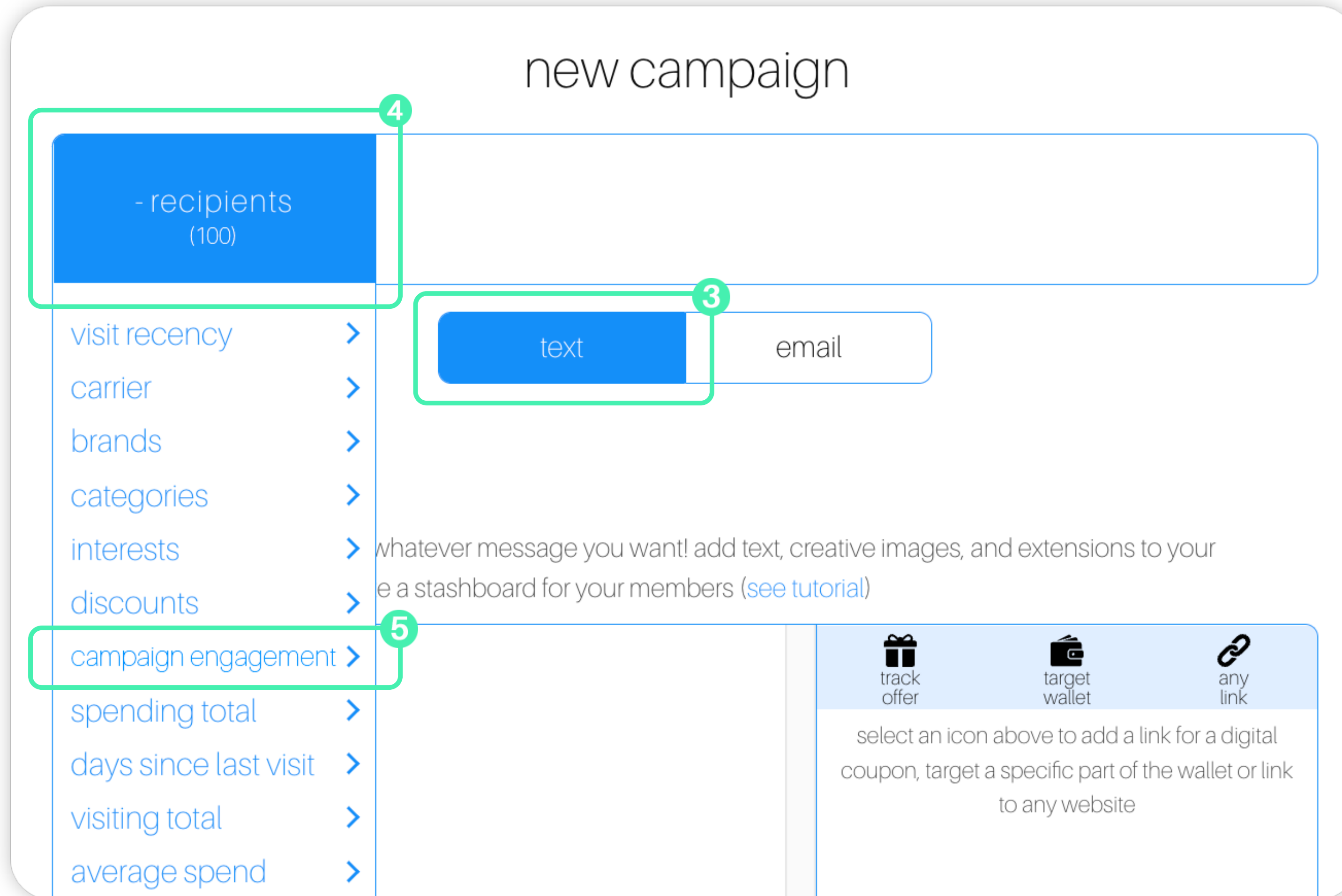
**step 1.**

on your **springbig dashboard**, select **campaigns** from the left-side menu options

step 2.

on the next page, locate and click on **new campaign** to begin creating your campaign





