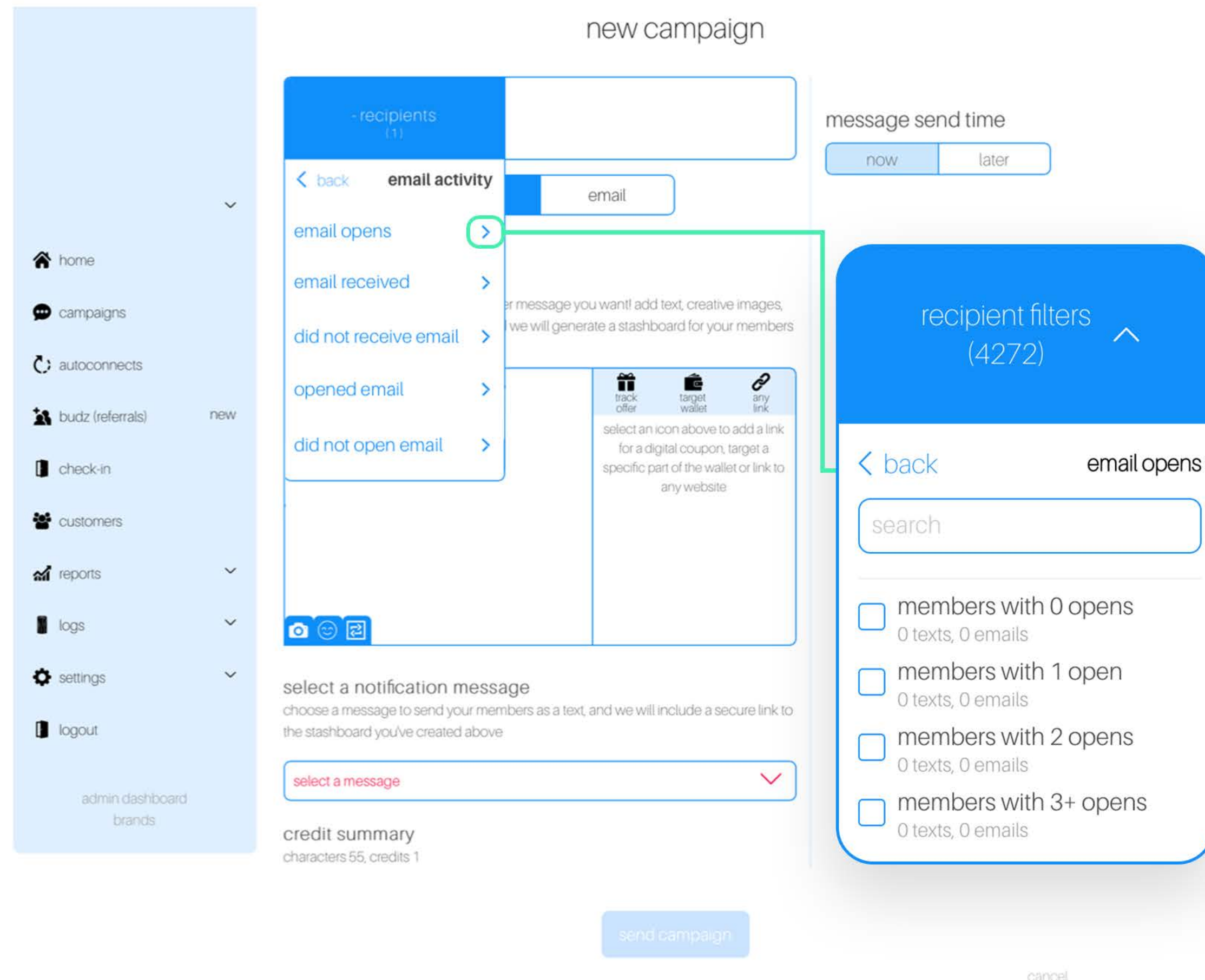


email activity groups

target members based on their email activity

springbig



The screenshot displays the 'new campaign' interface in the SpringBig admin dashboard. On the left is a sidebar with navigation links: home, campaigns, autoconnects, budz (referrals), check-in, customers, reports, logs, settings, and logout. The main area is titled 'new campaign' and features a 'recipients' section with a dropdown menu for 'email activity'. This menu is open, showing options like 'email opens', 'email received', 'did not receive email', 'opened email', and 'did not open email'. A green circle highlights the 'email opens' option. To the right of the menu is a 'message send time' selector with 'now' and 'later' buttons. Below the menu is a 'recipient filters' panel showing 'email opens' with a search bar and a list of filter options: 'members with 0 opens', 'members with 1 open', 'members with 2 opens', and 'members with 3+ opens'. Each option has a checkbox and a count of '0 texts, 0 emails'. At the bottom of the main area is a 'select a notification message' section with a dropdown menu and a 'send campaign' button. A 'cancel' button is also visible at the bottom right.

activity based segmentation

send text message campaigns to members based on their engagement with previous campaigns

you can target your text campaigns to members based on whether or not they received your email campaigns and whether or not they opened the email. simply select the **email activity** segment in **recipients** when creating your campaign. select whether you want to target members who received vs did not receive your email, or opened vs did not open your email, before creating the rest of your campaign

email opens segment

allows you to target members that open your email and send them a campaign

recipient filters
(4272) ^

< back email opens

search

☐ members with 0 opens
0 texts, 0 emails

☐ members with 1 open
0 texts, 0 emails

☐ members with 2 opens
0 texts, 0 emails

☐ members with 3+ opens
0 texts, 0 emails

email received segment

allows you to target members that received your email and send them a campaign

recipient filters
(4272) ^

< back email received

search

☐ members who received
campaign #13526
0 texts, 0 emails

☐ members who received
campaign #13662
0 texts, 0 emails

☐ members who received
campaign #13680
0 texts, 0 emails

☐ members who received
campaign #13797
0 texts, 0 emails

☐ members who received
campaign #14156
0 texts, 0 emails

email not received segment

allows you to target members that did not receive your email and send them a campaign

recipient filters
(4272) ^

< back email not received

search

☐ members who did not
receive campaign #13526
4272 texts, 911 emails

☐ members who did not
receive campaign #13662
4272 texts, 911 emails

☐ members who did not
receive campaign #13680
4272 texts, 911 emails

☐ members who did not
receive campaign #13797
4272 texts, 911 emails

☐ members who did not
receive campaign #14156
4272 texts, 911 emails

recipient filters
(4272) ^

[< back](#) email opened

search

☐ members who opened campaign #13526
0 texts, 0 emails

☐ members who opened campaign #13662
0 texts, 0 emails

☐ members who opened campaign #13680
0 texts, 0 emails

☐ members who opened campaign #13797
0 texts, 0 emails

☐ members who opened campaign #14156
0 texts, 0 emails

email opened segment
allows you to target members
that opened your email and
send them a campaign

recipient filters
(4272) ^

[< back](#) email not opened

search

☐ members who did not open campaign #13526
0 texts, 0 emails

☐ members who did not open campaign #13662
0 texts, 0 emails

☐ members who did not open campaign #13680
0 texts, 0 emails

☐ members who did not open campaign #13797
0 texts, 0 emails

☐ members who did not open campaign #14156
0 texts, 0 emails

email not opened segment
allows you to target members
that did not open your email and
send them a campaign

ready to get started?

springbig