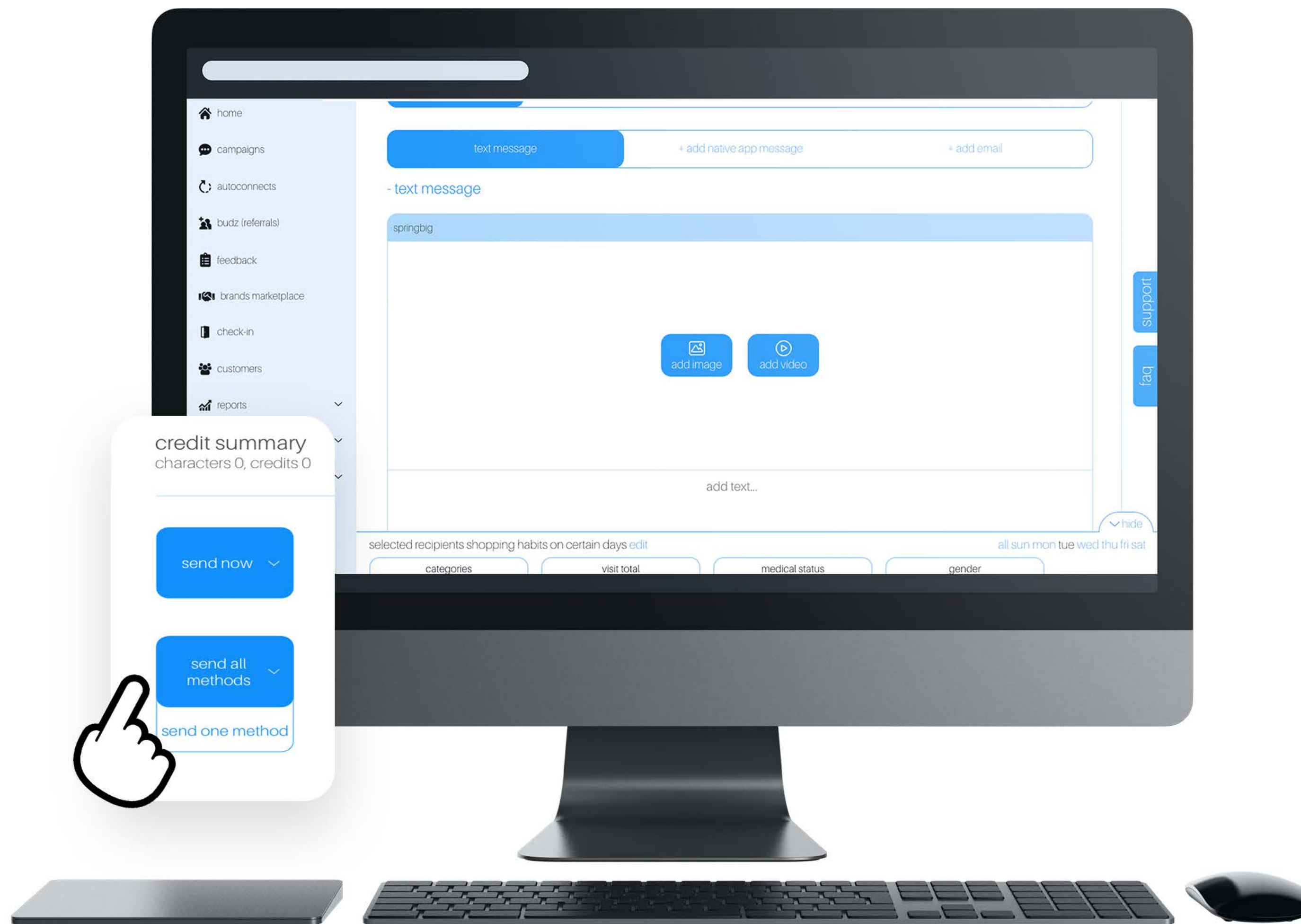


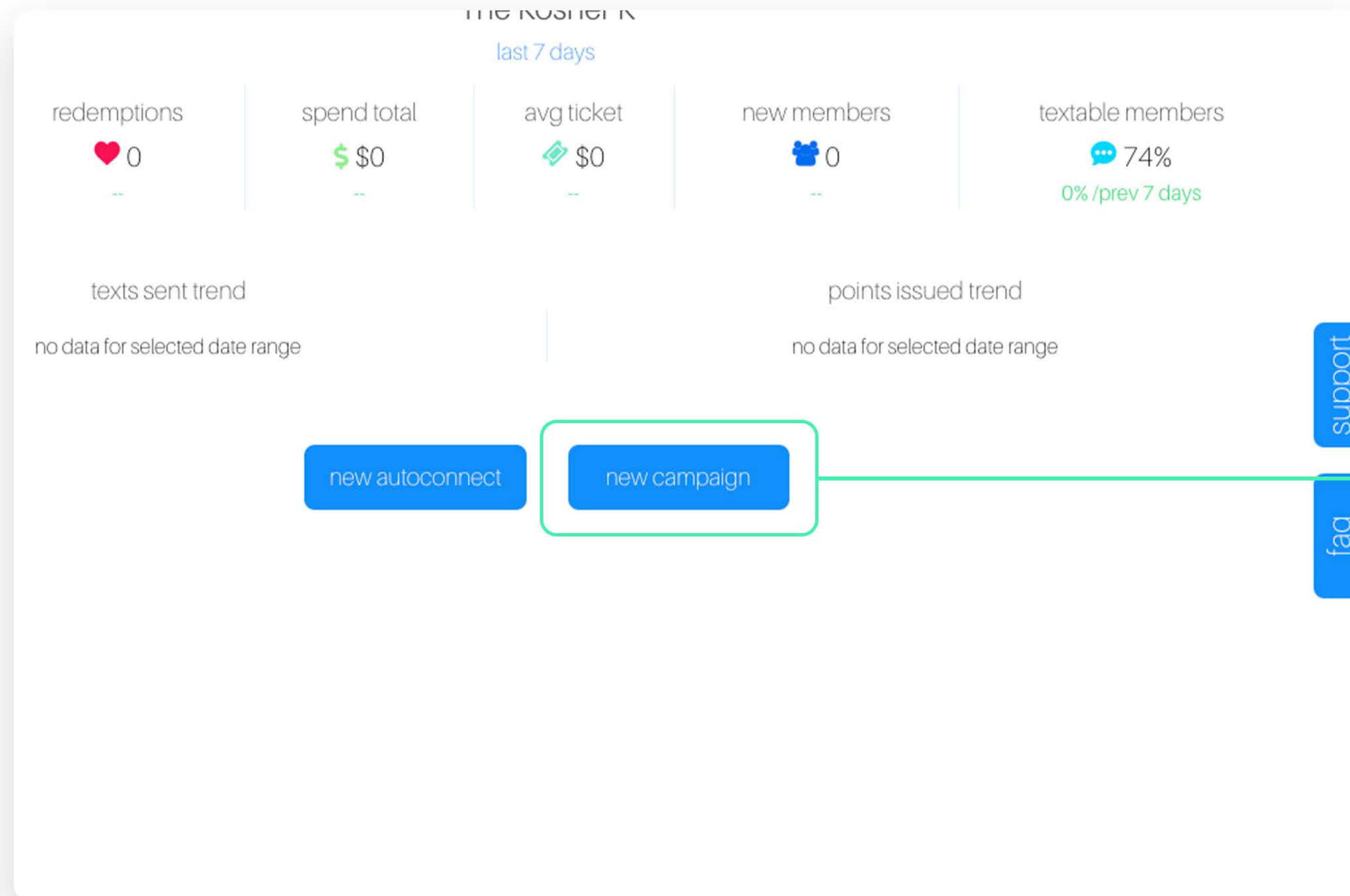
# multi-method send guide

springbig 

# multi-method send feature

the **multi-method send** feature allows you to either, send **all configured sending methods** for that campaign, or **prioritize different sending methods** per campaign, where the highest priority sending method that each individual customer is opted into will be sent





step 1 

log onto the [springbig](#) platform  
and click [new campaign](#)

new campaign

recipient filters ▾  
(42509)

stashboard message native app message email

- stashboard message

add image

## step 2



with the [springbig campaign creator](#), you have the ability to choose between [multiple sending options](#) for each campaign, including [text](#), [email](#), [push notifications](#) (native app). you can create unique content for each of the sending options in the same campaign

once on the [campaign creation page](#), configure and customize each individual sending method you would like to utilize for your campaign

emoji

substitution

+ add extension

select notification message

credit summary  
characters 0, credits 0

send now

send all methods

send one method

## step 3



if multiple sending options are configured for a campaign, there will be a **send all methods** drop down button at the bottom of the page

**note:** by default, the multi-method send configuration will be set to **send all methods**, which will send the message through **all sending channels** that have been configured

to **prioritize different sending methods**, click the send all methods drop down and then click **send one method**.

+ add extension

push notification message

+ member first name

\*optimized character count for iOS devices is 175

0/240

credit summary

characters 0, credits 0

send now ▾

prioritize  
msg types,  
send 1 per  
member ▾

push  
1

sms  
2

email  
3

step 4



when **send one method** is selected, a priority configuration will slide out to the right of the drop down