The screenshot shows the 'new campaign' interface. On the left is a list of filter categories: '- recipients (100)', 'visit recency', 'carrier', 'brands', 'categories', 'interests', 'discounts', 'campaign engagement', 'spending total', 'days since last visit', 'visiting total', and 'average spend'. Each category has a right-pointing chevron. Callout 4 points to the '- recipients (100)' category. Callout 3 points to the 'text' tab in the 'email' section. Callout 5 points to the 'campaign engagement' category. The 'email' section has two tabs: 'text' and 'email'. Below the list, there is a text input area with placeholder text: 'whatever message you want! add text, creative images, and extensions to your' and 'e a stashboard for your members (see tutorial)'. At the bottom right, there are three icons: 'track offer' (gift icon), 'target wallet' (wallet icon), and 'any link' (link icon). Below these icons is a text box: 'select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website'.

step 3.

make sure that you are on the **text** tab

step 4.

next, select the **recipients** tab to drop down the customer segments for targeting your campaign

step 5.

from the list, locate and select **campaign engagement** tab

- ✓ this will allow you to view your customer engagement segments

step 6.

next, **select the segment** you wish to target before proceeding to create your campaign and sending it out

new campaign

- recipients
(100)

[< back](#) campaign engagement

search

☐ member visits (0/5)
0 texts, 0 emails

☐ member visits (1/5)
0 texts, 0 emails

☐ member visits (3/5)
0 texts, 0 emails

☐ member visits (4/5)
0 texts, 0 emails

☐ member visits (5/5)
0 texts, 0 emails

☐ member clicks (0/5)
0 texts, 0 emails

☐ member clicks (1/5)
0 texts, 0 emails

☐ member clicks (2/5)
0 texts, 0 emails

text

email

whatever message you want! add text, creative images, and extensions to your
e a stashboard for your members ([see tutorial](#))

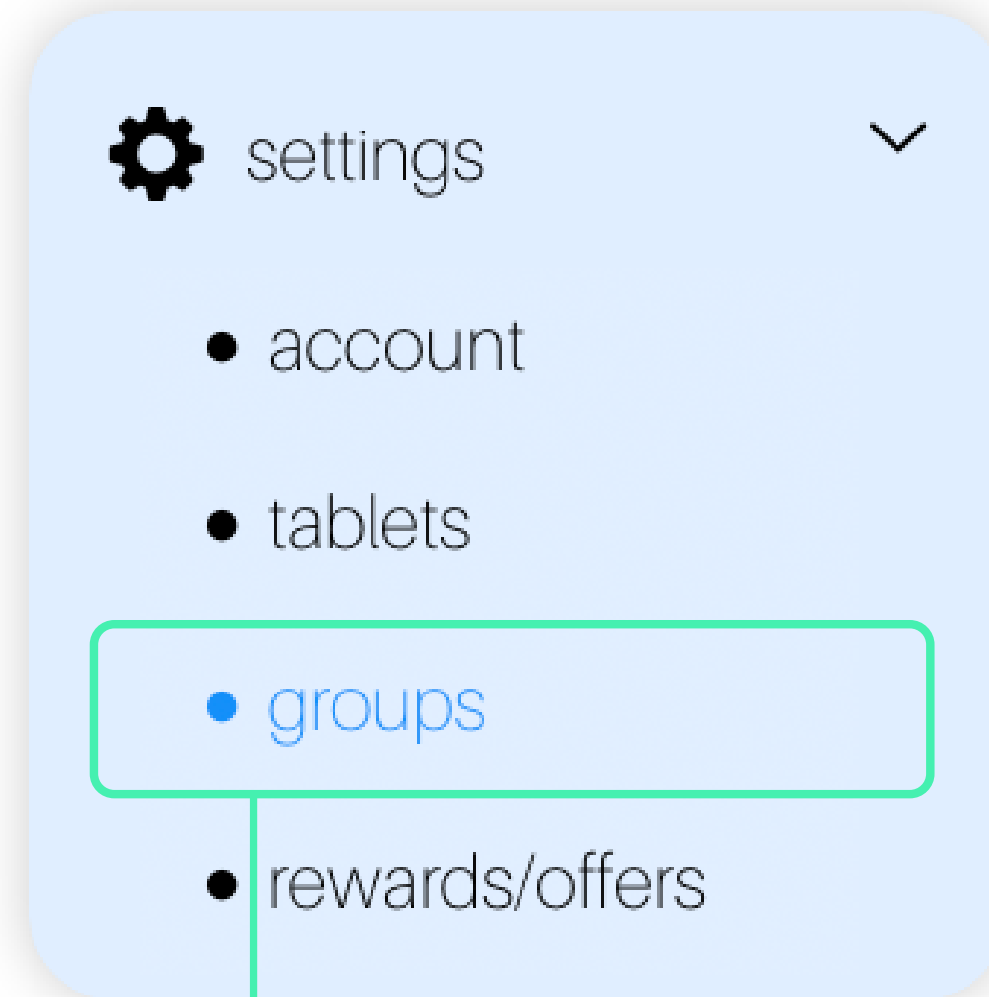
 track offer

 target wallet

 any link

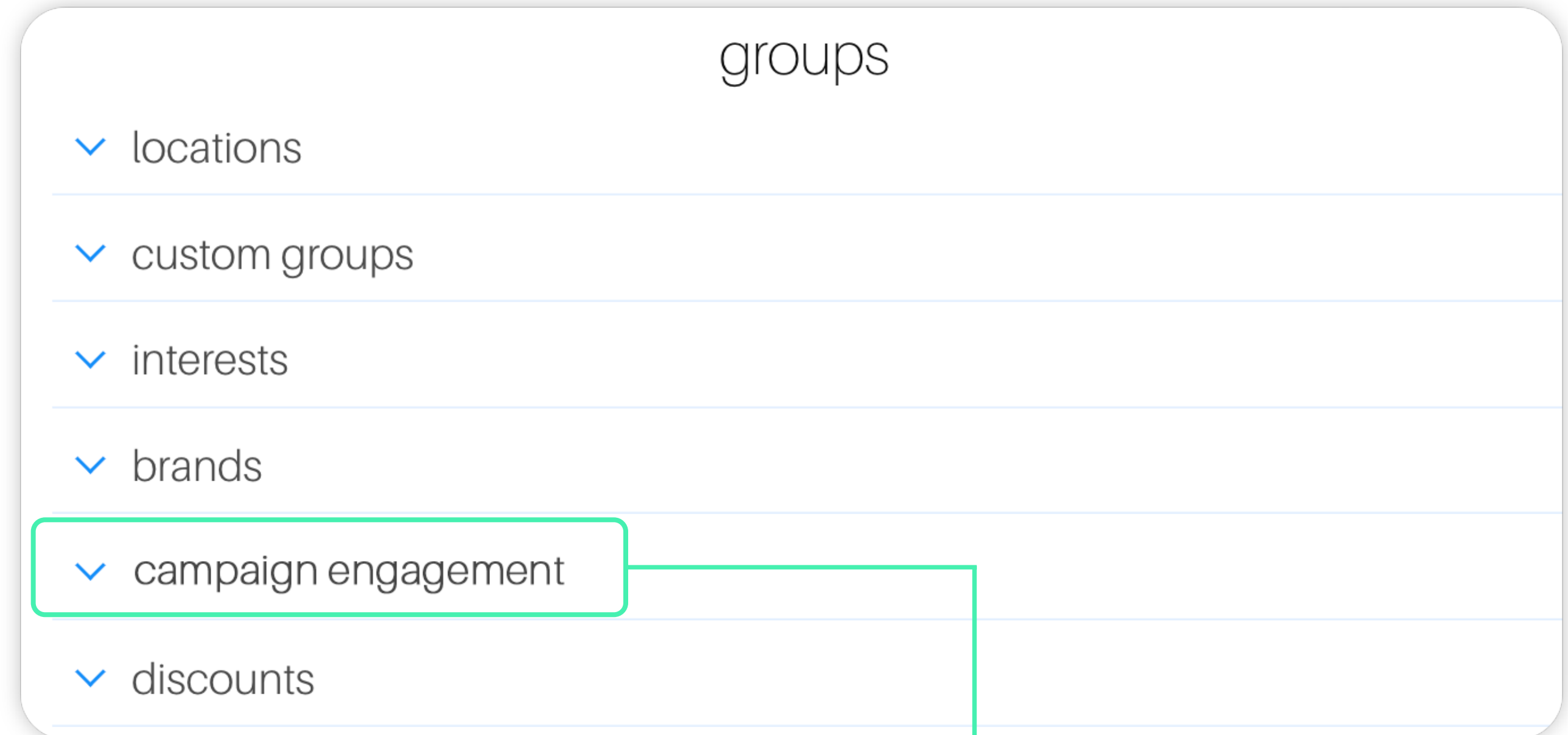
select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website

this page will walk you through the steps to take to setup and adjust your customer engagement segments