**note:** only the **sending methods that have been configured** will appear in the priority configuration. so, if you only have text and push notification messages set up, email will not be seen in the priority configuration

credit summary  
characters 0, credits 0

send now ▾

prioritize  
msg types,  
send 1 per  
member ▾

push  
1

sms  
2

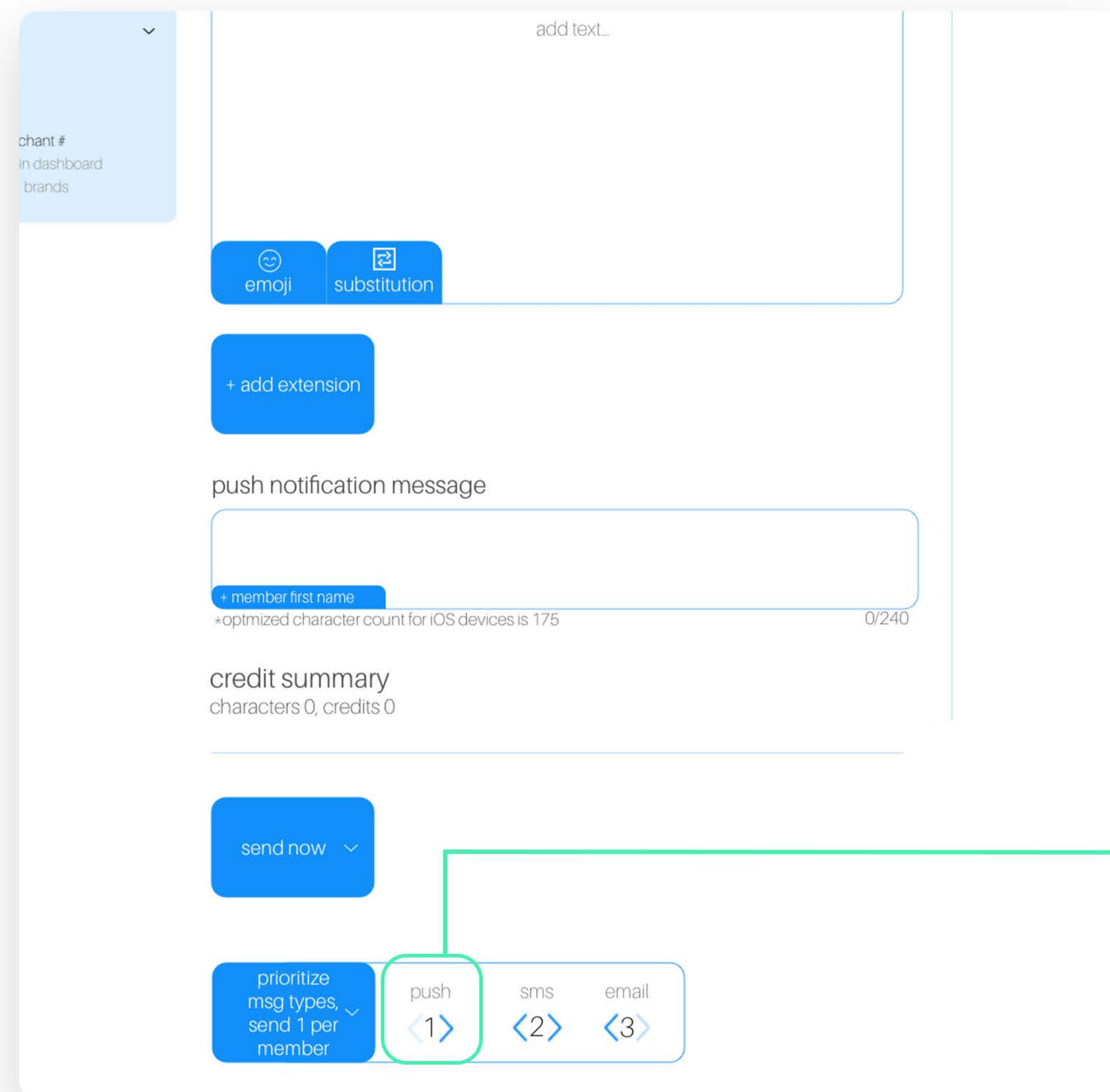
email  
3

send campaign

step 5



use the arrows in the [priority configuration](#) slide out to  
prioritize different sending methods. the first available  
method for each member will be sent



The screenshot shows the SpringBig messaging interface. At the top, there's a text input field labeled "add text...". Below it are buttons for "emoji" and "substitution", and a "+ add extension" button. A section for "push notification message" contains a text input field with a placeholder "+ member first name" and a character count "0/240". Below this is a "credit summary" section showing "characters 0, credits 0". At the bottom, there's a "send now" button and a "prioritize msg types, send 1 per member" section. This section has three buttons: "push", "sms", and "email", each with a number in angle brackets. The "push" button is highlighted with a green box and a green line pointing to the "example" section on the right.

## example

let's say you've been seeing a lot of engagement with your push notifications and want to prioritize those, but you also want your message to reach customers who mainly use text or email. to do this, **first set up all sending methods** you would like to send, then use the arrows to prioritize them. in this case, let's say the priority configuration is set to:

- ✓ push
- ✓ SMS
- ✓ email

with these settings, when the message is sent it will be sent as a **push notification** to those opted into push notifications on your app. however, if your customer is not opted into push notifications, but they are opted in to receive **SMS messages**, then they will receive the SMS message you set up. finally, if they aren't opted into either notifications or SMS, but they are opted into **email**, then they will receive your email message

ready to get started?

springbig