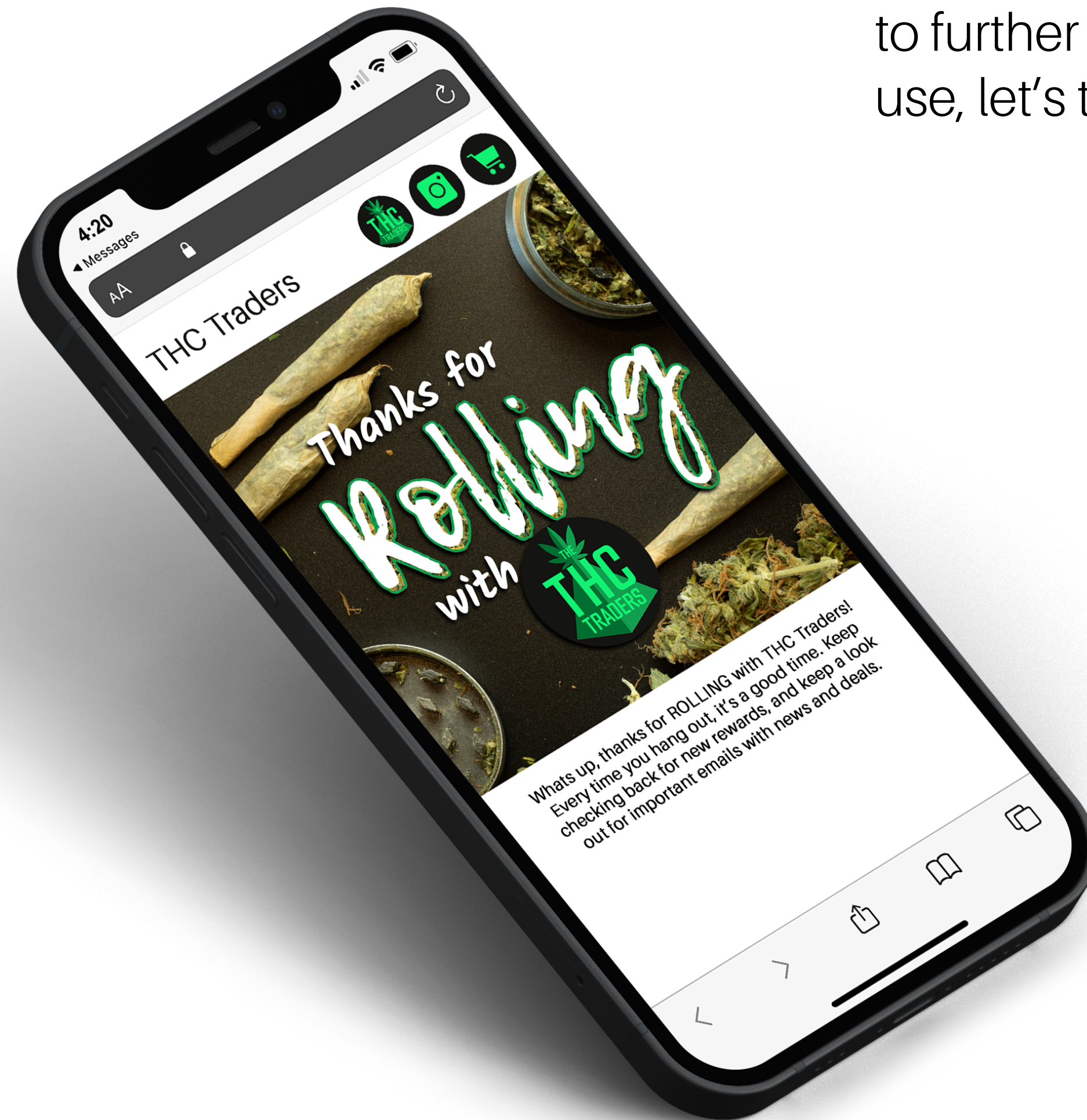
step 1.

select **groups** from the **settings** dropdown menu on your **springbig dashboard**



step 2.

on the next page, locate and click on **campaign engagement** to change the thresholds of the segments and target different customer engagement segments based on *how many times they have visited or clicked on previous campaigns*



to further clarify how the campaign engagement filter can be put to use, let's take a look at this example:

10 campaigns were sent to 100 recipients in the last 30 days

- ✓ if the merchant wants to create a new campaign filter by the recipients who clicked on at least 5 of the 10 campaigns that were sent, the merchant can select the **campaign engagement filter**, and then select the **member clicks 5/10** option to target these members with a new campaign



ready to get started?